

**Franklin Cultural District Committee  
Minutes of Meeting  
April 6, 2022  
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 was conducted as a Remote/Virtual Cultural District Committee meeting. In an effort to ensure citizen engagement and comply with open meeting law regulations, citizens were able to dial into the meeting using the provided phone number or participate by using the Zoom link provided on the agenda.***

Members present: Roberta Trahan, Dr. Pandora Carlucci, Katherine Botelho, Amy Adams, Pat Timmons, Jamie Barrett,

Members not present: Vice Chair John LoPresti

Also in attendance: Bryan Taberner, Planning and Community Development Director

***Dr. Carlucci opened the meeting at 7:00 PM***

**Review and Approval of Meeting Minutes**

Ms. Trahan told the Committee that the minutes for the March 23 Cultural District Committee Meeting are still being worked on, so they will be reviewed at the May meeting with the minutes for this meeting.

**Review FY23 Goals**

Ms. Trahan met with Ms. Botelho on Friday, April 1 to discuss reaching out to Partners as well as the Committee's goals for FY23. Ms. Botelho agreed to review the FY23 goals as see if anything could be updated in their wording. Mr. Taberner interjected to say that the Committee should make sure the goals from FY22 are included in where those goals are still relevant to what the Committee is trying to accomplish. Ms. Trahan then reviewed each of the goals from FY22 to decide whether or not they had been accomplished, starting with Goal 1: Helping Partners and local artists/businesses recover from the pandemic.

Ms. Trahan said she believes the Committee has successfully been doing this though grants and participation in their events. She added that Ms. Botelho had been reviewing the list of Partners and determined that it needed reorganizing, which they will plan to do at some point. The conversation then moved to the remaining 4 goals, which are continuations of FY21 goals, starting with Goal 2: Working to increase activity and attract new businesses/artists/cultural enterprises to the Cultural District. Ms. Trahan said she believes the Committee has and will naturally continue to do this as demonstrated by its contributions to ArtWalk events.

Goal 3: Broadening and strengthening the Cultural District partnership and diversity of arts and culture was then discussed. Ms. Trahan said the Committee still has work to do in this effort, but there will be some opportunities to improve in this area with upcoming events. She named the Cultural Symposium as an example to promote more diverse art and culture. Ms. Botelho asked if Goal 3a (developing a process for greater inclusion of diversity within the cultural district's vision and its activities) be given its own goal number so that it is not perceived as a secondary or lesser goal by Committee members. Ms. Trahan agreed and suggested that it

instead be incorporated directly into the wording of Goal 3. Mr. Taberner suggested that the goals be divided into one goal for strengthening the Cultural District Partnership and the other be for broadening ethnic diversity of arts and culture, which Mr. Timmons agreed with. Dr. Carlucci weighed in to say that broadening the diversity and culture may require reaching out to younger members of the community, and having student representatives from Franklin High School and Dean College who might be willing to meet with the Committee could be worthwhile. Mr. Timmons and Ms. Trahan agreed, with Mr. Timmons adding that it would help market and publicize the Committee. Mr. Taberner said that a group that would meet with students could be a subcommittee, but would need less than 4 Committee members on it to avoid meeting the criteria of quorum. Ms. Trahan offered for herself and Ms. Botelho to reach out to the schools to put a subcommittee together, to which Dr. Carlucci suggested that the Committee needed to first complete its review of the goals before starting any action plan.

Goal 4: Continue to broaden the social media presence, has been achieved throughout the previous year, Dr. Carlucci said. There was evidence of increased interest from the public in the newsletter, and the Committee has improved its understanding in running the newsletter to the point of being ready to try new forms of publicizing the Cultural District. Dr. Carlucci then said she would like to see the newsletter be continued for now while the blog is still being put together. The rest of the Committee agreed, with Mr. Timmons saying that a working subgroup of students purposed with creating content like photography might benefit the Committee.

Goal 5: working with Town Administration on Wayfinding Signage Project. Ms. Trahan stated she believes after the March 23 meeting that the Signage Project is stagnating and not a priority of the Administration at this point in time. Mr. Taberner said it is not progressing as quickly as was hoped, but as long as the Cultural District has an public image now, and the work already done makes its way into the designs for the signage, then the important work is done. Ms. Trahan said even though the project is on hold for the foreseeable future, it should remain on the list of goals for FY23 so that the Committee does not lose focus of it. Dr. Carlucci asked that the goal be rephrased to mention the goal is pending a timeline from the Town Administration, which Ms. Trahan agreed with.

