



**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](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

February 16, 2021

Present: Officers: Paul Lambert, chair. Dick Matteson, treasurer. Rebecca Slitt, secretary.

Members: Alexis Allen, John Anz, Ira Brezinsky, Alex Ripp, Scott St. Pierre

Guest: Judy Gooch

1. Approval of minutes from January
2. Treasurer's Report
  - a. As of Dec 31 the bank balance was \$6675.43. Of that, \$1550 is being transferred into the Grant Fund.
  - b. We are expecting \$13,100 from MA Cultural Council; as of Feb. 15, it has not arrived yet.
3. Report from Judy Gooch, Master Plan Committee
  - a. There is a draft of the Master Plan. It is now being reviewed by the Planning Board and will be public for comment in 4-6 weeks. Important differences from the 2010 Master Plan:
    - i. More direct input from a wider range of stakeholders: eg, for multigenerational enrichment programs, seeking input from Cultural Council, Council on Aging, etc.
    - ii. More detailed metrics: not just 'was the task done or not,' but measuring what *effects* each task had. This will require work from other Councils and Boards, since they're the ones who will be able to observe effects.
  - b. Our next steps:
    - i. Review the tasks that apply to us to see if any changes are needed
    - ii. Review the priority level of each task to see if we agree; request changes if needed
    - iii. Review evaluation metrics: what data do we need to collect, what do we want to measure, etc.
    - iv. See if we think that any tasks should be added to our list or reallocated to us or from us to someone else.
    - v. Alexis will send the Cultural Council a link to the Master Plan draft and a list of our tasks so that we can discuss at our next meeting. Aiming to get feedback in by March 31
4. FY2021 Grant Cycle
  - a. No appeals of rejection.
  - b. Dick will send emails to the people whose grants were accepted, including notice of their grant, the required forms, and a contact person from the Cultural Council who can help each recipient
  - c. Follow up on question from January meeting: what are best practices for disability access for online events, specifically hearing disability (captions, etc)? Because we didn't have the relevant info before the grant application deadline, we can't *require* captions or actually *provide* technical support, but we should *encourage*, give guidance about where to find info, and remind grant recipients to ask participants about their access needs. Alex will look for some helpful links.
  - d. Question: how do they credit SHCC, since they won't have physical programs to print our logo/credit in? They can credit in whatever advertising they do have, and/or with an on-screen graphic.
5. The Council thanks Keith Paul for his years of dedicated service. We're saying goodbye to him as he moves out of South Hadley, and we will miss him.

Adjourned 5:49 PM

Respectfully submitted, Rebecca Slitt