

Franklin Cultural Council Meeting

Jan 26, 2017

7:00 pm.

Municipal Building, Room 106

1. Old Business — Minutes from Dec 15, 2016 approved; MCC training — Teresa still needs to do
2. Update on accepted applicants' status letters — mailed Jan 19. Updated budget at MCC to include town funding, which had not been previously done, but thought it important to keep all grant info in one place.
3. New ethics training requirements — Barb & Stacey did.
4. Budget update — unencumbered funds: \$288 for school program at Annie Sullivan—they had a reminder in the fall when Stacey sent updated address. Do we contact again since payment was sketchy last year, or do we say too bad? Due by Jan 23. Possible program never happened.

As of 11/30/16, Jim Dacey shows

Arts Lottery \$7,510.31

Common Arts \$9,372.78

Have to check on which checks cleared since the bank totals he gave me. Stacey believes we should have a total of \$9,120 in Common Arts and \$15,004 in Arts Lottery. We allocated \$15,001 this year, plus admin costs for letterhead, etc. Common Arts will also get the \$3,000 town allocation (tho' not sure if his totals include \$3K check for 2016 to concerts that may not have cleared as of this bank statement). That leaves us with a balance of at least \$9,123, and potentially \$12,123. We are looking into why they don't meet up previously.

5. Reception planning —how do we feel about either coinciding with Arts Advocacy Day on March 20-21, and having grantees be recognized as honored guests, or doing two separate events? We have some money in the budget to do an event and raise awareness. Group decided to do separate reception.
6. New Business — logo contest discussed, press release of 2017 grants was sent, congressmen letter for CAAD drafted.
7. Next meeting set for Feb 8

Franklin Cultural Council Meeting

Feb 8, 2017

7:00 pm.

Municipal Building, Room 103

1. Old Business : Meeting minutes from Jan 26 approved; Teresa MCC training is only one still outstanding
2. Arts Advocacy Day discussion and planning
3. New Business :
 - a. Reception
 - i. agenda (who's speaking/performing) is discussed; Stacey will be presenting, someone from MCC will present as well—hopefully Lisa Simmons; working on getting a musical ensemble from our grantees to perform
 - ii. decorations were discussed and decided unnecessary
 - iii. Should we be handing out some kind of certificate? Decision is yes; Stacey will create
 - iv. logo contest is under way winner — vote to be set after contest ends on Mar 12
 - v. PR—a press release will be sent out for grantees
 - vi. invites (Guest list should include attendees plus their guests (21 + guests), Town Council members (9), Town Administrator Jeff Nutting, our state reps (2), MCC rep.)
 - b. Logo design contest — any other outlets to send it to? Discussion generates names of Tri County, FHS, FAA

Franklin Cultural Council Meeting

March 20, 2017

7:30 pm.

Municipal Building, Room 103

1. Meeting minutes from Feb 8 approved
2. Introduce Lesley McCaffrey, new FCC member
3. Old Business
 - a. Basic training — Lesley and Teresa need to complete
4. Logo design contest voting—winner chosen, which will be announced at reception
5. Reception planning
 - a. Attendees — 28 grantees are coming, 1 maybe, 2 are not, 7 haven't heard from; plus 7 of us, count from Karen, press?, invite logo winner, MCC Lisa Simmons, LCC and Festivals program manager
 - b. Food — tax exempt certificate goes to Barb
 - c. Volunteers/timing for set up and clean up (reception 7-8:30; set up at 6, clean up by 9)
 - d. Agenda for the evening—Karen: who is speaking & for how long?, decisions are Stacey, Lisa Simmons only, including intro and handing out of certificates by Stacey and MCC speech by Lisa, unveiling of logo, performance by Prolatio Singers
6. Arts Advocacy Day discussion
 - a. List of who we reached out to:

LCC/Local Org
Norfolk Cultural Council
Medway Cultural Council
Millis Cultural Council
Wrentham Cultural Council
Medfield Cultural Council
Bellingham Cultural Council
Mendon Cultural Council
Hopkinton Cultural Council
Milford Cultural Council
Holliston Cultural Council
Other Orgs to Invite
Franklin Downtown Partnership
Franklin Art Association

