



South Hadley Cultural Council

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

South Hadley Cultural Council

March 11, 2019

Present

Officers: Paul Lambert, Chair. Dick Matteson, Treasurer. Rebecca Slitt, Secretary

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

Associate Members: John Anz, Karen Donnelly

1. Approval of minutes from January 15 meeting
2. Treasurer's report. Total bank account as of 3/7/2019: \$8,558.24
LCC Fund: \$6,758.24
Grant Fund: \$1,800.00

The \$1800 in the Grant Fund includes \$200 for a performance which was postponed until March 13th, plus \$1,600 in grant funds not as yet disbursed.

3. Correspondence

- a. A letter of thanks from the Amherst Cinema for our support of the See – Hear – Feel program.
- b. Several emails back and forth with the MA Cultural Council in Boston. They accidentally sent reminders to *everyone* who applied, not just people whose grants were accepted! And, worse, they didn't tell us before they did. Dick expressed Displeasure to them and asked them to notify us first if they're going to do it again.
- c. Communication from Mosier Elementary School. We funded their trip to the Bushnell, but the trip got cancelled, so the teacher wrote to us to ask what she should do. The Council worked with the teacher, and we found a program at the Springfield Symphony for about the same cost. The Council voted to approve the new trip with the same funding as the previous one, \$500.

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

4. Announcements – none

5. Old business

- We are increasing Cultural Council presence at the events that we have funded by having members attend those events. We reminded members to report back to the rest of the council afterwards about attendance, audience reception, overall success, etc.

6. New Business

- a. Publicity. The Cultural Council agreed that we need to improve our communication and publicity to make people more aware of our activities. Therefore, we formed a subcommittee consisting of Robin, Scott, and John, who will focus on:
 - o Overhauling the Cultural Council website to make it more attractive in general, and to use our logo and color scheme in particular to improve the Cultural Council's visual branding.
 - o Better use of the Cultural Council Facebook page: frequent updates and posts, including publicizing our grant-funded events, linking to grantees' own publicity, sharing thank-you

- notes and pictures of events, etc. The key is to post frequently in order to maintain our presence in people's minds.
- Other social media: expanding to Twitter and Instagram. Robin already has a newsletter about current town events, and can add Cultural Council events to it.
 - b. Town Meeting on May 8.
 - According to MA Cultural Council rules, we must have at least 5 people on council, and as many as 22. But a previous council limited the number of *voting* members to 9. We want to change that because there are 11 people who are interested. Therefore, we have a motion before Town Meeting to increase the number of voting members to 11. Assuming it passes, it has to go to the state Attorney General (!?!) However, Cultural Council terms roll over in June, and the Selectboard won't have interviews for new members until October. We'll continue to follow this issue and work on solutions that will allow as many members to be involved as we can, within the boundaries of state and town procedures.
 - c. Falls Fest. Falls Fest will be happening in 2019, presumably at the end of July since that's when it was held in previous years. Timna will watch for the announcement of a date and will make sure to reserve a booth for us.
 - d. Discretionary funds. The Cultural Council has a surplus in our bank account. How can we use those funds to support events that don't fit our grant cycle – eg, an autumn event that can't be planned a year in advance, and therefore the organizers couldn't apply in Oct 2019 for an event that would be held in 2020? We're not permitted to actually fund those events, but Dick recommended other ways to support them, such as using our discretionary funds to buy ads in programs.

Adjourned 7:49PM

Respectfully submitted,
Rebecca Slitt, Secretary