

Ludlow Cultural Council

Monday, August 1, 2022

6:00-7:30 PM

Minutes

1. Michelle Goncalves called the meeting to order at 6:05 PM
 - a. The meeting took place via Zoom
 - b. Present: Sharon Clark, Janet Settembro, Susan Amaral, Matt Tibbitts, Michelle Goncalves, Grace Barone arrived at 6:09
 - c. Absent: Bob Radowski, Nira Flatley, Cynthia Kennedy
2. Approval of minutes: Susan Amaral made a motion to approve the minutes from June 2, 2022; Sharon Clark seconded, and the motion passed unanimously by roll call vote
3. Update on 2022 LCC grant contracts and final reports
 - a. Michelle Goncalves reported on the following new reports received:
 - i. Pumpernickel Puppets
 - ii. Valley Arts
 - iii. Sheldon Ross/Ragtime
 - iv. Mary Jo Maicack
 - b. Michelle Goncalves shared the following update on other grants:
 - i. Happy 5 Oompah Band to perform October 7 at 2 PM at Keystone Commons
 - ii. Ed the Wizard to perform August 3 at Boys and Girls Club
 - iii. Jellyfish painting took place July 20 at the Senior Center
 - iv. Mary Jo Maicack will perform at the Randall Boys and Girls Club Oct. 14th.
 - v. Jesse Greene has not been scheduled but reports he will perform in the Fall
 - vi. LBGC is using its grant for a number of activities:
 1. \$100 for Father & Daughter Dance (June 12)
 2. \$500 for Day for Kids (Sept. 17)
 3. \$200 for Goat Yoga (date TBD)
 4. \$200 for a Small Business Expo (October 2)
4. Discussion of 2023 grant cycle
 - a. Grant/Council priorities due to the Mass Cultural Council by August 31
 - i. Susan Amaral moved to accept our new proprieties as presented below; Matt Tibbitts, and the motion passed unanimously by roll call vote. Michelle will submit the priorities to the State.

FY23 Priorities

Applicants for grants from the Ludlow Cultural Council should be aware of the following priorities and requirements:

- Requirements

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- Activities funded by the Council should occur within the calendar year that they were awarded.
- The project or program proposed must take place in or benefit Ludlow.
- Projects involving collaboration must include a letter of support from the collaborating organizations.
- All applicants proposing to work in the Ludlow Public Schools must receive and document approval from the school principal.

- **Priorities**

- We seek to fund activities throughout the entire calendar year (e.g. in fall, winter, spring and summer)
- Our goal is to award grants that are inclusive of all areas of our community (e.g. families, seniors, adults, and children, as well different cultures and backgrounds) and to counter structural and systemic inequities.
- We will reserve a portion of our funds for grants to multiple musical performances to create a summer concert series. Bands selected should be available to perform Sundays from 5-7:30 at the Ludlow Gazebo.

b. Michelle Goncalves shared the following key dates for the grant cycle:

- i. Financial report due October 17
- ii. Grant opens Sep 1, closes Oct 1
- iii. Grant decisions due January 17

5. Community Input Survey

- a. The council has created a survey and is distributing it at concerts and via social media. Members were encouraged to share through their networks and where they see fit to increase participation.

6. Planning for September 24 & 25, 2022 Community Market

a. Michelle Goncalves shared the following Budget Overview

- i. Total vendor fees to date: \$1405
- ii. Sponsorship to date: \$600
- iii. MCC Grant: \$984
- iv. Funds raised from last year's market: \$600
- v. Total Income estimated at \$3589
- vi. Total expenses: \$2055

b. Vendor update:

- i. Booths confirmed as of July 25
 - 1. Saturday: 64 booths (47 paid)
 - 2. Sunday: 62 booths (41 paid)
- ii. 11 booths that we accepted still have not confirmed with us

c. Vote on remaining vendors:

- i. Council discussed including Something Royal in the market.

