

**Franklin Cultural District Committee**  
**Minutes of Meeting**  
**May 6, 2019**  
**Meeting held at Franklin Municipal Building, Room 205**  
**355 East Central Street, Franklin, MA**

Members present: Stacey David, Pandora Carlucci, John LoPresti, Nancy Schoen, Tyler Warren.

Members not present: None.

Also in attendance: Bryan Taberner, Planning & Community Development Director; Jamie Hellen, Deputy Town Administrator.

**7:04 PM Commencement:** Vice Chair LoPresti opened the meeting.

Review and Approval of Meeting Minutes

- April 3, 2019, 7:00 PM Meeting. Motion by Ms. Schoen to approve the April 3, 2019, Committee meeting minutes. Seconded by Ms. Carlucci; voted and approved unanimously.

Committee Structure

- Filling Empty CDC Seats. Mr. LoPresti stated that Philip Regan and Christopher Brady both resigned for personal reasons. He stated that the Committee is looking to fill those positions, and he asked how that should be done. Mr. Hellen stated that Roberta Trahan stepped up to fill one position; the Town Council will appoint her to the Committee at the next Town Council meeting. He stated that if a blast announcement is made, probably about 30 people will apply. He noted that the Town has an open enrollment form for committee volunteers. If the Committee would like, he will do a blast on Twitter and Facebook. Or, they can encourage colleagues or others in the cultural community to apply. He stated that the information from previous applicants for other committees is kept on file; some of those people may be interested. It is up to the Committee as to how they would like to proceed. Mr. LoPresti stated that it would be interesting to look at the information on file and sending out a blast for the open position would also be good. Ms. David said there are several openings on the Cultural Council. If there are additional people interested in volunteering for the Cultural District Committee, she would be interested in looking at them for the Cultural Council openings. Ms. Carlucci asked if there were any candidates from last year who applied for the Committee but did not get selected. Ms. David said they had looked back at those candidates already for other openings on the Committee. Mr. LoPresti said it would be good to advertise to get another group of candidates to apply. Mr. Warren said it would be good to get some fresh blood on the Committee. Mr. Hellen said that he will ask Chrissy Whelton to post the opening for about two weeks; he will then forward the collected information to the Committee. Ms. Schoen suggested that they can post it on the Committee's social media, as well. Ms. David said she would post it on the Cultural Council. Mr. Hellen said that the Milford Daily News also puts out information on volunteer opportunities.

Mr. LoPresti noted that as the Chair resigned, there is an opportunity for a new chair person. He asked if anyone was interested in the position. He said that he would be willing to take it on. Mr. Taberner said that nominations and a vote by the Committee should be put on the next meeting agenda.

Ms. David noted that the Partners meeting is scheduled for May 15, 2019. Mr. Hellen said that Ms. Schoen will be the Acting Chair at the Partners meeting because Mr. LoPresti is unavailable. Ms. Schoen asked if the Partners meeting date should be kept or moved. Committee members informally agreed that the Partners meeting date should be kept.



FCD/MCC May 10<sup>th</sup> Event Planning. Ms. Schoen provided a detailed update. She said that she sent an email to everyone. She noted that she is staying within the confines of the open meeting law. The event is scheduled for Friday, May 10, 2019, with a start time of 3:30 PM. Senator Karen Spilka is scheduled to arrive a little later, about 3:45 PM. People will mingle a bit. There will be video in the background. Tom Mercer will welcome everyone and introduce the next three representatives. Then, Anita Walker will be introduced. She stated that Mr. LoPresti will then thank people. Ms. Carlucci had a suggested thank you list which Mr. LoPresti reviewed. Mr. Hellen suggested a board and press release with thanks to all the community leaders. Mr. Taberner mentioned that during the event, some of the speakers will mention and thank people by name; therefore, Mr. LoPresti should mention and thank anyone who has not been thanked already. He also stated that it would be key for Mr. LoPresti to mention and thank the original steering committee. Mr. LoPresti said that he would group together the town, committees, and groups, but he is not planning to name individual people. He read aloud who he would thank and Committee members agreed it sounded good. Ms. Schoen stated that she thinks only about 30 people will be there, but it could be 100 people; there is no RSVP.

