

## Minutes

**Public Body:** Cultural District Committee

**Date:** November 03, 2022

**Location:** Remote via Zoom

### **Members Present:**

Caitlin von Schmidt (Chair)

Gretchen Green

Rachael Katz

Ellie Mandell (Clerk)

Christy Moore

Charlotte Treiber

Heidi Weeks

Jackson Williams

### **Members Absent:**

Stephen Hussey

Steven Goldsher

**Also in attendance:** MJ Adams, City of Greenfield Staff Contact, and Christian LaPlante, City of Greenfield Grant Program Assistant.

### **Call to Order**

The meeting was called to order at 6:03 pm. The committee welcomed two new members, Jackson Williams and Charlotte Treiber.

### **Approve Prior Meeting Minutes**

Christy made a motion to approve the minutes for the September 15, 2022 meeting and Ellie seconded. Roll call vote to approve the prior meeting minutes: Caitlin, yay; Ellie, yay; Christy, yay; Heidi, yay; Jackson, yay. Charlotte abstained. The prior meeting minutes were approved. Rachael and Gretchen joined the meeting shortly after this vote.

### **Funding Availability**

The Mass Cultural Council's Festival and Projects grant was discussed. MJ mentioned that she has extra funding that is available for projects within the Crossroads Cultural District. Caitlin presented the new calendar, funding amount (doubled from past years to \$15,000), and guidelines for this committee from the MCC.

### **Funding Ideas**

Ellie presented two ideas for funding during FY23. One was to support Rachael's time to imagine and research how a bee might be installed higher than ground level.

Another idea was for this committee to subsidize the cost of insurance for venues participating in the Crossroads Exhibitions (CE). MJ said that, along those lines, the city was providing a stipend to folks making pop-up shops in Main Street's empty storefronts. Perhaps a similar model could be employed to support the CE venues. Caitlin said she would contact Tim Farrell as someone who would be well informed about insurance costs and coverage, and this information can help the committee decide how to approach the issue of potential damage or theft of art displayed in CE venues.

### Updates

**Crossroads Exhibitions:** Caitlin said the mayor wants to establish a gallery space in City Hall.

**Bee Pipeline:** Rachael encouraged folks to consider how we could support a bee for the Historical Society, which has a shoestring budget but would very much like a bee. Rachael said that the Transit Center bee and the Hawks and Reed Bee are both moving forward for Spring of 2023 installation.

M.J. provided an update on the new **kiosk** to be installed at the northwest corner of the Common. Caitlin provided an update on the new **Visit Greenfield website** and asked for folks to consider additional content for the CCD's page on the website.

### New Mission Statement

The committee voted on the following mission statement:

"To imagine, develop, implement, and support art and culture projects that connect the businesses, non-profits, and government entities operating within the Crossroads Cultural District with residents of and visitors to the district."

Rachael made a motion to adopt the new mission statement and Christy seconded. Roll call vote to adopt the mission statement: Caitlin, yay; Gretchen, yay; Rachael, yay; Christy, yay; Ellie, yay; Heidi, yay; Jackson, yay; Charlotte, yay. The new mission statement was adopted.

### Other Business

Caitlin expressed her preference for casting the net wider than has been done in the past, to gather projects for funding and support by this committee. She suggested that we could use the ArtsHub website to administer a call to artists. There was discussion of the new, more flexible timing around our funding decisions, given the MCC's new guidance for cultural districts.

Ellie brought up a project she has been developing with Meg Baker of the Historical Society. This is a website linking motifs and images on the Transit Center bee with objects in the Historical Society's collections in order to stimulate interest in local history and deepen the stories around the objects. Meg has applied for partial funding from the Local Cultural Council and members of the committee assured Ellie that Meg could also apply to funding from this committee to achieve her total funding requirement.

Christy mentioned Jingle Fest. MJ mentioned the new kiosk to be installed on Court Square and its availability for events announcements. MJ mentioned the ongoing discussions and open forums around the Downtown Revitalization Plan.

### Adjourn

Christy made a motion to adjourn and Rachael seconded. Roll call vote to adjourn: Caitlin, yay; Gretchen, yay; Rachael, yay; Christy, yay; Ellie, yay; Heidi, yay; Jackson, yay; Charlotte, yay. The meeting was adjourned just before 7:00 pm.