

**Franklin Cultural District Committee
PARTNERS MEETING
Minutes of Meeting
September 18, 2019
Meeting held at Franklin TV and Radio
23 Hutchinson Street, Franklin, MA**

TOWN OF FRANKLIN
TOWN CLERK

2019 DEC -4 P 4:39

RECEIVED

Members present: Nancy Schoen, John LoPresti, Roberta Trahan, Jamie Barrett.

Members not present: Tyler Warren, Pandora Carlucci.

Also in attendance: Bryan Taberner, Planning & Community Development Director; Bob Gilstein, Franklin Bellingham Rail Trail; Rita McCarthy, Franklin Bellingham Rail Trail; Kris Russell, Drummers' Studio; David Burnham, LiveARTS; Margaret Munson, Franklin Art Association; Caleigh Keating, Franklin Public Library; Chris Naylor, Franklin Public Schools; Sara Ahern, Franklin Public Schools; Anne Marie Tracey, Town of Franklin/Franklin Public Schools; Marc Arentsen, Dean College.

Commencement

Chair Schoen opened the meeting at 7:02 PM.

Welcome

Chair Schoen introduced herself and thanked everyone for coming.

Introduction of New Committee Members (Roberta Trahan; Jamie Barrett)

Ms. Schoen introduced new Committee members Roberta Trahan and Jamie Barrett and new town staff member Anne Marie Tracey. Ms. Trahan stated she has been involved in various committees in Franklin including the Downtown Partnership. She has always had interest in both the arts and promoting the arts. Mr. Barrett stated he has been an elementary school music teacher in Franklin for 20 years and also performs. He is very invested in the arts. Ms. Tracey stated she is the new Marketing and Communications Specialist which is a split position between the town and the schools. She was an art teacher in the schools and worked in a local business doing social media and marketing. Chair Schoen requested the meeting attendees introduce themselves.

Website Update (Calendar feature)

Mr. LoPresti provided an overview of the website. He stated the website is to promote the District for all the partners and events. He noted design elements of the website including the logo. He mentioned the photos rotate showing things to do in Franklin. He requested partners send photos from their events as photos are key to the website. The calendar is another key aspect to promote the events, activities, and who the partners are. Currently, it is a Google calendar and they are working to enhance it. He noted there is a form on the website to add information about an event. He noted the featured events section and stated it would be updated shortly. He suggested partners review the website at FranklinCulture.org. He encouraged the partners to provide feedback. He noted the social media sites for the Franklin Cultural District which Mr. Warren maintains. Chair Schoen said she would send out this presentation in a PDF form to all those in attendance as it contains information about the website and specific information about the required size and dimensions of the photos.

Marketing Update (Partners' packets, marketing materials)

Mr. LoPresti said the intent is to create a brand for the District which the logo and some promotional materials represent. He provided the partners with rack cards, rack card holder, window clings, and map. He requested the partners display the promotional materials as it shows they are a member of the Franklin Cultural District which should add value to their businesses. He suggested the map could be framed and hung inside their businesses.

Dean College Survey (Student feedback)

Chair Schoen discussed the Dean College survey which was administered to students in 2019 before final exams. The Committee had provided five questions to be added into the annual Dean College survey. She read each of the five questions and reviewed the responses. She stated this is the Committee's first attempt to gauge the participants. Mr. LoPresti said the Dean students are a captive audience and a population in town that could be leveraged. They need something to do. It is a great opportunity to leverage that by possibly offering them discounts. Mr. Burnham said Dean students get in free at LiveARTS and are asked to make a donation. Chair Schoen said she would like to promote that feature and asked Mr. Burnham to send her the information. Mr. Arentsen said the Dean students want to get off campus. There are 1,200 day students. Ninety-five percent are residents; five percent are commuters.

Mr. Taberner said there used to be very little interaction between Dean and the downtown area. It would be nice if the organizations work together such as providing discounts for students and staff. Mr. Arentsen stated there are some places in town providing discounts when a Dean ID is shown. He noted there is a lot of programming on campus. Chair Schoen said she would like to promote Dean events through social media. She discussed the partner toolkit on the website. She noted partners can use the Cultural District Committee logo on their materials to show collaboration. She discussed the state required data and asked the partners to provide that data.

Goal Work Update (2020 Annual Report; Data requirements)

Ms. Trahan stated she and Mr. Warren have been working on the data requirements. Part of becoming a Cultural District is collecting data for the state. She discussed how to measure activity in the District and how the data is directly tied to the goals. As a data collection tool, there will be a place on the website with both an event reporting form and a dining and drinking establishment reporting form to be filled in by the partners after each event so data can be collected. She noted that partners can contact her with any questions. She will be reaching out to the partners who were not at this meeting. Chair Schoen said she hopes filling in the event data form will become a matter of habit after each event. Ms. Trahan said the Committee may try to reach out to partners if they see the forms are not being filled in after an event.