Ms. David asked for Ms. Carlucci's list for the press release. She noted that the press release should acknowledge Karen Spilka as Senate President, not Senator. She stated that Mr. LoPresti should thank The Black Box and the Historical Museum for hosting the event. She stated that there is a new version of the new Cultural District Committee logo on the drive. The logo on the announcement is not the final version. She will email the new logo to Mr. Taberner.

Ms. Schoen said that at The Black Box event, Raye Lynn Mercer and Alan Mercer will welcome and introduce the performers for the entertainment portion. She stated that the final performance will be Jeff Roy's band.

Mr. Taberner stated that the timing is based on Karen Spilka's arrival. He noted that she wants a private parking spot as she will arrive at the last minute. She will be in Medway prior to this event. She will probably not go to The Black Box. Mr. LoPresti said The Black Box has no time constraints. Ms. Carlucci said the delay from the start time of 3:30 PM will provide a good chance for people to mingle in the Historical Museum. Mr. Hellen stated that they should wait for Karen Spilka even if it is 20-plus minutes. Ms. Schoen asked the Committee members to arrive by 3:00 PM dressed in business casual attire. She noted that Raye Lynn Mercer has been very helpful. Mr. Taberner suggested the Committee offer to help Mary Olsson at the Historical Museum.

MCC Grant Budget. Ms. David said that she changed a few things in the budget; she provided a new handout to everyone. She said the way the grant works is that it is 20 percent of the total. She reviewed some of the budget changes. She said that Tim Rapoza said he does not think search engine services for \$750 are needed, so she took it out of the budget. She said that the table cover cost less than assumed. These changes and others affected the total budget, which affected the grant. She said that now there is nothing that needs to come out of Mr. Taberner's budget. Mr. Taberner asked what is coming out of the budget that Ms. David put in the MCC \$5,000 grant. Ms. David stated that consultant fees cannot be put into that grant. Mr. Taberner asked Ms. David specifics about the budget numbers. Ms. David stated that there are a few things that MetroWest will not pay for. She reviewed those items and stated that those items have to come from the MCC grant. She said that they can pick some of the items for the MCC grant and some will go into the MetroWest grant. Mr. Taberner confirmed with Ms. David that the \$21,000 budget will be going to MetroWest and then they will cover a percentage of it. Mr. Warren noted that he no longer needed \$500 for the data collection volunteer services. Ms. David said that the 20 percent is the \$4,240. She said the illustrative map is covered. She said they were using a graphic designer and illustrator from Franklin for this. She stated that as they are the Marketing Subcommittee, she and Mr. LoPresti sat down with the designers and they picked the local one to do the illustrative map. Ms. Schoen asked if anything needed to go out to bid. Mr. Hellen said that it is kind of close. These



items are really being purchased individually. The website is the only one driving close to the procurement laws where three quotes are required and that was done for the website. Mr. Taberner said the MCC grant is waiting to be submitted. He will pull \$5,000 out from Ms. David's budget and get the grant submitted. He is going to create three columns: Town, MCC, and MetroWest. Ms. David said some of the design work is being done by different people depending on what the project is. Allegra Marketing Print Mail has been very good with pricing. Mr. Taberner noted that previously this was done by NHS Print and they have been very good. He wants pricing from both Allegra and NHS.

