

**HEATH CULTURAL COUNCIL  
MINUTES AUGUST 17, 2022 MEETING  
Jacobs Road Municipal Building Cafeteria**

6:30-8:30 PM

1. Present: Barbara Gordon (BG), Heather Row (HR), Rachel Grabelsky (RG), John Clark (JC).  
(No guests)
2. Review of minutes from 12/9/21 meeting. Approved as written, M=JC, 2nd= RG,  
**VOTE:** Approved unanimously.
3. Review of 2022 cycle grant reimbursements to date: Racial Justice Rising, The Art Garden  
Winter Whimsy, Mohawk Trail Concerts.
4. Reviewed 2021 cycle reimbursement rate and non-reimbursed grants (including expired  
extensions) from 2020 and 2021 cycles:  
All granted projects for 2021 successfully completed and reimbursed except for:  
2021 Nolumbeka River Stories \$75.

Doug Wilkins Square Dance at the Heath Fair 2021 extension is on track to be executed  
within one week at the 2022 Heath Fair.

2020 Projects that received COVID related extensions and were **NOT completed or  
reimbursed:**

2020-ext. Hill Town Draw Around \$200,

2020-ext Footlights in the Falls \$300.

**Total available to be forwarded into budget for future 2023 granting: \$575.**

5. Reviewed 2022 HCC **Council Description** verbiage for MCC website and discussed  
possible revisions for 2023 Grant Cycle to be posted by 8/31/22.

**The following updated Council Description was adopted:**

*“The Heath Cultural Council is made up of at least five members who meet at least once  
annually to review applications for a variety of cultural projects and activities to take place in  
and around the Town of Heath, including exhibits, festivals, field trips, short term artist  
residencies or performance in schools, workshops and lectures. Our mission is to approve and  
lead a balanced variety of projects that benefit citizens of Heath. The Heath Cultural Council  
welcomes and solicits input from the community in order to better develop funding priorities.”*

**VOTE:** M=HR, 2nd=JC, Unanimously approved.

6. Reviewed the 2022 HCC **Council Priorities** verbiage for MCC website and discussed  
possible additions or revisions for 2023 Grant Cycle to be posted by 8/31/22.

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6. CONTINUED:

**The following additions were discussed and unanimously REJECTED for inclusion:**

Requiring applicants to submit a revised budget and project scenario if proposal is funded below a certain level.

Limiting the dollar amount awarded to any single grantee.

Requiring that applicants have cash or in-kind matches to maximize impact of grants distributed in the community.

Setting a ceiling on percentage of project to be funded by us.

Limiting the number of years of repeated funding granted per applicant, project or program.

**The following additions were unanimously APPROVED for inclusion:**

Limiting the number of applications per applicant to ONE per grant cycle.

Adding verbiage regarding additional consideration be given to underserved applicants or projects involving or benefitting underserved communities including those most severely impacted by COVID-19.

Adding verbiage that we will consider capital expenditure requests.

The updated **COUNCIL PRIORITIES** to be published as follows:

**VOTE:** M=JC, 2nd= HR, unanimously approved.

*Priority will be given to:*

*Applicants that have secured a local venue*

*Projects that serve our local community*

*In addition to the State Requirements, applications will be evaluated using the following criteria:*

*How well the program meets our local priorities*

*Evidence of community support and involvement*

*Evidence of a favorable track record and dedication of the applicant*

*Ability to augment our goal of offering diverse forms of cultural activities*

*Financial need*

*Demonstrated planning*

*The Heath Cultural Council limits the number of applications to one per applicant per grant cycle, and will consider capital expenditure requests.*

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**HEATH CULTURAL COUNCIL  
MINUTES AUGUST 17, 2022 MEETING  
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6:30-8:30 PM**

6. CONTINUED:

*Assuming that an application meets our general requirements and local priorities, we will also give additional special consideration to applicants or projects involving or benefitting underserved communities, including those that have been severely impacted by COVID-19.*

7. Reviewed granting system to be used for FY23: **(Reimbursement based vs Direct Grant) MOTION** by HR to continue to use the Reimbursement Grant system for FY23. 2nd= JC, **VOTE:** Unanimously approved to continue to offer grants on Reimbursement based system.

8. **FY23 Grant Applications open September 1: Planned required advertisements/notices:**

Paid legal notice in Greenfield Recorder no longer required per MCC Liaison, Ricky Guillaume. Rachel will post on our Facebook page, Town webpage, and in the Heath Herald. Press release will be sent to the Recorder, understanding that they might, or might not, publish it.

9. **Reviewed HCC roles / job descriptions.**

The following amendments were made: **VOTE:** Unanimously adopted following edits:

**Under Chair role:**

**CHANGE:** checking HCC mailbox to bi-weekly. To be coordinated with the week that Town Accountant processes reimbursement requests. eg. Chair will collect and process mail by Wednesday and submit by the following required Friday for payment.

