

TOWN OF FRANKLIN
TOWN CLERK

2018 MAR -5 A 9:44

Cultural District Committee
Minutes of Meeting
February 7, 2018

Members present: Christopher Brady, Stacey David, Robert DeRobertis, John LoPresti, Philip Regan, and Nancy Schoen.

Members not present: Tyler Warren.

Also in attendance: Steve Sherlock, James Shultz, and Planning & Community Development Director Bryan Taberner

7:00 PM Commencement.

Bryan Taberner welcomed the Committee and suggested that the members allow him to assist with election of Officers. Committee members were in agreement. Taberner recommended the Committee elect a Chair, Vice Chair and Clerk, but mentioned that the Committee could decide to structure the Committee's leadership in other ways as long as a Chair is elected. Committee members were in agreement with election of the three officers.

Election of Officers. Taberner asked if there were nominations for Chair. After a brief discussion Philip Regan was nominated; John LoPresti seconded the nomination. Taberner asked if there were addition nominations for Chair. Hearing none, the Committee voted 6-0-0 to elect Philip Regan as Chair.

Taberner briefly discussed the responsibilities of Vice Chair and then asked if there were nominations for Vice Chair. After a brief discussion John LoPresti was nominated; Stacey David seconded the nomination. Taberner asked if there were addition nominations for Vice Chair. Hearing none, the Committee voted 6-0-0 to elect John LoPresti as Vice Chair.

Taberner briefly discussed the responsibilities of Clerk and then asked if there were nominations for Clerk. Stacey David nominated Nancy Schoen; John LoPresti seconded the nomination. Taberner asked if there were addition nominations for Clerk. Hearing none, the Committee voted 6-0-0 to elect Nancy Schoen as Clerk.

Creation of Sub-committees. Taberner discussed the need to create Sub-committees, and gave an overview of his recommended three sub-committee (Marketing, Partnership, and Goals Sub-Committees) structure. The work of the *Marketing Sub-Committee* is very important. Ideally the Marketing Sub-Committee would include individuals from other organizations within the proposed Cultural District, possibly from Dean College, The Black Box or Franklin Downtown Partnership, in order to work on collaborative efforts. Stacey David, Robert DeRobertis, John LoPresti all have marketing experience, and expressed interest in the sub-committee.

Taberner mentioned that during the first half of 2017 several organizations made formal commitments to the creation of Franklin Cultural District Partnership. The *Partnership Sub-Committee* should reach out to the previously committed Partners to assure they are still committed to the District. Building and strengthening the Cultural District partnership is one of the new Cultural District Committee's most important priorities, which is the reason for creation of the proposed Partnership Sub-Committee. Involving private for profit businesses is very important. There was substantial discussion related to building the Partnership. Organizations/businesses mentioned that the Committee may want to include in the Partnership included Encore, and Feet in Motion. LoPresti mentioned he believed Partners needed to make formal commitments, possibly by creation of Committee Forms, which would include whatever commitments were needed from Partners. DeRobertis mentioned possibly walking lightly when

lining up the Partners, and not requiring a completed form. Taberner mentioned all Partners (other than Town Departments) had already made commitments by sending a letter or email. Regan stated we should research what commitments are required of Partners. Taberner stated he believed they are included in the State guidelines.

Taberner stated the *Goals Sub-Committee* would work on development of goals, assure the Cultural District's goals are reached, and that State annual reporting is completed as required. The group would likely be working on economic development related issues, including attracting businesses and possible development of small business incubators, makerspaces/studio workspaces, and possibly light industrial fabrication/manufacturing. Taberner and Regan mentioned Tyler Warren would likely be interested in working on these issues.

