

CULTURAL COUNCIL ACTION TASKS

Priorities: Immediate (I)=within 1 year; Short-Term (ST)=1-3 years; Mid-Term(MT)=3-5 years; Long-Term(LT)=5-10 years

NOTE: Priorities may have two time frames and they may start in the shorter time frame, but take longer to complete.

#	Goal 1 Actions	Primary Entity	Subentity(ies)	Evaluation Metrics	Priority	Status March 2023
G1-13	Use the park adjacent to the Library to highlight South Hadley's historical, cultural and natural resources.	Library	Historical Commission, Cultural Council , Conservation Commission, Redevelopment Authority, HG&E	Number of people using park.	MT	SHCC looks forward to collaborating with the library to host such cultural events. The library and its adjacent grounds will be a key location as we plan for the arts and culture celebration in October, 2023.
G1-26	Identify and encourage conditions that attract and support Black, Indigenous, and People of Color population.	Selectboard	Administration, All entities	Process for identifying issues concerning BIPOC population and for monitoring the experience of Town services across all demographics. Process for identifying challenges and addressing them. Change in Town demographics. Change in diversity of people participating in civic life.	ST/MT	SHCC encourages, supports, and funds programs by and for a diverse community. We will continue to do so. In addition, the SHOWCASE South Hadley! Festival planned for October will be a multi-day, multi-genre event with many diverse offerings across the arts and culture spectrum.
G1-31	Foster Town engagement with college/university personnel and consultants to provide special expertise.	Administration	Other entities as appropriate	Number of personnel used. Type and effectiveness of services provided.	ST, MT, LT	SHCC looks forward to working closely with MHC and staff in the planning and presentation of the arts and culture celebration planned for October, 2023, and beyond.
G2-10	Seek/support opportunities to pair land use conservation with culture/arts/historic preservation and other uses.	Planning & Conservation Department	Conservation Commission, Cultural Council , Historical Commission	Number of opportunities developed. Change in uses.	MT	Still happy to collaborate as needed and desired.
G2-14	Encourage applicants who seek grants for development of cultural events and arts management to include interns as part of the project.	Cultural Council		Number of internships. Number of events. Number of participants.	NA	This goal and action are not relevant to our mission at this time. We seek interesting and engaging programs, often from individual artists and presenters, who are solely responsible for their programs.
G2-15	Increase visibility of, communication about, and investment in the arts, education, and associated activities in the community.	Cultural Council	Historical Commission, Old Firehouse Museum, School Department, Library	Changes in participation. Change in financial support. Primary entity would change depending on the project.	ST/MT	Achieved regularly on an annual basis fulfilling our core mission every year. In addition, we seek to enhance our level of communication and exposure of all relevant activities and events of this kind with both residents and the business community as we pursue the ambitious programming around the arts and culture celebration here in town in October, 2023.
G3-14	Incorporate addressing climate change/resiliency into routine permitting and operations.	All boards and committees		Date new mandate adopted. Changes to Zoning or subdivision regulations adopted. Impact on projects.	NA	NA to SHCC
G3-24	Work with boards and committees to produce videos to welcome new members and give them a brief overview of responsibilities.	SHCTV	All boards and committees	Number of videos. Number of boards and committees participating. Feedback from viewers.	ST	Look forward to working more closely with SHCTV in all areas, as applicable.

G3-25	Encourage people of diverse backgrounds to run for boards and/or apply for committees to ensure broad representation of all residents in government functions.	All boards		Number of candidates identified. Number of candidates elected. Change in demographics of candidates.	ST/MT	SHCC will continue to seek and encourage talented individuals to join this and other town boards, including those of diverse backgrounds and experiences.
G4-1	Create working groups of staff and committee and board members to meet regularly around common priorities to identify and work together toward shared objectives.	All boards, committees, and departments	Administration, Selectboard	Date working group created. Number of shared priorities identified. Number of group actions being pursued. Number of actions completed.	ST	Happy to collaborate as needed.
G4-8	Create a central resource directory on the Town website for all listing and linking to all current plans, reports and key data.	Administration	All boards, committees, and departments	Date resource created. Relevance of information provided. Use of information.	ST/MT	Happy to collaborate as needed.
G4-13	Prior to Town Meeting, review proposed bylaws as to legality, consistency with other bylaws, and alignment with the goals of this Master Plan Update and make recommendations for action (recommend or not recommend) to the Selectboard and Town Meeting.	Bylaw Review	All other boards and committees	Date(s) bylaws reviewed. Number of committees and/or proposers consulted. Recommendations made. Votes by Town Meeting.	ST/MT	Happy to collaborate as needed.
G4-18	Create a publicly available Cultural Resource Guide.	Cultural Council		Date guide created. Number of downloads.	ST/MT	SHCC already produces a robust schedule of known events and venues which we fund. Further, through our work to plan and present an arts and culture celebration in October, 2023, these programs, events, and venues will gain greater exposure to the residents of SH and the region. A singular digital / downloadable Cultural Resource Guide will likely come once time permits after the successful presentation of one or more annual arts and cultural celebrations. In the interim, the annual funded program schedule and the actual program of events for the arts and culture celebration itself will be an excellent and enhanced cultural resource and will be available online.
G4-22	Post articles in area newspapers, Town's website and social media.	All boards and committees		Number of articles posted. Number of responses or other feedback.	ST/MT	SHCC already works closely with the Town Reminder, SHCTV, and town websites and social media platforms to share and market our numerous activities, notices, and events.
G4-27	Work with boards, committees and departments to identify baseline data for impact evaluation and standard metrics, as appropriate.	Master Plan Implementation Committee	All boards, committees, and departments	Date baseline data identified. Schedule for collection of baseline data. Date(s) data collected.	MT	Happy to collaborate as needed.
G4-28	Work with boards, committees, and departments to monitor progress towards goals using metrics recommended in this Master Plan Update, as appropriate.	Master Plan Implementation Committee	All boards, committees, and departments	Identify schedule and process for monitoring. Feedback from boards etc. as to usefulness. Dates of progress updates to Selectboard, Planning Board, and Town Meeting.	MT/LT	Happy to collaborate as needed.
G4-29	Work with Town Administrator, Planning Board and Selectboard to determine whether there are additional reporting mechanisms that should be put in place, for example to flag an urgent issue.	Master Plan Implementation Committee	Administration, Planning Board, Selectboard, All Departments	Date additional reporting mechanisms identified. Number of users. Feedback on effectiveness.	ST/MT	Happy to collaborate as needed.