

**Franklin Cultural District Committee
Minutes of Meeting
February 11, 2020, 6:00 p.m.
Meeting held at Franklin Senior Center
10 Daniel McCahill Street, Franklin, MA**

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

Members not present: Evan Chelman.

Also in attendance: Bryan Taberner, Planning & Community Development Director; Judith Lizardi, Recording Secretary.

Commencement

Chair Schoen opened the meeting at 6:09 PM.

Review and Approval of Meeting Minutes

- January 22, 2020. ***Motion by Ms. Trahan to approve the January 22, 2020 meeting minutes. Seconded by Ms. Schoen; voted and approved unanimously.***

Chair's Update

- Massachusetts Cultural Council Grants
Chair Schoen stated the MCC grant money was awarded at the last Cultural District Committee meeting; the committee was able to fund all the requests made by the partners. She referenced a letter from Mr. Bryan Taberner to Mr. Luis Cotter, Cultural Districts Program Manager, MCC, dated February 10, 2020, regarding the \$5,000 MCC award; the letter included a brief summary of the seven collaborative Cultural District programming/events to be funded. She stated that she, Ms. Trahan, and Ms. Carlucci met with Ms. Raye Lynn Mercer regarding the \$2,000 grant support to the Franklin Performing Arts Company and confirmed the funds would be used to support The Black Box Broadway Series concert event which has an educational component. Mr. Taberner noted the MCC approved the seven programs to be funded with the grant money. Chair Schoen stated the committee will continue to look for additional grant opportunities. Mr. LoPresti suggested that possibly Franklin TV could conduct an interview with each award recipient as it would be good marketing; he will reach out to Franklin TV. Mr. Taberner asked if LiveARTS determined a date for their sponsored event. Chair Schoen said no. Mr. Taberner suggested the provided summary descriptions of each funded programming/event be reviewed to verify their accuracy before putting the information on the website and social media. Ms. Carlucci stated she would review and compare the descriptions to her meeting notes.
- Press Release
Chair Schoen stated that a press release was created indicating that from a joint effort by the MCC and CDC, grant money was awarded to partners for upcoming events. She reviewed the press release and stated it was given to all local media.
- Erin Lynch, New Executive Director MetroWest Visitors Bureau
Chair Schoen stated that she spoke with Ms. Lynch; possibly, Ms. Lynch can attend a future partners meeting once she gets settled in her new position.
- ArtWeek Kickoff
Chair Schoen stated the committee needs to meet with Ms. Mercer and also get in touch with the Franklin Cultural Council regarding this event. She discussed that \$300 of funding will support the Franklin Performing Arts Company to host an ArtWeek kickoff event in the lobby of The Black Box

on May 1, 2020. She suggested that one of the murals from the Community Arts for Franklin project which is receiving \$600 in funding could be brought to ArtWeek. She will reach out to Ms. Tracey to discuss.

- **Mini Franklin**

Chair Schoen stated Franklin's Public Library Children's Librarian Caleigh Keating is working on this event which is scheduled for May 29, 2020 at the Town Common. She noted that Ms. Keating will be reviewing the event during the upcoming 7:00 PM Partners Meeting. Chair Schoen stated that as the Mini Franklin event is being run by a Town Department, Ms. Keating should create an invoice for the items ordered/purchased. Mr. Taberner stated that if something is ordered for the event, the invoice should be given to him. Ms. Keating stated that she would like a portion of the grant funding to go toward prizes for the children. She discussed that this is a two-part event: attending the event on the Town Common, and a call to action which is visiting the actual business locations during the summer. She suggested she could put the passports in the children's summer reading bags to encourage participation. Mr. Taberner suggested the participating organizations may want to display something in their windows during the summer. Chair Schoen noted the funding must be spent by June 30, 2020. Ms. Keating stated she created a Google form for businesses to sign up for the event. She wants to be flexible and likes the idea of the partners choosing what they want to do for their booths on the Town Common and the activity they want the children to engage in after the event. She discussed ideas for the event such as children earning a sticker on their passport when they visit the actual business.

