



Northborough Cultural Council

63 Main Street / Town Hall
Northborough, MA 01532

Northborough Cultural Council Meeting Minutes - APPROVED

Meeting Date: Thursday, April 20, 2023, Northborough Town Hall, Conference Room B

In Attendance: Terry Underwood, Suzanne Cox, Lori Tiron-Pandit, Jeanine Vitale, Craig Cox

Absent: none

Guests: Jen Tolman, Hannah Chen

MINUTES:

Meeting called to order 6:10pm.

1. Approval of Minutes:

- Minutes for 03-23-2023 & 04-06-2023 reviewed and amended.
- Jeanine motioned to approve minutes as amended, Lori seconded, approval by all.

2. Set next Committee Meeting date:

- Next meeting set for May 11, 2023 at 6pm.

3. Grant Reimbursement Update:

- No updates at this time.

4. Treasure's Update:

- Craig reviewed current overall NCC finances.
- Craig confirmed that MCC has awarded us a \$2,500 grant for festival.
- Discussion about when grant money will get into the town account.
- Current version of CultureFest budget presented by Craig and each subgroup's budget reviewed and amended as needed by subgroup leads with discussion.
- Some discussion about music and dance groups being booked as part of the budget discussion.
- Craig shared video of new group for consideration.

5. Go Out Doors Public Art Exhibition Update:

- Suzanne updated that we were on schedule for exhibition opening on April 29, 2023.
- Doors to be picked up from artist this week and installed Friday in park.
- Jeanine has volunteered and is scheduled to photograph doors.
- Terry has invited selectboard members and area representatives to opening.
- Suzanne discussed reusing presentation script from last year. We will announce auction at exhibition and entire event should be close to an hour in length.
- Suzanne suggested we should discuss rain date.
- Terry brought up request by Community Affairs to have table in morning before exhibition at town cleanup. Discussion held that it may be hard to do that and get ready to host exhibition opening as well.

- More conversation on rain date options, rain date attentivity set for following day, Sunday, April 30, 2023.
 - Auction will be live April 29, 2023 at the exhibition opening.
 - Craig updated that all artists have been paid.
6. CultureFest 2023 Subcommittee Updates with Cost Estimates:
- a. Financial:
 - Discussed under Treasure's Update.
 - b. Publicity & Marketing:
 - Lori updated that she has CF flyers ready and we can give out next week at exhibition opening.
 - Lori updated that we are doing the same type of Facebook and on-line press outreach as in the past but with current promotional material previously reviewed.
 - Craig inquired about using key artists/people in town to help spread work via social media; Hannah discussed ways to make happen on Facebook.
 - Discussion that all artists, groups, and restaurants need to have their own tents, tables, and chairs for festival.
 - c. Facilities:
 - Craig requested all subgroups give list of DPW needs or questions to him so he can make single inquiry to DPW for festival business.
 - Craig and Jeanine will meet to discuss parking.
 - Craig discussed need to have good process in place if we need to supply any equipment to any of the groups participating.
 - Lori created a document on share drive for each subgroup to list logistics needs.
 - Terry would like to know how many spots are available on the common to invite additional organizations.
 - Suzanne suggested interested parties meet at the common this week and walk through the layout to confirm layout plan and finalized number of tents that will fit.
 - d. Food:
 - Terry updated that we have the two restaurants confirmed and the third and possible fourth are still in the works with no one confirmed.
 - Terry to meet with Jeanine about contracts for them.
 - Discussion about contracts with Craig giving update on what needs to happen with town administration and contracting.
 - Discussion about ice cream and trying to find someone who is available.
 - Discussion about having three vs four restaurants as well as trying to get a variety of food restaurants.
 - Consensus leaned towards having three restaurants so each can make enough profit.
 - e. Music: Hit the Bus is booked.
 - TBA is booked with still some conversation on pricing based on number of players planning to participate. Craig to follow-up.
 - Discussion about new Indian Drumming group and video Craig shared of them performing.

- Craig discussed overall music options in our area and how many of those are within our price range.
 - Everyone in support of Indian Drumming group. Suggestion made that the Indian Drumming group be added as the third 'dance' group and Craig to find another music group to be third. Craig to work with Jeanine on the Indian Drumming group.
 - Overall sound engineer for music and dance programs found and booked.
- f. Dance:
- Jeanine updated that the Greek dance group is confirmed. Also, initial Indian dance group discussed is a not going to work out.
 - Much discussion about who should be additional dance groups, discussions included inviting Turkish dance group.
 - Discussion about Indian Drumming group as dance group. Jeanine will continue to work dance groups.
 - Stage is reserved and ready to go.
 - Craig asked everyone to put list of table and chair needs on share drive.
- g. Professional Artist Booths:
- Suzanne updated that we have seven confirmed artists and still working towards the goal of ten to twelve artists.
- h. Youth Art Gallery:
- Suzanne updated that we are on track with the middle school artwork with the support of the Melican art teacher.
 - Suzanne reported that with the two additional racks, all should be in order for the gallery.
 - There will not be a tent over the gallery space as in previous years due to consistent wind challenges.
- i. Community Art Project:
- Suzanne updated that the agenda should read Community Art Project and Kids Art Corner as two separate subgroups.
 - The concept for the community art project is still the recycled trees/garden as suggested by Hannah as well as using elements of the recycle plastic event at the New England Botanical Garden.
 - Suzanne updated that part of the Kids Art Corner will be a collaboration with the Jr Women's Club and will consist of chalk art at the booth as well as around the common on the sidewalks.
 - There is also plan to have a henna artist at the Kids Art Corner similar to previous years.
 - There will also be a paint event for the kids at the same booth to ensure a great deal of kid's art activities.
- j. Festival Layout & Decorations:
- Suzanne reiterated that we will meet and walk through plan on common ensure the layout plan works as is or to update as needed.
- k. Northborough Art & Cultural Business Booths:

- Terry had no new updates on this section, waiting to understand open spaces before engaging additional groups.
- Terry relayed that we are not permitted to 'hang' items from the pagoda.
- Lori had to leave meeting due to prior commitment.

I. Volunteers:

- Terry did not have update on overall volunteers.
- Jeanine updated that she had two volunteers committed for parking.
- Suzanne to email out previous event volunteers to help this year.
- Craig updated that he and Jeanine met and reviewed parking spaces and gave update that we need to ensure list is complete for parking plan.
- Terry brought up possibility of using the new fire stations empty space for parking; it will not be an official parking space, but suggested for general public.

7. Any Additional Business Before Council:

- Craig brought that we have extra doors from the Go Out Doors project and asked for input on what would we should do with them. We have six to eight doors remaining.
- Consensus reached to table decision until after CultureFest in case they are needed for some effort or activity at the festival.
- Craig also drew attention that there are several MCC emails about the project/festival grant we received as well as emails about the new project/festival grant cycle starting.
- Hannah shared that she had put in her application with town to officially join NCC to much applause.
- Craig discussed the mandatory training needed to be member.

Suzanne motioned we adjourn meeting, Jeanine seconded, all approved except Lori who had departed meeting. Meeting adjourned at 8:05pm.