Franklin Public Library
Franklin Historical Museum
Franklin Senior Center?
Cultural Alliance of Medfield
Southeastern Massachusetts Arts Collaborative (Attleboro)
Newton Cultural Alliance
Blackstone Valley Art Association
RI Watercolor Society
Attleboro Arts Museum
Franklin Cultural District Committee
Dean College Art Dept

- b. Who is interested? Bellingham, Millis, Mendon, Wrentham, Holliston, Norfolk County, Attleboro Arts Museum, FAA, Franklin Downtown Partnership; Franklin Cultural District will discuss later this week and let us know interest— minimally Sherlock has committed help with communications — some coming Apr 6, so we have to send mtg minutes to
 - c. Can anyone else go to Arts Matter day? Mar 28, 9-3 — Stacey will be there until 1:30; hoping to connect with someone at MassCreative as well as communications Dir at MCC, via our MCC rep; Susan volunteers to go as well
 - d. What for our day? Would like to announce on Thurs, along with overview of what we want— Sat, May 6 or Sun, May 7? Sat, May 20? is Memorial Day a bad weekend because too many other commitments? Decision is May 20.
 - e. What name—discussion and brainstorming. Decision is Community Arts Matter Day
7. New Businesses —none presented

Franklin Cultural Council Meeting

June 1, 2017

7:00 pm.

Municipal Building, Room 106

1. Tamara Starr and Lillian Gould introduced as new members
2. Old Business
 - a. LCC Basics training — Lillian, Teresa, Tamara (mass-culture.org; Username: Franklin, Password: R5B33K)
 - b. Town ethics test needs to be taken by everyone
 - c. Follow up to CAAD—surveys were reviewed, press coverage was discussed, feedback was reviewed—all positive; only negative was that people wanted it to be longer
3. Council members appointments/re-appointments — Lillian taking over for Lesley; Rob & Tamara technically over June 30, will be reappointed in June as they were taking over for seats that were vacated
4. Upcoming partner opportunities/advocacy postcards
 - a. Strawberry Stroll, June 8 — do we want a table there? Decision is no, too quickly to pull it together.
 - b. Concerts on the Common? - Wed's July 5-Aug 9? Decision is no, in favor of Cultural Festival
 - c. Cultural Festival, Wed-Sun, July 26-30—yes, we will have a table at the opening festivities, as well as at least 2 other days to present advocacy postcards and talk about what the FCC does
5. Arts and culture roundtables—group decides to start holding quarterly roundtables as an opportunity to get people networked together. First will be in the fall.
 - a. Should we repeat workshops schedule for those or come up with new topics? It's decided to do new topics in more informal setting.
6. Web-based workshops were discussed and decided we didn't have manpower to complete at this point.
7. Decide we do want a grant workshop in the fall to help people fill out grant apps. Date TBD.
8. New Business —none presented

Franklin Cultural Council Meeting

Aug 1, 2017

7:00 pm.

Municipal Building, Room 106

1. Old Business
 - a. June 1 meeting minutes approved
 - b. Basic training —Lillian, Tamara still need to complete
 - c. Contact info sheet for all members passed around
2. Council members appointments/re-appointments — Rob & Tamara renewed until 2020
3. Upcoming partner opportunities/advocacy postcards — we collected 64 postcards at Cultural Festival; thoughts? group felt it was a lot of effort for little return; discussion on what other opportunities should we look for? Harvest Festival, etc? Decided not at this point.
4. Arts and culture roundtables: Cultural Connections —Tues, Oct 10; Thurs, Feb 1; Wed, May 9 are tentative dates; topics discussed and decision that we will bring brainstormed ideas to next meeting. Tamara will arrange for Oct 10 mtg at new Victorian coffeehouse.
5. Grant workshop— set for Sept 14—need any supplies? yes to A/V equipment? How long—1 hr for presentation followed by Q & A w/ opportunity for people to discuss individual projects. FCC meeting will follow.
6. TV recording of CAAD — turning into web seminar? Decision is yes, Rob will create channel on Vimeo for us to post.
7. New Business
 - a. Memorial from Ladybug Spots project: Palma Johnson, 1974 2nd grade class; currently have \$8,500 avail; discussion on how we should use that money. All agree that something at the library would be fitting, given Palma's connection to library and education. Stacey will reach out to new youth librarian and ask if she has any ideas for a permanent installation or project she would like funded.

