

**Franklin Cultural District Committee**  
**Minutes of Meeting**  
**March 11, 2019**  
**Meeting held at Franklin Municipal Building, Room 205**  
**355 East Central Street, Franklin, MA**

TOWN OF FRANKLIN  
TOWN CLERK

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RECEIVED

Members present: Stacey David, Christopher Brady, Pandora Carlucci, Philip Regan, Nancy Schoen.

Members not present: John LoPresti, Tyler Warren.

Also in attendance: Bryan Taberner, Planning & Community Development Director.

**7:00 PM Commencement:** Chairman Regan opened the meeting.

Review and Approval of Meeting Minutes

- February 11, 2019, 6:15 PM Meeting. Motion by Brady to approve the February 11, 2019, Committee meeting minutes. Seconded by David; voted and approved unanimously.
- February 11, 2019, 7:00 PM Partners Meeting. Motion by David to approve the February 11, 2019 Partners meeting minutes. Seconded by Schoen; voted and approved unanimously.
- February 26, 2019, 7:00 PM Meeting. Tabled.

Subcommittee Updates

- Partnership Subcommittee.

Schoen mentioned she was still having trouble getting information for the Story Map project. Taberner stated information was coming in slow, but would make it work. David mentioned she was contacting individuals for education related photos to be used on the web site; expecting photos from FSD Superintendent, Dean College and Continuing Education. Also requested photos from Felicia Oti. David mentioned that this year's ArtWeek had roughly 45 events, and the new PR consultant was developing a template for newsletters. She also asked if the Committee had a preference Mailchimp or Constant Contact? Consensus was that they would probably go with Constant Contact.

- Goals Subcommittee.

FDP Economic Development Subcommittee. Taberner described the work of the FDP Economic Development Subcommittee. FDP will work with the Goals Subcommittee on the Marketing Analysis project. David mentioned the Dean survey was distributed and she should have results within a week. Brady asked if the survey was a Cultural Council project; David responded no, it was done for the Cultural District Committee; she provided some details on the survey. Carlucci questioned why it wasn't done as part of the Partners or Goals subcommittee. Other. Brady discussed his recent communications with Norfolk and Natick regarding obtaining public input and data. Boots on the ground at events with clip boards is one option. Brady requested use of some of the MCC grant for gift cards. For example, line up as many as twenty individuals to canvas visitors at a downtown event, and provide a \$30 gift card to those that surveyed/assessed 10 people.

- Marketing Subcommittee.

MCC Grant Scope of Work. Discussion continued regarding the specific items to be funded through the MCC Grant. Brady stated funds were needed for survey development and/or printing. Taberner suggested \$500 for hiring part-time/temporary staff to assist with survey work. Others mentioned possibly talking to Dean College statistics professor to develop a class project that involves counting visitors, possibly for the Harvest Festival. Or use Dean College interns or AP classes. It was mentioned that at the April 4<sup>th</sup> Franklin Downtown Partnership meeting Matt Lechter will talk about Dean College Intern Project.

Items discussed for possible inclusion in the MCC grant budget are listed below:

\$500, hire people for metrics (or gift cards).

\$1,500, needed for Dennehy Public Relations contract.

A few other items were briefly mentioned - design and production of table cover with FCD graphics, banners, posters, flyers/rack cards.

Taberner would put together draft MCC grant budget for the next meeting. David mentioned Julie Dennehy proposed having an illustrator create a signature piece to hang in several locations. Illustrator costs could be from \$500 for a one or two color line drawing up to \$2,000. Committee members discussed what they are looking for on graphics. The group agreed designing a new logo (and signature piece) was desired. Taberner offered \$300 of DPCD funds to pay illustrator for concept/design. Funds would be provided to Dennehy Public Relations to pay an illustrator. David would coordinate with Dennehy and then get back to Taberner.

- Website Development Subcommittee.

The subcommittee members are settling on overall design. Adding another color to the website design was needed. Regan asked CivicPlus to get working on calendar. Still on track with schedule. Julie Dennehy has started writing content.

MCC Event Planning. Taberner gave quick update. May 10, 2019, possibly.

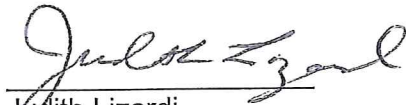
Meeting Schedule

- Regular Meetings. The next Committee meeting is scheduled for Wednesday, April 3, 2019, at 7:00 PM, at Franklin Town Hall, Room 205.
- Subcommittee Meetings. Marketing subcommittee will need to meet soon.
- Partners Meeting, May 15, 2019. Meeting to be held at the Library. Felicia Oti will be asked if it can be held in the new Community Room.

Adjourn.

With no further discussion, the meeting adjourned at 8:27 PM.

Respectfully submitted,



Judith Lizardi  
Recording Secretary