

Ludlow Cultural Council
Tuesday, August 3, 2021
The meeting was held via Zoom
Meeting Minutes

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2021 OCT 19 A 9:07
TOWN OF LUDLOW

1. Michelle Goncalves called the meeting to order at 6:04 PM.
2. Roll call was taken:
 1. Nira Flatley - absent
 2. Susan Amaral - present
 3. Jeff Gavioli - absent
 4. Janet Settembro - present
 5. Michelle Goncalves - present
 6. Sharon Litourneau-Clark- present
 7. Robert Radowski - present
 8. Darlene Cincone - absent
 9. Matthew Tibbits - present
3. Bob Radowski made a motion to approve minutes from June 21, 2021 meeting. Susan Amaral seconded, and the motion passed unanimously via roll call vote.
4. Sharon Litourneau-Clark made a motion to approve minutes from July 12, 2021 meeting. Janet Settembro seconded, and the motion passed unanimously via roll call vote.
5. Updates on any LCC-funded events taking place
 - a. An announcement was made that the Music + Education event will take place at the Hubbard Memorial Library on August 19.
6. Preparation for Summer Concert Series
 - a. The council was reminded that the first concert is Aug 15, featuring Bad News Jazz
 - b. Council members were reminded that posters are in the LCC mailbox. Members can take and distribute as they see fit.
 - c. Bob Radowski offered to show up early to hang the LCC banner on the gazebo
 - d. A link to the Facebook concert event series was shared and members were encouraged to share it themselves <https://fb.me/e/djQni04Zi>
7. Planning for October 2021 community market
 - a. Update on volunteers
 - i. To date, only 6 volunteers have signed up and they are all council members
 - ii. Michelle will contact the LHS principal about possible honor society volunteers.
 - iii. The sign up form is available at <https://forms.gle/VUKD15zdbaLgfaFu6>
 - b. Update on food
 - i. Sun Kim Bop starts permissioning in August, so we are still waiting to hear
 - ii. The group discussed needing 1 additional food truck, something not offering the same type of food as already confirmed.
 - iii. Michelle will contact Rice's farm again as an option, as well as the pizza truck suggested by current vendors.

- iv. The group authorized Michelle to accept the food truck if they express interest and are selling something different from what is already confirmed (e.g. not hamburgers and hotdogs).

c. Update on vendors

- i. Total vendors for Saturday is 44 and Sunday is 42. This includes 16 people who have not paid and have not responded to emails.
- ii. Michelle will reach out to those who have not yet submitted payment and tell them that they have until August 15 to pay. After that, we will release their spot.
- iii. New requests to consider:
1. Sheri Santos and Beckie Bragga would like booths at the market. Susan Amaral moved to accept both, Matt Tibbits seconded, and the motion passed unanimously via roll call vote.

d. Update on community orgs

- i. New requests
1. Ludlow CARES wants a table and will do a canned food drive. The Ludlow Ski Team is doing a hope walk at the Riverwalk and will leave it up for our weekend, so they will direct people there, too
 2. Ludlow Lions wants a table, likely eyeglasses drive
 3. Sharon Litourneau-Clark made a motion to accept both community orgs. Susan Amaral seconded, and the motion passed unanimously by roll call vote
- ii. No response from Rotary yet
- iii. No response from Baystate WOW bus – emailed Kelly Llamas from BOH

e. Update on sponsors

- i. Discussion occurred on current sponsorships to date.
- ii. The East of the River Chamber of Commerce would like to sponsor and have a table. Michelle asked if the fees would be the same (\$150 and \$40/weekend) if they are doing both. It was decided that the fees are separate and ERC would be required to pay both to participate.
1. Janet Settembro moved to accept ERC as a vendor. Sharon Litourneau Clark seconded, and the motion passed unanimously by roll call vote.
- iii. Council members were encouraged to reach out to other organizations for additional sponsors and advertisers.

f. Update on performers

- i. GAZEBO (draft)
- Saturday @ 11- 11:45 Chi Yoga with Sharon Palmer
 - Saturday @ 12:30 - 1:30 The Bad Signs
 - Saturday @ 2-2:45 Alegria Dance

