



South Hadley Cultural Council

c/o South Hadley Public Library, 2 Canal Street, South Hadley, MA 01075

email: culturalcouncil@shadleyma.org

www.mass-culture.org/South-Hadley | www.facebook.com/southhadleyculture | southhadleyma.gov/385/cultural-council

South Hadley Cultural Council

February 22, 2022

Present:

Officers: Paul Lambert, chair. John Anz, co-chair. Dick Matteson, treasurer. Rebecca Slitt, secretary.

Members: Alexis Allen, Ira Brezinsky, Jen Ducharme, Mary Anne Myers, Alex Ripp

Guest: Lisa Wong, Town Administrator

Called to order 5:30 PM

1. Approval of minutes from January

2. Presentation by Lisa Wong, Town Administrator

- a. The Cultural Council has several additional funding opportunities: funds that can be allocated in the regular town budget, as well as the Rapid Recovery Grant and the American Rescue Plan Act. In other towns, those funds have been used to supplement existing funding and to plan special COVID-safe events – block parties, porch concerts, etc. How can the town help us use these funds? Are there any projects that we've had on our wishlist, or that we haven't been able to fund as fully as we had hoped?

i. Q&A:

1. Timetable? Town budget funds: tied to fiscal year: approval May 12 for FY July 1 2022-June 30 2023. ARPA: approval can happen any time until 2024!
2. What is the target number? In Winchester (a good parallel) the first year budget was \$5k and second was \$10k. The ARPA funds were more: \$25K-75K. We can also partner with other agencies, councils, etc to combine funds for really big projects
3. How detailed do proposals need to be? No official forms; it can be very flexible in format
4. What about non-event uses? Yes, it can be used for advertising, for repairs to buildings, etc. However, most of the proposals so far are infrastructure-based, and Lisa would like to see other kinds of proposals

ii. Initial brainstorms:

1. Ira: Falls Fest. It grew out of an initiative to foster community/economic growth in the Falls neighborhood and eventually became a free outdoor music and arts festival with a \$50K budget. Now, the Music and Arts South Hadley 501c3 (the official organization) still exists but is dormant.
2. Paul: maybe a website or something else publicity-related
 - a. Dick: it would be great to have a way to publicize all of the cultural events happening in town. (which the Master Plan once tried to get us to do.) That's beyond the capabilities of the cultural council right now, but that might be a use for these additional resources – we could hire someone to create and maintain that calendar. (Alexis agrees.)
3. Ira: what about Town Hall auditorium as a cultural space? Lisa: Town Hall is going to be the subject of a larger and more long-term renovation in the future
4. Mary Anne: what about a special round of grant proposals? Or funding individual artists? Alexis: or just folding it into the grant fund for next year?
5. Alex: Building connections between town and college? Joint projects, partnerships between student artists and local businesses

- iii. Future action:
 - 1. Subcommittee to discuss options: Alex, Ira, John, Paul, Mary Anne
 - 2. Paul suggests initial targets/plans: Aiming for about \$5-10K in the town budget for the first year, and build up. For the ARPA funds, hiring someone to create that cultural resource guide. ARPA application form is on the town website
 - iv. The council thanks Lisa Wong for her time.
3. Treasurer's Report
- a. Current balance: Our funds: \$5119.66. Grant fund -\$3745.34
 - i. We have technically overspent the grant fund by \$8865 because the expected \$14,700 from the Mass Cultural Council hasn't arrived yet! But the Town has covered those funds
 - ii. 17 grantees have been paid so far, for a total of \$8925
4. FY 2022 Grant Cycle Update
- a. Several recipients have not yet returned their grant agreements or W9. Dick will circulate a list, and asks council members to get in touch with the recipients for whom they are the contact person
 - b. Reminder that any communications that include official paperwork (ie, those grant agreements and W9s) should go to the Cultural Council email address
5. Officer Job Descriptions
- a. John presents the revised list of job descriptions.
 - i. The sample job descriptions from MCC were different from the actual officer positions that we have. We saw this as an opportunity to reallocate the workload, add some new positions to relieve the burden on the existing officers, and dedicate some more energy to things that we want to do better
 - ii. Paul: at one point there were only 4 members of the council, so there were 4 officers! Now we have more people
 - iii. John: some of these positions can be filled by multiple people if no single person is up for that workload – eg, there could be two grant coordinators. (Dick: there could even be another treasurer to deal with our new funds!)
 - b. Paul says: please review these new descriptions and reach out to him or one of the other present officers if you have questions or would like to express interest in a position. Among the Council's specific needs:
 - i. Secretary: Becky's term is up, so she will be leaving the Council in June
 - ii. Treasurer: Dick's term will be up in 2023, and he would like the new Treasurer to start their term while he is still on the Council to advise

Adjourned 6:49 PM

Respectfully submitted, Rebecca Slitt