**Franklin Cultural District Committee**

**Minutes of Meeting**

**August 23, 2018
Meeting held at Franklin Municipal Building, Room 205**

**355 East Central Street, Franklin, MA**

Members present: Christopher Brady, Stacey David, John LoPresti, Philip Regan, Nancy Schoen.

Members not present: Tyler Warren.

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

**7:04 PM Commencement**: Chairman Regan opened the meeting.

Review and Approval of Meeting Minutes. Motion by David to approve the July 16, 2018 Committee meeting minutes. Seconded by Schoen; voted and approved unanimously.

Taberner handed Committee members his Mass Cultural Council Site Visit Participant Availability spreadsheet and a draft of the site visit map.

Sub-committee Updates.

*● Partnership Sub-committee.* Schoen said she sent out an update summarizing the last meeting. She has reached out to some of the partners including Felicia Oti. Taberner stated he also talked to Ms. Oti. Schoen said she will meet with Caleigh; Steve Sherlock will attend the partners meeting. Taberner stated there may need to be two separate meetings if there are more than 25 people. He mentioned there would be three people from the School Department. Schoen said she counted 27 people attending already; they must determine exactly who will be attending and if two meetings will be necessary. She reviewed the additional people she thought would attend the meeting. Taberner noted the school is just as important as is a stop in the Downtown. Schoen discussed that artwork could be presented at The Black Box. David said she would talk to the Art Association folks. She asked if The Black Box agreed to have art there. Taberner said they usually do. It was noted the Library may want a few pieces of artwork there. Taberner suggested they go through all the notes on his Mass Cultural Council Site Visit handout.

David said Steve Sherlock wanted to know if the site visit should be advertised in *Franklin Matters*. Taberner questioned who should really attend and noted that Regan should talk to Jeff Nutting about attendees. He stated he received commitment from Representative Jeff Roy to be the key tour guide. Schoen said she would tell Steve Sherlock that it does not need to be advertised. Taberner said he wants big PR ready to go that day or the day after—not in advance. If anyone wants to talk about the site visit, that is great, but it should not be advertised that all are welcomed.

David said she mentioned the visit to Scott at the Milford Daily News; she was not committal, but he had asked to go along on the site visit. Taberner said he needs to find out if Mass Cultural Council wants to have press on the tour. Regan said if press attends, there must be ground rules about when questions can be asked. LoPresti said a better idea may be to release a press release after the event. David said she thinks it should be given to someone as an exclusive such as Milford Daily News. Regan said he does not have a problem with press but thinks press would need to be controlled such as questions only at a specified time. David confirmed she could call Scott from the Milford Daily News and tell him he could tag along. Regan discussed three possible times for reporters to ask questions: before the management meeting, lunch, and after the partners meeting. Taberner said he would ask Mass Cultural Council if it was four hours including lunch; the timeline may get expanded out, but for now, this schedule is where we are at. Schoen said Encore members will be attending; they offered to be part of the visit, but she will tell them the tour does not have the time.

*● Marketing Sub-committee.* LoPresti said no updates at this time.

*● Goals Sub-committee.* Brady said nothing to update except he will have some metrics for the presentations; he will do this after September 4, as he is quite busy. He stated Warren put down some metrics about social media followers. He is thinking of emailing Steve Sherlock about the calendar for the number of events. Regan said this would be a good baseline. Taberner said the first year is the baseline. David said the Franklin Cultural Council just did a community input survey which is done every three years for the state. One question was how you heard about this. She said she added in the social media information. She sent out approximately 170 and will let Brady know if she gets some information to share.

Cultural District Application.

