



Downtown Great Barrington Cultural District Steering Committee Meeting Minutes January 22, 2026

Committee Attendees: Gabe Napoleon, Betsy Andrus, Kris Kanter, Carli Scolforo, Dawn Jardine, Seth Keyes

Committee Members NOT in Attendance: Robin Helfand, Ben Elliot, Sally Michael Keyes, Melanie McCarthy

Non-Committee Members in Attendance: Jocelyn Latvalla (BRPC), Chris Rembold (Town of GB), Donna Norman (Calyx)

Non-Committee Members NOT in Attendance: Dennis Iodice (Social Media), Laura Brennan (BRPC)

Meeting was called to order at 9:02am

Betsy made a motion; Carli seconded the motion. Kris Kanter did a roll call and the motion was passed to approve the minutes from the December minutes. Seth and Gabe abstained from the vote because they were not present for the December meeting.

The current CD balance is \$3,900. We should be getting the \$15,000 for FY26 from MCC very soon.

There is a bill for Dennis's social media work from July through November for \$2,300. Seth made a motion, Betsy seconded the motion, a roll call vote was made and the invoice for Dennis's work was approved.

Donna Norman, CEO of Calyx, joined the group to present her initiative as the founder of the Downtown Great Barrington Business Alliance. Donna has been trying to engage the business owners within the Downtown Cultural District to find more creative ways to encourage more foot traffic to the businesses during the slower months.

The business alliance held a gingerbread creation contest where local store owners created their own gingerbread houses to display in their storefronts. There were about 20 businesses that participated in this event.

For the next event Donna hopes to do some sort of winter art walk / scavenger hunt that will take place at the end of February or early March when business usually slows down for people. The goal is to make these events centered around getting residents into downtown area businesses.

The committee agreed it would be good to promote the events through the e-newsletter and social media. If funds allow the committee would be willing to look into sponsoring an artist for one of these events such as the art walk.

Once an event or flyer is finalized the committee will do its part to promote the events.

Downtown Historic Walking Tour Advertisement. Carli reached out to Malcolm about an ad in the Busk! guide but has not heard anything back yet. Betsy and Chris will follow up with Malcolm.

The next step is to think about how the CD could help promote the tours. Either with QR codes in windows, or social media postings.

Update on Events Page (District Website) – This topic will be revisited in February

Social Media Analytics have been down for the last month, which is normal given the season. There was a lot of activity on the New Year with the posts about the new Triplex and the new owner of SoCo.

Business Openings / Closings:

- New Art Gallery where 1 Mercantile was – Spring 2026 opening
- Hammertown GB is closing
- Patisserie – closed, new café opening under new ownership, date TBD
- SoCo Creamery changed owners

Upcoming e-Newsletters: Artists/Creative Economy Businesses to Highlight:

- Downtown business alliance scavenger hunt / events
- BIFF – 20th anniversary
- Olga Dunn – 50th anniversary of her dance school
- New owner of SoCo Creamery

Seth made a motion to adjourn the meeting, Betsy seconded the motion and the meeting was adjourned at 9:32 am.

Documents and Exhibits Used:

- Social media analytics

Minutes prepared by:

Jocelyn Latvalla, BRPC