

Franklin Cultural District Committee  
Minutes of Meeting  
June 17, 2019  
Meeting held at Franklin Municipal Building, Room 205  
355 East Central Street, Franklin, MA

TOWN OF FRANKLIN  
TOWN CLERK

2019 JUN 20 P 2:30

RECEIVED

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

Members not present: None.

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

**7:05 PM Commencement:** Vice Chair LoPresti opened the meeting.

Review and Approval of Meeting Minutes.

- May 6, 2019, 7:00 PM Meeting. **Motion by Vice Chair LoPresti to approve the May 6, 2019, Committee meeting minutes. Seconded by Ms. Schoen; voted and approved unanimously.**
- May 15, 2019, 7:00 PM Partners Meeting. **Motion by Ms. David to approve the May 15, 2019, Partners meeting minutes. Seconded by Ms. Trahan; voted and approved unanimously.**

Election of Officers.

**Motion by Ms. David to nominate John LoPresti for Chair. Seconded by Mr. LoPresti.**

**Motion by Mr. Warren to nominate Nancy Schoen for Chair. Seconded by Ms. Trahan.**

Committee members wrote their votes for Chair on slips of paper and submitted them to Mr. Taberner who read aloud the votes. **Voted: 4 votes for Ms. Schoen; 2 votes for Mr. LoPresti.**

Mr. Taberner reviewed the terms of the position. He stated the Chair, Vice Chair, and Clerk positions are typically an annual election; however, voting did not take place last year. He recommended the Committee commence annual elections at the end of each fiscal year for the three positions noted above. Ms. Trahan asked when the vacant seat on the Committee would be filled. Mr. Taberner stated it may be filled by the next Town Council meeting on June 26, 2019. Committee members informally agreed the elections for Vice Chair and Clerk should take place tonight.

**Motion by Ms. David to nominate John LoPresti for Vice Chair. Seconded by Mr. Warren; voted and approved unanimously.**

**Motion by Chair Schoen to nominate Pandora Carlucci for Clerk. Seconded by Ms. Trahan; voted and approved unanimously.**

Roles and Structure of Subcommittees.

Chair Schoen said there has been a lot of work done in the subcommittees, and there has been a lot of miscommunication in the past about the subcommittees. She asked what the rule of the subcommittees is and how does the Committee want to conduct their business so we all feel informed and part of the decision. She said subcommittees should meet and do a lot of work, but before major decisions are made, it should be brought to the full Committee to be decided on as a whole and keep everyone in the loop. Ms. David said she agrees there has been a lack of communication and some miscommunication but expressed concern about everything being decided as a whole. She noted the Committee only meets once a month. Chair Schoen said that to make decisions as a whole group sometimes the wait is too long; special meetings could be called. Committee members discussed how they felt decisions should be made. Mr. LoPresti said subcommittees help people move forward and make decisions; not everything can wait. Having six people always agree is going to be challenging. Ms. Carlucci said the purpose of a subcommittee is to do the work and research, but the decisions need to be made by the full committee. If the subcommittee makes the decisions for the entire group,



it is not reflective of the entire team. She mentioned that time sensitive decisions are not the norm, they are the exception. Ms. Trahan discussed how an emergency meeting could be called to make a decision if something is time sensitive. She said everything should come back to the group for a decision. Mr. Warren said the bulk of the work should be done by a subcommittee, but then it should be voted on as a group. Ms. Trahan noted there was a lot of start-up work that had to be done, but things will be on a fairly even keel now. She said the seventh member of the Committee is needed to allay danger of having a split vote. Chair Schoen stated subcommittees are critical, but they should come back to the full Committee for a vote. Ms. David confirmed that the Committee wants all decision to be made as a group. Chair Schoen noted that most of the materials from the Marketing Subcommittee worked out very well.

***A potential new member of the Committee entered the meeting at 7:26 PM to sit in and listen to the Committee meeting.***

