

**Franklin Cultural District Committee  
Minutes of Meeting  
March 11, 2020  
Meeting held at Franklin Municipal Building, Room 205  
355 East Central Street, Franklin, MA**

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

Members not present: Pandora Carlucci, Evan Chelman.

Also in attendance: Judith Lizardi, Recording Secretary.

**Commencement**

Chair Schoen opened the meeting at 7:00 PM.

**Review and Approval of Meeting Minutes**

- November 4, 2019 CDC Meeting. ***Motion by Ms. Schoen to approve the November 4, 2019 CDC meeting minutes. Seconded by Mr. LoPresti; voted and approved unanimously.***
- December 9, 2019 CDC Meeting. ***Motion by Ms. Schoen to approve the December 9, 2019 CDC meeting minutes. Seconded by Ms. Trahan; voted and approved unanimously.***
- February 11, 2020 CDC Meeting. ***Motion by Ms. Schoen to approve the February 11, 2020 CDC meeting minutes. Seconded by Ms. Trahan; voted and approved unanimously.***
- February 11, 2020 CD Partners Meeting. ***Motion by Ms. Schoen to approve the February 11, 2020 CD Partners meeting minutes. Seconded by Ms. Trahan; voted and approved unanimously.***

**Chair's Update**

- FCD/MCC Grant Updates

Chair Schoen stated that so far there have been two grant sponsored performances. The Franklin High School held a violin and cello instrumental performance. Ms. Carlucci and Chair Schoen attended the event. One of the best components of the event was that they worked with high school students after the performance at a master class and critiqued performances by high school students. The educational component of this event was great, which is a strength of the Cultural District. She stated that the second sponsored event was a Broadway series held at The Black Box which also had an educational component. She suggested that in the future, at least one Committee member should attend each sponsored event to show support and strengthen ties with the Committee. She requested the Committee members review their calendars to determine which upcoming events they can attend. She will send the upcoming events/dates to everyone; members should let her know who can attend each event. Committee members informally agreed it would be good for the Committee to have a presence at each event.

Mr. LoPresti reviewed the marketing materials. Committee members discussed where/how the marketing materials should be displayed. Chair Schoen noted that pictures were taken at the recent events; Mr. LoPresti stated he has not seen the pictures, yet. He noted that Mr. Chelman has not posted any Tweets, lately. Chair Schoen said she would reach out to Mr. Chelman and remind him of the new pictures and the importance of tweeting. Mr. LoPresti suggested that anything going on in Franklin's Cultural District should be retweeted by the Committee. He said that Ms. Raye Lynn Mercer is supposed to send him some event pictures; he will forward them to Mr. Chelman. He stated that he did not know if the marketing materials, including one banner, two boards, and six table cards, had been picked up yet or if they are still at The Black Box; he will

contact Ms. Mercer. He reviewed that the original banner had a flaw, so the printer provided a corrected banner and gave the Committee the flawed banner for free. Committee members agreed it would be best to keep the banners, boards, and table cards at a member's home so they do not get lost. Chair Schoen and Mr. LoPresti agreed to make sure that pictures of the event with the banner/marketing materials are taken at each event for future posting on the website.

- **May 12<sup>th</sup> Partners Meeting**

Chair Schoen stated the next Partners Meeting is scheduled for Tuesday, May 12, 2020, at 7:00 PM at the Historical Museum.

### **Partners Subcommittee Update**

#### **Possible Franklin Cultural District Newsletter and Event Shepherd**

Chair Schoen stated that the Downtown Partnership has a great newsletter; maybe the Franklin Cultural District Committee should have an email newsletter. Ms. Trahan agreed and suggested using the Cultural District logo to get people used to seeing it. Chair Schoen stated that she and Ms. Carlucci would get started on a newsletter and will list all events; a newsletter would be a good connection with the Cultural District. Mr. LoPresti said the challenge with a newsletter is to have engaging content, not just a list of calendar events. Ms. Trahan said that, hopefully, the partners will start sending the Committee information about their events. It was noted that the Downtown Partnership has information from the Cultural District Committee in their newsletter. Mr. LoPresti suggested having a section in the Downtown Partnership newsletter for the FCD. Ms. Trahan thought it was a good idea and said she would talk to Lisa Piana and Ms. Carlucci about that possibility. Chair Schoen suggested that in the newsletter the partners should be listed and thanked for their participation.

