

Approved March 29, 2022

Hudson Cultural Council Minutes

Meeting Date: February 22, 2022

Location: Zoom Meeting
ID# 851 5879 2536

Members Present via Roll Call: Lawrence Fine, Peter Fiske, Lindsay Kelkres, Ellen Kisslinger, Cheryl Lombardo, Doris Monteiro, Debbie Papa, Donna Specian

Members Absent: Patricia Luoto

The meeting was called to order at 7:00 PM by Donna Specian, Co-Chair.

On a motion by Cheryl Lombardo, seconded by Debbie Papa, the members voted 8-0 by roll call to approve the minutes of the January 4, 2022 council meeting.

Old Business:

Treasurer's report:

- There was a request from the Assabet Valley Camera Club for a programming change for Grant FY22-LCC-5397 originally awarding \$100 for Tom Wilson's "Up Close and Macro Imaging Using Unconventional Lenses" for the funds to be applied to a new program "Light Painting" presented by Harold Ross. The request was made due to the fact that Mr. Wilson decided not to charge for his presentation. On a motion made by Cheryl Lombardo and seconded by Peter Fiske, the council voted 8 to 0 via a roll call to approve the requested change. Doris Monteiro will notify AVCC of the approval.
- Co-Treasurers Cheryl Lombardo and Debbie Papa provided an update on the FY2021 grants. Two grantees did not submit a request for reimbursement for allocated funds by the February 12, 2022 deadline. The \$1700 awarded to Symphony Pro Musica in Grant # 45393 *2020-2021 Season* and the \$5000 awarded to River's Edge Arts Alliance in Grant # 42177 *Safe and Flexible Arts Programs for an Unprecedented Year* have been forfeited. The sum of \$6700 from that grant cycle will be rolled over and added to the amount of money to be awarded in FY2023.
- Cheryl Lombardo and Debbie Papa also provided an update on the FY2022 direct grant process. To date, nine out of the eighteen grantees have submitted the Grant Agreement and W9 forms. Requests for payment to these grantees have been submitted to the Finance Department. Doris will reach out to the other nine grantees via email to encourage them to submit the required forms to access their funds.

Doris Monteiro presented screen shots that illustrated the new grant denial process performed through the MCC portal. She emphasized that the reasons for a grant denial are limited to six choices with limited space for further explanation on the MCC Smart Simple software. Upon submittal of denials, Mass Cultural Council generates a form letter to the applicants via email. Once an LCC's annual report is submitted, the grantees receive an email from MCC stating that the grant they submitted has been chosen to receive funds. The message is sent from MCC's software; however, it is signed by the local council and states, "You will receive more information about your award shortly". HCC award letters and supporting documents were emailed to grantees on January 13, 2022.

The council was aware of the denial process generating letters from MCC; however, it was unaware of the process MCC has put into place for the award emails. This aspect was not covered in the MCC November

Zoom meeting introducing LCCs to the new software nor was it sent via MCC emails or newsletters. The council hopes that in the future it could have input as to what is said in the award emails sent to grantees.

Donna Specian mentioned that the HCC annual report was submitted to MCC on January 12, 2022.

Doris Monteiro reported that Letters to Legislators outlining how HCC's FY2022 funds were distributed and requesting a quote from Senator Eldridge and Representative Hogan were sent out on January 19th. These quotes were included in the January 31st press release to area newspapers. A link to the publication of the article in the February 4th *Action Unlimited* can be found on the council's website hudsonculturalcouncil.org.

Donna also announced that the HCC's annual report to the town was submitted to the Select Board's office on January 24, 2022.

New Business:

Donna Specian and Lindsay Kelkres lead the discussion on the annual community input survey. Under Question 4 from the 2021 survey which asks, "How do you hear about cultural activities that interest you? (Check all that apply)", Lindsay suggested that the list be reviewed and revised based on 2021 data. It was suggested to eliminate "Cable Access Channel"; to change "Local Newspaper" to "Online Local Newspapers"; to add "Town Email" next to "Town Website" so it reads as "Town Website/Town Email and to add "Senior Center Newsletter" to the list. There was discussion to perhaps have a drop down menu under the item "Social Media" on the list to include which platform was accessed and to include "HCC Facebook Page" in the choices.

The council reviewed the other questions in the previous survey and decided to keep Questions 1, 2, 3, 5, 6 and 7 as presented. There was discussion about adding a new open-ended question number 8 which would read as follows: *What would help improve diversity and/or access to the arts, humanities and interpretive sciences in the Hudson community?* The current demographic questions 8 and 9 would then become questions 9 and 10 on the 2022 survey. Lindsay Kelkres will work on the format of the survey and will bring it back to the council for review and a vote at the next meeting. It was suggested to go live with the survey in May and have it run for the months of May and June.

In terms of survey distribution, Donna Specian suggested that on the palm cards and other visual/printed material that a QR code be included as a link to the online survey. It was also suggested that the Announcement Board in front of Town Hall be used to advertise the annual survey. Donna will check with the Hudson Public Schools Superintendent office to see if it is possible to put a survey link on their website.

There was some interest in the HCC having a presence at the June 18th Hudson Fest. Donna will contact Sarah Cressy from the Assabet Valley Chamber of Commerce for more information. Doris Monteiro reported that at the 2019 Hudson Arts Fest, the HCC had a position in front of Town Hall where it provided some art experiences for children, gave out a tri-fold brochure about the council, and provided an opportunity to do the annual survey on site. Council members seemed to like the ideas presented and will discuss it further at the next meeting.

Adjournment:

A motion to adjourn the meeting was made by Lawrence Fine and seconded by Debbie Papa. The council voted 7 to 0 via a roll call to adjourn the meeting at 8:17 PM. (Having left the meeting at 8:03, Ellen Kisslinger was absent for the vote.)

Future Meeting:

Tuesday, March 29, 2022 at 7:00 PM via Zoom – To finalize the annual community survey, to plan for its distribution, and to discuss HCC's participate in the June 18th Hudson Fest.

Respectfully submitted,
Doris Monteiro, Secretary