

Ludlow Cultural Council
Monday, March 22, 2021
6:00 -7:30 PM

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Minutes

1. Call Meeting to Order and Roll Call
 - a. Goncalves called the meeting to order at 6:01 PM
 - b. Roll Call:
 - i. Present: Susan Amaral (arrived 6:03), Jeff Gavioli, Michelle Goncalves, Sharon Litourneau-Clark, Janet Settembro, Matthew Tibbitts
 - ii. Absent: Dolly Cincone, Nira Flatley, Robert Radowski
2. Approval of minutes from February meeting
 - a. Gavioli made a motion to approve minutes from February 22, 2021. Tibbitts seconds. A roll call vote was taken with all in favor. Motion passed.
3. Discussion of scheduled events
 - a. No updates
4. Discussion of Council Priorities for 2021-2022
 - a. Members reviewed the survey results from our past survey. They showed youth driven responses and encouraged us to support schools.
 - b. Members discussed the possibility of getting more information since the priorities would be for 2022 and there is still time. Members discussed another survey or a public hearing.
 - c. Litourneau-Clark made a motion to hold a public hearing to solicit input from community members on May 24 @ 6 PM. Amaral seconded. A roll call vote was taken with all in favor. Motion passed.
 - d. Discussion occurred on how to advertise the public hearing. Topics discussed included a robo call to town members, a story in the register, facebook page, email all grantees from past to present, register to do a story, LCTV, school principals, PTOs, library, exit 7, boys and girls club, town clerk, senior center, polish club, portuguese club, churches put in their bulletins
 - i. Settembro offered to reach out to the senior center and some churches to investigate how to get included in bulletins (churches) and if we could hand out flyers with lunches at the senior center. Goncalves will reach out to all others and report back at next meeting
 - e. After the public hearing, the LCC will come up with priorities at our June meeting
5. Discussion of Community Market
 - a. Goncalves spoke to the Town Administrator and Dept of Public Health. Conversations suggest that the gazebo is the best location because of parking, it's heavily trafficked, we can use the plug at the gazebo, etc. The Riverwalk area will be under construction and there are parking concerns at the grange. Another option discussed was the new dog park.

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- b. Amaral reported back about her calls with community organizations. Randalls would be interested in the event depending on what day it was making sure they do not have something going on at Randalls. Ludlow Bakery, Chrmuras and Vanished Valley did not get back to Amaral.
 - c. Litourneau-Clark reached out to Betsy Costure from Indian Orchard mills and Michelle Pisetta, local artist and there is general interest, though more information is needed. Litourneau-Clark suggested that Exit 7 players might want to put on a skit and that we will want to contact art teachers.
 - d. Tibbitts reached out to the Belchertown cultural council. The BCC does not involve themselves in the farmers market. The farmers market is not responding to emails.
 - e. Discussion occurred related to the length of the event and the group decided on 1 weekend, October 2-3, 2021 from 11 AM to 3 PM each day.
 - f. Discussion occurred related to who to invite. Matt has a list of every registered small farm in the state and every cottage industry licensed to sell food. We may want to frame the vendors as small businesses, prioritizing those that align with the goals of the LCC, including cottage industry and farm producers.
 - g. Discussion occurred on the size of the event and members decided on a goal of 30 tables. Belchertown currently charges vendors \$25 per day and they have to bring all their own supplies. LCC would need to know what space we have in order to let vendors know how much space they have to set up in. Members discussed charging \$25 a day or \$40 for the weekend for our event with the expectation that vendors bring all their materials home each night.
 - h. Discussion occurred around creating an application for vendors to apply through
 - i. Discussion occurred around competition from/with the library if we hold the event next to them while they're still open. Goncalves will contact the library director to see if there are any concerns and if they would want to partner in some way.
 - j. Gavioli made a motion to delegate the authority to Goncalves to write a proposal reflecting today's discussion that will be shared with the Board of Selectmen. Litorneau-Clark seconded. A roll call vote was taken with all in favor. Motion passed.

6. Reminder of future meetings: 4th Monday of the month at 6 PM

- a. However, the April meeting will be April 28 @ 6PM due to a conflict in the chair's calendar.

7. Other items which may come before this body

- a. None

8. Adjourn

- a. Litorneau-Clark made a motion to adjourn. Tibbitts seconded. A roll call vote was taken with all in favor. Motion passed and the meeting adjourned at 7:16 PM

Respectfully submitted,

Michelle Goncalves, Approved April 29, 2021