



## Northborough Cultural Council

63 Main Street / Town Hall  
Northborough, MA 01532

### Northborough Cultural Council Meeting Minutes - APPROVED

Meeting Date: Sunday, June 4, 2023, Northborough Town Hall, Conference Room B

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

Absent: Craig Cox

Guests: Jen Tolman, Julie Schwingbeck, Art Giacomarra, Sharada Chintakindi

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#### MINUTES:

Meeting called to order 6:05pm.

#### 1. CultureFest 2023 Subcommittee Updates:

##### a. Publicity & Marketing:

- Lori updated that we are doing well with publicity including town website, online newspapers, Instagram, and Facebook posts.
- Lori reported the CultureFest event on Facebook has over 230 people interested in coming Saturday.
- Jeanine inquired about additional lawn signs, currently all are out around town.

##### b. Facilities:

- Suzanne updated for Craig. Nine Monroe and Avidia Bank lots are confirmed. We still need to finalize parking plan; draft plan is made and to be reviewed with Craig.
- Final checks with DPW to be done this week, all on track per plan.
- Facilities setup, including stage, to begin at 7:00am on Saturday.
- Jen contacted Top Energy gas station about event and general parking.
- Terry will confirm police engagement this week.
- Suzanne passed around map of the common facilities. Suzanne reviewed updated plan per Craig's walk through and discussed items in middle of horseshoe.
- Terry asked about parking, and parking spots were reviewed for artists, organizations, and businesses as well as council members and volunteers.
- Terry updated that she reached out to BJs about getting a donation of two popup tents and so far, no response. She requested that we make a list of NCC equipment and post on share drive so everyone has information.

##### c. Food:

- Terry updated we have Northborough House of Pizza and La Miette La Mai confirmed and ready to go.
- Rancho Corona is having unexpected issues and will not participate.
- Terry has been working to get an additional restaurant. She met with Chop Kabob and they are excited to participate. Terry is working to get them through the required town health department process.

- Suzanne brought up topic of rain date and what are plans regarding making a decision and how we plan to notify participants per our contracts. Council discussed various options in the event of rain.
  - Hannah brought up the bake sale and what is needed for it. Hannah inquired about quantities from last year as well as who is planning to bake items. She has the artwork for labels and Suzanne is to print.
  - Hannah reviewed what she is baking and requested that all baked goods are nut free.
- d. Music:
- Suzanne updated for Craig that all three bands are confirmed and Andrew, the audio engineer, is also confirmed and set to go.
- e. Dance:
- Jeanine updated that the three dance groups are confirmed and set to go.
- f. Professional Artist Booths:
- Suzanne updated that we have eleven artists confirmed and set to go. A few artists pulled out and were replaced the past week. There are a lot of other art events going on the same day which made booking artists more difficult.
  - Julie suggested we take more time to work through schedules of neighboring town art and festival type events in the future. General discussion on how to get and keep artists in future events.
  - Terry led introductions of council members and their backgrounds as a means to share council membership with guest attendees. Guest attendees Art and Sharada talked about past experiences and their interest in the council.
- g. Youth Art Gallery:
- Suzanne updated for her and Jeanine that the gallery is set with 42 pieces of middle school art on hand. Hannah and Suzanne met and matted the artwork.
  - Suzanne reported racks are being arranged for hanging per Julie's ideas.
  - Suzanne reported we have had great support from Diane Hansbury, the middle school art teacher for this effort.
- h. Community Art Project:
- Suzanne updated the tree stands are made, painted and ready to go for the art project.
  - The two high school ladies running the project have made all their choices for design elements and have met to prototype how the program will run as well as how to attach bottles to the trees.
  - They will meet again to pre-attach tops to tree to save time at festival.
  - We are set on water bottles and signage for project.
  - Suzanne gave overview of how the art program will run.
  - Several members had questions and discussions occurred regarding plans for tress after CultureFest.
- i. Children Art Corner:
- Suzanne updated activities scheduled for kid's art corner.

- Chalk art with Jr Women's Club, butterfly decorating to hang on tent after being colored, and hopefully henna hand painting if an artist or artists can be solidified by Saturday.
  - Sharada has a lead on henna artist to discuss after meeting. Terry also mentioned someone on signup genius offered to do henna and she will have them connect with Suzanne.
- j. Festival Layout & Decorations:
- Julie updated that she has the MUSIC, ART, and DANCE signs and the paint to fix them and will have them ready for Saturday.
  - Suzanne reported Craig has fixed the banner stands and the banners are ready.
  - Julie will handle getting the decorations arranged and ready the day of.
  - Suzanne reviewed supplies she has for NCC booth.
  - Suzanne updated that she made the community input survey, send it out for review, and created a sign with code for the NCC tent to have people take the survey while at CultureFest.
- k. Northborough Art & Cultural Business Booths:
- Terry updated the three art business are confirmed and set to a go.
  - Terry shared the organizations plan was designed to help town residents get awareness of the cultural programs in our town.
  - Terry will finalize with organization groups this week.
- l. Volunteers:
- Terry updated that she setup a signup genius for volunteers. She worked with teachers at ARHS to arrange and get word out.
  - Discussions held that we may have enough volunteers and need to asses who currently we have and what jobs are needed.
  - Lori offered to make nametags for those working all day at festival.
- m. Financial:
- No financial update at this time.
  - Lori made note that we need to get list of what to say while bands and dancers switch. Lori had list of sponsors and other items to discuss. Suzanne relied that all should email Craig list of talking points as he has started list of speakers/topics.
  - Discussion by all about zoon meeting for go / no go decision.

Suzanne motioned that meeting adjointed, Hannah seconded, approval all. Meeting adjointed at 7:58pm.