

**Franklin Cultural District Committee
Minutes of Meeting
April 3, 2019**

**Meeting held at Franklin Municipal Building, Room 205,
355 East Central Street, Franklin, MA**

TOWN OF FRANKLIN
TOWN CLERK

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Members present: Christopher Brady, Stacey David, Pandora Carlucci, John LoPresti, Philip Regan, Nancy Schoen, Tyler Warren.
Members not present: None.

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

7:02 PM Commencement: Chairman Regan opened the meeting.

Review and Approval of Meeting Minutes

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

Subcommittee Updates

- Partnership Subcommittee. Schoen said there is much going on and much to do. She keeps reaching out to partners, but the information is slow coming in; she has had conversations with Taberner. She is going to take pictures herself. Warren said he would also take some pictures. David said Lifelong Learning took pictures and forwarded them to Taberner. It was noted that Paul Resten of Dean College said he would send pictures. David asked where the pictures were being stored. Taberner said there is a drive available. Regan said he would like a list of needed photos and he would take some of the pictures.

Schoen said she met with Peter Fasciano and Chris Flynn of Franklin TV. They offered to help the Committee with a radio show about the Cultural District. The 45-minute show could include people from both the previous and current cultural committees. Franklin TV offered to run it four times if done about a month before May 10th. Schoen said that Franklin TV suggested the show could be done in the early evening but she does not have specific dates and times. Most Committee members noted that they would not be available the week of April 15th. Regan said he was available and would do it. LoPresti and Brady said they could do it the week of April 22nd. LoPresti asked if anyone else would be available to sit around the table and talk about the genesis of the Cultural District Committee; they could treat it like a story beginning with why it started and move forward. Carlucci said that Frank will do research and host it. Taberner suggested that maybe Alan Mercer or Raye Lynn Mercer would be interested. Steve, Sue Sheridan or Roberta should be asked. LoPresti said they should know the questions in advance so everyone will be able to respond; it should look informal, but everyone should be as prepared as possible. Schoen said she also wanted partners and those who were in the original group. David suggested Mary Olsen and Felicia Oti. Franklin TV is also willing to do a collection of videos over the years; this will be used at the Historical Museum as a backdrop. Franklin TV is looking for a six to seven-line press release to put on TV. Taberner said he wanted a notice to put on Franklin TV to announce the May 10th event. Schoen said she did not know who would be attending the event; she noted that Franklin TV would be videotaping all day on May 10th. Taberner said that the event was open to the public. The first part, to be held at the Historical Museum, starts at 3:30 PM. The second part of the event will be a celebration held at The Black Box which can hold a few hundred people. He asked that there be an RSVP

to the event. Warren asked to be copied on this. Carlucci asked who will make the invitation. Schoen said she will send it out to the partners. In press releases, it should be made clear to the public that everyone is invited.

Schoen stated that she and Carlucci met to discuss how to improve communication when reaching out to the partners. She suggested a communication subcommittee or having a liaison for some of the partners. Warren said he thought that all communication should come from the same place and from the Gmail of the Cultural District Committee, not from personal email. Regan said there will be email in the new website. David said they should wait for that email. Regan thought the Partnership Subcommittee was the liaison with the partners. David said that makes the most sense and that Schoen should be the primary contact with the partners. Committee members agreed Schoen would be the contact. LoPresti said they were going to make a newsletter and he will indicate that Schoen is the contact. David said that when Caleigh Keating of the Library is back from maternity leave, she would like to be on the Partnership Subcommittee with Schoen and Carlucci. Schoen said she thought it would be best to use the Cultural District Committee email and not use her personal email. Regan said the Committee does not have the level of control over the domain to start using the new email address, but it is all going to happen by May 3rd. David asked if it could be done sooner. Regan said probably not; he was thinking of getting everyone in the Committee email addresses.