With all goals reviewed, Ms. Trahan asked if the Committee agreed upon wanting to reach out to the schools to begin putting together subgroups starting in August around the start of the new school years. Mr. Timmons suggested meeting over the summer to further discuss opening up the groups to photographers and marketers, and Dr. Carlucci mentioned also including TriCounty in the list of schools they reach out to. Ms. Trahan summarized that she and Ms. Botelho would work on printing up the new goals over the next few months and the Committee would vote on them in May or June.

### **FCC MetroWest Symposium**

Dr. Carlucci opened by briefing the Committee on the news from the Franklin Cultural Council about the Symposium, and event they will host on Saturday May 14 from 9:30am to 1:00pm. The Cultural District should be able to play a role in helping with the event, according to Kay Kelly from the Franklin Cultural Council, so it will be an opportunity to demonstrate what the Franklin Cultural District has to offer. Dr. Carlucci and Ms. Trahan are hoping that the other members of the Committee can attend the Symposium, and they will help those members as well as any teachers or students who want to attend cover their registrations. Dr. Carlucci then mentioned that the Cultural District Committee could possibly order special pens that would go with notebooks being provided by the Franklin Cultural Council. Ms. Trahan suggested pens from Allegra. Ms. Trahan and Dr. Carlucci will be meeting with Kay Kelly on April 26 or April 28,

and they will share any information or developments with the rest of the Committee. Ms. Trahan said that she has recently seen Franklin High School Jazz Presentation and was impressed with the students' talent that she believes Mr. Barrett helped foster, and she is hopeful she will see them at the Symposium. Ms. Adams asked if the other Committee members were planning on attending, to which every present member said they were going to attend the Symposium.

### **ArtWalk 2022**

Dr. Carlucci updated the Committee to say that she had got in contact Expressions Enrichment to find out more about their art classes. There will be an art expressions class for adults on June 9 in the evening, and 2 painting classes for children on June 11 from 11:30am-12:00pm and 1:00pm-2:30pm. There will be overlap in scheduling with LiveArts and Amaya, but that is not seen to be an issue as event attendees are likely to be focused on attending one event at a time and not all events. Dr. Carlucci then said she wanted to confirm whether or not there would be an event on Sunday, June 12 called the 'Second Speaker Series' as the schedule she had seemed to indicate that event may have been cancelled or rescheduled. Ms. Trahan asked Ms. Adams if there was anything new regarding the Franklin Arts Association part of the ArtWalk, to which Ms. Adams said there was no update on their work to advertise a meeting for the Downtown Partnership as they hope to hear back from more Partners before the meeting. Ms. Trahan said that she and Dr. Carlucci had an upcoming meeting planned that would include Downtown partners attending, so they would make sure to mention the meeting event to the Partners who attended. Dr. Carlucci suggested reaching out to thank the 10 Partners who would be participating.

### **FCD Blog Update**

Dr. Carlucci reminded everyone that herself, Mr. Timmons and Mr. Barrett have been trying to transition from only sending out a newsletter to also publishing a blog. There has been difficulty trying to put the blog on the Cultural District website, and it has been difficult finding people who are experienced in setting up blogs who are available, but they reached out to Mr. Stephen Sherlock to ask for advice. Mr. Sherlock offered to make Wednesdays of his blog be focused towards cultural events. Dr. Carlucci and Mr. Timmons both agree that Mr. Sherlock's help would be the best way to accomplish their goal. There was then discussion with the rest of the Committee about this solution, which culminated in general agreement about utilizing Mr. Sherlock's assistance. Ms. Trahan mentioned an interview on Franklin Matters between Mr. Sherlock and Ms. Sue Sheridan and recommended the members of the Committee listen to it.

***Ms. Trahan motioned that the Committee begin collaboration with Mr. Stephen Sherlock of Franklin Matters for assistance in publishing the Cultural District Committee blog using the platform of Franklin Matters. Mr. Barrett voted yes. Mr. Timmons voted yes. Ms. Adams voted yes. Ms. Botelho voted yes. Dr. Carlucci voted yes. Ms. Trahan voted yes. Motion passed 6-0-0.***

