

**Franklin Cultural District Committee
Minutes of Meeting
January 11, 2021
Held as a Virtual Meeting
via Remote Access Zoom Platform**

As stated on the agenda, due to the continued concerns regarding the COVID-19 virus, this meeting will be conducted as a Remote/Virtual Cultural District Committee meeting. In an effort to ensure citizen engagement and comply with open meeting law regulations, citizens will be able to dial into the meeting using the provided phone number, or citizens can participate by using the Zoom link provided on the agenda.

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

Members not present: None.

Also in attendance: Bryan Taberner, Director of Planning & Community Development; Anne Marie Tracey, Marketing and Communication Specialist; Judith Lizardi, Recording Secretary.

Welcome

Chair Schoen opened the meeting at 6:32 PM.

Review and Approval of Meeting Minutes

December 14, 2020. Motion by Ms. Trahan to approve the December 14, 2020 meeting minutes. Seconded by Ms. Carlucci; voted and approved unanimously.

Chair's Update

FCD January Newsletter

Chair Schoen stated that the next edition of the newsletter looks great; it is scheduled to go out later this week. Ms. Carlucci stated that Kris Russell, The Drummers' Studio, just provided his information; the newsletter will come out on Thursday or Friday. Chair Schoen stated that she spoke with Ms. Tracey about the analytics. Of the 180 newsletter subscribers, she is not sure which ones were obtained from the website or the from the pop-up. The analytics are available, but she needs clarity on their meaning. Mr. LoPresti stated that Ms. Tracey can work with Tim because CivicPlus can provide that information. Chair Schoen reviewed that Ms. Tracey suggested putting the revised mission statement in the events banner. However, Chair Schoen suggested placing it somewhere else on the website. Ms. Carlucci stated that there are events going on; maybe another platform in communicating the events to Ms. Tracey is needed. She asked what the best way for the Committee to share event information with Ms. Tracey is so it can be put on the website or should Committee members be trained on how to put the information on the website. Chair Schoen stated that she learned from Mr. Luis Cotto of MCC last week that their budget was finalized; they are allocating \$7,500 to every cultural district in Massachusetts. It is a short timeline, and there are stipulations for the grant. The application is due by February 19th, the money must be spent by June 30th, and the final report to the MCC is due by July 12th. She noted a seminar is scheduled this week regarding the grant opportunity. She said that the Committee needs to determine ideas for the grant. She stated that collaboration is a big element of the grant. She explained that starting in FY22, the MCC will expect matching money; they do not want their funding to be the only funding. Ms. Carlucci stated that Mr. Cotto talked about the leveraging the funds to have a bigger impact. Chair Schoen noted that she sent Committee members a link to the grant stipulations.

Massachusetts Cultural District Data Collection Forms

Sample Forms

Chair Schoen stated that the new data collection forms are ready and will be reviewed at tonight's Partners Meeting. She asked Ms. Tracey to explain the different ways people can sign up to receive the newsletter. Ms. Tracey explained the pop-up and the subscriber line at the bottom of the website homepage. She said she will confirm which sign up method corresponds to which analytic and let Chair Schoen know. She stated a person can subscribe through the link in the newsletter, as well.

Franklin Cultural District Marketing Video

Chair Schoen stated that Ms. Adams suggested the Committee prepare a marketing video. Ms. Adams clarified that she suggested having an introductory video to introduce the members of the Committee; it would be something people could look at on the website. She stated that her suggestion was not meant to be for a marketing video.

Cultural District Committee Mission/Vision Statement Workshop

Chair Schoen stated that she sent via email a document with the revised mission, goals, and partner criteria. She noted that they do not specifically have a vision. She reiterated that Ms. Tracey suggested putting the mission in the events banner on the website. She expressed concern about doing that as she said there are a lot of events going on. She stated that she would like to have a better method to communicate events to Ms. Tracey so the events can be put on the website. She questioned if a Committee member should learn how to put the events on the website. Ms. Tracey said that unless something is sent to her, she does not have the time to find the information herself. If the Committee can provide her with event information on a schedule, she can update the website. She is also happy to teach someone how to do it as it is not difficult to enter an event on the website. Mr. LoPresti said the events are on a rotating banner on the website. Ms. Tracey said there is only space for three featured events. She asked how the Committee picks which events to feature and which are not featured. Mr. LoPresti said it was programmed to pick the events that are coming up. Ms. Tracey said the events would need to be entered in chronological order. Mr. LoPresti suggested using the mission statement to fill in the banner when there are no events. Ms. Tracey confirmed the mission statement could fill in the space when it is empty. She said another drop down bar would fit at the top such as for the mission; however, it may shrink the text size a little. She said she can ask the developers to put in another drop down bar and have them send her a screen shot so she can see what the size looks like.

Next Cultural District Meeting Dates

Monday, February 15, 2021, at 7:00 p.m.

Thursday, March 11, 2021, at 7:00 p.m.

Monday, April 19, 2021, at 7:00 p.m.

Monday, May 17, 2021, at 6:30 p.m.

Next Cultural District Partner Meeting Date

Monday, May 17, 2021, at 7:00 p.m.

Adjourn

With no further discussion, a motion was made by Ms. Trahan to adjourn the meeting.

Seconded by Mr. Barrett; voted and approved unanimously. Meeting adjourned at 6:57 PM.

Respectfully submitted,

Judith Lizardi
Recording Secretary