Taberner stated the new Cultural District Committee could structure their work in other ways. Whatever was decided would be included in the Cultural District management plan and application. There appeared to be consensus on going with the three sub-committees. The following Sub-Committees were established:

Partnership Sub-Committee

Nancy Schoen, Sub-committee Chair
Stacey David
Philip Regan

Marketing Sub-Committee

Robert DeRobertis, Sub-committee Chair
John LoPresti
Philip Regan

Goals Sub-Committee

Christopher Brady, Sub-committee Chair
Tyler Warren
Philip Regan

Committee Meeting Schedule. Taberner mentioned he had emailed Committee members and asked for input on which Wednesday nights they were available for meetings, and that based on the responses it will be difficult to schedule Wednesday night meetings when all seven members would be able to attend. At the meeting Taberner distributed a spreadsheet containing Committee member names and potential meeting dates, which included dates in the previous email as well as Thursdays. Most members filled in the spreadsheet and gave back to Taberner, who will utilize to fill in the table of dates and email to Chair Philip Regan; Regan would review and attempt to develop a meeting schedule.

The Committee discussed when the next meeting would be held; based on the input on availability provided it appeared there were no Wednesdays or Thursdays during the next few weeks when all Committee members could attend. Members discussed holding the next meeting on Monday February 26, 2018 at 7:00 p.m. Taberner would reserve a meeting room and post the meeting. John LoPresti mentioned the importance of holding the Committee meetings at locations within the Franklin Cultural District; Taberner asked the Chair if the February 26th meeting should be held within the proposed District. Regan stated he would like to begin holding meetings within the District as soon as possible. Regan requested each sub-committee hold a meeting in advance of the February 26th meeting, to assure the meeting will be productive.

Cultural District Map. Taberner mentioned he made minor edits to the proposed Cultural District map and emailed the updated version to Committee members. There was some discussion about the possibility of additional map changes. David mentioned Sara Montani Photography

moved to Summer Street. If Encore Music Academy becomes a Partner a map insert can be added. If Feet in Motion is added it can be added to existing map insert C.

Discussion with Former Cultural District Steering Committee. Two members of the former Cultural District Steering Committee, Steve Sherlock and James Shultz, attended the meeting to provide a summary on some of the work completed by the former Steering Committee and answer questions.

Steve Sherlock provided a brief overview of the former Steering Committee's work. He then focused on the website and social media. He mentioned the Cultural Festival logo that was developed, which could be used or repurposed. The Steering Committee has it in a PDF format. Claire Griffin created the logo and likely has the files needed. David mentioned she would talk to Clair about the files.

It was mentioned that next to Feet in Motion is the Drummers Studio. The Committee should reach out to the Studio owner.

The Cultural Calendar, a Cultural District application requirement, was discussed. Sherlock explained it combines the Town's meetings (Franklin Matters) and community events (Franklin MA Happenings) with the cultural events of the proposed Franklin Cultural District. Partners using Gmail/Google Calendar could link to the Community Calendar if they'd like their events posted automatically.

Sherlock mentioned he'd like to have the new Committee manage the website. Regan mentioned that Tyler Warren had expressed interest in working on a Cultural District website. Regan said he'd reach out to Warren about webpage management; if Warren can't do it he will. Sherlock mentioned additional social media accounts have been established for the District (Facebook, Twitter, Instagram).

DeRobertis questioned what the Committee is trying to achieve through its social media and various messaging platforms. Regan mentioned he was struggling getting his arms around social media. The Committee wants to capitalize on the former Steering Committee's work. A comprehensive list is needed. Sherlock mentioned regular time is needed for the website, and the need for documentation. Sherlock briefly discussed the You-Tube account created; he will send the needed URLs.

Regan mentioned how the work was very much appreciated and would like to know insights about what was learned as well as the former Steering Committee members' areas of interest. Jim Shultz introduced himself and mentioned his background in the music industry, especially event production. Shultz mentioned the visit by Massachusetts Cultural Council in 2014, and discussion with Meri Jenkins on how nurturing the arts and culture is important and creating a Cultural District will help. Shultz mentioned he was not available for a leadership position previously or now, but was interested in continued involvement in the Cultural District. He mentioned he believed the former Steering Committee's biggest success was starting and growing the Cultural Festival. David asked that knowing what it takes to build an event, will we be shooting ourselves in the foot if we don't hold this year. What will be lost?

