

**Franklin Cultural District Committee
Minutes of Meeting
January 22, 2020
Meeting held at Franklin Municipal Building
3rd Floor Training Room
355 East Central Street, Franklin, MA**

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

Members not present: None.

Also in attendance: Bryan Taberner, Planning & Community Development Director; Peg Munson, Franklin Art Association; Sue Sheridan, Franklin Art Association; Joe Mueller; Franklin Art Association; Raye Lynn Mercer, FSPA; David Burnham, LiveARTS; Caleigh Keating, Franklin Public Library; Anne Marie Tracey, Marketing and Communication Specialist.

Commencement

Chair Schoen opened the meeting at 7:06 PM.

Review and Approval of Meeting Minutes

- December 9, 2019. This item will be taken at the next meeting.

Chair's Update

- Collaborative meeting with Franklin Cultural Council and Franklin Downtown Partnership.
This item was not discussed.
- Massachusetts Cultural Council Grant.
Chair Schoen stated there is \$4,500 to be allocated to collaborative cultural events. Further discussion of this item will commence later in this meeting.
- Upcoming Partners Meeting, February 11, 2020.
Chair Schoen confirmed the Partners Meeting is scheduled for February 11, 2020, at 7:00 PM at the Senior Center. The Franklin Cultural District Committee members will meet at 6:00 PM, prior to the Partners Meeting.

Massachusetts Cultural Council Grant

Chair Schoen discussed the MCC FY2020 Cultural District Initiative grant. She stated funding was provided and \$5,000 awarded to each cultural council district that applied. She noted there was not much time given by the Commonwealth; the application was available in mid-October and had to be submitted in November. The Franklin Cultural District Committee has \$500 for marketing and \$4,500 for events; they would like to allocate the funds to various cultural events. They are looking for collaborative projects that will help to support collaborative and cultural events in Franklin. The event must take place before June 30, 2020. She requested each group speak about their event ideas, the timing, and the funding they require.

Ms. Keating provided a handout and explained her idea to turn the Town Common into a mini version of Franklin for families to ride their bikes around on a Friday afternoon in the early summer. She explained that Cultural District partners or local businesses would have mini versions of themselves set up around the common, such as a table or tent, along with a game, craft, or engaging activity that is relevant to what each partner does in real life. The children and their families would ride around and visit the mini versions of the places in the community. She explained that at the event, children will be given a passport to take with them so that families can visit the actual places all summer long. She

envisioned that families could return their completed passports to the library at the end of the summer; if they have visited the required number of places, they will receive a prize. She suggested this event could occur when the Farmers' Market is ongoing and suggested Friday, May 29, 2020, from 3 PM to 5 PM or 4 PM to 5 PM, with a rain date of Saturday. She stated the cost would be contingent on what will be happening at the stations. She requested \$500 for the event. Mr. LoPresti asked if the event could take place on a Saturday as it is difficult for working family members to attend at 3 PM or 4 PM on a Friday. Ms. Keating said that based on her experience with library events, she has found that Friday afternoons seem better for attendance, but Saturday is fine. Ms. Trahan noted that Fridays have worked for other events and suggested possibly starting a little later at 4 PM. Members discussed that this event should be for families with children of all ages and that having this event coincide with the Farmers' Market would be good. It was discussed that the Farmers' Market does not begin until June and the Strawberry Stroll was on Friday, June 12, 2020. Ms. Trahan suggested that other dates in June or July would be good for the Mini Franklin event.

Ms. Mercer stated that from attending a previous meeting she thought the funding was going to ArtWeek. She provided a handout and gave an overview of the events scheduled during the 10 days of ArtWeek. She noted that Friday, May 1, 2020, is the proposed kickoff for ArtWeek to be held at The Black Box from 4 PM to 6 PM or from 5 PM to 7 PM. She reviewed events scheduled for Saturday, May 2; Sunday, May 3; Friday, May 8; Saturday, May 9; and Sunday, May 10. She discussed the proposed ArtWeek Closing Toast on Sunday, May 10, at 4 PM at The Black Box lobby. She stated that all these events need support and funding. She requested \$2,000 toward an event and \$500 toward the kickoff. Ms. Schoen said she does not think they can support an event for which a fee is charged and may only be able to support events that are free. Discussion commenced about the guidelines for the allocation of the grant funding. Ms. Mercer stated it is difficult when grant money can only be provided if the event is free. Mr. LoPresti suggested Ms. Mercer may have one ArtWeek event that an admission fee will not be charged. Ms. Mercer discussed the cost of paying professionals and suggested possibly subsidizing an event. Ms. Trahan reviewed some of the ArtWeek events that possibly a \$2,000 grant would cover.

Ms. Tracey stated she recently started Community Arts for Franklin which is a collaborative creative arts process. The students do not know the end product; however, they work collaboratively on a section of the art project with the final image being a secret. Any child could participate in these workshops as they are free projects run at the Recreation Department. She would like to frame and hang the final art pieces in the Town municipal buildings. The goal is to take a piece of art and connect the community with the municipal facilities and to bring people to the public facilities. She stated that the cost of framing the first piece of artwork is being supported through the marketing budget; the artwork will be hung in the Town Administrator's office. There will be an unveiling for the first project in a few weeks. She stated that the cost to frame each of the pieces is approximately \$500 to \$600. She would like grant money to cover the cost of framing the second, third, and fourth pieces. She stated she would like to conduct a workshop during ArtWeek. She projected having two more pieces ready for framing by June 30, 2020. She noted there was an online sign up through the Recreation Department for the workshop for the creation of the first piece; there were 18 children at each of two workshops for middle schoolers in 6th, 7th and 8th grades. She stated that more information about Community Arts is available online. She requested \$1,000 for framing.

