

Ludlow Cultural Council  
Monday, December 27, 2021

Via Zoom

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2022 JAN 25 A 8:44  
TOWN OF LUDLOW

Minutes

1. Call Meeting to Order and Roll Call
  - a. Meeting called to order at 6:02 PM
  - b. Present: Michelle Goncalves, Matt Tibbitts, Janet Settembro, Susan Amaral, Bob Radowski, Cindy Kennedy (new member not yet sworn in and unable to vote)
2. Approval of minutes from November 22, 2021 and December 6, 2021
  - a. Matt moved to approve the minutes; Bob seconded. Passed unanimously by roll call vote
3. Nominations for President (chair), Secretary and Treasurer (to vote on positions at January meeting)
  - a. Bob nominated Michelle for chair; Janet seconded; Michelle accepted
  - b. Susan nominated Matt for treasurer; Bob seconded; Matt accepted
  - c. Susan nominated Nira for secretary; Bob seconded; Nira was not present to accept
  - d. Formal votes and a call for additional nominations will take place at the January meeting
4. Update on 2021 LCC-funded grant activities & 2021 grant close out
  - a. LPS Art Show was Dec 22, and that was our last grant of the year
  - b. At our November meeting, we voted to allow Maria Ardolino to roll over 2 grants: Bedlam Brothers String Band \$700 and Brian LaBlanc \$350. Because these are grants awarded prior to 2020, they should be processed as a reimbursement, not a direct grant. However, the state said that if we vote to convert them to direct grants, we can process them the same way we are doing the 2022 grants.
    - Susan Amaral moved to process the Bedlam Brothers String Band and the Brian LaBlanc event awarded to Maria Ardolino as direct grants; Janet seconds; passed unanimously via roll call vote
    - Michelle will inform Maria of the direct grant process.
5. Update on 2022 LCC grant cycle
  - a. All grantees have been notified of their awards or denials.
  - b. We are starting to get our direct grant materials in now, and they will be processed throughout January.
6. Planning for September 24 & 25, 2022 Community Market
  - a. Sponsorship
    - The council discussed keeping sponsorships at \$150 each and starting earlier to ask Ludlow businesses to sponsor. The council discussed possible tiers to sponsorships, but decided on a single amount
    - Susan encouraged the council to include photos from last year in our sponsorship requests.
    - Matt offered to submit applications to local banks who may be able to do a larger amount.
  - b. Entertainment
    - The council discussed having the Community Band perform Saturday and Paul Sticca perform Sunday. We will ask how long they were planning to perform and will perhaps have them perform 12-1:30 if they are limited.
    - The council discussed having the Judy the hula hoop performer come back;

having an arts and crafts table for kids; a magician (Bob will inquire with magicians he knows); the princess to come for one day; police and fire; exit 7 pop up; sidewalk chalking; library books with July

c. Vendor announcements

- The council discussed when to solicit vendors and if we want to spread out to the other side of the gazebo lawn. There were no formal decisions made.
- The council discussed approaching additional community organizations to be involved with the vent. Possible groups:
  - Masons?
  - Board of health?
  - Friends of the Senior Center?
- The council discussed food trucks and decided we should try to lock in one now.
  - Michelle to reach out to the SNKC food truck who expressed interest in coming back after the last market.
  - Michelle will ask the Lions Club to sell coffee and water

d. Other

- Accessibility was discussed.
  - The council considered moving vendors closer to the sidewalks and also inquiring about flooring.
  - The council discussed looking into applying for a council grant from MCC to support this.
    - Michelle will look into details before the next meeting.
- The council discussed advertising needs including Mass Appeal and asking the town about advertising a banner over the bridge

7. Planning for 2022 Summer Concert Series

- a. The current concert series draft schedule was shared.
- b. The council brainstormed ways to increase attendance and publicity
  - Michelle suggested working with community organizations to have them pop up a tent at each concert as well as approaching Subway across the street to the Gazebo for partnerships.
  - Advertising was discussed, and we would like the Register and Reminder to run stories every week – with a schedule printed so people can see it.
  - Ask town about an advertising banner over the bridge, generic language to use.
  - The council wants to inquire about a summer events brochure, possibly as a summer insert in the Springfield Republican.
  - School system emails were discussed
  - We want to inquire about robo calls from the town mentioning the concert series
  - Monthly newsletter from senior center
  - Boys and Girls Club advertising – ask about flyers to emails

8. Any other items that may come before this body

9. Adjourn

- a. Susan moves to adjourn; Matt seconds; passes unanimously
- b. Meeting adjourned at 7:06 PM
- c. Next meeting January 24 @ 6 PM.

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