Mr. LoPresti said that marketing is unique. He and Ms. David have experience doing this in their professional lives. He said he has the unique marketing experience. It would not be productive relying on people who do not have that background to be making those decisions. He is not sure that Ms. Carlucci and Ms. Trahan have marketing background; it is not productive. Ms. Trahan said the group as a whole is the decision maker. The subcommittees bring the items forward and then we all agree. Mr. LoPresti stated he does not think it is relevant that all Committee members weight in on that. He said we have to be able to have some leverage in how we use it, brand it, and how we use it throughout the District. Ms. Trahan, as a suggestion, discussed the historical perspective of the Town and how Committee members with that perspective could aid in looking at subcommittee recommendations. She said they are not trying to micro-manage the subcommittees. Ms. Carlucci stated subcommittees bring strengths. However, other people might have some strengths too and may be able to contribute to what is on the table. Everyone has different strengths; everyone should have an opportunity to chime in. The subcommittee will bring it forward. The subcommittee is relied on for their expertise, but the whole Committee must make the decision. She noted in some of the marketing pieces, the items were hitting the streets before the Committee members even had a chance to see it. Mr. LoPresti said the logo was approved by the former Committee Chair. Chair Schoen said the best way to go moving forward would be to have the subcommittee present it and the full Committee vet it. Ms. David said she and Mr. LoPresti worked very hard on this; they feel very picked on. Mr. LoPresti said he feels they are ganging up on Ms. David and him. He is not pleased. He feels it is the wrong direction for the subcommittees. He said you want to have the subcommittees drive the work to get work done. Mr. Warren reiterated that the subcommittee should bring it to the full Committee. Chair Schoen said the partners did not know about all this and were not involved in making the decisions. She confirmed there were only seven partners at the Partners meeting.

Mr. Taberner said when there is a committee the majority rules. If the majority of the members want it one way, that is the way this committee should be run. He stated when dealing with purchases of items, you cannot go out and spend money on pens or candy or anything without committee approval. The items may be perfect, but if they are not voted on, then they are not perfect. He said he had been waiting for months for the \$5,000 budget, but he did not get anything. He took out a list of all the items on the original budget. He said they never discussed pens, candy and other items. They are not coming out of the Mass Cultural Council grant. Ms. David said this was on the budget that the former Committee Chair, Philip Regan, approved. She gave a copy of her budget to Mr. Taberner and said it had been emailed to him. Mr. Taberner said he never received an email of a budget with candy on it. He stated it was not voted on. He said that if you do not want to vote on it, there will be problems down the road. If there is a decision to be made, it has to be made by the group. He stated other people are concerned that there is a partnership out there and they are the reason for the District. The partners are not seeing items until they are already out there and being utilized. He said at first it was go, go, go and they deserve credit, but going forward, they have to start making decisions as a full committee. That is the norm. If the Committee wants to do things in another way, then make up your



rules. It creates hard feelings when people have never seen the Cultural District logo before and then it is already being used. Based on the last meeting, he did the Mass Cultural Council grant; they will be sending a check and we will be reimbursed. When he saw the pens, he thought they were nice, but he did not know where the money was coming from. He is not a Committee member, but he is telling them that the group can get in trouble without other Committee members knowing and without taking votes. Sometimes the Committee may need to have a quick five-minute meeting; it just needs 48 hours in advance to post for a public meeting.

Ms. Carlucci said she has been working on committees for 40 years. This committee has been appointed by the Town Council. As such, there are rules and regulations that have to be followed. She stated she appreciates Mr. Taberner's words. Chair Schoen said in other committees she has been on she could not spend a penny without getting a purchase order approved. There were many steps in the approval process. She said the Committee members are not town employees, but we need to know the process regarding spending grants in the way they should be spent. She wished there could have been more discussion about the map that was produced. However, moving forward, she wants to make sure that everyone is involved and they should try to get the partnership involved. Mr. LoPresti said you cannot please everyone. He reviewed that at the Partners meeting, the partners did discuss this. Ms. Carlucci said no one ever saw it. Mr. Warren noted that the partners are not showing up at the Partners meetings. Mr. LoPresti said people have to show up to the meetings to have their voices heard. Ms. Trahan stated starting up is difficult, but going forward, they want to be a group and share in it as a group. Ms. David said what is upsetting to her is that the former Committee Chair said that decisions would be made separately. She said she feels she is being smacked for what the previous Chair told us to do. She said the map was paid for by the grant she got from the Visitor's Bureau. If they had waited, they would not have gotten the map. She discussed the creation of the map and the idea of the map, including the parts that are in color and the parts that are in black and white. Chair Schoen said the Committee would have liked to have had a discussion on this. Mr. Warren discussed the buildings that are in black and white and asked why it was done that way. Ms. David discussed the colors and black and white items on the map and why it was done that way. Mr. LoPresti said there are going to be stylistic differences. There is rationale for everything that was done on the map from a visual perspective. There was a lot of thought put into this. Mr. Warren said that information should have been shared with the Committee. Ms. Trahan said now that it was explained, it makes more sense. Chair Schoen said she thinks they have come to a better understanding of how they want to conduct the Committee's business going forward.

#### Partners Subcommittee Update.

Ms. Carlucci stated she and Mr. Taberner met with a representative for the study. They gave him a six-hour tour; he was very engaged. Chair Schoen said the Strawberry Stroll event was very good. She noted the mix of people attending. She talked to many young people and reported on some of their comments. She said it was a huge crowd of over 4,000 people. It was a wonderful day, except for the wind. Ms. Carlucci stated that many partners attended; it was a great event.