- Goals Subcommittee. Brady said he had no updates besides what Taberner sent him today. He is going to get to work on the needed metrics.
- Marketing Subcommittee. David said they are 99.9 percent there on the new logo; she passed around a picture of it. She discussed the colors of the new logo. Full color is planned for window decals. She stated that Julie Dennehy is working on copy for various pieces of the website and she is trying to get that done before the newsletter. David discussed why they changed the logo. She stated that there was some feedback from the Town that some people were not in love with it. Ms. Dennehy said it looked like a historic district and there was nothing that said culture. The vertical ratio was taking up space. They decided to go with something else. She said that she and LoPresti looked at many cultural district logos and Ms. Dennehy also came up with some ideas. Things evolved. This logo is simplified and at first glance, a person knows it is something artistic.
- Website Development Subcommittee. Regan said the website design is final. David showed the latest iteration. She said they want interesting, dynamic, and engaging pictures. The pictures will be on a rotating banner of about five pictures of visual arts, foods, etc., and will be changed periodically. As people send pictures, she will look to see which spot the pictures are good for. The new logo will be put on the website; she explained the sections of the website design. She stated that the pictures need to look like a professional representation. LoPresti said Franklin TV might have better quality pictures than someone taking pictures from their phone. David said the composition of the pictures that will be put up needs to be considered. Regan requested guidelines for photos/composition be created so they can be sent to the partners. LoPresti asked if there was a freelancer in town that could do this. Sarah Montani of Sarah Montani Photography is a partner. Taberner said Bob Wierling has donated photos in the past. Regan said let's just get some going to start. LoPresti said there has to be a photo inventory so the pictures can be rotated. Carlucci said the first five photos are the most important to capture the partners; we need to think about how that represents the Cultural District Committee. She suggested reaching out to Sue Sheridan. David said she was going to contact Hannah about taking photos. Taberner said he has many of Hannah's photos and the Franklin Art Association's photos. David suggested we tell her what the Committee is looking

for. David said she would create a list of photo guidelines. Regan said the subcommittee can meet and create the guidelines and a list of contacts.

Regan said he would sign the document tomorrow and they will move on to the main build which will include the calendar transfer. It is on track and on schedule; they are aiming for May 3rd and by May 10th they can do an official reveal at the celebration. Regan said Ms. Dennehy's deadline is April 19th. Then the Committee can start reviewing and going through proofing rounds. David noted the adjectives that represent the District: enriching, creative, innovative, welcoming; this is Franklin's Cultural District. She stated that the tagline is: Arts happen here.

MAPC Technical Assistance: Taberner reviewed the market analysis and market position summary for Franklin center and surrounding districts. He said a planner has been assigned to the project. There will probably be an over-the-phone meeting and then a kick-off meeting. They are doing a scope of work specific to Franklin's needs. They are looking at the region. It is town-wide in general and information can be utilized for many needs. The study will be completed by December. The focus will be on smaller businesses, retail, and restaurants. What do we have and what do we want to attract? They will also look at collecting data. What kind of data do we want them to collect? He noted that each of five years the Cultural District Committee has to report to MCC with numbers. Also, we are going to be developing a business recruitment and retention strategy which is very important for the Town. What do we want to attract and how do we do it? This will be good data.

MCC Grant Scope of Work. Taberner noted that this was talked about at the last meeting. Brady had talked about putting money aside for hiring people for metrics. The Dennehy Public Relations contract we are currently doing can put it in the scope of work. He provided suggestions on what the money could be used for. He noted that he will not get any marketing money in his budget next year. He discussed the possibility of designing an ad for the annual booklet; it cost \$800 last year. He suggested the Committee ask the Administration. He stated that Regan wanted a cover for his event table. We will get a nice one and put the graphic on it. In addition, there are other things like banners. He bought some for the cultural festivals; they are not much money. He discussed multiple uses for the banners at a cost well under \$1,000 for two or three. He said they can do posters, brochures, window clings; it is all based on what the Committee wants. He likes to support the small businesses in the area when using services. Do we want to hire an additional marketing professional; does the Committee want an additional \$1,500 for Dennehy? He said anything over \$500 requires an explanation and quote. David asked if changes can be made once the money is requested. Taberner said that Luis said they will be flexible. Uses that they will reimburse for have to fall into three categories: consultant, marketing, and events. He asked Committee members to email him if they have any ideas. LoPresti said they should brainstorm with Ms. Dennehy. Carlucci asked if the Town has a pop-up tent. Regan said he was thinking of a table throw as he has all the other materials he needs for events. He mentioned window clings and stickers. Taberner said the partnership had a great magnet. He wanted something to make it look more professional.

Taberner mentioned that his marketing is going to the Administration Department. Regan said that the only revenue the Committee is getting will be the grant money, so we are going to have to talk about fundraising. Taberner said that the group will have to advocate to Jamie Hellen for some money. LoPresti said the Committee is not here to run fundraisers; this should be a budget line item. He said they need to find out from Mr. Hellen about a budget. Taberner agreed, but said the Committee also needs to go to the partners for specific things that the Committee needs; they can do a quarterly partners meeting. He noted the grant will help. The Committee needs to start talking about long term; starting six months from now the Committee will need some money and they will not have it. Regan asked how the Committee will pay for ads and consumables. Warren said maybe there is a better way to market to people; how do we get new people into the District? Taberner said if you have a nice-looking ad in something it will catch someone's attention;

however, they probably should not be spending a lot on print material. If there is another marketing project, the Committee may want to work with partners. Taberner noted that there are also some mini grants. David explained how the MetroWest mini grants work; it is not a typical grant and is best for a bigger project that they are paying a portion. LoPresti said that a good use of money would be to make sure that the site comes up when people do searches. Regan talked about adding in metadata. Taberner asked for information about the money needed for Constant Contact. Regan said he would like to sit down with Ms. Dennehy on the marketing plan and the need for consumables; let's start the conversation now so we will be prepared in six months. David said the Committee really cannot go to partners yet as they have not really demonstrated value. She said the Committee will be in a better place in a year or two. Taberner said the MCC grant is in this fiscal year, so they need to figure this grant out quickly.

