



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 16, 2021

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

Members: Alexis Allen, John Anz, Ira Brezinsky, Jen Ducharme, Robin Wagner

1. Approval of minutes from February meeting
2. Treasurer's report
 - a. \$6676.23 in our account. \$1550 will be transferred to grant fund; \$5126.23 remaining in Council funds.
3. 2021 Grant Cycle
 - a. State money has not been sent yet
 - b. We have paid out 14 grants that have returned their forms so far, totaling \$7450. The town has authorized this overspending because we know the state money is coming.
 - c. 13 recipients have not returned their forms yet. Dick will send around the spreadsheet; council members should email the recipients for whom they're the contact person to help them with the forms. Remind them that they can send the forms electronically or by snailmail to Dick's address.
4. 2020 Grant Cycle
 - a. There are a few recipients who have neither held an event nor cancelled. Council members should check in with the recipients for whom they're the contact person to check the status of their program. They have until Dec 31, 2021.
5. John Anz on SHC-TV. Dan Pease of SHCTV has expressed an interest in partnering with us. He suggested recording meetings and/or broadcasting them live, but we don't think that would be very interesting.
 - a. Covering some SHCC-funded events? We can tell grant recipients of this offer so that they can get their events recorded/broadcast if they want.
 - b. Publicizing the calendar of SHCC-funded events?
 - c. John, Ira, and Jen will form a subcommittee to talk to SHCTV about these possibilities, and to work with them to put together a memo so that we can circulate to grant recipients with the relevant info.
6. Recording Cultural Council meetings: is it a good idea? Becky will circulate email to the council in advance of next meeting to get everyone's affirmative consent to be recorded.
7. Master Plan Draft Discussion
 - a. Alexis, as a member of Master Plan Implementation Committee, explains: this update was supposed to be finished in 2020 but was delayed. We are now at the stage where the MPIC seeks more input from town entities before finalizing the plan. (This is a step that entities said that they didn't get last time and really wanted.)
 - b. Our job: review the items that we're mentioned in. Do we agree with the task? With the metric?
 - c. Our Tasks:
 - i. G1-11 Foster intergenerational programming. Tricky, because we're not the ones actually *creating* the events! Actual task: good, though – we do try to encourage intergenerational events in our call for applications. Metric: doesn't work as-is, because we don't get satisfaction feedback from events or attendance feedback. We can try to get feedback but we don't want it to be too onerous for recipients or us. Better metric: look at where we advertise events.

- ii. G 1-15 – it’s for the Historical Commission to cooperate with us. But that’s covered by G1-11. Also, it doesn’t really apply to us because it’s about developing programming. If Historical Commission wants to apply for a grant so *they* can develop programming, that’s OK.
 - iii. G 1-16 Promote the park next to the library. We can do that – we can promote it as a space for programming that we might fund. Ira asks: why this park in particular? Couldn’t it promote more parks?
 - iv. G2-9 pair land use conservation with cultural/historic preservation. Becky suggests: we can add this to our list of priorities – we especially want to see grants that deal with conservation/environment/land use.
 - v. G 2-12 internships to teach about arts management?? We don’t think this one applies to us at all.
 - vi. G 2-13 Increase communication and visibility of arts. Yes! We do this already and we want to do it more. (See above – working with SHCTV!) Not sure how we’d measure success - maybe encouraging a meeting among all of these organizations?
 - vii. G 2-17 Essentially the same as 1-11, and 1-11 worked better for what we actually do.
 - viii. G 4-18 Create a publicly available Cultural Resource Guide. This would be a more long-term goal. We’ve got some steps towards it already: calendar of events, list of venues (which we want to make). We would need more support from the town to make this really work well: searchable database or map on town website, etc. and we’d need to maintain/update it because this info will change over time. (Ira says: this is what Music and Arts South Hadley wanted to be.) We’re not sure if the metric is the best, but it’s OK enough. Robin says: this is definitely a good goal and within our capabilities, but a) we need to spend more time to figure out exactly what info we want to collect. b) it’s really hard to figure out the best way to communicate the info. Facebook? Town website? What medium will reach the most people?
8. Community engagement – Dick says: according to MA Cultural Council guidelines, we need to have a community engagement event in 2021. Starting work on the Cultural Resource Guide might be a good way to bring in community involvement.
9. “Resources for Virtual Accessibility” – we finally got the doc from the MA Cultural Council and we’ll pass it along to our recipients.

Adjourned 6:25 PM

Respectfully submitted, Rebecca Slitt