#### Marketing Subcommittee Update.

Ms. David said the budget the former Committee Chair had approved was \$21,200 which included over \$12,400 for the actual website. She stated that we also hired a PR firm for \$750. She stated the Town is paying for the website. She reviewed the process of matching funds from the State for the mini grants from the MetroWest Visitor's Bureau. They cover 20 percent of a marketing project; they pay the invoice and then they invoice the Committee for the remaining 80 percent. She said she applied for a mini grant in May. There was only a small window of time as the money had to be used by June 30, 2019. She said they received over \$4,000 which paid for all the collateral items that were on the table. She reviewed the budget of \$21,200 which included the website, \$5,000 for the MCC grant, and the Visitor's Bureau grant. She stated that of what we initially had allocated, there were some smaller items, such as the tablecloth with the logo, the banner, all the marketing pieces, and a few other things in the budget that have not happened. She said the window closing is going to the



printer in the next day or two. She passed around a sample of the window cling and noted it is a 3 in. x 5 in. vertical which is the same size as the one for the Downtown Partnership. She asked if the Committee did or did not want the "arts happen here" tagline on the window cling. Mr. LoPresti asked Mr. Warren if the social media icons on the window cling were corrected. Mr. Warren said yes. Mr. Warren asked about the slogans and taglines on the different marketing items and on the website. He thought that just one tagline should be selected. Ms. David discussed the difference between a call to action and a tagline. Mr. LoPresti said the tagline is always attached to the logo. Ms. David said the adjectives on the website are marketing language, not the tagline. Mr. Warren said looking at it from a layperson's perspective, there are a lot of words; it should be more consistent. Ms. David said you have to use marketing language; a call to action is marketing language. She said from a marketing perspective, you want those different words. They are not slogans; it is marketing language. You need all of that—that is what marketing is. Ms. Trahan asked about the marketing language and branding. Ms. David explained branding and taglines. She said all of this is branding as a persona for the District is being created. Mr. Warren said looking at this from a consumer perspective, it is just static. Some of it should be eliminated; keep it simple and bold. Committee members discussed the words used to describe the Cultural District on the marketing pieces and on the website. Mr. Warren said maybe a few words should be selected and stick with them. He suggested there should be fewer words on the window cling; he recommended removing the tagline. Ms. David said there will be lots of blank space. Chair Schoen said everyone has their own ideas; maybe it should be voted on. Ms. David said there are two choices for the window cling: with or without the words "Arts happen here." Ms. Trahan said "Arts happen here" is a good carry over; it gets the message across. She and Mr. Warren discussed that some of the website seemed too wordy.

***Motion by Chair Schoen to include the words "Arts happen here" on the window cling. Seconded by Ms. Trahan. Voted: 5 votes for yes; 1 vote for no (Mr. Warren voted no).***

Committee members discussed the rack card. Ms. David stated it contained a typo. Ms. Carlucci and Ms. Trahan stated the Holiday Happenings event is not going to happen this year; it probably should not be on the rack card to not confuse people. Ms. David said she talked to Allegra Marketing Print Mail this morning; they outsourced the printing. She discussed that the margins are wrong. It cost \$550 for 10,000; they need to be reprinted. She stated the printing company may give a discount on the reprinting as the margins were wrong. She asked the Committee what type of discount for reprinting were they willing to take. Mr. LoPresti said he recommended they try to get 5,000 cards for free for the reprinting. Ms. David said of the \$21,200 budget, there is \$18,766 used; so, there is money left. Chair Schoen suggested to go with \$5,000 for free or \$350 for a new printing. Ms. Trahan said they will use many during the Festival. Ms. David said the card is for the partners to have throughout the year. Ms. Trahan said they could always do another printing later in the year if needed.

***Motion by Chair Schoen to get 5,000 cards free or a cap of \$350 for reprinting. Seconded by Ms. Trahan; voted and approved unanimously.***

Ms. David discussed the partners wanted the map to be 18 in. x 24 in. A quantity of 40 can be made for \$330; \$600 was in the budget. It is 100 lb. stock. The cost does not include the frames. Committee members discussed that the partners could do their own framing. Ms. Carlucci suggested the partners see the map before framing it. Ms. David said if they want to have them made, it has to be done by June 30, 2019. She explained how the budget works. Ms. Trahan asked for confirmation that if they do not use the money by June 30, 2019, they lose it. Mr. LoPresti said yes, they would lose it. Committee members discussed using the money from the mini grant. Chair Schoen said they could print 40 maps for the solid partners and see what they like or not like about it and get a discussion going. She noted this would be good to show to the partners at the next meeting.

