

Franklin Cultural Council Meeting

Jan. 11, 2018

7:00 pm.

Municipal Building, Rm. 106

1. Old Business
 - a. Nov 28 minutes approved
 - b. Cultural Connections — who can come? Karen and Barb; Who can get food and set up/clean up? Karen. Currently have 30 RSVP'd—will give another update closer
 - c. 2017 meeting minutes — need to send to Nancy for last ones of the year
 - d. Art in Motion—age of participation, any comments on entry form info? All think it's fine.
2. FCC ArtWeek grant app review and discussion
3. Community Arts Advocacy Day planning: April 7—8am breakfast, end 2:30
 - 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 - Barb/Lillian
 - 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) - Taylor/Charity
 - 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 - Taylor/Charity
 - Community Partnerships — Stacey or perhaps Athena from Natick Cultural District — we could do 2 different: How to Build Community Partnerships as a general one similar to our Cultural Connections roundtable...run by Athena or ArtWeek, then a more specific one on one of the following, or two specific ones:
 - Creating a Successful Arts/Business Partnership Event (as revenue-generating or for awareness/outreach/PR)
 - Creative Placemaking
 - Building an Advisory Board
 - Arts-based Learning
 - Pop up arts spaces
 - Forming & Leveraging a Cultural District in your Community — MCC?

- Roundtable Discussion: during lunch with different topics at different tables, to include moderators and/or conversation starters at each, topics TBD
- Panel Discussion topic? How to Drive/Spark Community Engagement? (people submit questions ahead of time and we ask them of the panelists?)
 - ArtWeek?
 - Susan Nicholl (her or someone she has contacts w in Metrowest that she can recommend)
 - Athena?
 - Worcester Art Museum?
 - Worcester Chamber Music Society?
 - Lisa Piana?
 - Library?
 - Radio station or blog expert?
 - Roy or other politician?
 - FSPA?
 - Stacey will reach out to the above and see who will come
- How to Attract & Keep Volunteers
- b. Timing for the day: how long should each workshop be? How many sessions?
 - 8-9 am registration and breakfast (last year was 8:15-9)
 - 9-10:30 full group advocacy, speeches, etc? (last year was 1-1/4 hrs, but we ran over—we could even do 8:45-10:30, if we thought we need that much time)
 - 10:30-11:30 workshop one (were 40 min last year, but ended up shorter and were way too short)
 - 11:30-12:30 workshop two
 - 12:30--1:30 lunch and roundtable (or could do 45 min, and tack 15 min on at end for wrap up—if we do this, we lose any "wiggle room" if the morning runs over)
 - 1:30-2:30 workshop three
 - 2:30 back together for 5 min wrap up?
- c. Need to ask Roy, Ross, etc to attend - Susan Plume will reach out
- d. Fundraising — Tamara
- e. Logo—Action and Impact, or move to CAAD? Decide to stick with last year's Action and Impact: Community Arts Advocacy Day

4. New Business

- a. Grantee Reception — when? Late Feb/early March; museum is free Wed or Thurs then. Will ask for a list of open dates
 - Let's ask Roy, Spilka, etc to attend - Susan to reach out

Franklin Cultural Council Meeting .

Jan. 24, 2018

7:00 pm.