Mr. Taberner said the annual report is due to the state at the end of the fiscal year which is June 30th. He asked the partners to keep track of things even though the forms are not ready at this time. He would like to get information at least every six months rather than all at the end of the year. Ms. Keating asked about how to reduce data redundancies with cross collaboration activities. Mr. Taberner provided an example and explained that the overall manager of the project would do the overall reporting. Chair Schoen said they will also be keeping track of collaborative events. It was noted that a drone will be flying over the Harvest Festival to review attendance.

Economic Development Committee (MAPC/CDC/FDP/DPCD Econ. Dev. Workshops)

Mr. Taberner said the town, the Department of Planning & Community Development, the Cultural District Committee, and the Franklin Downtown Partnership are working with a consultant on a marketing analysis project to determine where the town is today in the business world and what the town has in three areas of focus: downtown core, area called the crossing, and the Clark Cutler McDermott mixed-business innovation zone. It will be a year-long project. After the study is done, the next step is to develop a plan or materials to reach out and attract the right mix of businesses. We know people want things to do in the downtown. The data gathered will be available to anyone who wants it. We will also use baseline data from the partners, the school department, and Dean, such as demographics, how many performances per year, event numbers, etc. It will serve as baseline data for the District reporting. A few years later, after other studies, a Town Master Plan will be done. He discussed the three upcoming economic development workshops and reviewed the goals of each. Vision Event, Municipal Building, October 22, 2019 at 6:00 PM; Business Roundtable, Dean College,

November 14, 2019 at 8:00 AM; Arts and Culture Roundtable, November 21, 2019 Partners Meeting. He stated to please call or email him with any questions.

Update on SNETT and FBRTC (Tony DaSilva, Franklin Bellingham Rail Trail Committee)

Mr. Gilstein of the Franklin Bellingham Rail Trail Committee provided an overview of the committee and rail trail. He stated it is a non-profit all volunteer committee. He said the trail starts at Grove Street and goes to Connecticut. He stated they are embarking on a project to identify trees and shrubs, and he explained the details and benefits of the project. It will cost a few thousand dollars. He requested a letter of support from the Franklin Cultural District Committee stating this is a good idea. He reviewed the history of the Franklin Bellingham Rail Trail and the Prospect Street tunnel. The tunnel costs over \$1 million and will be about 18 ft. wide. The trail is open 24/7; there is no gate and no entrance fee. Some sections of the trail are paved. Volunteers clean up the trail and keep it maintained. Most of the trail is relatively easy. This project will add to the experience for those who want to go on a nature hike. He noted the rail trail is a little out of the District, but it is a community asset. Mr. Taberner stated it is a major asset to the town and very close to the District. He noted the tunnel should be completed by fall 2020. Committee members and meeting attendees asked questions. Ms. McCarthy discussed the project to identify the plants. She stated they have monthly walks, although not many people attend. Chair Schoen requested Ms. McCarthy send her the information in order to market it. Mr. Gilstein reiterated his request for a letter of support from the Committee. He noted the Mass Cultural Council application is due on October 15, 2019.

Partner Discussion & Input

Chair Schoen provided an update about the history of the Cultural District. She stated the Committee is now trying to get the partners engaged and involved. She reviewed the three questions they are asking the partners regarding what they are doing that they have found to be successful, are they collaborating with other District members, and how are they reaching out to the community.

Ms. Keating, Franklin Library, provided an overview of a Trunk or Treat event for children planned for Sunday, October 27, 2019 from 1:30 to 3:30 PM. She explained that the trunks of about 15 cars will be decorated in the library parking lot and small children can go around from trunk to trunk. Hopefully, Police Department dog Ben Franklin will be there. She is hoping for cars and participation. She noted that any partners who wish to sponsor this should let her know. She is reaching out on social media, as well.

Mr. Russell, Drummers' Studio, shared information about his latest event. He stated Mr. Fasciano of Franklin TV allowed them to film a full video with the drummer from Lenny Kravitz. There were two rooms being used. The concept was the theory about how a group plays together. There was a live studio audience. After 3.5 hours of filming, they conducted a second portion in the interview room. It is planned to be a six-part series. It was very exciting and a lot of fun. They are looking forward to seeing the finished product.

Chair Schoen said there are so many great things going on. She said her work is to get the public to know what is out there. She requested the partners send any ideas and feedback to her; she would love to hear from them.

Next Meetings

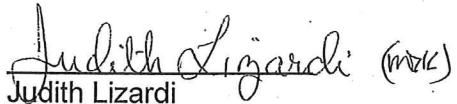
The next Partners meeting dates for 2019-2020 are scheduled for Thursday, November 21, 2019, Arts and Culture Roundtable; Tuesday, February 11, 2020; and Monday, May 11, 2020.

Adjourn

Ms. Schoen thanked everyone for attending and sharing their ideas. She stated we are here for you; let us know your thoughts and suggestions. With no further discussion, a motion was made by Chair

Schoen to adjourn the meeting. Seconded by Ms. Trahan; voted and approved unanimously. Meeting adjourned at 8:04 PM.

Respectfully submitted,


Judith Lizardi
Recording Secretary