**Franklin Cultural District Committee**

**Minutes of Meeting**

**September 12, 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, Tyler Warren.

Members not present: None.

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

**7:09 PM Commencement**: Vice Chairman LoPresti opened the meeting.

Review and Approval of Meeting Minutes.

*● July 16, 2018.* Motion by David to approve the July 16, 2018 Committee meeting minutes. Seconded by Schoen; voted and approved unanimously.

*● August 23, 2018.* Motion by Schoen to approve the August 23, 2018 Committee meeting minutes. Seconded by David; voted and approved unanimously.

Website Development. David said she was in communication with people from Natick; they said they want to get together and would get back to her this week. The developer is in the UK. David has not heard back yet and will contact Natick again by Friday. She mentioned Natick is doing a redesign of their website and Franklin wants to create their website simultaneously; Natick and Franklin will work together and the developer will build it at the same time. She stated the Committee will need to determine the requirements. David said she is not pushing for any specific date. The cost savings will be significant if they do everything at the same time; they need to meet with Natick. LoPresti suggested the Committee talk about this first to decide what the needs are; he asked if another Committee meeting should be made to discuss this. LoPresti recommended Committee members look at the Natick site and decide what they do not have that Franklin wants. David agreed and asked Committee members to write down what they like and what they think is missing both content and style-wise and suggested it be talked about at the next meeting. Committee members informally agreed. Warren stated Steve Sherlock via email said the domain name is coming up for renewal. Warren stated he does not know the monetary obligation for this. He stated Sherlock has been paying for this out of his pocket. Warren read aloud the email from Sherlock. Taberner requested that the email be forwarded to him. He stated the Town can pay for it if the Committee thinks all domains should be kept.

Sub-committee Updates.

*● Partnership Sub-committee.* Schoen said she has been preparing for the site visit. She has visited some of the sites, taken some pictures, and written some “Did you know” statement; she passed them to Warren to put on social media. She is hoping to continue to keep them engaged after the site visit. LoPresti said maybe the next partnership meeting should be more of a workshop. Taberner said the Committee can make the meeting anyway they would like. Schoen said Caleigh has great ideas and Caleigh is working on a list of collaborative items that are already in progress. Schoen discussed the courses available at Emma’s Quilt Shop. Brady wanted a copy of the collaboration list so he can track it for his metrics. Warren asked what counts as collaboration. Taberner said parameters must be set on what the Committee is going to keep track of in terms of collaboration. Brady said he thinks anything the partners do would be good to track. David said anything any partner of the district is doing and anything happening in the district should be tracked. David said she was at a MetroWest board meeting this morning and mentioned that Peter was interested in Franklin ArtWeek for FSU students. Schoen said they are now issuing permits for one-day food trucks. David stated beer garden licenses are also being issued, but not on town land; these open up many opportunities and bring in people as do the Concerts on the Common. Taberner said he talked to Felicia Oti about the great ideas that she and Caleigh have. Regarding the site visit, Taberner stated there will be lots of partners attending. The State will target the questions. The State does not want a presentation during the morning meeting; the State provided the protocol. LoPresti said Schoen did a great job on the letter.

*● Marketing Sub-committee.* LoPresti said he wants to make sure the Committee has the number of social media followers. Warren said he will be at the site walk. Taberner said he will add in Warren. LoPresti said he and David made a press release and it can be sent out after the site visit. David said she is waiting for a few more quotes to put in the press release; it is ready to go. LoPresti suggested a quote from the Mass Cultural Council. Warren suggested taking and putting up 15-second videos of the site walk. Taberner said he talked to the State and Franklin TV; he asked the State if Franklin TV and the newspaper could tag along. He stated that Peter Fasciano at the TV station was excited and asked if he can do anything. For marketing purposes, he wants to develop a short film from the clips of the site tour. Interviewing will be during the last five minutes of the day. LoPresti said filming the district and partners will be good and could be used for multiple purposes. Taberner said that Mary Jenkins from the State is leaving next month; the new person will be at the site visit. They are now doing things on a regional basis. Taberner said he will tell Fasciano that the Committee will be happy to see them on the site visit to take clips. LoPresti said Warren could take videos on his phone and post them later. Warren asked to post them at the time it is going along. He stated there is a certain demographic on social media. Taberner said this is a town public meeting and will be managed as such. Schoen asked how taking and uploading the video clips while the tour is still going on would be perceived by the State. Taberner said if they are posted live then too many people may show up as it is a public meeting. LoPresti said to film, but do not post until after the meeting. The Committee informally unanimously agreed.

David said Regan asked her to look into filling the vacant Committee seat. She mentioned this to Jamie Hellen and asked who could do content. David suggested getting someone from Dean College. She said Hellen was going to reach out to the college president, Paula Rooney. LoPresti suggested an intern. Taberner said each of the subcommittees can have members who are not from Franklin. Warren asked about possible conflicts of interest. David said Dean College is such a big organization, this would be okay. She said she would not want a conflict of interest by someone promoting their business over other businesses. David said the general feeling of the administration is that Pandora would not be a good idea. Taberner said he worked with the previous steering committee for four years and she was the hardest working person. Committee members discussed Pandora’s willingness to engage and her taking Rob’s place on the Committee. David wanted to find someone whose strength was marketing content. David noted a video was going to be created on the MetroWest area; Franklin did not end up on the video. She said Hellen said Franklin TV is going to make their own video. David said she does not know where in the process this video is.