Ms. Carlucci asked if the Committee is going to get to see these items; the Committee should see the artwork and a working copy. Ms. David said there is nothing to show yet. She explained that the entire District will not be shown on the map because of how large it is. She stated that they are going to do a triangle area for the District that will have streets and icons for the partners within the triangle. For all the partners that fall outside of the triangle, they will have an arrow and an icon. Mr. Taberner said he wants to make sure the partners are happy. The mapping should be presented in a big way. The logo and website should be presented. He reminded the Committee that the partnership is the reason for the District; that is the most important thing. This Committee is keeping the partners together; the Committee is the heart of the partnership. Not everything should get decided before the partners have a chance to provide input. The Committee needs to take a step at a time; even the logo was not decided on by the partners. Mr. LoPresti stated that he cannot have 35 partners deciding and making decisions. Mr. Taberner noted that there was an original Cultural District Committee logo. Then, without any input from the partners, the logo was changed. There were no other people at the table; they should have an equal vote. Ms. David said the Marketing Subcommittee decided. Mr. Warren stated that he agrees with Mr. Taberner. Ms. David stated that the former Committee Chair did not want to present the logo to the group. Ms. Schoen said that subcommittees should do the grunt work and then bring it back to the full Committee. She agrees that the Committee has to start involving the partners; as it is, we are really not asking for their feedback on anything. Mr. Warren said that would help with engagement. Ms. Schoen reiterated that the Committee has not asked for feedback from the partners, we just ask for information and things. The subcommittee model may have tried to save time, but it is not the best method. She said that things should be brought to the full Committee and to the partners; we need to let the partners feel like they have a voice. Mr. Hellen explained that Mr. Taberner is pointing out that some feedback on the materials is important; there must be a balance. He confirmed that the Committee should have to solicit some feedback but then make the decision. He is not sure how many people in town know how much work has been done by the Committee. He said that what the Committee is trying to do at the end of the day is to get people engaged and drive people to support the local economy.

Ms. Carlucci asked about the map that Ms. David presented. Ms. Carlucci stated that for years the Mass Cultural Council was about walkability. Ms. David explained the map and that the illustration gives the look and feel of the District. She explained that the storybook map online is the entire District; this map is a promotional illustration. All the partners will be listed on the map. However, not all will be on a labelled street. They will just be icons on the side of the map. They were trying to find something that looks good on a piece of paper. She stated that the triangle area has the labelled streets, and then it will then fade out. Some of the partners will be listed on the streets, and the others will be an icon on the side. Mr. Warren said this makes those partners seem like an afterthought, as if they are on the outside; there must be a better way to do this. Mr. Taberner explained that the Cultural District was stretched to include the Clark Cutler McDermott area. There needs to be a democratic process and the partners need to be included. To just present the map, which does not have the high school and other partners, does not make sense. To not have places like the Senior Center on the map is not good. Ms. Schoen suggested that there should be mockups for the partners to see, and if they like it, fine. Ms. David said that the Committee does not have the money to have it designed twice. Mr. Warren suggested she could provide examples



of what is being produced. Mr. LoPresti stated that you are never going to make all the partners happy. This map is just for illustrative purposes. Ms. Schoen said that they have to bring the partners in on this. Ms. David further explained the illustrative map and the idea. Discussion commenced between Committee members about what the partners may say. Will they think that this adds value? Mr. LoPresti reiterated that this is a promotional map. Ms. Carlucci stated that the partners should be told the purpose of the map and let them know what we are doing. Mr. Warren asked if the \$2,000 from the budget would be better used for a different promotional tool. Ms. David stated that they could print a lot of the 11 x 17 size illustrative map and it could be handed out or sold at some of the fairs and festivals. Some people or businesses could frame it. She stated that she also put in the budget a 24 x 36 size for each partner to have. She asked if the Committee wants to have a framed version of the map; this could be a money maker for us. Mr. LoPresti said this is a promotional tool for the partners to promote the District. Mr. Warren questioned if anyone has asked any of the businesses if they would be willing to put it up. What happens within one year when there are new businesses and other businesses have left? The map will be out of date.

