



South Hadley Cultural Council

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

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

South Hadley Cultural Council

September 11, 2018

Present: Officers: Paul Lambert, chair. Rachel Hernandez, co-chair. Dick Matteson, treasurer. Rebecca Slitt, secretary.

Members: Leslie Fields, Scott St Pierre, Timna Tarr, Robin Wagner

Associate members: John Anz, Karen Donnelly

Correspondence: thank you notes from Nancy Yesu at the Council on Aging (by mail); and Falls Fest (by email)

Treasurer's Report: Total bank account: \$9816.59

Grant Fund: \$3050 → unpaid grants from the 2017-2018 cycle. Many repeat recipients preferred the old system of reimbursement rather than the pilot program of upfront payment: they just didn't send in paperwork so never got money! Also, a few events never took place, so the recipients never asked for money.

Savings: \$6766.59 → unpaid grants from previous years

This year's allocation from Massachusetts Cultural Council will be \$9600, which is a substantial increase over last year.

Old Business: Review of grant process for new members: application deadline, Oct. 15; grant meeting in November; appeal meeting in December

New Business:

1. Discussion about need to publicize upcoming grant cycle
 - a. Action Item: article in Town Reminder telling people about upcoming grant cycle
 - b. Action Item: make better use of the SHCC Facebook group, and posting notices about grant cycle on Facebook groups with shared local interest
2. Discussion about other publicity (probably to be implemented after the current grant cycle is done)
 - a. Revising the SHCC website: adding images of events, doing more frequent updates → building the SHCC brand
 - b. More attendance by SHCC members at grant-funded events: introducing ourselves to organizers so that we make our names known; getting feedback to council about how the event went (attendance, enthusiasm, etc)
 - c. Business cards and flyers for the SHCC?
 - d. Calendar of cultural events in town
3. Discussion about potential new programs (like new publicity, to be implemented after the current grant cycle is done)
 - a. Asking Selectboard what they'd like to see
 - b. Facilitating the application process: offering sample applications on SHCC website, holding a workshop

Meeting adjourned 6:56 PM

Respectfully submitted, Rebecca Slitt