**ADD:** "if required" to co-signing of reimbursement requests.

**ADD:** File Council-Led Program Final Report when and as required by MCC.

**ADD:** Send out Denial and Award letters after applications reviewed and voted as prescribed by the Mass Cultural Council system.

**Under Public Relations role:**

Revise final sentence to read, *Maintain the HCC Facebook Page, +/- publish regular updates on the existing Franklin West County and What's up in the Hilltowns FB pages.*

**Under Secretary role:**

**REMOVE:** Sending out Award and denial letters (since now automated through MCC SmartSimple system).

**Under Annual Reporter/Funding Tracker role:**

**CHANGE:** title of role be changed to *TREASURER*, per MCC guidelines.

**REWRITE to:** *Track LCC Budget and applicant awards at annual granting meeting.*

**Under All Members role:**

**ADD:** *Participate in the planning and / or execution of Council-Led events and projects.*

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**10. Election of Officers for 2023 cycle:**

Chair: Barbara Gordon,

Treasurer: Heather Row,

Secretary: open

**VOTE:** Barbara and Heather agree to continue in same roles with revisions in roles as approved in job descriptions just voted. Unanimously approved.

Current Secretary has been unresponsive to all HCC communications by phone and email.

Might need to find another Council member, and another Secretary.

Those present decline Secretary role. Discussed increasing solicitation for new members.

**11. Discussion of other key roles: PR**

**ASSIGNED:** Rachel Grabelsky agrees to serve another grant cycle as Public Relations coordinator. Unanimously approved.

12. Discussed **Financial Report Summary** (Parts 1 and 2) due to MCC by Oct 17, **Final report** due by 1/17/23. Planned coordination B + H + Town ACCT. Barbara and Heather will meet independently to complete as required and transfer knowledge (Barbara did this reporting last year due to loss of Treasurer to relocation prior to 2021 cycle reporting dates).

**13. Grant application workshops vs individual assistance FY2023**

**VOTE:** Unanimous decision to continue with providing individual assistance as requested by applicants. Barbara will continue in this supportive role.

14. **Annual MCC Community survey requirements** discussed. Ideally before granting meeting Nov / Dec to assist in decision making. **ASSIGN:** Rachel agrees to take responsibility for developing and distributing survey using combination of on-line and paper formats. Survey Monkey used last time. Discussed augmenting with paper versions distributed at Library, Senior Center, and possibly at the Heath Art Exhibition and Council-Led Square dances this fall.

15. Report on completed **Council-Led Summer Weaving Program for kids:** Very well received but lower than expected participation (6 students planned and registered, only 4 served) due to last minute refusals of parents to permit children to participate because masks required. Held in Municipally owned Community Hall when mask mandate was still in effect, so had to be enforced.

**16. Discussed upcoming Council-Led Square Dances Sept 17 and Oct 22, 7-10 PM**

Reviewed flyer / poster developed by Barbara for posting and distribution at Heath Fair and square dance there this coming weekend. Unanimously

**APPROVED.** Barbara will have printed on bright paper, post on Heath Fair Kiosk, and will deliver to Caller at Fair for distribution at dance.

**HEATH CULTURAL COUNCIL  
MINUTES AUGUST 17, 2022 MEETING  
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16. CONTINUED: Staffing (set-up and knock-down, door host), Refreshments: pot luck, \$150 budget for our end. **ASSIGNMENTS:** Barbara, Heather and Rachel will host September dance. Additional volunteers will be recruited from community to help with set up and knock down. B + H + John (+/- R) should be available for the October event. Discussed taking a brief video of dancing in Sept for our FB page to augment PR for our October event.

17. **HCC-led projects in 2023?** Unanimous decision to wait and meet after hosting the two upcoming Fall dances before considering plans for Council-Led projects in FY23.

18. Discussed **Preferred Council size**

**VOTE:** Recommend to Select Board that we aspire to a Council consisting of 7 members (minimum of 5 required by MCC). M=JC, 2nd=RG, Unanimously approved.

Also discussed ongoing need for recruitment, already advertised on our Facebook Page and Town of Heath webpage and announcements area. Heather will mention to members of new community she has joined at Mohawk Estates. Select Board will be petitioned to assist.

19. Reminder to all Members to re-register in MCC SmartSimple system before Sept 1.

20. **Cultural Sector Recovery Grants for Organizations and Individuals.** Introduced by Barbara who attended the webinar last week.

**VOTE:** our HCC to apply for an Organizations grant. Approved unanimously. Barbara will file application as our Chair. Due 9/28/22.

21. Plan next meeting(s) timing = After dances executed this Fall.  
and Adjourn.

Minutes submitted by Barbara Gordon

Minutes reviewed and approved unanimously 11/5/22 (JC, BG, RG)

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