

Sheffield Cultural Council Meeting
Monday June 23, 2022
Zoom meeting

Present: Marcia Brolli, Gillian Hettinger, Brece Honeycutt, Tod Mackenzie, Paul O'Brien, Amy Rudnick, Hilary Russell, Bonnie Silvers, Hester Velmans

- The Council convened at 9:30 a.m. with all present.
- The December 14, 2021, minutes were approved.
- Treasurer Paul O'Brien reports that the council has collected \$250 in donations since our last meeting and that there is \$1,200 of awarded funds outstanding meaning that these grants have not been used as yet. We have roughly \$1,250 remaining.
- Amy notes that the four grants that have not been expended are the Berkshire Music School's, two of the Dewey Hall grants and Robin O'Herin's program.

Fundraising:

- Bonnie spoke with Rene Wood about Town matching funds who suggested that the council learn which towns receive such funds from their Towns before we ask our board for support.

Ideas –

- Identify a group of reliable donors and meet with them annually.
- Rather than hosting annual events, zoom every other year.
- Have events in spring, showcasing our grantees.
- Have a presence at the Farmers' Market.
- Learn how to mail fliers through the town to help people apply for grants as long as we do not fundraise.
- As do Public TV and radio, we need to remind citizens that the Cultural Council relies on their donations.
- Investigate putting inserts in the *Sheffield Times*.
- Name levels of giving, such as "Patrons."

Retiring members Clerk Marcia Brolli, Secretary Hilary Russell and Member Brece Honeycutt were thanked for their terms of service and their invaluable input.

Actions to be taken:

1. Make an appeal to major donors.
2. Host a spring event.
3. Bonnie will look for towns which supplement state funds.
4. Amy will see if there are ARPA funds available for us.
5. Is there Cannabis income for us? Amy will check.
6. The Council will be present at the Sheffield Fair Sept. 10, at which we will offer examples of our awards such as photos or videos of events at Dewey Hall and the Children's Chorus. Amy would like everyone to take a turn at the table.
7. Check our Cultural Council website to see if it is current
8. Seek new members. Several people have already shown interest.

The Council adjourned their meeting at 10:45 a.m.

Respectfully submitted,
Hilary Russell