Sherlock mentioned it should be possible to get organizations to do the work for a Festival. ArtWeek was suggested as a possible model for the Festival - line up a couple key events and invite others to join in. It was mentioned that July is probably the wrong time of year for the Festival; before May would possibly be better. David mentioned that the Art Week organizers settled on the end of April; it seemed to be the sweet spot for this type event. Art Week could include the Franklin Cultural Festival. Sherlock mentioned he would assist with transition. Shultz mentioned it was difficult getting people together and the former Steering Committee

facilitated mending of fences. David mentioned the need to talk more with Shultz and Sherlock about various issues, including the Partnering organizations.

The Community calendar was discussed; a single source calendar is a challenge. A scalable process is needed. Having one person run the calendar is not scalable. Several issues related to marketing, outreach and the Franklin Cultural Festival were discussed, including: culinary arts related businesses have different needs and challenges; the Steering Committee had trouble having a consistent food component; a Restaurant Week is a good concept to consider; weather is a big issue; the Sculpture Park has no power; a tent used for Saint Rocco' is available; would be great to continue a celebration of Italian heritage in some way. Sherlock mentioned the Town is purchasing a new stage for the Town Common.

Brady asked if the 4th of July celebration would continue. The event would continue: carnival, performances, light show and fireworks are likely this year. The former Steering Committee had discussed possibly increasing the amount of cultural assets in the 4th of July event. Sherlock would send contact information related to the 4th of July event. Outreach related to advertising the Cultural Festival was discussed. Announcements through School system are important, but difficult during the summer. To increase participation of double-income households with no children another approach is needed. They may be reached through Churches. Sherlock mentioned the Interfaith Council's website was down.

Cultural District Goals. David provided the Committee with an event and activities related goal for consideration. She would email it to Taberner for insertion into the current Draft document. Taberner mentioned he recently looked at the goals of other cultural districts and suggested Franklin's goal be modified a little. There was discussion on how there were more locations needed for hanging art. David mentioned "pop up art spaces" are needed. Taberner will send a draft list of Goals to the Committee for consideration and discussion at the next meeting.

Agenda Items for Next Meeting. Taberner would discuss the February 26, 2018 meeting agenda with Regan. Regan wanted each Sub-Committee to meet at least once before the meeting on February 26th. At least two Sub-Committees scheduled meetings before the meeting adjourned.

The meeting adjourned at 9:25 PM.

Respectfully submitted,

Bryan Taberner



Cultural District Committee

Sub-Committees

Marketing Sub-Committee

Sub-Committee Members

Sub-Committee Chair

Others

Partnership Sub-Committee

Sub-Committee Members

Sub-Committee Chair

Others

Goals Sub-Committee

Sub-Committee Members

Sub-Committee Chair

Others

Date	Day of the Week	Town Council	Econ Dev Com	Tyler	Nahcy	Stacey	Kit	Phillip	Rob	John
February 21, 2018	W		X, 6:00	Y, Late	N	Y	N	Y		
February 28, 2018	W	X		N	Y	N	Y	Y	Maybe	
March 1, 2018	T									
March 7, 2018	W			Y	Y	N	Y	Y		
March 8, 2018	T									
March 14, 2018	W	X	X, 5:45	Y, Late	N	Y	Y	N		
March 15, 2018	T									
March 21, 2018	W			N	Y	N	N	Y		
March 22, 2018	T									
March 28, 2018	W	X		N	Y	Y	Y	Y		
April 4, 2018	W			?/N	Y	?/N	Y	Y		
April 5, 2018	T									
April 11, 2018	W	X		?/N	Y	Y	Y	Y		
April 12, 2018	T									
April 18, 2018	W			?	N	Y	N	Y		
April 19, 2018	T									
April 25, 2018	W			?	Y	N	Y	Y		
April 26, 2018	T									
May 2, 2018	W			?	Y	Y	Y	Y		
May 9, 2018	W	X		?	Y	N	Y	N		
May 16, 2018	W	X		N	Y	Y	Y	Y		
May 23, 2018	W			N	Y	Y	Y	Y		
May 30, 2018	W			Y	Y	Y	Y	Y		
June 6, 2018	W	X		Y	N	N	Y	Y		
June 13, 2018	W			Y	Y	Y	Y	Y		
June 20, 2018	W	X		Y	Y	Y	Y	Y		
June 27, 2018	W			Y	Y	?/N	Y	Y		