

**Franklin Cultural District Committee  
Minutes of Meeting  
May 12, 2020  
Held as a Virtual Meeting  
via Remote Access Zoom Platform**

***As stated on the agenda, due to the growing 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, Jamie Barrett, Evan Chelman.

Members not present: None.

Also in attendance: Bryan Taberner, Planning & Community Development Director; Judith Lizardi, Recording Secretary.

### **Commencement**

Chair Schoen opened the meeting at 6:30 PM.

### **Review and Approval of Meeting Minutes**

April 8, 2020. ***Motion by Ms. Trahan to approve the April 8, 2020 meeting minutes.***

***Seconded by Ms. Carlucci; voted and approved unanimously.***

### **Chair's Update**

#### Massachusetts Cultural Council Webinars

Chair Schoen stated the MCC has very good webinars; it is interesting to hear what other people and districts are doing and the challenges they are facing. MCC has much information on their website, as well.

#### FCD/MCC Grant Updates

Chair Schoen stated they have encumbered the grant money. Three of the events happened; four events did not happen due to the pandemic. Hopefully, the money can be rolled into fall events. Mr. Taberner stated he would talk to Mr. Luis Cotto of the MCC to confirm.

#### FCD Photography Scavenger Hunt

Chair Schoen stated the Photography Scavenger Hunt event was launch May 1<sup>st</sup>. Information was put on all social media and provided to the local press. There has not been a lot of interest so far. She sent a note to the Stony Brook Camera Club to see if they would be interested in participating. Ms. Carlucci suggested reaching out to the high school as they have some photography courses and providing the information to the FAA, as well.

### **Partners Subcommittee Update**

#### Franklin Cultural District Newsletter and Constant Contact

Chair Schoen stated they looked at the capabilities of the CDC website, and it did not provide the functionality for their newsletter. They obtained a 12-month subscription to Constant Contact email marketing software. She would like all committee members to participate in the newsletter initiative. The newsletter should be highlighting the partners with the focus on the cultural district and the arts/artists; they should be looking at the cultural aspect of the businesses. She

stated the FCD newsletter should be different than the Downtown Partnership newsletter. Mr. LoPresti suggested each newsletter issue could focus on one partner and what they have going on. Ms. Carlucci stated she has looked at many newsletters from other cultural districts; Natick's newsletter is a good example to review. Chair Schoen stated she would like to have a subcommittee meeting on the newsletter to refine what it is going to look like. She recommended the newsletter go out at the beginning of June. She will send committee members the Constant Contact information so they can look at the available templates for the electronic newsletter; she would like to incorporate the FCD logo. She suggested *Franklin Cultural Connections* as a possible name for the newsletter; she requested committee members think about the newsletter name so they can discuss it. Mr. LoPresti said the newsletter should be short and an easy read; it should have many photographs with two to three written paragraphs.

#### MCC Harvest Grant

Ms. Carlucci said the MCC grant challenge will be released on June 8, 2020; the application due date is not clear. She did not think the grant amount would be large. The programs would need to take place from September 1, 2020 to February 8, 2021. She noted there would be opportunities to use the grant funding as there are many activities around the Harvest Festival as well as those held at the end of year and for the holidays. Mr. Taberner said the grant would be similar in scope and timing to previous years.

#### Porch Festival Idea

Ms. Carlucci explained that porch festivals are conducted on front porches where the community can walk from one porch to the next for live entertainment. Due to the current situation, many people are giving performances online. She reviewed that this type of event has been conducted in other communities using Facebook Live which costs nothing for either the performer or the viewing audience. There may be artists and musicians in the community who would want to do this. Chair Schoen suggested introducing this initiative in the newsletter to let people know.

#### Visual Art Initiative

Chair Schoen discussed that three people from Franklin received \$1,000 grants: a photographer, drum instructor, and dance instructor. It was eye opening that there are people in the community involved in and doing arts that the Committee does not even know. Ms. Carlucci suggested reaching out to the grant recipients to congratulate them for their award and provide them with information about the Cultural District Committee.

#### **Marketing Subcommittee Update**

Mr. LoPresti had no updates. Mr. Chelman said he would post information about the Photography Scavenger Hunt on the All About Franklin Facebook site.

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

Ms. Trahan had no updates.

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

Not discussed.

#### **Next Meeting Date**

The next meeting is scheduled for Wednesday, June 10, 2020, at 7:00 PM.

#### **Adjourn**

With no further discussion, a motion was made by Chair Schoen to adjourn the meeting. Seconded by Ms. Carlucci; voted and approved unanimously.

Meeting adjourned at 5:59 PM.

Respectfully submitted,

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Judith Lizardi  
Recording Secretary