### **FCD Budget Funds**

Mr. Taberner presented a summary of the Committee's funds and expenses, which included breakdowns of funding received from grants and prior year rollovers in addition to the annual town funding. The Committee is expected to have \$3765 available for flexible spending once the predicted expenses (\$10,077) are taken out of the predicted funding (\$13,842), of which \$2390 is rolled over from the previous year but will still be available for the next year. The remaining \$1375 must be spent during the FY22. He suggested using some of the remaining

grant money to pay for printing invoices from earlier in the FY and leaving the Committee with less funding that has to be spent by the end of June. He then recommended to the Committee that they still leave some funding available to be able to sponsor any potential event that has not been brought before them to ask for assistance or start any special projects. The Town itself has provided \$1000 to the Committee as Town Funding for FY22. So far \$204 of that funding has been used in FY22, leaving \$796 that will not roll over to FY23. Mr. Taberner recommends using the remaining Town Funding to help with the Symposium in paying for pens or other anticipated expenses. Ms. Trahan responded that Mr. Taberner's advice of spending the funding that cannot be rolled over before spending the funding that can be kept for another year, and she believes that the Committee will likely have enough things to spend the funding on before deadlines come to pass. She added that she was grateful to Mr. Taberner for helping give a clear visual idea of what funding the Committee still has.

There was then some discussion about what the Committee may need funding for in the near future that it should set aside part of the remaining budget to pay for. Mr. Timmons suggested that hiring a professional photographer to take pictures at the ArtWalk event might be worthwhile, but he would need to look into how much a photographer might cost. Dr. Carlucci asked Mr. Taberner about materials needed to set up their tent at the Festivals and Strawberry Stroll, and Mr. Taberner said that containers had been ordered that could be used to store materials that would be placed at the tent, but transporting those materials would depend upon the person moving them. At Ms. Trahan's request for any further comments, Dr. Carlucci brought forth the idea of reaching out to some of the new businesses during the grant challenge, such as Escape Into Fiction, to see if they would be interested in hosting a book talk during the event weekend. Dr. Carlucci also mentioned she has been thinking about guided tours of the Main Street area that would feature discussions of old historical locations along the way, and that she may know some individuals who would be able to guide those tours and present information. The other members of the Committee expressed agreement in the idea, with Joe Landry being the guide. Ms. Adams said there might be a problem with audio and hearing Joe Landry during the tour as well as fatigue from repeat tours in a day, so Ms. Trahan proposed having the tour be a movie that is shown during ArtWalk in a location like Escape Into Fiction. Ms. Trahan then reminded the Committee that they still had time before they needed to vote on funding allocation, so they should spend the time between this meeting and the next one to think about anything else that may benefit from the remaining funding. Mr. Taberner brought up Franklin TV being a Partner and the possibility that they may be willing to help with any movie or other project the Committee thinks of. Dr. Carlucci added that it would be nice to also have different kinds of tours that speak to all of the diverse community because there is more to it than history. Concluded the discussion by suggesting that someone reach out to Joe Landry and Franklin TV to see gauge their interest in being a part of movie projects.

Ms. Trahan then asked Mr. Taberner if they should vote on allocating funds for purchasing a table, pens, and lanyards before the meeting ends, to which Mr. Taberner said it would be a good idea. The Committee estimated a table would cost \$50, lanyards might also cost \$50, and pens –approximately 200 for an order –would vary in price drastically depending on their quality, so a sample should be requested.

***Ms. Trahan motioned to spend up to \$500 for pens, lanyards, and a table for the Cultural Symposium event on May 14. Seconded by Mr. Barrett. Mr. Timmons voted yes; Mr. Barrett voted yes; Ms. Adams voted yes; Dr. Carlucci voted yes; Ms. Botelho voted yes; Ms. Trahan voted yes. Motion passed 6-0-0***

**Next Cultural District Meeting Dates**

May 5, 2022 7:00 PM

**Cultural District Partners Meeting**

May 12, 2022 7:00 PM

**Additional Comments**

Ms. Trahan told the Committee that the School of Performing Arts (SPA) would be doing a performance of Sweeney Todd during the ArtWalk event, and although they had not received any grant funding, the Committee could still reach out to them to offer some help. The Committee decided that they should wait until the May meeting where the other funding items are voted upon before committing anything to SPA.

**Adjourn**

***Ms. Trahan Motioned to adjourn the meeting. Seconded by Ms. Adams. Mr. Timmons voted yes; Mr. Barrett voted yes; Ms. Adams voted yes; Dr. Carlucci voted yes; Ms. Botelho voted yes; Ms. Trahan voted yes. Motion passed 6-0-0***

***Meeting Adjourned at 8:28 PM.***

Respectfully submitted,

---

Tyler Paslaski  
Administrative Assistant