



**South Hadley Cultural Council**

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South Hadley Cultural Council  
Wednesday, August 2, 2023  
Library Trustees Room and Zoom

A quorum was established and the meeting came to order at 6:01 pm.

Present: John Anz, Mary Anne Myers, Caroline Martin, Geraldine de Berly, David Solender, Ira Brezinsky, Joy Jarne, Jen Ducharme.

1. Members introduced themselves and welcomed new members Gerry de Berly and David Solender. Robin Wagner and Alex Ripp have resigned from the Council, leaving two open seats.
2. Minutes from the June 20, 2023, meeting were approved after a motion by Gerry was seconded by Caroline.
3. Treasure Ira Brezinsky reported that the only change from last month was the addition of \$2.21 in accrued interest.
4. FY 2023 grants: Only two grantees have yet to submit their Grant Agreement and W9: Cat Milo/Keatinge Besark (The Fairy Festival) and Dee Boyle-Clapp (Sector Recovery Gathering). Jen will follow up with both.
5. South by South Hadley: John and Ira reviewed the history of the project, noting that it responds to request from the South Hadley Master Plan Implementation Committee for the Council to do more and to communicate the calendar of events in town. Originally targeted for Spring 2023, the festival is now set for Oct.6-8, 2023 in multiple venues including the Village Commons, the Falls, churches and restaurants. Laudable Productions was hired as the marketing consultant, and have the graphics, website, and press releases (save-the-date and sponsorships) ready to go. Contracts with performers are now being signed. Events will be both staggered and simultaneous. College Street bypass will be closed to traffic.

The \$40,000-\$50,000 estimated cost of the event is covered as follows:

- \$25,000 from the Town, funds received through ARPA grants
- \$2500 MCC festival grant (application moved from 2023 to 2024)
- \$5000 from Music and Arts South Hadley (MASH)
- \$2000 from Cultural Council reserve funds—vote tabled to next meeting.

The remainder should be covered by corporate sponsorships and donations.

6. Grantee Reception: Rather than host a reception in the fall, SHCC will seek a place on the agenda at the Sept. 19 Select Board meeting to promote South by South Hadley and the FY 24 Grant Cycle, which begins September 1. We will invite grantees to participate and hope to highlight some grantees through event photos.
7. FY 24 Grant Cycle:
  - a. The Community Input Survey will be finalized and the link to the Google form circulated to Council members for posting by Friday, August 4.
  - b. Survey results will be reviewed to inform our grant Guidelines and Priorities for this cycle, which must be posted to MCC by August 31.
  - c. Gerry offered to take on the grant management work that Alex did last year. Alex will be available for a conversation and questions.
8. Regular meeting date: Mary Anne will poll members on preference for the first or second Monday or Wednesday of the month at 5:30 or 6:00 pm.

The date for the next meeting was subsequently set for Wednesday, September 6 at 6:00 pm, in the Library Trustees Room, with Zoom available for remote attendance.

The meeting was adjourned at 7:28 pm, after a motion by Gerry was seconded by David.

Respectfully submitted,  
Mary Anne Myers  
August 16, 2023