



Roxann Wedegartner
Mayor

City of
GREENFIELD, MASSACHUSETTS

CULTURAL DISTRICT COMMITTEE

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Members:

Rachael Katz – Chair
Steven Goldsher
Hillary Hoffman
Stephen Hussey
Sarah Kanabay
Adrienne LaPierre
John Lunt
Christy Moore
Caitlin von Schmidt

Greenfield Crossroads Cultural District Minutes – October 21, 2020

Present at Zoom meeting: Rachael Katz, Caitlin von Schmidt, Sarah Kanabay, Linda McInerney, Hillary Hoffman, Christy Moore, Steve Hussey, Steve Goldsher, Anitra Fritz, Gretchen Green

Meeting called to order at 6:05 p.m. and starts with discussion of grant money the District will receive from the MCC; it's been around \$5,000 most years and the money usually comes in in the spring.

Rachael would like to get the bees (already made) up this spring.

- There will be some sort of Bee Fest.
- Bee bases are done, need to be clear-coated.
 - Cahillane offered to clearcoat.
 - Brass plaques still need to be done; Rachael can do it.
 - Bee Fest will be around Memorial Day.
- Hillary suggests adding a closing of Main Street.
- Linda shares that Amherst did an RFP for artists & online gallery.
 - Eggtooth has invested in tech for remote sharing.
 - Maybe we could put art in store windows.
- Suggestion of bike parade in conjunction.
- Could work with GCTV.
- Rachael gets action item of reaching out to Bee Fest team.

Steve G. fills group in on what Hawks & Reed has been doing (e.g., art in windows)

- They've partnered with some streaming places.
- Are recording local bands live at H&R, mixed with interviews with artists about pandemic experiences.
 - Deciding how to do it: donations, sponsorships with free.
- Have thought about letting 50-75 people into venue live.
- They've talked to MJ Adams about doing events in Court Square.

Rachael says the city has been easier to work with under the new mayor. Further discussion of downtown event/s.

- Linda suggests adding Pride.
- Hillary says we need to be very inclusive of businesses.

- Caitlin says to keep in mind that closing Main Street always requires paying the police a not insignificant sum.
- Should we try to coordinate with Bee Fest or try to do our own event?
- Hillary says it's important to keep the virtual portion, we can use it to help market leading up to the event.
- Rachael says we need to stay flexible and adaptive because COVID.
- Caitlin piggybacks on Linda's earlier comment, which the Eggtooth tech will be very cool no matter where we are in the pandemic.
- Steve G. says Rodney Madison had ideas for an artist gathering. Maybe outdoor theater? H&R wants to be involved.
 - Linda suggests Rodney could be part of a larger event.
- Rachael reminds group of its limited bandwidth and cautions against spreading ourselves too thin.
- Caitlin thinks we need to focus on one larger, more general event that an work to build excitement along the way.

Gretchen asks if there are parameters for the MCC grant. Rachael responds that we have large discretion but it does need to benefit the district area.

Group takes turns voicing support (or not) of joining with Bee Fest team for one larger event.

- Gretchen recuses herself (doesn't know enough yet); Hillary is all for it, reminds of need for inclusivity, wants something large-scale that can be used as a template; Linda agrees and adds the idea for a parade; Caitlin is for it; Steve G. wanted to do something in winter, Linda explains we won't have the money until spring and that the GLCC grant deadline has shifted on month later and we should probably expect the same; Rachael is on board; Steve H. thinks it's a great plan, there's plenty of time and it could be a terrific boost; Christy says yes, let's do it (Linda says we can switch to fully remote if necessary) and that the Rec will be doing some winter stuff; Sarah agrees.

New Meeting date is for Wednesday, November 18, 6 p.m. Christy will set it up as a WebEx meeting through the city.

Rachael will let us know when the new grant cycle opens.

Caitlin asks if we can set up a Google Drive folder for the group.

Steve G. asks what we've funded in the past: answer includes PreFest Fest, the Hive Makerspace, the Bees, and Pride. Caitlin suggests looking at old minutes for info.

Meeting adjourned at 7:09 p.m.