

5/12/21

Amherst Cultural Council
Meeting Minutes

Council members attended: Georgia Barnhill, Julianne Applegate, Robin Thompson, Rachel Wang, Arthur Pero, Cole Graber-Mitchell, Matt Holloway, Sondra Radosh, Leah Neuburger, Sydney Mager, and Town Liaison, Cyndi Harbeson

First order of business - approval of minutes

- Matt moved
- Rachel second
- Roll call unanimous

Second order of business - election of officers

- Matt & Julie nominated co-chairs - Gigi moved
- Rachel second
- Roll call vote unanimous
- Jenny nominated to continue as secretary - Gigi moved
- Julie second
- Roll call vote unanimous
- Robin nominated to continue as treasurer - Gigi moved
- Julie second
- Roll call vote unanimous

Discussion of postponement for a second year -- grant modification request will be needed from Richard Matteson with Music on Main (Application ID 31131).

Discussion of grant postponement in covid year vs. in a normal year. In a normal year, grantees would be asked to spend their money within 18 months. Clarified that this means grants may be applied to activities starting July 1 *previous* to the date of the award.

Proposal for agenda items for next meeting:

- Provision of grant money up front (in part or in whole) rather than in a reimbursement model as a measure to create equity and diversity in grantees;

Showcase Production

Leah called Jim Lescault at Amherst Media to briefly discuss showcase production. 39 grantees seemed like a large number. Questions

- Ballpark date for the roll out?
- Concerns about grantees filming their own clips, would be higher quality if recorded at Amherst media
- Possibility of using professional footage that's being produced by grantees

- Possibility of ACC's needing to provide some funds for the project
- Excitement about working between Amherst Media and the full council
- Flexibility about structure / format, for example short segments grouped by themes, individual segments for each grantee, etc.
- Could also do interviews with artists, using performance footage as "B-roll" over the interviews

June 27 event - Amherst Center Cultural District

- ACC will have an informational table with QR codes for IG, Facebook, GoFundMe
- Perhaps a listing of programs / grantees, nice idea to have a calendar of events to share
- Leah will volunteer at the event as well as Gigi, Juile, Cole, Nandi, possibly others

Charles Baldwin (ACC) will be at May Accessibility Subcommittee meeting.

Julianne would like potential participants for PechaKucha to reach out to her for the fall performances. Hopefully 4 fall sessions. PK hopes for approx. \$1 per attendee donation.

Next meeting 6/14 at 6:30

Respectfully submitted,

Matt Holloway, secretary pro-tem