

**Franklin Cultural District Committee  
Minutes of Meeting  
June 10, 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, Pandora Carlucci, Roberta Trahan, Jamie Barrett, Evan Chelman

Members not present: John LoPresti

Also in attendance: Maxine Kinhart, Administrative Assistant; Judith Lizardi, Recording Secretary

**Commencement**

Chair Schoen opened the meeting at 7:03 PM.

**Review and Approval of Meeting Minutes**

***May 12, 2020. Motion by Ms. Trahan to approve the May 12, 2020, Committee Meeting minutes and Partners Meeting minutes. Seconded by Chair Schoen; voted and approved unanimously.***

**Chair's Update**

**Massachusetts Cultural Council Community Check-Ins**

Chair Schoen stated that MCC has had several community initiative check-in online events. The next one is on June 24<sup>th</sup> at 3:00 PM. She stated that at a previous online check in event different arts establishments from all over Massachusetts were discussed. Events planned during the pandemic including drive by visual arts exhibits, porch festivals, and a theater being revamped to have in-person performances this summer were reviewed. The theater revamping included reduction in seating and no intermissions as there would be no restroom facilities provided. She noted that in the Franklin Cultural District's new newsletter, there is a section for thoughts to ponder. This initiative was noted and a link provided so partners could obtain more information. There is a lot of variety in what others are doing, and the FCD partners may find it interesting.

**FCD Photography Scavenger Hunt Submissions & Extension**

Chair Schoen stated the Photography Scavenger Hunt event was extended to June 14<sup>th</sup> in hopes of obtaining more entries; some very good entries have been received. Mr. Barrett and Mr. Chelman have agreed to be judges for the event. Winners will be selected from each of the four categories. Mr. Chelman will post the winners' names on the Google site. When he contacts the winners, he will provide them with the information to contact Chair Schoen to collect their prize. Mr. Barrett will send Ms. Carlucci the winners' information to post in the newsletter. Chair Schoen stated that as there is no money in the budget, the Committee members agreed to chip in to purchase the four \$25 gift certificates as prizes for the winners. She stated this event was a great way to get visibility for the Committee.

**MetroFest Saturday, June 13, 2020**

Chair Schoen stated the Franklin Cultural District will be represented as a sponsor at the virtual MetroFest event to be held online on June 13<sup>th</sup> from 11 to 1 PM. Mr. LoPresti submitted pictures along with a description of the Franklin Cultural District. She is waiting to receive the \$75 invoice from Ms. Erin Lynch, Executive Director of MetroWest Visitors Bureau, which she will submit to Mr. Taberner.

### **Partners Subcommittee Update**

#### *Franklin Cultural District Newsletter Name and FCD Name Confusion*

Chair Schoen stated the newsletter was an enormous undertaking. She thanked Ms. Carlucci for her hard work on this effort. She noted that all Committee members participated in the newsletter as it is a collaborative effort, but the bulk of the work fell on Ms. Carlucci. She discussed that only a few responses were received from the Committee's email requesting information about the partners' business details during the pandemic and reopening. Ms. Carlucci discussed the newsletter and the template she created using the email marketing software Constant Contact. She stated that most of the businesses are one-person establishments. As such, they are working to determine how to reopen and did not have time to provide the requested information. She noted that she did not receive any information from the Senior Center. It was discussed that Ms. Karen Alves, Senior Center Director, is retiring and Ms. Erin Rogers, Social Services Coordinator, is assuming the role. Ms. Carlucci stated she would send an email asking if the Senior Center would like to provide their information. She noted that Ms. Mary Olsson, Chair Franklin Historical Commission, provided information. The Historical Museum was the featured business for the Town; the article was very good. Chair Schoen stated that as the newsletter gets going, hopefully, it will be something partners will look to for information. The next issue will be in August. Chair Schoen and Committee members discussed naming the newsletter and possible names were suggested. The confusion between Franklin Cultural District and Franklin Cultural Council was discussed. Ms. Carlucci reviewed the history of hat making in Franklin and suggested this could be the straw hat cultural district and the name of the newsletter could be associated with hats. It was suggested that Ms. Anne Marie Tracy and Mr. Bryan Taberner would be helpful with the newsletter naming. Chair Schoen confirmed the first edition of the newsletter would be called the Franklin Cultural District newsletter until a new name is determined. Discussion commenced as to whether there should be a contest for naming the newsletter as this may bring attention to the district. She requested members think about possible names for the newsletter. Mr. Chelman asked if they could find a way to highlight artists of color and weave that into the next edition.

#### *MCC Harvest Grant Application Due September 2020*

Chair Schoen said this is a \$500 grant opportunity with an application due date in September. Ms. Carlucci will be helping with the application; help from other Committee members would be great.

#### *Porch Festival & Visual Art Initiative*

Chair Schoen discussed using the MCC Harvest Grant funds for the possibly of sponsoring an outdoor/drive-by event such as a porch festival combined with an art event. Ms. Trahan suggested utilizing specific areas of Town such as homes along the Town Common or the Town Common and incorporating social distancing requirements. Chair Schoen discussed previous home tour events in Franklin. Mr. Chelman asked if the porch tours would include music and art. He noted the event could be streamed using Facebook Live. Discussion commenced about the location of the porch event and the inclusion of live music and visual arts. Ms. Carlucci reviewed porch locations available in the Cultural District such as at the Historical Museum, Dean College, and the Franklin Library. She noted a private sale cannot be made on public property. However, an artist could provide visitors with a card containing their private information about

their art. It was discussed that private art is sold during the Harvest Festival, possibly because of the festival permit. Mr. Chelman asked if the artists will be paid to do their events on the porches. Ms. Trahan said musicians and artists should be compensated for their work. Possibly, the \$500 MCC grant money from the upcoming application, the \$400 not used at the Strawberry Festival, and donated funds could be combined to provide approximately \$200 to each of five artists. Discussion commenced about obtaining support from the Franklin Art Association and partnering with the Franklin Cultural Council for such an event. Committee members discussed having this event on a Saturday in October with a rain date on a Sunday.

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

#### **Goals for FY2021**

Chair Schoen stated that she sent a copy of the goals to all Committee members. The goals were determined last May. The Committee did not get to all the goals on the list; however, it has been an unusual year. She requested comments from all Committee members regarding the goals be entered into Google Docs by June 26<sup>th</sup>. Ms. Trahan stated that she would reconnect with Mr. Taberner on the goals.

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

The next Cultural District Partner Meeting will be held on Monday, September 14, 2020. This meeting date was changed to avoid conflict with a School Committee meeting. Chair Schoen stated that in the future, Partner Meetings will be held on Mondays or Thursdays to avoid School Committee and Town Council meeting conflicts.

### **Next Meeting Date**

The next meeting is scheduled for Wednesday, August 12, 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 7:55 PM.

Respectfully submitted,

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Judith Lizardi  
Recording Secretary