Mr. Hellen said that this is great marketing. He agreed that there will be places and businesses that will be added. Maybe they should separate institutions and landmarks from businesses. It would be difficult to be constantly updating this. He noted that there are anchors and landmarks in the Cultural District such as Dean College, the Library, and the Historical Museum that define this. Maybe you want to think about two separate paths. One take is to use the landmarks to bring people in to eat, drink, and entertain themselves. You have to think about what the point of the map is. Most people will not be interested in the Historical Museum. They want to eat and drink. There are fourteen landmarks. These are things that are never going away; they are the core of the Cultural District. If we are promoting one, why are we not promoting the other?

Ms. David said maybe they could list only the town-based icons, then none of the businesses can get offended. She reviewed the list of the cultural icons. She said the map will be an impression of the Cultural District with the points of interest of the town on the map. Then it is a town icon representation. Ms. Schoen said the question is, what are we using this for. Ms. David said this is the persona of the District. The map could go on T-shirts and magnets. It is a way to promote the District in a visual way. Ms. Schoen said it is wonderful for some, but maybe not for all the partners. Ms. David explained her view off the purpose for this map. Ms. Carlucci asked what a partner is looking for. Is this adding value for them? Mr. LoPresti said we are about promoting the District and driving traffic to the District. All of these items combined are to promote the District overall, which by default, will benefit them. Mr. Warren said he does not think this is going to draw outside traffic to Franklin. We want to bring people and businesses into Franklin. Ms. David said this map image could be used in other areas such as in the MetroWest Visitors' Guide. Mr. Hellen stated that the Committee is really marketing to the world. You want to make people feel this is the place to be. Is there an audience? You have to generate this to an audience to come here. Mr. Taberner said we need a map that can end up anywhere. Ms. David said she is happy they had this discussion. She wants to give the designer some direction. This has to be done by the end of June. What is the direction we are all comfortable with? She said it seems like the map should be the entire District with the landmarks only. Mr. Hellen said you have to bring the connectivity. This is the home to countless festivals throughout the year. You have to have the main street. You need word-of-mouth connectivity. You need the hooks, even if it is the Senior Center \$3.00 breakfasts. Ms. David discussed the icons that would be used on the map. Ms. Schoen asked if the Committee was going to share the process with the partners. Ms. David said she can show the partners the general idea of the full shape of the District with the landmarks on it and ask the partners for suggestions on how they think it could be used to market the District. Mr. LoPresti asked if the Committee agreed. Committee members informally agreed. Mr. LoPresti said they should ask the partners if they would like to use the map.



Partnership Meeting, May 15, 2019. Mr. LoPresti said that Mr. Warren needs to start tracking the metrics. Mr. Warren said tracking the metrics can be simple and straight forward, a data point for each goal. He read the Committee goals and reviewed his plan for tracking metrics for each goal.

Mr. Hellen stated that the Committee is doing a great job, and people are excited about the website.

***Mr. Hellen left the meeting at 8:41 PM.***

Mr. Warren reviewed the Franklin Cultural District goals and how he plans to track the metrics for each goal. He discussed that an event with more than one business should be tracked. He stated that he will tell the partners about the forms on the website; he will talk with the Downtown Partnership about the number of businesses and attendance numbers. He noted that tracking historic preservation is a difficult one. He said they could keep track of both school and related groups; public performances should be counted. Mr. Taberner said Mr. Warren should go to the original application for information on what the Town will be required to provide; there are specific things and specific metrics needed. Mr. Warren said he would look at the requirements. He wants to keep it streamlined and straightforward. Mr. Taberner stated that there is a consultant coming in; they will try to capture some of this data for us. Maybe Mr. Warren would be able to use some of it.

Mr. Warren stated that he was trying to make the information on the drive cleaner, but he does not have access to move information from folder to folder on the drive. Mr. Taberner said he would look into that. Mr. Warren talked about what is already on the drive. He stated that there should be two separate forms for the events. He explained the different forms that he is asking the partners to fill out. Mr. Taberner suggested that at the quarterly Partners meetings the Committee could ask the partners to send their data. He stated that it is an annual report that must be completed; the first year will be baseline data. Ms. Carlucci stated that it may be more difficult for some of the smaller businesses to provide their data. Mr. Taberner said that maybe the MCC could come to a meeting and provide examples of what other communities did for reporting; this would be a good starting point. Mr. Warren suggested that a Google form is probably the easiest way for someone to submit information.

