

**Franklin Cultural District Committee
Minutes of Meeting
May 17, 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.

Welcome

Chair Schoen opened the meeting at 6:30 PM.

Review and Approval of Meeting Minutes

April 12, 2021 Franklin Cultural District Meeting Minutes. Motion by Ms. Trahan to approve the April 12, 2021, meeting minutes. Seconded by Ms. Carlucci and accepted with a roll call vote of 6-0-0. Roll Call Vote: Schoen-Yes; LoPresti-Yes; Carlucci-Yes; Trahan-Yes; Chelman-Yes; Adams-Yes.

April 26, 2021 Franklin Cultural District Partners ArtWALK Planning Meeting Minutes. Motion by Ms. Trahan to approve the April 26, 2021, meeting minutes. Seconded by Ms. Carlucci and accepted with a roll call vote of 6-0-0. Roll Call Vote: Schoen-Yes; LoPresti-Yes; Carlucci-Yes; Trahan-Yes; Chelman-Yes; Adams-Yes.

Franklin Cultural District Newsletter Distribution Day

Chair Schoen asked if Committee members would like the newsletter to be released on a different day of the week based on the click rate and open rate. She stated that when the newsletter began in June 2020, there were 117 subscribers; as of May 2021, there are 208 subscribers. Ms. Carlucci reviewed the statistics provided by Constant Contact that indicate the newsletter is most often opened on Sundays around 2 PM. She stated that the current newsletter initially went out on Thursday around 4 PM and went out a second time to subscribers who had not opened it on Sunday around 2 PM. Mr. LoPresti indicated that Tuesday is usually a good day to send emails. Discussion commenced on which day of the week is best to send out the newsletter. Chair Schoen summarized that the June newsletter will be sent on a Tuesday with a reminder sent on Thursday. Ms. Carlucci confirmed that therefore all submissions would be due on a Friday.

FCC Festival Grant Update

Chair Schoen mentioned Brent Selby's performance on Facebook Live. She thanked Franklin TV for doing a fabulous recording. The performance will be rebroadcast on Franklin TV; she does not have the dates at this time.

MetroWest Visitors' Bureau Grant Update

Chair Schoen stated that Ms. Carlucci worked diligently on this grant. However, the Committee did not receive any funding. Hopefully, there may be another grant opportunity in the future.

Festival Data Collection and Reporting Update

Chair Schoen stated that during an MCC check in last week she asked the group how they collect data and what were their best practices. She did not receive much feedback. It was suggested she look at the MCC Tool Kit. She learned that before data can be collected, the goals and what is to be accomplished with the collected data must be determined. She asked the Committee what are the goals for ArtWALK. She noted two important items are how many people actually attend and can the businesses and the Cultural District partners that have artwork say they saw a difference in the amount of revenue made or number of people coming through their stores. If the goal is to support art and culture, then collecting the number of people attending to compare it to an event in the future, and considering the economic development of the downtown and the individual businesses could be useful data. As this event has not been done before, there is nothing to compare it to. Mr. Chelman noted that Chris Nayler, Lifelong Learning Institute, has about 18 items in the educational programs form. The events and performances form has five data pieces from the Library, LiveARTS and Dean College. There is nothing in retail and services or dining and drinking, yet. Ms. Trahan clarified that data collection for ArtWALK is separate from general data collection for the Cultural District.

Mr. Taberner suggested that whatever data is collected for this event, at least one or two data points should be able to be added into the annual data collection for the whole district. He suggested collecting data from the artists regarding sales of their art. This is all useful data for the required annual data collection. Ms. Carlucci noted that tickets would be helpful in order to count attendees. She suggested the businesses be asked to count the number of visiting patrons on Saturday and suggested tickets could be handed out for various performance events.

June ArtWALK Celebration and Marketing Update

Chair Schoen stated that she did a podcast/radio show with Steve Sherlock. He is reaching out to two businesses, Rockland and Agway, and the associated artists to conduct interviews. Mr. LoPresti stated that everything is a go, and the event has been officially launched. The website pages are up and Mr. Chelman has been promoting the social media. He stated that Ms. Anne Marie Tracey created a content calendar and a map for Mr. Chelman to follow to promote that. Mr. Chelman stated that the Facebook page had 820 hits on the day the newsletter was put out. Mr. LoPresti stated they are reaching out to the newspapers, as well.

Chair Schoen complimented Ms. Adams on her virtual paint class. Ms. Adams reviewed the attendance at her event.

Next Cultural District Meeting Dates

Monday, June 14, 2021 at 7:00 PM

Monday, August 16, 2021 at 7:00 PM

Next Cultural District Partner Meeting Date

Monday, September 13, 2021 at 7:00 PM

Adjourn

With no further discussion, a motion was made by Ms. Trahan to adjourn the meeting. Seconded by Mr. Chelman; voted and approved unanimously (no roll call vote taken).

Meeting adjourned at 6:57 PM.

Respectfully submitted,

Judith Lizardi
Recording Secretary