Municipal Building, Rm. 106

1. Old Business
 - a. Jan 11 meeting minutes approved
 - b. 2017 meeting minutes —Karen needs to send to Nancy
 - c. Cultural Connections —Set up: Stacey, Karen & Susan; Clean up: Jose, Currently have 37 RSVP's plus us, for a total of about 45 — ok putting 50 chairs in semi-circle? Will ask Museum
2. Grantee Reception — when? Late Feb/early March; museum is free Wed or Thurs
 - a. How's Feb 21/22 (vaca week) or Mar 7/8? Decide on Mar 7
 - b. Stacey will invite Roy, Spilka and Ross to attend
3. ArtWeek update:
 - a. kick off at the Museum— 7:00 - 8:30? 6:30-7:30? Discussion commences and decide for earlier time
 - b. Brochure/flier? We have a little money, but not much. \$500 for everything. We decide to create printed calendar and see if there is any Town money that could help fund.
 - c. Worcester Chamber Music Society update: ~2-3pm
 - Ticket prices discussed. Decide we will see if we get a grant before setting prices.
 - Reasonable crowds to expect (Carolann: 800 3rd/4th graders whose artwork could be included, Diane Plouffe: 300/400 for orchestra concerts, Senior Ctr: 15-35 estimate—including kids plus families, seniors and general public, Stacey estimating 750-1000)
 - Can Barb apply for Festivals grant for us? Yes. Will look into other grants.
 - Stacey is applying for BofA sponsorship—Tamara knows of others? Jamie recommends: Big Y, Aubuchon Hardware, 3 Restaurant and post to Shop Franklin
 - d. Can someone commit to updating the Google calendar if Stacey provides the list of events? Barb and Rob say they will
 - e. Art in Motion update
 - online payments? will discuss with Jamie
 - decision on who is jurying in artwork and performers—decide we will do it as a group
 - who can help pick up panels from FAA on Thurs, April 26 and help set up show? Tear down on Sun, May 6? Jose and Olivier volunteer

- waiting for Jamie to provide payment link so we can send out entry form; can Susan send to all surrounding art assoc? Blackstone, Foxborough, RI Watercolor, Concord Art, etc

4. Community Arts Advocacy Day planning: April 7—8am breakfast, end 2:30

- Panel discussion: How to Drive Community Engagement
 - ArtWeek - Sue to get back to us
 - Susan Nicholl (her or someone she has contacts w in Metrowest that she can recommend)
 - Cultural District person?
 - Worcester Art Museum?
 - Worcester Chamber Music Society - Tracy is in
 - Lisa Piana - emailed, waiting to hear
 - Library? Caleigh?
 - Radio station or blog expert?
 - Roy or other politician?
 - Community Engagement Manager at the MFA? Lillian to contact
 - All w/ ? we are waiting to hear on
- Timing for the day — see schedule sheet
- Update on reps: Roy and Ross are in; Roy to contact others to coordinate for advocacy workshop and lunch; Stacey reached out to Dykema and Spilka at breakfast last week
- Fundraising — Tamara working on Dedham Savings and Whole Foods, will try Panera

5. New Business

- Next meeting: Feb 13

Franklin Cultural Council Meeting

Feb 13, 2018, 7:00 pm.

Municipal Building, Room 106

Karen, Susan, Jose, Lillian, Tamara, Taylor, Stacey in attendance

1. Old Business
 - a. Meeting Minutes from Jan 24 approved
2. Community Arts Advocacy Day planning
 - a. Workshops discussed
 - b. Panelists are in the works
 - c. Banner update — discussion with Melanie & Eamon about a banner in town; they are in favor, but Town is not; Stacey to talk to Jamie and Jeff Nutting
 - d. Donations: Tamara—Whole Foods, Panera, Dedham are all in works
 - e. Stickers, hashtag, photo backdrop are being provided by NCC
3. ArtWeek
 - a. Food donations for kick off— need Asian, Gallagher's, Mexican
 - Curry House - In
 - Pie Zoni's - In
 - Rome - Need to follow up later this week
 - Thai - Maybe
 - British Beer Company - In
 - Big Y - Promising, based on the look of it they will probably give a gift card but the manager did not say what they will do
 - Acapulcos - Olivier called them but hasn't made contact with the manager yet
 - Green Mountain Chocolate - No, phone call did not go well
 - Ichigo - No, due to dinner time
 - a. Taste of ArtWeek update: Jamie Barrett & Feet in Motion definite; Dean most likely for actors, CHYS a possibility, Dean dance maybe—should have series of short performances for all
 - b. Grant/sponsorship update: MWVB definite grant—likely \$1,000, Festivals applied for, Dean, BoA, Rockland, Middlesex applied for
 - c. Banner/signage — someone to get pricing to existing sign for Walgreens (80"w x 24" tall) — 1 color and 2 color pricing using the back of existing sign — Signs by Cam and Cavaleiro Signs, would need by April 12—Stacey will contact
 - d. Window clings—Barb found great pricing; we will move forward
 - e. Concert update (plans with Tracy/Carolann)
 - i. Need commitment for ushers, door person, food police
 - ii. Volunteer to get donations from AC Moore or Michael's for paper & crayons—Susan
 - iii. Tix prices: \$15/10/5 for 100 tix each; 800 in auditorium
 - iv. People to tear down panels and remove from art exhibition near end of concert—Jose and Olivier

4. New Business

- a. Downtown Partnership networking breakfasts - Feb 16 8am; all are invited to attend

Franklin Cultural Council Meeting

Mar 5, 2018, 7:00 pm.

