



South Hadley Cultural Council

Wednesday, December 13, 2023 at 6:00 pm

Hybrid meeting: Trustees Room, South Hadley Library, and via Zoom

MINUTES

In attendance: John Anz, Ira Brezinsky, Mary Anne Myers, Gerry de Berly, Eric Weiss, Joy Jarne
Guests: Town Administrator Lisa Wong and Town Selectboard member Carol Constant

The meeting was called to order at 6:10 pm once a quorum was established.

1. The minutes from meetings on November 8 and November 27 were approved.
2. Ira presented the Treasurer's Report (see page following), which was approved. The two grantees who have not claimed their 2023 grant will be contacted one more time.
3. 2024 Grants:
 - a. Gerry reported that the Council received no requests for reconsideration of denials in the two-week waiting period and that she would submit the list of 2024 grants to MCC within the next few days.
 - b. Three grants were adjusted without affecting the total allocation:
 - The two grants to the high school musical were rebalanced.
 - The Council agreed to fund \$55 to Matt York from the reserve fund in addition to the \$220 from MCC funds.
 - c. The Performance Project will carry over its 2023 grant and seek a South Hadley venue for a performance of Mother Tongue in 2024.
 - d. Grantees will be notified automatically by MCC, and Gerry will follow up with SHCC request for grant agreement and W-9.
 - e. The assignment of grantees to Council member contacts was completed.
4. Town Administrator Lisa Wong presented her vision for a Cultural Alliance to promote the creative economy in South Hadley and invited discussion and participation from the Council. (See memo following.) Noting how arts and culture enhance the quality of life in a town while promoting equity and economic development, Lisa outlined a process to initiate the Alliance by creating a resource directory and discussion group in 2024. She expressed hope that 1-3 members of the Cultural Council would commit to being part of the working group, which would also include other stakeholders in the effort to make South Hadley a cultural destination.
5. Other business:
 - a. Gerry will attend the Master Plan Implementation Committee town workshop on Jan. 12.
 - b. The next Cultural Council meeting will be on Wednesday, January 10, at 6 pm, in hybrid format.

The meeting adjourned at 8:00 pm.

Respectfully submitted,

Mary Anne Myers

January 4, 2024

South Hadley Cultural Council
Treasurer's Report
12/13/23

Prior Balance as of November 8, 2023

| | |
|-------------|-------------------|
| Local Fund | \$3,000.36 |
| Grant Fund | <u>\$1,370.00</u> |
| Total Funds | \$4,370.36 |

Activity from 11/9/23-12/13/23

| | |
|---------------------------|--------|
| October Accrued Interest | \$3.59 |
| November Accrued Interest | \$2.95 |

New Balance as of December 6, 2023

| | |
|-------------|-------------------|
| Local Fund | \$3,006.90 |
| Grant Fund | <u>\$1,370.00</u> |
| Total Funds | \$4,376.90 |

Disbursement Detail:

Remaining grants:

Encumbered until January 19, 2024. If paperwork is not received by that date. Funds may be redistributed to **FY25** grantees.

- Arts Extension Service \$750
- Cat Milo Keatinge Bezark \$500

Respectfully submitted,
Ira Brezinsky

To: South Hadley Cultural Council
From: Town Administrator Lisa Wong
Date: December 13, 2023
Re: Cultural Alliance

Background: The Town has been working on strategies to elevate arts and culture in the town as an economic and community development strategy and a way to cultivate diversity and inclusion. The Cultural Council has been key in providing and promoting projects, as well as working with other organizations and individuals to propose and implement an arts and music event called Showcase.

Now is the time to reflect on additional strategies to support this effort. Capacity building will be a key component of success. The concept of a Cultural Alliance is one way to build capacity by forming a structured pathway to organize the community, apply for and expend funds, host events, market, and cultivate partnerships between nonprofits, businesses, artists and more. Cultural alliances are different from Cultural Councils, who have a specific public charge to administer public funds to support the arts.

This initial step is to gauge interest and buy-in. Cultural Councils range from informal groups to full fledged non-profit organizations with staff and buildings. We plan to start here with volunteers and vision. If there is interest, then my office can help facilitate initial planning meetings. The initial planning meetings will outline who should be at the table, and what the needs and priorities are for cultural promotion and development in the Town. I invite the Cultural Council to be a member of the future alliance, and appoint 1-3 members to attend the planning meetings.

Some examples of established Cultural Councils in Massachusetts:

<https://newtonculture.org/>

The Newton Cultural Alliance (NCA) is a membership organization and consortium of arts & culture organizations dedicated to promoting, enhancing, and sustaining art & culture in Newton, MA. NCA was incorporated in 2009 by a group of nonprofits that sought to promote arts & culture in the City of Newton. NCA was designed as a resource for the entire community which seeks to inspire and educate. Collectively, NCA members reach an estimated 60,000 patrons annually with their programs, concerts, performances, festivals, art installations, classes, and workshops. **Our mission is:** Promotion and Awareness - Build awareness of citywide cultural opportunities via a comprehensive calendar, weekly updates, bi-monthly newsletter, and social media presence.

www.sandwichartsalliance.org

Sandwich Arts Alliance Mission Statement

Sandwich Arts Alliance (SAA) is an artist-driven nonprofit organization that promotes the arts and the artist---business and the arts, empowering artists, serving as a platform for new works, cultivating our creative economy, and culturally enriching the Sandwich, MA community and its visitors.

www.fitchburgculturalalliance.org

The Fitchburg Cultural Alliance was formed in 1978 to promote the rich and diverse cultural activities that exist in the community. **GOALS:** to create a nurturing environment in which all cultural activities may flourish; to expand awareness, understanding, and support for the cultural community within the region; to serve as a forum for communication and collaboration among cultural organizations; to build a sense of common purpose and identity; to provide services that enhance the capacities of cultural organizations; to bring opportunities and access in the arts to children/youth, emerging and professional artists, and community