

Franklin Cultural District Committee
Minutes of Meeting
February 11, 2019
Meeting held at Franklin Senior Center, 1st Floor Conference Room
10 Daniel McCahill Street, Franklin, MA

TOWN OF FRANKLIN
TOWN CLERK

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RECEIVED

Members present: Christopher Brady, John LoPresti, Philip Regan, Nancy Schoen.

Members not present: Stacey David, Tyler Warren.

Also in attendance: Bryan Taberner, Planning & Community Development Director; Pandora Carlucci, FCD sub-committee member.

6:18 PM Commencement: Chairman Regan opened the meeting.

Review and Approval of Meeting Minutes.

- January 22, 2019. Motion by Schoen to approve the January 22, 2019, Committee meeting minutes. Seconded by LoPresti; voted and approved unanimously.

Sub-committee Updates.

- Partnership Sub-committee. Schoen said she met with Taberner a few times about the Story Maps. Next, they will reach out to the businesses.
- Goals Sub-committee. Brady said that he and Warren met on Saturday morning. They have a meeting with Lisa Piana and Roberta Trahan set up to talk about the metrics they want. He stated that the MetroWest Visitors Bureau cannot give metrics on the town. He is following up with Katrina White about a contact at the state level in order to obtain some data. He referenced his slides for tonight's partners meeting. Taberner reviewed the MAPC Technical Assistance Program Proposal and provided everyone with a copy of the letter.
- Website Development Sub-committee. Regan said the kick-off meeting is on Friday. It will be a six to eight-week build timeline for the website. LoPresti suggested confirming the day/time. Regan said he would check on that; he would prefer to do a face-to-face meeting at the Town Hall. They have the funding and they are going to build it. As well, they have all the funding support going forward. Taberner said Jamie Hellen thought it was a good idea and provided the funding.
- Marketing Sub-committee. LoPresti discussed the marketing consultant's proposal. He and David highlighted what they thought was appropriate for use of the money. He said they need a consultant to help them jump start the content in order to get going. Schoen said that maybe they could spend the money in stages. Taberner said Jamie Hellen has ideas, as well. He said that he talked with the MetroWest Visitors Bureau and they may also have a mini-grant; they like a dollar-for-dollar match. They will send Taberner the application. The person in-charge is brand new and does not have everything at her finger tips. He stated that years ago the Downtown Partnership did a map that was partially funded by them. He stated that part of the application is a general proposal with a page or two of description about what is going to be done with the money. He confirmed that there is no deadline date for the \$5,000; there is flexibility and time to think about what should go into the proposal. Taberner stated that Jamie Hellen is looking to have a part-time or full-time person in his office to do marketing and writing content. LoPresti asked if the Committee could agree on a dollar amount for the marketing. Taberner said he realizes that LoPresti wants to get going on this. It is up to the Committee what they want to do with the money. He noted that the money can pay for staffing, fees for professional consultants, promotion, artist or vendor fees; those are the general areas they look for. Taberner said it is easy to say \$5,000 for consultants,

but then there is no money for other items. He stated that they will not hold the Committee to every penny; they just want to know what is planned for the money. He will send out the narrative that they are looking for. LoPresti suggested he could start with \$2,500. He reviewed the top six priorities on the list; they will use the money in order of the list. Committee members discussed how the consultant broke down the costs. LoPresti said that he and David need to talk to the consultant again. Brady said that \$500 for the press releases was a lot. He noted that Warren was doing social media. LoPresti explained the difference between social media and a campaign; re-tweeting messages is not a social media campaign. Brady said the Committee would have to justify why they gave the money to someone in Medway; isn't there someone in Franklin who can do this? LoPresti said they had a proposal and then they narrowed it down and prioritized. He asked that the Committee focus on the list. Brady suggested maybe slowing down on this for other bids. Schoen said that in her experience, if it was over a certain dollar amount, three bids were needed. Taberner said that if it is little piecemeal things, they really do not need bids. Regan asked LoPresti to get an updated proposal; then the Committee can meet again for a special vote to get this started. LoPresti asked that the Committee agree on a dollar amount and then he will make it work. He reviewed his five priority items. Regan asked how strong is the Committee's concern to look for a Franklin business to do this? LoPresti said they were leaning toward this consultant because David had worked with her before; he has not found anyone with that experience in Franklin. Carlucci said she thinks there are some people in Franklin, possibly very small firms. She would do some outreach to see if someone in Franklin could be identified. She thinks the point Brady raised about the person being a resident of Franklin is huge. Schoen said doing due diligence is good. Regan said the build time for the website is six weeks in the best case. He asked LoPresti how soon they need to kick off their work. LoPresti said they need to start in the middle of March. Schoen said that time frame should be part of the criteria given when looking at other groups. Regan said this could be a special project; they will make phone calls, get proposals and reconvene in two weeks. Regan said he has been working on a procedure manual for how to spend money. He is aware that LoPresti needs this sooner rather than later. Two weeks should give enough time to find a local marketing firm and complete due diligence. They will vote at the next meeting. LoPresti said he would send Carlucci the information on what he needs and he will get Julie to redo the current proposal. Carlucci said she will reach out to her contacts who may know a marketing group in Franklin.

Meeting Schedule.

- Regular Meetings. The next Committee meeting is scheduled for Tuesday, February 26, 2019, at 7:00 PM at the Franklin Town Hall; this meeting is just for the marketing plan. The next full agenda Committee meeting is scheduled for Monday, March 11, 2019, at 7:00 PM at the Franklin Town Hall.

- Sub-committee Meetings. Regan said the subcommittees should meet. He will put it on the next agenda.

Other.

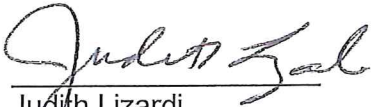
Taberner said he still did not know the date for the launch event. He said that Alan Mercer would like to have it at The Black Box. Mary Olsson said she would like to have it at the Museum. He suggested that the first part, which is the ceremonial/dedication part where legislators will be speaking, should be held at the Museum. Then everyone would walk down the street for the unveiling of the sign. They would then go to The Black Box for the social part of the event. LoPresti said one of the ideas for the launch party would be to have tables set up for the partners for a meet and greet. Taberner said that these are details that can be worked out. LoPresti asked if all events are continuous. Taberner said The Black Box part could be done later if they wanted separation between events. He noted the event could be done during ArtWeek, maybe on the first day. The Black Box is a social event and they can have the partners. LoPresti confirmed the intent is to

invite the whole town. Schoen asked where they will get the funding for this. Taberner said they will see how it goes; the funding will work out. He said he does not think there is a need for alcohol. He mentioned that the date/time has not been determined; we only have a concept right now.

Adjourn.

With no further discussion, a motion was made by Schoen to adjourn the meeting. Seconded by Brady; voted and approved unanimously. Meeting adjourned at 6:53 PM.

Respectfully submitted,

A handwritten signature in cursive script, appearing to read "Judith Lizardi".

Judith Lizardi
Recording Secretary