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1. Susan Amaral moved to hire Something Royal to perform at the market from 11-2 on both Saturday and Sunday, for a total of \$600. Grace seconded and the motion passed unanimously by roll call vote.
 2. Michelle will contact Something Royal to confirm and request that we have a princess-type character on day 1 and an action hero type character on day 2.
- d. Non Profit Involvement
- i. Organizations involved as of July 25:
 1. DCF/Foster Care
 2. Dress for Success – tentative
 - a. If they come, the council would support having a clothing drive
 3. Ludlow Police
 4. Ludlow Fire
 5. Ludlow Lions
 6. Ludlow Rotary
 7. Ludlow Library
 8. Ludlow 250th
 9. We also expect involvement from a veteran’s organization through Lenny Nadeau and a magician’s association through the same person.
 10. Magicians association name to be determine
 - ii. Grace will follow up on Michael Dias, Alzheimer’s Association and the Boys and Girls Club as appropriate.
 - iii. Michelle will follow up with Ludlow CARES
- e. Entertainment & Food
- i. Saturday
 1. Entertainment expected:
 - a. Magicians
 - b. LCC Sidewalk chalking
 - c. LCC Scavenger Hunt
 - d. LCC Arts and Crafts
 - e. Ludlow Police
 - f. Ludlow Library Children’s book table
 - g. Judi Jones (1:30-2:30)
 - h. Ludlow Community Band (12-1)
 - i. Something Royal (11-2)
 2. Food
 - a. Jeannie’s Weenies
 - b. Canta Gallo
 - c. Ludlow Lions selling water
 - ii. Sunday
 1. Entertainment
 - a. Magicians

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- b. LCC Sidewalk chalking
 - c. LCC Scavenger Hunt
 - d. LCC Arts and Crafts (staffed by Friends of the Library)
 - e. Ludlow Police
 - f. Ludlow Library Children's book table
 - g. Acousticca (12-3)
 - h. Something Royal (11-2)
2. Food
- a. Batch Ice Cream (12-2 only)
 - b. Jeannie's Weenies
 - c. Ginger Love Cafe
 - d. Ludlow Lions selling water
- iii. Date to be determined:
- 1. Exit 7 pop up (proposed both days at 11-12)
 - 2. Ludlow Fire
- iv. Discussion occurred on what arts and crafts to purchase for the tables. Michelle will purchase rock painting items and reach out to Ludlow Mills Rocks to see if they would like to be involved, as well as the Hope Stroll to see if we can make a connection with inspirational rocks lining the river walk. Michelle will also purchase book mark materials for Sunday to tie in to Friends of the Library.
- v. Discussion occurred around the scavenger hunts. Michelle has created 2 scavenger hunts and will have them printed for distribution. She will purchase giveaways for kids who complete the scavenger hunt and request reimbursement at the following meeting.
- vi. Volunteers
- 1. People
 - a. Discussion occurred around volunteer needs. Michelle will send around a volunteer sign up
 - 2. Materials
 - a. Susan has an 8 ft table and Michelle has a 4ft table that can be provided. Michelle will ask the library about additional table sand chairs. We need multiple tables for arts and crafts and approximately 2 for the LCC booth.
 - b. Michelle to ask Bob if he can bring the tent like last year
- vii. Purchases
- 1. Matt Tibbits moved that Michelle to buy 20 tshirts (10 L 10 XL), a blue tablecloth with our logo on it, and a multi colored heavy duty sign with our logo on it. Sharon Clark seconded, and the motion passed unanimously by roll call vote.
- f. Sponsorship
- i. Sponsors confirmed to date:
 - 1. MMWEC

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2. Ludlow Memorial Company
 3. Luso Federal Credit Union
 4. Dowd Insurance
 5. Mass Cultural Council
 6. Council members discussed inviting the library to be a sponsor in exchange for table/chair use and PlayNow in exchange for continued use of the donated chalk from last year.
- g. Advertising
- i. Advertising opportunities were discussed including:
 - ii. Market is included on Community Survey flyer, stories in the Register and Reminder, Social Media - town forums and arts/crafts groups, WWLP/Western Ma News, Cable Access, Selectmen agenda event listings, Lawn signs at bridge
- h. Discussion occurred around coordination with DPW. Michelle to reach out to contact from last year to confirm their help.
7. 2022 Summer Concert Series
- a. Concert series is successful with approximately 75 people at first concert, 50 at second
8. Any other items that may come before this body
9. Adjourn
- a. Sharon Clark moved to adjourn, Grace Barone seconded, and the motion passed unanimously by roll call vote.
 - b. The meeting was adjourned at 7:12

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