Chair Schoen noted that Ms. Caleigh Keating is working on the Mini Franklin event scheduled for May 29<sup>th</sup>. Ms. Keating received some immediate responses; hopefully, others will join in. Chair Schoen noted that ArtWeek is from May 1<sup>st</sup> to May 10<sup>th</sup>. The Strawberry Stroll is on June 12<sup>th</sup>. She stated that the art display being prepared by Ms. Anne Marie Tracey will be brought to ArtWeek. Mr. Barrett stated that he would not be able to play at the ArtWeek kick-off event on May 1<sup>st</sup>.

### **Marketing Subcommittee Update**

Mr. LoPresti displayed and discussed the poster with both the Cultural District logo and the MCC logo. He stated that Ms. Mercer had the two posters on easels during The Black Box event, the tent cards were on tables around The Black Box, and the banner was on the back wall. He stated the idea is to have these marketing materials displayed at every event. He noted the Committee does not have an easel. Chair Schoen said she can borrow one for future events. Mr. LoPresti stated that the two 8' x 3' banners (one was free as it was damaged), 4 boards, and 15 table cards cost \$237. The rushed banner cost an additional \$85. He noted that the materials with the MCC logo will be used only at grant-sponsored events. He stated that as not all of the \$500 for marketing materials was spent, and the funds have to be spent by June, he would like to purchase additional supplies for upcoming events. He stated that he would like to purchase some recyclable canvas bags with the logo to be given out at events; he will obtain prices.

***Motion by Ms. Trahan to approve spending the remaining money of the \$500 grant on merchandising recyclable bags. Seconded by Ms. Schoen; voted and approved unanimously.***

Mr. LoPresti stated that he would work with Ms. Anne Marie Tracey on this purchase. Committee members discussed the size of the bags and the marketing importance of having the logo on them.

### **Goals & Data Subcommittee Update**

Ms. Trahan stated that she and Mr. Taberner have met since the last Committee meeting regarding the data collection effort. She explained that she took the dining and drinking establishment input sheet to Teddy Gallagher's. He seemed very interested in it, but she has not heard back from him. She said the Committee has to get the data gathering done. The forms are close to being finalized and they have to go out to partners. She noted there is no formal way that the Committee can require the partners to provide the data including the number of visits and how participation in their business may have changed over the past year. It was discussed that the Committee would like data from restaurants within the Cultural District. Mr. LoPresti suggested that data could be gathered as is done for the census; a visit can be made to the establishment and the partners can be met with directly. It was mentioned that the business owners are not always available. Ms. Trahan stated that she and Mr. Taberner want to put out the information and see what data they receive back. She noted that it is a lot that the Committee is asking of the partners. Mr. LoPresti suggested a lot of the required information could be estimates. Ms. Trahan stated that, for instance, Ms. Mercer may have very accurate data and can easily provide it; however, restaurants may struggle with providing their data on the dining form. Chair Schoen suggested the Committee send out the form, reach out to remind the partners, and then walk into the businesses to try to get information. She noted that the businesses may be thinking, "what's in this for me?" Committee members agreed that with the Cultural District designation, it is hopefully bringing more people into the area which will increase everyone's business. Committee members agreed to focus on the partners within the parameters of the Cultural District.

Chair Schoen encouraged Mr. Barrett and Mr. Chelman to ramp up the tweeting. Mr. LoPresti suggested that Mr. Barrett should be getting all the partners tweets and retweeting them. Chair Schoen noted that the Committee should try to get information from the quieter partners such as Emma's Quilt Cupboard, as well. She suggested taking pictures and tweeting about the last two upcoming Winter Farmers Market events.

#### **Future Cultural District Partner Meeting Dates**

Chair Schoen stated the next Partners Meeting is scheduled for Tuesday, May 12, 2020, at 7:00 PM at the Historical Museum.

#### **Next Meeting Dates**

The next meetings of the Cultural District Committee are scheduled for Wednesday, April 8, 2020, at 7:00 PM, at Town Hall, Room 205; Tuesday, May 12, 2020, at 6:00 PM at the Historical Museum (prior to the Partners Meeting); and Wednesday, June 10, 2020, at 7:00 PM, at Town Hall, Room 205. There will be no meeting in July.

#### **Adjourn**

With no further discussion, a motion was made by Ms. Schoen to adjourn the meeting. Seconded by Mr. Barrett; voted and approved unanimously. Meeting adjourned at 7:40 PM.

Respectfully submitted,

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Judith Lizardi  
Recording Secretary