



## Amherst Cultural Council

May 9, 2023

6:00 PM

Via Zoom:

### Minutes

In attendance: Matt Holloway, (co-chair), Rachel Wang, Robin Thompson, Cody Rooney, Eleanor Walsh, Leah Neuburger, Gabrielle Gould (Guest)

1. Call to order at 6:06
2. Approve minutes
3. Public Comment
4. Festivals and Projects Update
  - a. MCC got back that we are able to put our festival and grants grant money towards the Juneteenth celebration. The organizers for Juneteenth are able to use the money towards anything they see fit (ex: a headliner)
5. BID Update
  - a. Gabrielle Gould meets with us about the fall block party
  - b. We have not yet communicated with grantees with the fall block party
  - c. We will be doubling the main stage space and keeping the smaller stage as a secondary stage. ACC will have access to the smaller stage
  - d. One side of street children friendly - one side more adult friendly
  - e. The third thursday in September (the 21st) (5:00-8:00)
  - f. Booth aspect of block party is difficult but performance is very wide open.
  - g. ACC has made a commitment to put money aside for ASL
  - h. Joint press release would be great
  - i. Would love to work with ACC (Cody and Eleanor) to build a program that is passed out
6. Grants Update
  - a. Original proposal from Amherst's DEI Department was a documentary on reparations in Amherst. They are wanting to pivot the \$500 we awarded them to either a transcription of

their meetings, or bringing in Micheal and Carrie Kline to discuss and brainstorm with the council.

- i. Rachel motions to approve the alternative use of these funds as seen fit by the DEI, and Matt seconds the motion. The extension is until December 1st. Passes unanimously.

7. New business not reasonably anticipated 48 hours in advance

- a. Rachel has an update on the community needs survey that she has been exploring
  - i. Falmouth's questionnaire was 10 pages long, whereas Orange's was one question long.
  - ii. Possibly collect demographics with the survey to see who is coming to events and how marketing is reaching people.
  - iii. Strategy of designing what we want to know first → what questions to ask
  - iv. Leah can work with Rachel in June and Eleanor and Matt can correspond over zoom
- b. Matt has an update from Amherst Media on the status of our Showcase Videos as well as the Disability Access Roundtable project.
  - i. Amherst Media has completed Showcase Video footage. More videos will be coming out shortly.
  - ii. Process continues for the Disability Access Roundtable project

8. Adjournment at (7:08) (Matt motions)

**Public participation & public comment instructions:**

To join the Cultural Council meeting via Zoom teleconferencing:

Go to:

Meeting ID:

To indicate you wish to make a comment click “raise hand”

To join the Cultural Council meeting via telephone: +1 646 558 8656 or +1 301 715 8592

Enter Webinar ID: when prompted

When prompted to enter your participant number press # To indicate you wish to make a comment press \*9 on your telephone