

Franklin Cultural Council Meeting Agenda

Nov. 15, 2017

7:00 pm.

Municipal Building, Room 106

1. Old Business— Meeting minutes from Oct 5 approved
 - a. Presented budget letter to Jeff and Jamie—thought it was good idea for FCD to be the planners/idea people/coordinators for arts in Franklin and we're the funders
 - b. Library update—Caleigh has presented list of bags she'd like to do; we are going with her suggestions; logo design for the bags will be done in collaboration with Stacey and Caleigh
 - c. Movies online—Rob has posted to Vimeo
2. Recap of Cultural Connections event; pick topic for Feb 1 date—community partnerships (arts/business) is agreed upon
3. Artweek: recap Jeff/Jamie conversation (in total favor, tho' won't offer much in terms of free venue space; do have mtg w/ Superintendent to discuss free school use)
 - a. Newsletter: sent out 622 to our CAAD list (which Stacey updated and cleaned)—251 were opened; 28 people clicked for more info. Add'l 154 sent to FCD contacts—53 were opened, 5 clicked.
 - b. Artweek grant app: up and running, currently have one app in progress, but have gotten interest from several people
 - c. Response to interest form: 4 so far—Rec Dept, 2 theater performances, VFW
 - d. Great mtg w/ library; upcoming mtg w/: FDP, FCD Steering Committee, Rec Dept, FHS FAA, Superintendent w/ Stacey to discuss them doing ArtWeek events
 - e. Will send press release out in the next week
 - f. 2nd newsletter will go out Dec 1 calling for interested artists/performers/venues—just send to those who didn't open, or send to all? Decision is send to all
 - g. Divvy up list of orgs to contact for participation—use Stacey's brainstorming list
 - h. FCC sponsored event? Discussion commenced. Decision is Art in Motion art exhibition plus opportunity for artists to draw live performers as they are performing. Open call to entries for a fee? Discussion is that we don't know how we would charge or collect, so Stacey will discuss with Jamie Hellen.
4. Community Arts Advocacy Day—finalize date and time—have application in to Sr Ctr for April 7...8am breakfast, 9am-3pm workshops
 - a. Preliminary list of workshop topics include:
 - Fundraising - Jean (already spoke to her)

- "Your Budget" to help people figure out what their budget should look like, how to present it on a grant app, and other sources of funding to consider
- Marketing 101 - Stacey (PR, promotions, mktg, website, Facebook, events, collaborations)
- Advocacy - MassCreative
- Social Media Basics (the how-to of getting online and set up and how to use social media platforms)
- Developing a Social Media Strategy (a higher level, more philosophical approach to the how/when/why to use); we would offer these Session I & II, so you could take one or both
- Corp Relationships — ? perhaps Athena from Natick Cultural District— still waiting to hear
- Forming & Leveraging a Cultural District in your Community — MCC? No decision yet from them
- Roundtable Discussion: during lunch with different topics at different tables, to include moderators and/or conversation starters at each, topics TBD
- Panel Discussion? like the idea, need to decide on a topic
- How to Attract & Keep Volunteers

5. Grant app review and discussion for 2018 grants

6. New Business

- a. They've asked Stacey to join FCD Committee
- b. MassCreative has asked Stacey to join their Leadership Council