

## Sheffield Cultural Council Meeting

Tuesday, January 9, 2018, at Sheffield Town Hall

Present: Kathie Ness, Wendy Casey, Hilary Russell, Amy Rudnick, Paul O'Brien

Absent: Bob Law, Marcia Brolli

The meeting was called to order at 5:30 p.m.

The minutes of the November 28, 2017, meeting were approved as read.

The discussion focused on ways to increase the visibility of the Cultural Council, and on ways to expand its annual budget beyond the allocation from Mass Cultural Council. After some discussion about approaching the town for a matching grant, interest shifted to doing direct fundraising: sending a fundraising letter to town residents.

Kathie had done some research about Cultural Councils in neighboring communities – Alford/Egremont, New Marlborough, Sandisfield, and Otis. She learned that New Marlborough has excellent success with their annual fundraising letter.

The discussion moved to planning both a reception for grantees and a fundraising project, and finally it was decided to postpone the reception and focus on the fundraising. (It was agreed that depending on the timing, a reception for grantees, donors, and others might be possible later in the summer.) The Council will ask the Finance Committee and/or Selectmen to authorize seed money to pay for the fundraising letter (Mass Cultural Council does not provide any funds beyond the annual allocation, 95% of which must be used for grants). Amy will research the cost of printing/return envelope/postage for a letter to all residents of Sheffield and Ashley Falls. We would use the town's tax rolls for the mailing.

A Council meeting was scheduled for Tuesday, January 30, at 5:30 p.m., at which time Amy will have the figures.

Wendy will work up a draft of the fundraising letter for everyone to review.

Kathie will send a press release now to the *Sheffield Times*, *Berkshire Edge*, *Berkshire Record*, and *Berkshire Eagle*, describing the grants that have just been approved for 2018.

Respectfully submitted,



Katherine Ness, chair

approved 1/30/2018