Partners Subcommittee Update

Ms. Carlucci stated she received a correspondence from Ms. Tracey Wilkinson, owner of The Little Shop of Olive Oils, who asked if the Franklin Cultural District Committee would be a partner with The Little Shop of Olive Oils. Ms. Carlucci said she responded to the request by stating that the Mass Cultural Council deems the member entities of the district as partners; however, they have not identified the reverse. Chair Schoen asked what Ms. Wilkinson envisioned the committee to do as a partner and what are Ms. Wilkinson's expectations. Mr. LoPresti said Ms. Wilkinson can say she is a partner of the Cultural District, but it is not the other way around. He suggested Ms. Wilkinson is leveraging the FCD association to promote her business. Committee members discussed how the partnering relationship works and suggested Ms. Wilkinson may not be aware of the relationship. Ms. Carlucci stated she would visit Ms. Wilkinson at her business to clarify the question and ask what she is envisioning. Ms. Carlucci will let Ms. Wilkinson know that she can say she is already a Cultural District partner. She will bring a packet of marketing materials to Ms. Wilkinson, as well. Mr. Taberner requested that if this is not what Ms. Wilkinson is aiming for, ask her if she has other partners, what they do, and what does she want from the Cultural District.

Marketing Subcommittee Update

Mr. LoPresti stated that he spoke with Ms. Anne Marie Tracey, Marketing and Communication Specialist, about promoting the supported events using banners and other marketing materials so that everyone attending the events knows the grant funding awards were from the Franklin Cultural District. Mr. Taberner stated the MCC also wants recognition, so both sponsors must be on the marketing materials. Mr. LoPresti said they want to get a durable reusable banner and some event cards and suggested wording indicating the event is brought to you by the MCC and the Cultural District. He stated that he and Ms. Tracey would like \$250 to be approved for these items. Ms. Trahan suggested that for each entity receiving award money, the banner be placed in a visible location during the event and a picture be taken. If the banner will not fit, the event cards can be used. Ms. Carlucci suggested the wording on the banner and event cards be worked on as a committee. As the FCD is not sponsoring the entire event, the wording should not indicate brought to you by, but possibly sponsored by. Committee members asked for a draft of the wording before ordering the

banner and event cards. Mr. LoPresti confirmed he would follow up with Ms. Tracey regarding the wording on the banner and get back to the committee.

Motion by Ms. Trahan to approve expending up to \$250 for marketing for the banner and cards. Seconded by Ms. Schoen; voted and approved unanimously.

Chair Schoen reviewed an idea from Ms. Tracey regarding reusable shopping bags to be used for marketing as they would be visible around town and could be an item people take away from an event.

Goals & Data Subcommittee Update

Ms. Trahan stated Mr. Taberner has been a great help in providing the data requirements for ongoing reporting to assess the impacts of Cultural District designation. She reviewed the four online reporting forms to obtain the required data: Dining and Drinking, Retail, Events and Performances, and Arts and Culture Education. Mr. Taberner reviewed his memorandum to the Cultural District Committee, and Partners, dated February 11, 2020, and explained that there are currently two forms on the website. These forms will be improved and two new forms added to create a total of four forms for the partners to fill in and submit. He suggested the partners should complete their event forms once a month or at least quarterly. Mr. LoPresti reviewed the location on the website for the forms. He explained that the idea was to create a Google App where partners could complete and submit the form online; currently, the form has to be printed and submitted. Mr. Taberner noted that in the past, the partners have been notified that the forms were online. Committee members discussed the four categories for the forms and how to reach out to the partners to get them to complete the forms. It was noted that some events would be in all four categories. Mr. LoPresti suggested that if the committee is aware an event is happening, the partner could be sent a form and asked to complete it. The event information should be captured as close to the occurrence of the event as possible so the data is fresh and relevant. Committee members agreed they need to get the forms up and running on the website. It was suggested that Ms. Carlucci send information to the partners about the forms and request them to complete the forms after each event. As well, after an event, Ms. Carlucci could send the partners a gentle reminder to complete and submit forms. Ms. Trahan thanked Mr. Taberner for his help and support on the data requirements.

Next Meeting Date

The next meeting of the Cultural District Committee is scheduled for Wednesday, March 11, 2020 at 7:00 PM at Town Hall.

Adjourn

With no further discussion, a motion was made by Ms. Trahan to adjourn the meeting. Seconded by Ms. Carlucci; voted and approved unanimously. Meeting adjourned at 6:53 PM.

Respectfully submitted,

Judith Lizardi
Recording Secretary