

# FRANKLIN CULTURAL DISTRICT COMMITTEE (FCDC)

Wednesday, OCTOBER 23, 2019

6:00 p.m.

Franklin Town Hall, Room 205

## MINUTES

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At 6 PM, prior to the official start of the meeting, Bryan Taberner told the Committee that he is unable to attend tonight's meeting. He briefly updated the Committee on two initiatives.

First, he discussed the current Massachusetts Cultural Council (MCC) grant cycle and the opportunity for cultural districts to apply for a \$5,000 grant. The funds are unrestricted, which means they can be spent on any expense that will help advance a cultural district's goals. It is important to note that these funds cannot be used for capital improvement projects or for activities that are not related to the arts, humanities, or sciences. The grant application deadline is November 15 and funds must be encumbered by June 30, 2020. Bryan's office will complete and submit the grant application. However, he is asking the Committee to determine how they would like the funds spent.

Second, as part of the upcoming Franklin Cultural District Partners meeting, the Metropolitan Area Planning Council (MAPC) will host an Arts and Culture Round table. Bryan is asking that the FCD Committee reach out and invite people who may not be on the Partners list but who are involved in Culture and the Arts.

The meeting was officially called to order by Nancy Schoen, Chair, at 6:11 PM.

Members present: Jamie Barrett, Pandora Carlucci, John LoPresti, Nancy Schoen and Roberta Trahan.

**Review and Approval of Meeting Minutes:** The Chair asked for a motion to approve the meeting minutes of Wednesday, September 18. It was made by Roberta Trahan and seconded by John LoPresti. The motion received unanimous approval.

### Chair's Update:

#### Cultural District Convening Workshop

Nancy attended the Cultural District Convening 2019 on October 1, at the Worcester Art Museum and Tuckerman Hall. This was an opportunity for all 48 Cultural Districts to come together, share best practices, network, and more. The City Manager of Worcester, Edward M. Augustus, Jr, opened the gathering. Nancy said that each district was unique. Some had volunteer

staff and others had paid staff. Each district, however, shared the same challenges. She liked an initiative discussed by Lowell. This district has a QR code on business cards, which organizations can scan to upload their events to their online calendar.

Members of the FCD Committee expressed an interest in learning more about this process. There has been little response from the Partners to the requests for the posting of activities. Discussion ensued. It was noted that Alicia Alleyne and Anne Marie Tracey could be tapped for assistance. Tyler Warren is retiring from the FCDC. Jamie Barrett will take over Tyler's social media and website responsibilities.

The Committee needs to use social media and other outreach tools prior to the November 21 FCDC Partners meeting. Pandora Carlucci will develop a brief script that can be sent to Partners and to others with an interest in Culture and the Arts. She will send the draft script to Nancy for editing. Nancy will send the final document to FCDC members for distribution.

**Massachusetts Cultural Council Grant opportunity:**

The MCC grant, referenced by Bryan, has an application deadline of November 15. The FCDC informally reached out to the Franklin Downtown Partnership (FDP) to see about an interest in collaborating on their mural project. The mural project does not fit within the grant timelines.

Committee members offered collaboration suggestions: July 4<sup>th</sup>, Concerts on the Common, Farmers Market, a historical walking tour with professional actors, a *Taste of Franklin* that would include and highlight all Partners, an event focusing on all dance studios or possibly an event where the library would give away books. A different suggestion would be to decorate the major electrical boxes located downtown (8 boxes) with scenes from Franklin's history. This activity has been undertaken in other towns.

Discussion followed with numerous observations: short timeline, FCDC is not an events committee, Partners would need to run the event, Dean College student interns could be utilized, identifying the best time of year for an event is important, event costs, and more.

An idea began to take shape that would highlight and promote the Partners and provide a platform for collaboration: *Cultural Partners Showcase*, on the Town Common, Friday, June 29, during the same time as the Farmer's Market, to include food trucks and musical performances, and utilize bandstand and stage. The FCDC would need a Partner to chair the event. The Partner could be supported by a paid student intern. Grant funds could be used to pay for event expenses: stipend for student intern, Honoria for performers, advertising costs, banners and signs, Police detail (if needed), insurance, and other expenses. Roberta will research cost of bands, checking with FPAC and Dean Bank. Pandora will research student intern process. Someone needs to recruit a Partner (or Partners) to chair the event.

The FCDC will meet on Monday, November 4, at 7 PM in the Municipal Building to finalize this idea. They will share it with town officials who will complete the grant application.



**Committee Vacancies:**

It was recommended by the Committee to move two names forward for consideration of appointment to the FCDC by town leadership.

- Evan Chelman, former Franklin elementary school teacher and current middle school assistant principal in a neighboring community
- Tracy Lane, Assistant to the Dean for the Palladino School of Dance and the School of the Arts at Dean College

**Partnership Meeting Arts & Culture Roundtable**

As discussed earlier, Nancy would like to see strong publicity of this event and a good attendance on November 21.

**Harvest Festival Report Roberta Trahan**

Harvest Festival was an overwhelming success. The Oktoberfest was great. Jamie referenced the crowds behind Intermission and in THE BLACK BOX parking lot. Huge success.

**Partners Subcommittee Update Nancy Schoen**

Nancy and Pandora are meeting with Kaye Kelly, co-chair of the Franklin Cultural Council, on Thursday, October 24. Lillian Gould is also a co-chair but is unable to make this meeting. They will discuss opportunities for collaboration.

Pandora shared that the Economic Development Visioning Open House, held the previous evening, was a success. The FCDC was represented by Nancy, John and Pandora. There were 30 to 40 people in attendance. Good presentation by MAPC with support from Bryan Taberner.

**Marketing Subcommittee Report John LoPresti**

Nothing to report.

**Goals Subcommittee Report Roberta Trahan**

Roberta reported that she is trying to get more guidance on data collection for the annual report. It was suggested that she reach out to other Cultural Districts for strategies and approaches on data collection.

**Next Meeting Date:**

The next meeting is November 21, FCDC Partners meeting at 7 PM in the Senior Center. It was suggested that the Committee meet at 6:15 PM. Pandora will reach out to the Senior Center to reconfirm an earlier arrival. She will also reach out to MAPC to learn of their anticipated arrival time.

**Adjourn:**

Nancy moved to adjourn the meeting at 7:21 PM. The motion was seconded by Jamie and the meeting adjourned.

Respectfully submitted,  
Pandora Carlucci