***Motion by Ms. Trahan to spend \$330 to purchase 40 of the 18 in. x 24 in. wall posters of the map. Seconded by Mr. Warren; voted and approved unanimously.***



Ms. David explained there was space on the map poster to add the tagline of "Arts happen here." Committee members informally agreed they liked it as it was without the tagline "Arts happen here." And, they liked the URL where it was located under the logo. Chair Schoen noted that no vote was required for this as it is the same as presented.

Mr. LoPresti discussed search engine optimization. He explained this is a way to make a website pop up during a search. Optimization is coming up with key words to make Franklin Cultural District come up; there was \$500 in the budget for this. He explained the more words selected, the more it costs. He is not sure how much \$500 will buy in optimization. It is a yearly fee. Committee members discussed if there was a need for optimization. Mr. LoPresti noted that there are funds available now which may not be available next year. Informally, Committee members agreed that optimization may be helpful. Ms. David proposed that unless there are other things the money is needed for, then we should use it. Mr. Warren said he did not really need any money for goals. He discussed arts carts that he saw in New York and suggested something like that could be used during festivals; it is about the size of a hotdog cart. Chair Schoen stated weights for the tents would be good. Committee members discussed the need for weights to hold down the tents. Ms. Carlucci said that Jamie Hellen, Town Administrator, said we could get weights from the Town. Mr. LoPresti said he could tell Mr. Hellen that the weights are needed. Ms. David asked if we know we are going to lose the money if we do not spend it, should it all be spent on optimization. She discussed the cost of the frames.

***Ms. David left the meeting at 8:44 PM.***

Mr. LoPresti suggested that maybe we should get the rack card holders for the partners or order the frames for the maps for the partners. He noted that everyone that is a partner should be signed up; then they could get a rack card holder, rack cards, and a frame for the map.

***Motion by Ms. Trahan to order 24 frames not to exceed \$1,000 and 24 rack card holders not to exceed \$300. Seconded by Mr. Warren; voted and approved unanimously.*** (Note: Ms. David did not vote as she had temporarily left the meeting.)

The Committee agreed no money will be used for optimization.

#### Goals Subcommittee Update.

Mr. Warren stated he had no updates at this time. He suggested Ms. Trahan join a subcommittee.

***Motion by Mr. Warren to appoint Roberta Trahan to the Goals Subcommittee. Seconded by Chair Schoen; voted and approved unanimously.*** (Note: Ms. David did not vote as she had temporarily left the meeting.)

#### Committee Emails Options.

Mr. Warren said that Tim sent him an email indicating the Town does not want to fund an email address for each Committee member. Tim will create one email for the Chair and she will allow privileges for all to use. Chair Schoen suggested each person have their own Gmail to use for Committee purposes. The one Town email could be something separate which could be the general email that is going on the website. Mr. Warren asked how the Town email will be monitored. Ms. Trahan asked who the point person to answer all the emails is. Committee members discussed the use of various Town and personal emails. It was informally agreed each Committee member would make a Gmail account to use for Committee purposes in the format of first initial, last name, and [franklcinculture@gmail.com](mailto:franklcinculture@gmail.com) using no spaces between words.

***Ms. David re-entered the meeting at 8:54 PM.***

Ms. David stated Franklinculture@gmail.com is the email that is linked to the website calendar; it will be kept for that purpose. Mr. Warren asked what the Committee will do with the remaining money. Ms. David said even after reprinting the rack card, there is still about \$800 remaining. Committee members agreed to potentially discuss at a future meeting the possibility of an art cart.

***Motion by Ms. Trahan to spend the remainder of the money not to exceed the remaining balance on search engine optimization. Seconded by Ms. David; voted and approved unanimously.***

Next Meeting

- Regular Meetings. The next two Committee meetings are scheduled for Monday, July 22, 2019, and Thursday, August 15, 2019; both meetings to be held at 7:00 PM, at Franklin Town Hall, Room 205.
- Subcommittee Meetings. As needed.
- Partners Meeting. The next Partners meeting is scheduled for Tuesday, August 20, 2019, at 7:00 PM, location TBD. Chair Schoen stated she will confirm location.

Other.

Ms. Carlucci suggested scheduling the Committee meetings for once per month to be held on the same day of the week. Chair Schoen stated that could be put on the next agenda for discussion. She suggested the Committee try to streamline the meetings to possibly one-hour.

Adjourn.

With no further discussion, a motion was made by Chair Schoen to adjourn the meeting. Seconded by Ms. David; voted and approved unanimously. Meeting adjourned at 9:06 PM.

Respectfully submitted,

  
Judith Lizardi  
Recording Secretary