

MEETING OF SHEFFIELD CULTURAL COUNCIL
Monday, October 16, 2023 at 11:00am

Meeting in Town Hall, Upstairs Meeting Room

Present: Megan Lawrence, Joe Kolodziej, Dorothy Maffei, Frances Roth, Bonnie Silvers, Jessica Treat, Hester Velmans, Phyllis Webb

Absent: Todd MacKenzie, Christine Valentini

- The Council convened at 11:03 am. The Minutes of the 10/16/23 meeting were approved.
- Christine Valentini's resignation from the Council was accepted.
- An update on the ARPA application was given. We applied for \$10,000 plus \$5,000 for an event. We were granted \$1000.
- The Treasurer's report was given. The fundraising letter went out last month and donations are still coming in. we should have a balance of at least \$13,500.
- The idea of putting on a fundraiser event was discussed, as well as how much money should be put toward such an event. It was determined that we should decide this once the deadline for applications has passed.
- There will be a meeting in December [the meeting is set for 11/30] to decide on grants and on the fundraising event.
- We will reach out to New Marlborough and other Councils to compare notes on Town Matching grants.
- An Ad for the Sheffield Cultural Council to be placed in the *Sheffield Times* was discussed. A ¼ page ad was decided on. It was noted that a ¼ page ad for 6 issues would total \$270.
- Sheffield Fair:
Frances gave a report on the survey she conducted which covered name recognition, awareness of events we've funded, attendance, etc. We discussed the idea of an article for *The Sheffield Times* (along with ads).
- Ideas for fundraising were brainstormed. We had a successful mailing with new names requested for inclusion.
- Frances will take care of setting up an electronic donor database to facilitate future fundraising.
- Dorothy proposed an outreach letter to go out in early December to target new people and local businesses as well.
- Hester to send out *thank you* notes to those who have donated. Phyllis has volunteered to help.

- New members: each of Council member should consider whom s/he might invite to be potential member of the Council. We can have up to 21 members total.
- The next meeting will be held on November 30th at 11am in the Town Hall Meeting Room.
- The meeting adjourned at 12:15

Respectfully submitted,
Jessica Treat

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