Municipal Building, Room 205

Karen, Lillian, Tamara, Rob, Olivier, Stacey in attendance

1. Old Business
 - a. Meeting Minutes from Feb 13 approved
2. Banner update — discussion with Jeff, etc, banners for ArtWeek & future are not possible, though they will let us put ones on the street lamps; Town will fund through Bryan Taberner's budget
3. Grantee Reception — Hornthology performing, Jeff Roy there, Mina Kim from MCC, set for Mar 8, 7pm
 - a. Volunteers for food —Karen and Barb
 - b. Volunteers for set up — Susan, Stacey, Karen
 - c. Volunteers for clean up — Susan, Stacey
 - d. Photos— Rob and Stacey's husband Andy
4. Community Arts Advocacy Day planning
 - a. Workshops finalized
 - b. Panelists update—all are about set
 - c. Donations: Tamara—Whole Foods (change platters if necessary?), Panera \$25, Dedham \$500—others for food—who will contact Stop & Shop, Big Y, Shaws, BJ's for deli platters? Karen
 - d. Stickers, hashtag, photo backdrop done via NCC
 - e. Attendee update: currently 29, plus panelists, etc. Email will go out again Wed/Thurs
5. ArtWeek
 - a. Food donations — need Asian, Gallagher's, Mexican
 - Curry House - In
 - PicZoni's - In
 - Rome - Need to follow up later this week?
 - British Beer Company - In
 - Big Y - Promising, based on the look of it they will probably give a gift card but the manager did not say what they will do
 - NO: Acapulcos, LongHorn, Panera?, Maguro House, 3, Incontro, Dharani Grill, Cake Bar
 - Teddy Galaghers?
 - New list?
 - a. Taste of ArtWeek: Jamie Barrett, Dean, Sophie David & Feet in Motion definite; Encore still waiting to hear
 - b. Tents? Everyone will look for pop ups to borrow

- c. Banner/signage — Stacey to get pricing to existing sign for Walgreens (80"w x 24" tall)
— 1 color and 2 color pricing using the back of existing sign — Signs by Cam and Cavaleiro Signs, would need by April 12
 - d. Barb and Rob updating the Google calendar with the list of events
 - e. Window clings ordered
 - f. Brochure: Bryan Taberner to pay for it is a possibility—waiting to hear
 - g. Concert update
 - i. Need commitment for ushers, door person, food police
 - ii. Susan to get donations from AC Moore or Michael's for paper & crayons
 - iii. Tix prices: \$10/ adults, 7/seniors & students, kids free; 833 in auditorium
 - iv. Grant/sponsorship update: MWVB def \$1K, Festivals applied for (find out in April), Dean \$500, BoA, Rockland, Middlesex applied for, haven't heard
 - b. Art in Motion update: Urban Sketchers, jury art, plans for set up & tear down, performers
6. Cultural Connections May 9 topic will need to be brainstormed
7. New Business —none presented

Franklin Cultural Council Meeting

April 18, 2018

7:00 pm.