*● Prepare for September 20, 2018 Mass Cultural Council Site Visit.* Taberner reviewed his proposed route for the site visit and noted it can be changed. He stated Dean College will provide a shuttle bus between 12:00 PM and 4:00 PM. He stated he assumes Mass Cultural Council will provide information about what the meeting will be about. He said Regan, other Committee members, Jeff Nutting, and others will have roles in this. Regan said the presentation given at the partnership meeting was a dry run. Taberner asked that someone provide him with bullet points from that PowerPoint presentation so he can share with Mass Cultural Council what will be discussed during the one-hour meeting. He wants to make sure the meeting runs the way the Mass Cultural Council wants it to. David said she would give Taberner the list of bullets from the presentation. Taberner said that after the management meeting is over, Representative Jeff Roy will be ready to go. He needs to get a small group of people to be tour guides. He stated Jeff Nutting will be good in the first 10 minutes, as will Lisa and Roberta in the Downtown area. The State wants some people to go from beginning to end of the day; he will be there the whole day. Schoen, David and Reagan said they would be there for the whole day. Taberner stated Lisa will be standing with Rep. Jeff Roy to start, then Jeff Nutting will join them. They can go into Roberta’s office Downtown, go to The Black Box and meet Alan and Raye Lynn Mercer. He noted the alleyway will be painted. They will go from The Black Box to Main Street, then hoping to go to Emma’s Quilts. Cindy said she may have another event on that day, but they still can stop into Emma’s for one minute. Taberner said Emma’s has a lot of workshops which is an educational component; they could put out the brochures/flyers as well. He will talk to her again. The next place is Teddy Gallagher’s. They are very happy about doing things with the partners; someone should talk to them and let them know what time we are going by. He stated Mass Cultural Council will want to ask the businesses some questions as they go by. Everyone that will be participating needs to know our goals and why we are doing this. Schoen said she is working on a flyer that she could send everyone. Taberner said to talk to Lisa to get a contact for Teddy Gallagher’s. He said the tour then goes to FSPA; they will have a 10-minute block. He suggested Jeff Nutting could drop off by the partnership office, Lisa could drop off when they get to The Black Box, and Roberta can go to FSPA and then drop off. Then the tour goes to the library. He talked to Felicia Oti; she is very excited. David said there is a lot crammed into the morning and asked if the library could be put on the second half. Taberner discussed the timeline and that he is hoping to expand it. He mentioned the schedule can be adjusted and noted the Senior Center is in the middle and they said they would be a good place to take a break and have lunch. He explained that Ms. Oti will give a 10- minute presentation on the Library. When she is done, they will go out the front entrance and Paul Resten and other folks from Dean College will be there. The tour will include among other locations Guidry Center, Main Stage, and Marvin Chapel. Dean College President Paula Rooney will introduce herself. Then the tour will leave Dean College and he thought they should go up Main Street to the Senior Center. Taberner noted the shuttle bus can pull over in order to talk about places such as Concerts in the Common, Farmers Market, Veterans’ Walkway, and the Brick Schoolhouse. They will then go to the Senior Center, have lunch, and get a tour of the facility. He stated the Senior Center is willing to put out art work, etc., and they will have brochures available. They will only have a few minutes. After lunch, via the shuttle bus, they will go to the Horace Mann School and High School. Superintendent Sara Ahern will be there to show spaces including the black box and auditorium. The shuttle bus will then go to the Sculpture Park and onto West Central Street where economic development is going on; this includes Patti Eisenhauer and other businesses. They will then go into the heart of Downtown including Horace Mann Statue. Rep. Jeff Roy will be dropped off at the Library. The only other thing to do is take a drive to the TV Station or take another route down Summer Street. This all depends on the timing and if they will give another half hour.

Taberner and Committee members discussed possible route changes and when the group will get out of the shuttle bus to look at things. David discussed new sculptures at the Sculpture Park. Taberner said at the first meeting at the Museum it would be good to have coffee; the Planning Department will take care of that. He noted the Museum is not that big for a meeting. He said he might call DPW to bring in some tables and chairs. He noted Mary could probably introduce herself and then say a few words about the Museum. He stated as far as food, Mary said it needs to be in the back. Committee members discussed where to have the food. Taberner said he will work that out. He said at the Senior Center they will eat whatever is on the menu; the Planning Department will take care of that. Franklin TV may have drinks/food as well. They need to fine tune how many minutes this will take for walking and shuttle. Most of the key people have been heard from. He put X’s on the spreadsheet to indicate people that are committed. He continued to review his handout regarding specific people and who will be where and at what times/events.

Taberner said Mass Cultural Council will get the agenda and the map. He will email this to Committee members. David and Schoen should update Taberner’s spreadsheet as partners are added and indicate who will be at the partners meeting. He is going to focus on the calendar and getting the schedule as precise as possible. He mentioned Franklin TV wants to give a quick tour of their TV station. Regan said he will do a test of the walking route to see how long it takes. He suggested other people could do the same. Schoen asked if there would be two meetings or one based on the number of attendees; it seems like at the last minute people often drop off. Is there a need to have two meetings? Taberner stated Paul Resten is working with Jane Gagnon, both of Dean College, on the schedule. He mentioned Jeff and Jamie will not be at the partners meeting; they will be at the management meeting and Jeff will be on the tour for the first 10 minutes. Taberner asked who from the Franklin Cultural Council is available. David said if he wants more participation, she can reach out to them to attend. Taberner said about three people would be good and asked who from the Art Association will be going. David said Peg Munson, treasurer, will be attending. Taberner and the Committee continued to review names of possible attendees. It was noted that other communities have had artists and photo clubs attending. The group discussed organizations that have and have not shown support. Brady suggested the Fourth of July Coalition. Schoen said she would contact them. She asked if all partners are supposed to know how to answer the questions. Taberner reviewed what Mass Cultural Council will be looking for. LoPresti said he thinks if an organization does not know the answer, a Committee member may be able to join in. Taberner said Committee members attending should have the goals sheet that Schoen is preparing. Schoen reviewed her proposed district goals handout. She will add a few more bullets and send to everyone. Taberner said the State wants a proposed agenda. Collaborative marketing is something they may want to see. The webpage and calendar should be active even if they are not perfect. Taberner said having someone from the Franklin Cultural Council at the management meeting is important and he wants the Town municipal government represented.

Regan said the presentation shown at the partnership meeting is on Google Docs and they will reuse it; it was about 20 minutes long. Taberner said he will find out if a projector is at the Museum. Regan said there should be a backup projector, as well; he will bring adapters. He said Committee members should be there at 10 AM. Taberner said there will be nametags. Schoen said she counted 28 attendees without additional reaching out; she does not know how many from Dean. Taberner reiterated he has a call into Mass Cultural Council and will find out if there should be one or two meetings.

Meeting Schedule. Regan suggested one more meeting to wrap up the details before the site visit. After discussion, it was determined the next meeting will be held on Wednesday, September 12, 2018, at 7:00 PM at the Municipal Building; room location TBD.

Other.

With no further discussion, a motion was made by David to adjourn the meeting. Seconded by Brady; voted and approved unanimously. Meeting adjourned at 8:20 PM.

Respectfully submitted,

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Judith Lizardi
Recording Secretary