

Ludlow Cultural Council Meeting

Minutes

This meeting occurred via Zoom.

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2021 OCT 19 A 9:07

TOWN OF LUDLOW

July 12, 2021

Goncalves called the meeting to order at 6:04.

Present were Matt Tibbits, Michelle Goncalves, Janet Settembro, Sharon Litourneau-Clark and Susan Amaral

The council spent the majority of the meeting discussing the October 2-3 Community Market. Topics discussed include:

- At the last meeting, the group requested additional information from the vendor Michael/Kevin Flanders. Goncalves shared an update from the vendor and the group decided to accept Flanders as a vendor at the community market.
- SNKC was confirmed as a food truck vendor, with profits supporting Ludlow Athletics. SNKC recommended that we also look into Toney Valley Pizza truck and Sun Kim Bop as additional trucks.
 - o Goncalves will contact Sun Kim Bop to see if they are available. If they are not, she will contact the pizza truck. We hope for 2 trucks total.
- A confirmed vendor asked if she could have her granddaughter sell lemonade at her vendor booth. The council decided against this and Goncalves will inform the vendor.
- Vendors were asked to submit payment by July 31. Some vendors have asked for payment methods other than checks. The council decided that cash and check are the best options. Goncalves will check with the town treasurer to see if money orders can be accepted. If yes, we will also accept money orders.
- Alegria Dance is interested in performing at the gazebo AND having a vendor table. The council thought this was a good idea. Alegria will be asked to submit the standard vendor payments.
- The Baird Middle School choir is unavailable. The council suggested we contact the LHS choir/band to see if they can perform. Contact information provided:
- The council discussed what an appropriate stipend would be for performers. We are thinking around \$200 and will discuss with council member Gavioli who should have a good idea of what bands would be available for that amount.
 - o If Gavioli cannot provide suggestions, Goncalves will contact Erin at Green Room Productions
 - o If the Community Band is interested in more than one performance, we will accept them for both days.

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- Sharon Palmer is interested in doing Chi Yoga at the market and is requesting \$175 as a stipend. This was approved.
 - The council suggested we investigate a DJ as one of the performers. Goncalves will contact a local DJ
 - The council discussed inviting local cultural centers (Irish, Polish, Portuguese, Italian) to join the council. Goncalves will send an invitation.
 - The council discussed asking community organizations to have a booth at the market (e.g. lions, rotary) in exchange for organizing some kind of community drive (canned goods, glasses, etc.).
 - o Goncalves will contact organizations to gauge interest
 - The council discussed possible sponsors to cover costs with the market. It was decided that we will request \$150 sponsorship in exchange for a lawn sign up for the weekend. If someone is interested in a large donation (\$1000), we can provide a banner at the gazebo all weekend.
 - o Goncalves will draft a sponsorship letter and circulate to local businesses. It was also suggested that we put a message in the register and on cable access.
 - o If we can get multiple sponsors, we can put all lawn signs at the back of the Gazebo field in a sponsor corner
 - o Sponsors should get a thank you letter from the council after the event.
 - o We will seek sponsors for specific items like sidewalk chalk, the snow fence, the children's corner, and tshirts.
 - The council discussed a vendor map at the event. A formal map may not be needed. We will aim to have an electronic list that we can share on the event Facebook page.
 - Amaral updated the council that she contacted Dickinsons Farm to see if they wanted to be a vendor – they declined. She also emailed information to Karen Randall.
 - o Tibbitts suggested we contact Austin Brothers Valley Farm
 - o The group decided that if any council member is in contact with a farm that expresses interest, the council member can offer a space at the market.
 - The group discussed the need for volunteers.
 - o Goncalves will create a volunteer sign up form and circulate to the group.
 - o Goncalves will follow up with the Rotary Club to see if they are interested in volunteering.

The council also discussed the upcoming Summer Concert Series. It will be \$45 to print 150 flyers. Goncalves will get them printed and distribute to the council members who can help post around town.

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Litourneau-Clark motioned to adjourn, Amaral seconded, and all voted in favor by roll call.

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The meeting adjourned at 7:27 PM

Respectfully submitted,

Michelle Goncalves