Franklin Cultural Council Meeting

Sept 14, 2017

7:00 pm.

Municipal Building, 3rd Floor Training Room

1. Grant workshop held
2. Old Business —meeting minutes from Aug 1 approved
3. Library memorial from Ladybug Spots project: presentation from Caleigh at the library; Palma Johnson, 1974 2nd grade class; currently have \$8,500 avail; FAA has also asked if we'd like to contribute some of that money to artwork lighting at the new library—what do we think? Discussion about if we want to split the funds, decision is we will think about it and vote and next meeting, but will encourage Sue Sheridan to apply for a grant on behalf of the library for that purpose.
4. Council members appointments— Tamara Starr is official
5. Arts and culture roundtables: Cultural Connections —Tues, Oct 10; Thurs, Feb 1; Wed, May 9 are decided to be dates. Victorian coffeehouse—will someone take over arrangements there with Mike? Stacey takes over as no one else volunteers. 600 emails went out today, will follow up again. Jean said she will include it in her newsletter. Charity/Taylor from NCC said they are delighted to attend and give a pared down spiel on social media.
6. TV recording of CAAD — Rob is turning into web seminar.
7. Create the Vote — volunteer to reach out to candidates running for 9 town council seats on Nov 7; interview candidates or submit questions to them for them to respond to, then send answers to the paper and to MassCreative; Steve Sherlock is interviewing; he will post on Franklin Matters, plus we will put in the paper
8. New Business - none presented

Franklin Cultural Council Meeting

Oct 5, 2017

7:00 pm.

Municipal Building, Room 106

1. Old Business — Sept 14 minutes approved.
2. Caleigh presentation: Library memorial from Ladybug Spots project: We voted for the Explorer Bags idea, to also include custom printed bags with a Ladybug Memorial logo/wording of some kind and a display rack. Bags will include books, games, and interactive elements on a variety of topics. FCC asks Caleigh to put together wish list for how many and topics for bags, to be presented at next meeting.
The display rack we felt needs to be visually appealing, and so will let Caleigh know that we want something with a fantasy/fairy tale theme such as a dragon, castle, fairy house, etc with hooks for the bags. She will contact Tri-County to see if they would like to custom build something for her. We have allocated \$3,500 for the complete project. We elected to not fund the lighting in the library at this time, as we decided it was better to do one big project instead of two smaller ones for maximum impact. The library or FAA can apply for an FCC grant for the lighting.
3. Cultural Connections —Tues, Oct 10: Taylor from NCC came and we are all set with her and Charity presenting and leading the discussion on Tues. Stacey has confirmed with the coffee house. We anticipate approx 28 attendees. Please let Stacey know if you are coming
4. CAAD preliminary planning with Taylor and Charity. Possible workshops to consider for this year include: Stacey welcomes add'l ideas
 - Fundraising - Jean Mineo (Stacey already spoke to her, and she's on board)
 - Grants - Barb/Lillian? — we opted to have a more general workshop, perhaps on "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 — Taylor/Charity— Taylor suggested breaking it up into 2 back-to-back workshops: Social Media Basics (the how-to of getting online and set up and how to use social media platforms) and 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

