
**2026 - 2027 MCC Governing Board
Programs & Community Engagement Committee
September 16, 2026 – 6:30 p.m.**

AGENDA

6:30 p.m.	Convene Meeting <i>*Announce: This meeting is being audio-recorded for purposes of Minutes.</i> Adopt Agenda	Liz Lawson, Chair
6:35 – 6:45 p.m.	Committee Overview and Goals: Marketing Focus	Liz Lawson
6:45 – 7:15 p.m.	Marketing *Marketing and Community Outreach Analysis * FY27 Strategy *Monthly Toolkit for Board members Discussion	Jessica Wu, Marketing & Communications Dir. Betsy May-Salazar Executive Director
7:15 – 7:20 p.m.	Committee Goals: Programs Focus	Liz Lawson
7:20 – 7:35 p.m.	Summer Concert Series Review Discussion	Sarah Schallern Treff, Performing Arts Director; Betsy May-Salazar
7:35 – 7:55 p.m.	Alden Theatre Season Overview Discussion	Sarah Schallern Treff
7:55 – 8:00 p.m.	Old /New Business	Liz Lawson
8:00 p.m.	Adjourn Meeting	Liz Lawson