MCC May 10th Event Planning. Taberner gave an update. He stated that three state legislators will be there. The event begins at the Historical Museum at 3:30 PM. Franklin TV will run some pictures and video on the screen in the background; Franklin TV will be filming the event. He stated that Dean College has a radio station; he suggested they be sent an announcement of the event. He reviewed the small hiccup that occurred with the college over the weekend. He reviewed the difficulty in coming up with the event date. He noted that Paul Resten of Dean College knew the event was coming. The ball was dropped in many areas. Taberner stated we got the date of May 10th; it was the fourth or fifth date we had. Everyone was good for the May 10th date. A week later, we found out that Paula Rooney thought we were being inconsiderate as it is the college's big week. Taberner said Paul Resten had sent an email about something being on May 1st, but he meant May 11th. Taberner said he will talk with them about this. He noted that Paula Rooney will not be there on May 10th as she has an event that night. So, in this case, the more we distribute information, the better. We will go to Paul Resten and say this is what we need for the event.

Taberner reviewed the event details. Mary Olsen will give the welcome and introduction. Tom Mercer will then introduce legislators Karen Spilka, Rebecca Rausch, and Jeff Roy who will then introduce Anita Walker, MCC Executive Director, who will officially make the announcement of the District. The agenda will be worked out and sent to MCC to make sure it is accurate. Anita Walker and Luis Cotto will be there along with maybe one or two other people from MCC. Regan will maybe talk for a few minutes and thank people who have been working on this for a long time, the Committee and some of the partners. The Museum portion of the event will finish.

Taberner stated that there will be a signpost installed on East Central Street at the beginning of the Cultural District somewhere between Ruggles Street and Alpine Way; it will be unveiled. LoPresti said a sign next to the gas station is not a good location. Taberner explained where some of the other signs will be installed. Committee members discussed the corners of the District and possible sign locations. David said we do not want to be standing in front of a gas station for the unveiling. LoPresti said where the sign will be located should be a Committee decision. Committee members discussed where the sign should be located and that they did not want it to be in front of the gas station. Taberner said the sign would essentially be the same height as a stop sign. It can be a two-sided sign; normally, the sign is put up on one side of the post. Taberner said that for the sign unveiling, it needs to be in a walkable distance. He said he is working with DPW and the Administration about the location of the sign. The Town pays for the first sign. He explained the signs are a standard design which MCC puts out. He is not crazy about the design and MCC is not crazy about the design either. He showed the sign design to the Committee. He noted that MCC is redesigning the Franklin Cultural District signs. He stated that we were going to put in one sign now, within walkable distance, and when the new sign design comes out, those will be put in. Taberner said Brutus Cantoreggi agreed to make and install the one sign. Regan asked that Taberner send Committee members the actual location of the sign.

Taberner continued reviewing the event plans. He said that assuming there would be a sign unveiling, they would then walk to The Black Box for the continuation of the event. At 4:30 to 4:45 PM, food will be served; there will be entertainment and items on display in the hallway area for the celebration lasting a few hours. The event will not be rushed. He noted wine will be available. He stated he will be talking with Raye Lynn Mercer and others on Friday about this. David asked if Mr. Hellen or Mr. Nutting would be at the event. Taberner stated that even putting the legislators' names on the press releases is difficult because something can come up and they may cancel. LoPresti and David talked about the possible press release. David said she would keep the press release vague. Taberner said he has a lot of wording and he will send David an email about this. Taberner said the entertainment will be determined at the Friday meeting. David said many partners should be represented. Schoen reviewed the partners who should be emailed.

Meeting Schedule

- Regular Meetings. The next Committee meeting is scheduled for Monday, May 6, 2019, at 7:00 PM, at Franklin Town Hall, Room 205.
- Subcommittee Meetings. As needed.
- Partners Meeting, May 15, 2019. Meeting to be held at the Library. Felicia Oti will be asked if it will be held in the new Community Room.

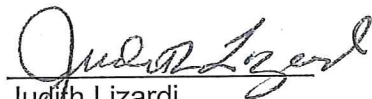
Other.

None.

Adjourn.

With no further discussion, a motion was made by David to adjourn the meeting. Seconded by Warren; voted and approved unanimously. Meeting adjourned at 8:45 PM.

Respectfully submitted,



Judith Lizardi
Recording Secretary