 - Sunday @ 11- 11:45 Qi Gong with Kim Lawler
 - Sunday @ 12:30 - 1:30 Ludlow Community Band
 - Sunday @ 2-3 still open

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1. We have approached Exit 7 for the open spot, but have not heard a response. Local musician Paul Sticca has also expressed interest in the spot. (Paul is playing the weekend before in our concert series.)
- a. The group decided to move forward with Paul Sticca as the performer.
 - b. Susan Amaral moved that we offer Paul Sticca the performance slot at \$100 for 1 hour for 2 people OR 2 hours at \$200 for 2 people, if there is a minimum needed by the band. Sharon Litourneau-Clark seconded and it passed unanimously by roll call vote, with Janet Settembro being absent during the vote.
- ii. CHILDRENS CORNER (draft)
- Sat & Sun @ 11 - 3 Princess meet and greet
 - TBD, but confirmed Circulation cart (books related to farmers markets, art) and story time
 - Sat & Sun @ 11 - 3 Art display, mask making, pumpkin painting
 - Sat & Sun @ 11 - 3 PlayNow! Sidewalk Chalking
 - a. Discussion occurred around doing a competition for the sidewalk chalking. It was decided that participants will be encouraged to take a photo of their art and post it on facebook, tagging the council. We will do a random drawing of people who tag us to win something.
 - i. Matt Tibbits will reach out to Luso to see if they are willing to sponsor the prize.
 - TBD, but confirmed will bring truck for ~ hour Ludlow Fire Dept - Fire safety month- do Saturday at 1:30-2:30
 - Sat & Sun @ 11 - 3 LPD Outreach w stickers/coloring books
1. Discussion occurred around what else is needed for the children's corner since the Library expressed willingness to sponsor a performer.
 - a. We will ask the library to support Judi the hula hoop performer
 - b. We will ask the library to provide chairs for the arts and craft corner.
 2. A vote was taken to provide the following stipends
 - a. \$200 to the meet and greet princess performer (Anna from Frozen on day 1 and Black Widow on day 2) S
 - b. \$250 to Betsy Koscher to purchase art supplies for the 3 art tables on Saturday and Sunday.
 - c. Sharon Litorneau Clark made the motion, Susan Amaral seconded, and the motion passed unanimously with roll call vote.
- g. Budget
- i. The market budget was discussed. We are in good shape, thanks especially to the LPD who offered to assign bike patrol officers.

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- iii. Outstanding requests:
Janet is pursuing a quote from the porta potty company. We want them near the library where there is a drive way off of park place
Michelle asked DPW about snow fence. They do not have one. Need to find one still (or buy)
The council decided to ask Veterans Services to be present at the market. Michelle will reach out to the office.
- iv. The council decided to ask the Board of Health to have a table at the market. Would nurses come out and do blood pressure checks? Share pamphlets? Janet will ask the BOH office.
- v. We need a table and tent for the LCC booth. No one present had a table or tent that we can use for our own LCC Booth. Michelle will follow up with the full group.
8. Discussion of LCC grant cycle
- a. Reminder of timeline (opens Sep 1, applications due Oct 15)
- i. The council decided to include information about grant applications at our market booth. Include a list of who we have supported in the past.
- b. New Mass Culture grant/reporting system
- c. Review of LCC priorities and needs for new grant cycle -- Aug 30 last day for any changes
- i. <https://mass-culture.org/ludlow>
- d. Discussion occurred regarding a move to direct granting versus reimbursement.
- i. The state is encouraging councils to move to direct grants, but moves must be done with support from the council and the municipality. The council members were favor of direct grants
- ii. Matt Tibbits made a motion to support a move to direct grant program, while requiring the submission of the final report. Susan Amaral seconded, and the motion passed unanimously via roll call vote.
- iii. Michelle will bring this vote to the Selectmen and Treasurer to assess their support.
9. Other items which may come before this body
10. Adjourn
- a. Sharon Litourneau Clark made a motion to adjourn. Susan Amaral seconded and the motion passed unanimously via roll call vote.
- b. Meeting adjourned at 7:37 PM

Respectfully submitted,

Michelle Goncalves, Chair