

**Franklin Cultural District Committee
Minutes of Meeting
September 14, 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: Bryan Taberner, Planning & Community Development Director; Anne Marie Tracey, Marketing and Communication Specialist; Judith Lizardi, Recording Secretary.

Welcome

Chair Schoen opened the meeting at 6:35 PM.

Review and Approval of Meeting Minutes

August 31, 2020. Motion by Ms. Trahan to approve the August 31, 2020, meeting minutes. Seconded by Ms. Carlucci; voted and approved unanimously.

Chair's Update

FCD Newsletter

Chair Schoen stated the Franklin Cultural District newsletter went out via email on Friday; there are 145 contacts on the mailing list. She thanked Ms. Carlucci for all her work. Chair Schoen noted she had wanted to include an article on dining during the pandemic; she prepared an article on the Rome Restaurant which is in the Cultural District. She thanked Ms. Beth Colace for her help with the information for the article. She noted that there has been enough content for the newsletter issues. Ms. Carlucci said she was impressed with the people in the community for all they are doing. Chair Schoen noted the variety of activities that have been going on during the pandemic.

Regional Indicators Data Project Overview

Mr. Taberner stated this project is being done by MAPC and will highlight the Town and the Cultural District. The four communities involved are Boston, Arlington, Beverly, and Franklin. The plan is to collect data to see how good and bad the arts and cultural businesses and individuals have done during COVID and figure out ways to help them. The project is beginning now, and they are looking for people to interview; MAPC will do the work. He stated that Ms. Claudia Zarazua of MAPC will be at the upcoming Partners meeting to provide an overview of the project. Ms. Carlucci said that working with the other three communities will provide a great learning experience for the Committee.

Community Engagement Specialist Carolina Prietz

Item not taken.

Town of Franklin Business Listening & Networking Sessions

The Franklin Town Council Economic Development subcommittee would like to connect with a wide variety of local businesses, organizations, and citizens to obtain feedback on the MAPC Market Analysis and learn more about the needs of Franklin's business community moving forward in the COVID-19 era. The Listening Session for the FCD will be on September 30, 2020, at 6:30 PM. Chair Schoen said she sent out an invitation which contained an RSVP. Ms. Tracey stated that she will send a meeting link based on the RSVPs. Mr. Taberner stated the September 30th session is for Downtown Franklin, the Crossing Area, and the Franklin Cultural District. Ms. Carlucci noted this information and the RSVP link was provided in the newsletter.

Franklin Cultural District Website

Chair Schoen stated that Ms. Tracey will give a presentation regarding the Franklin Cultural District website at tonight's Partners meeting, and Mr. Steve Sherlock provided a link to his slideshow presentation about the website. She said this is a positive step toward developing a community calendar. Ms. Carlucci said she reviewed Mr. Sherlock's presentation. She stated that at the heart of the Cultural District is education, and education is also a big part of their initial application as a Cultural District. She wants to make sure that this is reflected as the Cultural District goes forward. Discussion commenced on businesses in the Cultural District. Chair Schoen questioned how to get a niche business like Emma's Quilt Cupboard to provide the Committee with information about their business to advertise on the Cultural District website. Mr. Chelman said that he thinks the Committee may need to prove to the businesses that reaching out to the Cultural District Committee is worth their time. Chair Schoen noted that Constant Contact is used for the newsletter which shows the click rate; the open rate for this newsletter issue was 53 percent. However, not many viewers are clicking on the links.

Next Cultural District Meeting Dates

Wednesday, September 30, 2020, 6:30 PM. FCD & FDP Business Listening Session

Monday, October 19, 2020, 7:00 PM.

Thursday, November 19, 2020, 7:00 PM.

Motion by Ms. Trahan to approve the Next Cultural District Meeting Dates as listed on the agenda. Seconded by Mr. Chelman; voted and approved unanimously.

Next Cultural District Partners Meeting Date

Monday, January 11, 2021, 7:00 PM.

Motion by Ms. Trahan to approve the Next Cultural District Partners Meeting Date of January 11, 2021, at 7:00 PM. Seconded by Mr. Barrett; voted and approved unanimously.

Ms. Trahan shared that Norwood and Walpole have closed down sections on their main streets to accommodate outside dining; many people were out and about in those areas. Mr. Taberner agreed that he has seen this in other towns, as well.

Adjourn

No motion, second, or vote was made. Meeting adjourned at 6:55 PM.

Respectfully submitted,

Judith Lizardi
Recording Secretary