Municipal Building, Room 106

1. Old Business —minutes from Mar 5 approved
2. Renewal of FCC terms: Karen, Teresa, Lillian — Teresa will not; others will
3. Art in Motion logistics
 - a. Confirm when Olivier/Jose are picking up panels, getting them the key and number of panels—6 plus bin of hooks—will have set up by 4pm
 - b. Who can help set up Sat for live art event? Need to be there by 1:30. Would be nice if someone else could stay the entire time to help Stacey organize performers, hang sketches, direct people for donations, etc. (Stacey follow up with Felicia to make sure desk staff knows what to do with donations) Others will check their availability.
4. Taste of ArtWeek planning
 - a. 5 restaurants..all have permits in? Olivier will check
 - b. Set up—food outside w/ Jamie Barrett, Feet in Motion hip hop, Senator Ross presentation; emailed Mary re: 6 tables (1 for our stuff, then 1 for each restaurant) and microphones/sound equipment
 - c. Inside—Dean Speakeasies, more Feet in Motion, Sophie dance
 - d. Anyone have tents? Or just set up under portico if lousy weather? Will ask around
 - e. Stacey has the Bose speaker—anyone else have better speaker system or a second one we can use as we will need one inside and one outside? Rob will bring his and Stacey will check with Museum
 - f. Who can be there to help set up and organize? All will try to attend
5. Art + Music Concert logistics
 - a. Ticket sales at door—need one person to man ticket table, another to man front door
 - b. Ushers—2 to hand out programs and answer any questions
 - c. Who can be there early to help set up? Need to make sure WCMS has what they need, get paper measured and cut, ready to lay, etc. Concert starts at 3. Stacey will be there very early. Would be good if others could be there by 2. Doors open at 2:30. Jose is committed. Others might.
 - d. Stacey will need to touch base with facilities re: set up, timing, etc and find out who custodian will be and when tech will be there (who's doing tech? need to find out if we can run slide show from my laptop, talk about white curtain back drop,

etc.) Touch base with Carolann that she will have all artwork already up and on display prior to Sun. Are other art teachers going to be there that we can acknowledge? Would like to mention in the program and welcome address with thank you's.

6. ArtWeek brochures/window cling distribution is assigned
7. Community Arts Advocacy Day recap
 - a. Receipts for Barb/Karen will be processed
8. May Cultural Connections planning—at Dean, who can be there? We will use our Panera gift certificates to get cookies. Topic will be Defining Community.
9. New Business
 - a. Date for grant workshop discussed
 - b. Fall Cultural Connections needs to be figured out at later date

Franklin Cultural Council Meeting

Aug 20, 2018

7:00 pm.

Municipal Building

1. Old Business
2. MCC website password: F78B4A
3. Council priorities for FY2019—survey results & new plans discussed; new priorities hashed out—last year's plus focus on girls in STEM this year as well as events in new Cultural District; Stacey will write up and send to MCC
4. Grant budgeting FY2019—\$8K town, MCC funds decided Aug 28; was \$8K for FY18
 - a. Reimbursement to Grant program (payment before project) was discussed and group decided not to participate this year
 - b. Do we want to hold anything back for ArtWeek grants or have that be part of the regular cycle? Decided to run as separate cycle
 - c. Amount for Cultural Connections, CAAD (last year \$500 in budget), our own ArtWeek programs (concert cost us \$200), reception (usually about \$100) were added to budget
5. Cultural Connections —Wed, Oct 10—topic TBD
6. Grant workshop— Sept 6, 7pm, room 205—Barb and Lillian are tweaking last year's. Stacey will help present. Press release sent out.
7. New Business
 - a. FCD site visit was discussed as FYI
 - b. MWVB Dir job, anyone know potential candidates? If so, please pass on.
 - c. Tamara's leaving, new seat? Caroline resume discussed, other people to contact? Stacey will reach out to Kaye Kelly

Franklin Cultural Council Meeting

Sept 26, 2018

7:00 pm.

Municipal Building, Rm. 106

1. Old Business — Aug 20 minutes approved; Kaye Kelly intro as new member, FCD site visit update
2. Budget: MCC \$9400 allocation
3. Cultural Connections planning — library will host; topic TBD—perhaps building on previous Community Engagement?
4. Business Model feedback — brainstorm revenue streams and discuss at next meeting
5. Event dates 2018-19 were discussed and set
6. CAAD preliminary planning—date, fundraising workshop will be run by MCC, Stacey to start contacting reps, decided we will do full day this year. Should we charge for lunch to cover costs? Decide on \$10 donation for lunch and have people pay at the door.
7. ArtWeek preliminary planning
 - a. Decided we want to do larger kick off as Taste of ArtWeek, due to new town regulations:
 - b. Food truck—Karen
 - c. Beer garden—Olivier
 - d. Art show—will ask FAA
 - e. Performances —Stacey and Kaye
 - f. Kaye suggests craft fair, which she will handle
8. New Business —none presented

Franklin Cultural Council Meeting

Oct 17, 2018

7:00 pm.