Mr. Burnham discussed his ideas for collaborative cultural events. He stated that this year they offered all of their concerts free of charge to students; he noted that students are asked if they would like to give a donation. The students come and hear great musicians such as a violinist or cellist and can speak with the artist after the performance. This helps students get connected to music. He would like to bring the concerts and music to the students at the schools. The artists could do an assembly at the public schools. He noted the concerts would be geared to the age level of the student audience. The students could see the instruments up close and hear the music in person. At a minimum, this

would cost \$500 for two musicians and \$750 for three musicians. He requested \$500 for musicians. Ms. Trahan stated Mr. Burnham should speak to Diane Plouffe, Music Department Director, about getting a grant from the Franklin Education Foundation to bring this to the schools. Ms. Carlucci stated that often it is best to schedule an event like this the preceding year as it is often difficult to fit in an assembly during the school day with only a few months' notice; however, Ms. Plouffe may possibly be able to work in an event like this by the June 30, 2020 deadline.

Mr. Mueller said the Franklin Art Association is applying for a grant from the Franklin Cultural Council. The Cultural District Committee funding would be for the Strawberry Stroll. He stated it is important to get the community involved in the arts and to build their membership. He discussed the professionals who come and work with the audience. He requested \$200-\$300 for the supplies needed, such as pastels, canvas, brushes, acrylics, etc., to get the audience involved with interactive hands-on activities. He stated the show is done at the Rockland Trust annex; however, outside they also have a booth. They could possibly set up a tent with an interactive activity for the audience to learn from some of the artists in their organization.

Committee members discussed the presented ideas. They agreed that the funding provided must be marketed and promoted acknowledging the money for the event is from the Cultural District Committee. It was stated that the group requesting the money must provide a detailed budget for what the money will be spent on and for what specific event. Mr. Taberner stated he does not think there is a restriction on funding an event that is free or for which a fee is charged. He reiterated the Cultural District Committee needs to fund collaborative cultural events/projects. Whatever the Committee approves for funding, he will submit; hopefully, it will be approved by MCC. He stated the groups receiving money will provide an invoice to the Town, and it will get paid.

Motion by Chair Schoen to Approve and Appropriate the \$4,500 MCC Grant as follows: Franklin Public Library - \$500 for the Mini Franklin event; LiveARTS - \$500 to bring artists/music to the schools; Community Arts - \$600 for framing one art piece; FSPA - \$2,000 for one ArtWeek event; Franklin Art Association - \$200 for supplies for an interactive event; FPA Company - \$300 for the kickoff to ArtWeek event, wine and cheese; and Strawberry Stroll - \$400 for stage musicians. Seconded by Mr. Chelman; voted and approved unanimously.

Mr. Taberner stated that those groups receiving money must send him a paragraph about the event/item being funded so he can send the modified application to the MCC.

Marketing Subcommittee Update

Mr. LoPresti stated he spoke to Ms. Tracey about creating a banner or something to indicate that the event/item was funded and sponsored by the Franklin Cultural District Committee. Chair Schoen suggested a press release be prepared mentioning the grant money and the specific events/items being funded. Committee members informally agreed.

Partners Subcommittee Update

No update provided at this time.

Technology Subcommittee Update

Mr. Chelman stated he is arranging a meeting with Steve Sherlock about social media and the website. He stated that besides the Franklin Cultural District liking partners' postings, the Committee needs to find their own niche. Regarding Mr. Chelman's meeting with Mr. Sherlock, it was discussed that as long as a majority of Committee members are not present, meeting with Mr. Sherlock is allowed. It was noted the meeting can take place in any location. Mr. Chelman stated he is training with CivicPlus on the website to learn the basics. Mr. LoPresti explained that the website training is free and included in what the Town pays. He suggested Mr. Chelman talk to the website trainers

about the calendar and how to link items to it. Mr. Chelman stated he has had conversations with Mr. Sherlock about the calendar; it currently links from Franklin Matters. Mr. LoPresti stated the Committee should have its own calendar. Ms. Carlucci acknowledged Mr. Chelman for putting the Winter Farmers' Market information on the website.

Goals Subcommittee Update

Ms. Trahan stated she met with Mr. Taberner a few weeks ago and he gave her specifics on the data needed for the MCC reporting requirements. She said she would probably need Mr. Chelman's help in getting the required information from the website. Mr. Taberner reviewed the data that needs to be collected and noted his one-page summary sheet of the MCC reporting requirements could be used as a guideline for completing the forms. Ms. Trahan thanked Mr. Taberner for putting together the information about the reporting requirements.

Review Meeting Dates

Franklin Cultural District Partners Meeting Dates. The next Partners Meeting is scheduled for February 11, 2020, at 7:00 PM at the Senior Center. The Partners Meeting scheduled for May 11th has been changed to Tuesday, May 12, 2020 at 7:00 PM. The Partners Meeting scheduled for September 16th has been changed to Tuesday, September 15, 2020.

Comments: Mr. Taberner suggested that the MCC grant may happen again next year. The Committee should tell everyone in the spring to think about events and submit their requests for funding early. Ms. Trahan said this is about collaboration and working together. Mr. LoPresti stated it would have been good for the partners to collaborate with other partners on the events. Ms. Trahan said we have to help them do that. Ms. Carlucci noted that MCC uses Twitter. Mr. Chelman said most of the Franklin Cultural District traffic is on Instagram.

Adjourn

With no further discussion, a motion was made by Chair Schoen to adjourn the meeting. Seconded by Mr. LoPresti; voted and approved unanimously. Meeting adjourned at 8:50 PM.

Respectfully submitted,

Judith Lizardi
Recording Secretary