

Salem Ota Cultural Exchange
Meeting: May 22, 2017

Denise Granniss	Chris Granniss	Connie Arlander	Julie Budd
Jerry Sherman	Erin Dolan	Abigail Clark	Joseph Salerno
Betty Burke	Ben Arlander	Olivia Bracken	

Scholarship

The recipient of the 2017 Salem Ota Cultural Exchange Scholarship is Sophie Parr!

Sophie will be presented with the check Thursday, March 25.

There were 5 applicants this year for the \$500 scholarship. All were well-written.

Ways to publicize this could include: High School print? Newspaper? Patch?

Japanese Student Trip

We are still in need of placement for *three boys*.

If a Host family has a female child, two of the three boys can be placed with them.

Should you know anyone willing to host a male Japanese student or two, please let Connie know as soon as possible. The Japanese students are between the ages of 13-14, so Host Families must have children between the ages of 10-16.

In an attempt to cast a wider net, we plan to reach out to:

- The Boys & Girls Club (Denise)
- The Phoenix School
- The Greenhouse School, as it now has an 8th grade class.
- Salem Montessori School, as it now has an 8th grade class.
- Cohen Hillel Academy

Connie usually starts looking for Home Stay Host Families in February. Someone else needs to take it over for next year. Please let us know if you are interested.

The (very) tentative schedule:

Sunday	July 23, 2017	Welcome Party
Monday	July 24, 2017	Gables, Language at PEM, Witch Museum, walk around downtown Salem
Tuesday	July 25, 2017	Statehouse, Japanese Consulate? (to be confirmed) Ferry? (to be confirmed)
Wednesday	July 26, 2017	Language at PEM, Canobie Lake
Thursday	July 27, 2017	PEM, City Hall, PEM
Friday	July 28, 2017	Fenway (to be confirmed), Harvard (to be confirmed) – Boston traffic has become so bad, we may take train (TBD)
Saturday	July 29, 2017	Goodbye Party, Bowling night?
Sunday	July 30, 2017	Free Day

Monday	July 31, 2017	Depart
--------	---------------	--------

Please keep an eye out for SignUpGenius email regarding participation!

Promotion/Communication

We need to get more creative with promotion.

Below are some thoughts/ideas presented at the meeting:

- Would a mailing based on the census be useful? Is it legal?
- Reach out to the History Chair of every school? Perhaps they could be the main point of contact.
- As these ideas will bring in new people, could we get Cori checks through the school?
- We attempted to distribute fliers at the schools, but there was a month-long turnaround.
- The city liaison could blanket the city.
- The club could reach out to former hosts.
- Perhaps we could have a Sister City Week.
- Perhaps we could have a very public party? We could use the Commons during the Goodbye Party on Saturday, July 29th. We could invite the Japanese Consulate and Mayor Driscoll. Bring back the real Goodbye Party. We could have a banner with editable dates – Ad King has our logos and things – Peter can look into this. Deb will look into the size for the banner. We could hang it two weeks before the Goodbye Party. It will have to live with the city- not us.
- Perhaps we could use the PEM? The PEM had dancers. Can someone look into that?
- Perhaps we could move the adult trip to August so the American Legislators (like Joan Lovely) can go?
- Update the Hawthorn Boulevard sign – the trees were donated by Ota.

Should you have any ideas, please reach out or make a point to suggest them at the next meeting.

Misc.

Concern was expressed regarding the city liaison's lack of meeting attendance. Attending the bi-monthly meetings is the bare minimum, and she did not attend. By the time she was hired, the summer (our busy season) was all set. What is she being paid to do exactly?

Is the \$20,000 from the city an annual thing, or just this year?

Meeting Agenda - Sunday, July 23
House of the Seven Gables 3:00-3:30

Objective: Increase visibility in order to increase human capital and participation in exchange programs.

Postcard promotion

Review design ideas for promotional postcard for Sunday. The designs are attached. The bottom left with the triangles was chosen.

September History Workshop

These workshops would be for Salem middle school and high school teachers. It would cover the topics of Edward Sylvester Morse and the Ota Exchange. This will bring us visibility in Salem schools that we are lacking. The teachers will earn professional development points for attending.

Topics to Explore at the next meeting

- Explore screening of Paper Lanterns with Salem State or PEM?
(Strengthen ties with city, schools, Peabody Essex Museum, Salem State College)
- Explore plans to promote American HS student exchange for summer
- Redo Garden /plaque
Re-dedication ceremony with city during Ota adult visit?
- Financials
- Calendar debate

Anyone who wants to add new business for our next meeting, can always email denise@granniss.com or Julie Budd juliembudd@gmail.com or add at in the meeting.

Next Meeting
Monday, September 25th, 2017
7:00 p.m. Meeting – Salem State, South Campus

Please submit all omissions and/or corrections to Julie Budd (juliembudd@gmail.com)