Municipal Building, Rm. 106

1. Old Business
 - a. Minutes from Sept 26 approved
 - b. Kaye intro to people not there last month
2. Budget — \$14,000, thanks to increased amount from the state, town and unencumbered funds
3. Event dates 2018-19 — everyone votes to approve
4. CAAD preliminary planning
 - a. how do we want to structure this year's event? decide similar to last year
 - b. try to find some other partners? (Norfolk & Jean unavailable) everyone will brainstorm
 - c. Creative break activities? Elevator pitch critique, postcards, what else? Video "confessional" discussed; people like the idea.
 - d. Need people to handle:
 - i. Sponsorship — Dedham, Whole Foods, others — no one volunteers
 - ii. Contact legislators (email, phone, mailed invite). Jeff is on board. Lillian will contact others
 - iii. Workshops are in the planning stages
5. ArtWeek preliminary planning — Taste of ArtWeek (only FCC event)
 - a. Sponsorship—Barb
 - b. Food trucks org & contracts (research how this is done)
 - c. Beer garden org & contracts—Olivier
 - d. Performances — Stacey
 - e. Crafters org, call for entries, jury will be Stacey & Kaye, set up
 - f. Logistics (set up, permits, org w/ town for layout of above, trash cans, portapotties)
 - g. Ticket sales (Eventbrite? \$20/tix = \$1.64 in fees) Stacey will look into cheaper options; Random Smiles will handle all ticketing and finances
 - h. Marketing/PR—options discussed; PR campaign will include various pieces; hoping for grants to cover marketing collateral
6. Business Model feedback —want to have someone in charge of posting to the FCC Facebook and Twitter accounts; revenue stream would be nice to increase grant-making ability. ArtWeek kick off could be that.

7. New Business —none presented

Franklin Cultural Council Meeting

Nov 29, 2018

7:00 pm.

Municipal Building, Rm. 106

1. Old Business
 - a. Minutes from Oct 17 approved
 - b. Survey responses for online survey reviewed
2. CAAD preliminary planning
 - a. Senator Spilka attendance; she will give welcome address
 - b. Someone to reach out to other legislators; look at map of towns — Lillian to do; Stacey to help
 - c. Creative break activities? Elevator pitch critique, postcards, video discussed
3. ArtWeek preliminary planning — Taste of ArtWeek (only FCC event)
 - a. Budget/Paul mtg review
 - b. Sponsorship - Barb
 - c. Food trucks - Karen
 - d. Beer garden - Olivier
 - e. Performances — Kaye
 - f. Crafters - Kaye
 - g. Logistics (set up, permits, org w/ town for layout of above, trash cans, portapotties) - Stacey & Jose
 - h. Ticket sales — Random Smiles
 - i. Marketing/PR — Stacey for PR, who for distributing postcards/posters? Everyone will take some
 - j. Audience survey
4. Grant review for 2019 grants
5. New Business —none

Franklin Cultural Council Meeting

Dec 13, 2018

7:00 pm.

Municipal Building, Rm. 106

1. Old Business —Minutes from Nov 29 approved
2. CAAD preliminary planning
 - a. Senator Spilka attendance; she will give welcome address; Stacey in touch with her office
 - b. Lillian hasn't gotten much response from legislators; will keep trying
 - c. Stacey to reach out to Becca Rausch
3. Grant review of 2019 grants
4. New Business —none

Franklin Cultural Council Meeting Agenda

Dec 19, 2018

7:00 pm.

Municipal Building, Rm. 106

1. Old Business —minutes from Dec 13 approved
2. Decided we will table other topics on agenda in favor of finishing grant review and discussion of 2019 grants
3. New Business