- Forming & Leveraging a Cultural District in your Community — MCC?
 - Roundtable Discussion?: what's working to create partner events, generate interest in your event, etc. — what topic makes sense — we decided to do the roundtable discussions 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
 - What other topics do we want to consider? How to Attract & Keep Volunteers is decided to be a good one
5. TV recording of CAAD — Stacey has a DVD from FranklinTV finally. Rob to set up on Vimeo
 6. Create the Vote — Steve Sherlock is interviewing; we will submit an article to the paper. We do not need to conduct interviews.
 7. Artweek — used to be Artweek Boston, then became greater Boston, now it's statewide. We would like to becoming a host. Spoke to Jamie Hellen, and he loved the idea. Read more about Artweek here: <http://www.artweekma.org/get-involved-support/get-involved-faqs/>
 - a. We voted unanimously to bring Artweek to Franklin. We also allocated \$2K from our leftover "ladybug" money to offer grants for events that are free (fee-based get to keep their revenue). This will be a separate grant app/cycle. Stacey will work with the Artweek Dir to develop a grant app; applicants will apply directly to us for money and directly to them for inclusion in the Artweek program. Norfolk CC also loves the idea, so we might end up doing some partner projects/events with them.
 8. Budget — what do we want to ask for for increase next year? Recap Jeff Nutting conversation. We get \$3K now. Will be asking for more to promote/encourage events in the new Franklin Cultural District plus to cover some of the gap between requests and awards. 2017 grant requests totaled \$31,711. Of that, \$6K was the play grant (insane request), leaving roughly \$26,000 in "reasonable" requests. We gave out \$15K, but actually were only allocated \$11K. So that means \$15K that was requested that we couldn't award. In 2014, we were \$21K short. In 2015, we were \$20K short. In 2016, the records aren't good, but it looks like maybe we were \$6K short. Stacey's thought is to ask for \$10K more. Group voted to ask for \$15K total, a \$12K increase, to include:
 - a. \$1K for FCC projects (CAAD, Cultural Connections, workshops, etc)
 - b. \$2K for Artweek grants, most in the cultural district
 - c. \$5K for Cultural District specific grants (tho' many of our regular awards also go to FCD programs)
 - d. \$7K for general FCC grants
 - e. This means 1/2 goes directly to cultural district programs, and 1/2 to general FCC grants (some of which also goes to CD). Stacey will write a letter outlining this plan and submit to the town for consideration.

9. Council member appointments— vote on Tamara's seat to fill; Jose Trevino and Olivier Edouard will be in attendance; we liked both Jose and Olivier very much. We will ask the town if there's any possibility of having an Associate Member who would be a non-voting member. If so, we might ask for both of them to join. If not, we will have to decide where to go from here.
10. Setting meeting dates going forward: how do we pick a date that people will actually attend? We have set the following meetings for grant app reviews: **Nov 15, Nov 28, Dec 5 and Dec 14** (only if we don't complete app review by Dec 5). We **MUST** have a quorum (50% or more) of members in attendance to vote on grants, so please let Stacey know ASAP if you can attend these dates. If not, please give several suggestions for dates you are available. These are the most important meetings of the year for attendance. We will do like last year for review: Stacey will send out the panelbook of all apps when she receives it (late Oct/early Nov) along with a score sheet for each one. We will each read thru and score at our leisure and then come together to discuss. Last year, we needed 3 meetings to review 35 apps. Stacey wouldn't be surprised if we had more apps this year, just based on people she's spoken with. For meetings in Jan and beyond, Stacey would like to go back to a set meeting date each month, preferably the 3rd Thurs of the month. Please let her know if this works for you.
11. New Business —none presented

Franklin Cultural Council Meeting

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

Franklin Cultural Council Meeting

Nov. 28, 2017

7:00 pm.

Municipal Building, Room 106

1. Old Business

- a. Nov 15 minutes approved
- b. Movies online—Rob gives update on Vimeo access
- c. Cultural Connections topic for Feb 1 date—community partnerships (arts/business); get commitment from others to attend; reaching out to Natick Cultural District & ArtWeek to present/lead discussion
- d. Artweek
 - Newsletter 2: sent out 608 to our CAAD list (which Stacey updated and cleaned)—239 were opened; 24 people clicked for more info. Add'l 118 sent to FCD contacts—38 were opened, 0 clicked.
 - Artweek grant app: up and running, currently have two apps in progress, but have gotten interest from several people
 - Response to interest form: 5 so far—Rec Dept, 2 theater performances, VFW, art teacher
 - Update on meetings: FHS FAA, Superintendent, Diane Plouffe, Rec Dept, FDP — all in favor, each trying to figure out what types of programs they will do
- e. Will send press release out in the next week
 - Art in Motion update — feedback on call to entry and app forms

2. Grant app review and discussion for 2018 grants

3. New Business - none presented