*● Goals Sub-committee.* Brady confirmed the PPT presentation will not be given during the site visit. He noted the goals were sent out to the partners. He asked what if the State asks a question about how to measure goals. Taberner said this Committee should be able to answer questions about how to measure goals, but not the partners. Brady said he has been trying to establish baseline metrics. Mr. Hellen is asking the Town Clerk’s office to provide a list of businesses in Franklin and Brady will categorize them. Brady said he will track collaborative activities, the community calendar, and activity in social media. Committee members talked about community calendars and what should be included. Brady said there are two documents on the drive that discuss metrics; he is going to use that to compare metrics from Franklin.

***Regan entered the meeting at 7:52 PM***.

Warren asked if there is a spreadsheet that everyone could enter into when a Committee member hears about an event. Brady said he will think about how to format something like that. Regarding the site visit, Taberner said they only need to answer questions; handouts are not needed.

Cultural District Application.

*● September 20, 2018 Mass Cultural Council Site Visit.*

* *Review of Agenda and Route and Site Visit Protocol.*

Taberner said he has already made a few edits to the distributed agenda. He said the agenda was reshaped because no bus will be used. He reviewed the site visit route, timing, and locations. He confirmed that Committee members should get to the Library, the starting point, at 10:00 AM. Taberner and Committee members discussed attire and agreed on collared shirts, kakis and walking shoes. Taberner said this is essentially an all-day Committee meeting. He reviewed his three-page Massachusetts Cultural District Initiative Site Visit document which included the hour-by-hour agenda and site walk logistics. Committee members asked who should answer questions. Taberner reviewed the protocol and who should potentially answer specific questions. He said the Town is supplying name tags; they are already purchased. He reviewed the tour route and who will be participating at various locations and times. He noted Mr. Nutting will talk about the revitalization efforts. He noted that once this is posted as a public meeting, the State will get a copy of the agenda and tour route as it is a public meeting. He noted the State will be asking lots of questions. Taberner said he will be talking to Jeff and Jamie by the end of the week and will ask about any street work that may be scheduled on the day of the site visit. Regan said he will keep track of the time. Taberner mentioned there will be many people on both sides of this meeting. He noted if it looks like we are getting behind on the schedule, things need to be speeded up. Taberner stated lunch will be at Dean College, not at the Senior Center due to timing; the Town will pay for everyone’s lunch. He said Mass Cultural Council did not want to have questions at this point; there will only be questions at the last five to ten minutes of the day. Franklin TV will be filming but they cannot be asking questions and trying to get every word. Regan said he is fine with filming but wants it to be in the background. Taberner continued his discussion of the tour and review of the participants at each stop. He said that for the round table with the partners, MCC wants one table up front and chairs facing them; nothing fancy. He noted that MCC said they were fine with the number of people attending. Committee members and Taberner confirmed the list and added additional names. Warren asked if the Cake Bar was asked to donate food. Taberner said the Cake Bar would add another five to seven minutes to the tour. He made edits and revisions as necessary to his document. David said Scott from the Milford Daily press wants to bring a photographer and himself and asked what time. Committee members suggested he arrive after lunch to get pictures of the tour and the partnership meeting. David said she will tell them to meet at Dean College Campus Center about 1:40 PM. Taberner said if anyone has any special dietary needs/concerns, send him an email. He said tomorrow he is going to update and post the document and then it will be public. LoPresti confirmed business casual, comfortable shoes, and meet at the Library at 10 am. Regan said it has all come together; job well done all around.

Other.

LoPresti discussed website development and suggested Committee members go to the Natick site and review what they would like and want added. David said meeting with Natick will be late September/early October. Regan asked Taberner if he had talked to IT about hosting the website. Taberner and Committee members discussed if this is going to be a Town website or offsite and just connected. Regan said the development team needs to provide requirements for this website such as server traffic and document storage. Then these specs can be taken to the Town IT Department to see if they need any acquisition of resources; there may be money involved. Taberner said he did not think any new server would be required as the Town has a great deal of server space. Committee members continued to discuss the development of the website including who is managing it, where is the support, and who fixes it when it goes down. David questioned how much Athena does on the Natick site and how much the developer does. Taberner suggested a daytime meeting with people from the Town’s IT group. Taberner mentioned it could take one to three months or longer from the site visit to know MCC’s decision.

Meeting Schedule. After discussion, it was determined the next meeting will be held on Monday, October 15, 2018, at 7:00 PM at location TBD.

With no further discussion, a motion was made by David to adjourn the meeting. Seconded by Brady; voted and approved unanimously. Meeting adjourned at 8:44 PM.

Respectfully submitted,

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Judith Lizardi
Recording Secretary