***Mr. Warren left the meeting at 8:54 PM.***

Mr. Taberner stated that he had some questions on some of the budget items and wanted to return to the grant budget discussion. Ms. David explained what the Dennehy PR agency was doing and what got submitted to MetroWest. She discussed the original \$22,500 Franklin Cultural District Marketing Budget handout. She stated that they approved 20 percent of that; then she made changes. She explained some of the budget items that were still in and the ones that she changed. Mr. Taberner stated he wants to get the grant done. He stated that he needs a \$5,000 budget for MCC, but what Ms. David provided on the budget handout is not clear. Ms. David reviewed the money that had already been spent. Mr. LoPresti said that everything should be covered by the grants. He reiterated that Mr. Warren said he did not need the \$500 for data collection efforts. Mr. Taberner asked if there were any agreements with the designer for the maps that were discussed earlier in the meeting. Ms. David said that they put it in the grant for \$2,000; however, the quote was for \$1,500. Mr. Taberner asked if they want the Planning Department to manage the funds. He said that every penny that is spent must have approval. The Committee has some flexibility, but purchase orders are needed. Right this minute there is not any funding out there to pay these. We need a contract with MetroWest. We need to have accounts established for this. Ms. Schoen stated that we need to have clear invoices for each item. Mr. Taberner said he wants to keep track of things; he needs to have a line item. Ms. Carlucci said that everything should come back from the subcommittees to the full committee to be voted on; there are policies and procedures that need to be followed.

***Mr. Taberner left the meeting at 9:12 PM.***

Mr. LoPresti asked everyone to look at the slides and make updates as needed for the Partners meeting. Ms. David discussed the slides she already updated. Mr. LoPresti reviewed the slides. He stated that the Partners meeting agenda is driven by the slide deck. Committee members looked over the slides. Ms. Schoen said that it seemed like a rerun of the previous Partners meetings. The slides are really dry and as a Committee, it seems that we talk at people. She would like to make the meetings more interesting to the partners and let the partners feel that this is of value to them. Committee members discussed how they felt the last Partners meeting went. Ms. David asked what else the partners would like to see. Ms. Schoen said she thinks the partners would like to hear about the website and discuss their reaction to it. She wants the partners to discuss if it will be of value to them. She does not want to talk at them. The partners want to know how this Committee and the website impacts them. She stated that the Committee needs to tell the partners what we can do for them. Ms. Carlucci agreed.

Website Development Update. Ms. David said she updated the slide deck for the Partners meeting. She stated that the new website URL is available and it will go live later this week. She asked all the Committee members to take a look at the new website tomorrow and get back to her if they have any questions. She talked about the website and the three featured events that should be put on the front page. She stated that the new calendar is being built right now; currently, there is Steve Sherlock's Google calendar. Ms. Schoen said she will put the agenda up by Thursday. Ms. David said she has been giving the web designers content and pictures. Mr. LoPresti said the content will be live, but edits can be made. However, we have to get something up there and set. Ms. David said she has reached out to partners for photos. She said the current calendar gets automatic feeds from the Library, Senior Center, and Historical Museum. She discussed the difficulty they are having on the new website with some of the pictures. She stated that she is going to let the partners know about this.

Marketing Other. None.

Meeting Schedule

- Regular Meetings. The next Committee meeting is scheduled for Monday, June 17, 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. Ms. Carlucci stated she would ask Felicia Oti if the meeting will be held in the new Community Room. The next two Partners Meetings are scheduled for August 20, 2019, and November 13, 2019.

Other. None.

Adjourn.

With no further discussion, a motion was made by Ms. David to adjourn the meeting. Seconded by Ms. Schoen; voted and approved unanimously. Meeting adjourned at 9:50 PM.

Respectfully submitted,

  
Judith Lizardi  
Recording Secretary