



**South Hadley Cultural Council**

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[www.mass-culture.org/South-Hadley](http://www.mass-culture.org/South-Hadley) | [www.facebook.com/southhadleyculture](https://www.facebook.com/southhadleyculture) | [southhadleyma.gov/385/cultural-council](http://southhadleyma.gov/385/cultural-council)

South Hadley Cultural Council

April 27, 2022

Present:

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

Members: Ira Brezinsky, Jen Ducharme, Caroline Martin, Mary Anne Myers

Called to order 5:02 PM

1. Approval of minutes from March

2. Treasurer's Report

a. Current balance in the Grant Fund: technically -\$7,129.08. Current balance in the Council fund: \$5,120.92

i. We have technically overspent the grant fund because the expected \$14,700 from the Mass Cultural Council *still* hasn't arrived yet! But we're still OK because the town has covered our shortfall

ii. As of March 18, \$12,310.00 to grantees; we still have \$2,450.00 in outstanding grants. Dick will circulate a list of the grantees, and asks council members to get in touch with the recipients for whom they are the contact person.

3. Master Plan goals

a. Our general consensus is that these are very good thoughts, but we have a clear mandate from the State that we're already fulfilling well. The goals in the new Master Plan are almost all beyond the range of our existing mandate. IF we were going to take on these new goals, we'd need to make some large changes to the way we operate.

b. The new ARPA funds can sort of approach fulfilling some of these goals – in particular, organizing events.

4. Update from ARPA subcommittee

a. The form has been submitted for the ARPA grant for \$50,000 (spread over next 4 years) to support a multi-day arts and culture festival. The first festival will take place sometime in March-April 2023, and then recur annually thereafter.

i. Goals:

1. To promote artists (musicians, visual artists, dancers, and more) and also to promote economic development (supporting local businesses)

2. To give financial support to artists who are still struggling due to COVID

3. To recur over multiple years: \$5K for 2022; \$20K for 2023; \$15K for 2024; \$10K for 2025

a. The amount is set to decrease over time in the hopes that the event will become more self-sustaining

4. To hire a professional to organize and run the event, since this is outside the council's ability to run

b. Second proposal (still in progress) to create a guide to cultural events in South Hadley

i. This is actually one of the things that the Master Plan keeps trying to ask us to do!

ii. Like the ARPA request for the festival, this needs to include provisions to hire someone to create and maintain it because that's outside Cultural Council's purview (and expertise!)

- iii. Subcommittee is looking at analogous websites from other local towns that we might be able to use as an example
- iv. Maybe put signs around town (on e-bike kiosks?) with QR code that points to the website

5. Officer elections for 2022-23

- a. Current slate: John: vice-chair; Mary Anne: secretary; Ira: treasurer (to work with Dick); Jen: PR; Alex: grant coordinator
- b. Paul can stay on as Chair but still really wants someone else to step up!
- c. Elections will be held at the May meeting.

Adjourned 5:33 PM

Respectfully submitted, Rebecca Slitt