

**Franklin Cultural District Committee
PARTNERS MEETING**

Minutes of Meeting TOWN OF FRANKLIN
May 15, 2019 TOWN CLERK

Meeting held at Franklin Public Library Community Room
118 Main Street, Franklin, MA

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

Members not present: None.

Also in attendance: Bryan Taberner, Planning & Community Development Director; Mary Olsson, Franklin Historical Commission; Mr. Olsson, Franklin Historical Commission; Felicia Oti, Franklin Library; Steve Sherlock, Franklin Matters; Renata Gilarova, Franklin Bellingham Rail Trail Committee; Jon Mitchell, FCC; Peter Rochat, Pete's Nerd Emporium.

Commencement: Ms. Schoen opened the meeting at 7:03 PM. She introduced herself and thanked everyone for coming. She requested the meeting attendees introduce themselves.

Franklin Cultural District Update

Ms. Schoen introduced new Cultural District Committee members Pandora Carlucci and Roberta Trahan, and she provided a brief review of their backgrounds. She stated their knowledge of the community and their experience will bring a great deal to the Committee. She then provided a recap of the May 10, 2019 dedication and celebration of the new Cultural District recognition by the State. She thanked the hosts of the Historical Museum and The Black Box, the speakers at the event, and those who donated the wine and refreshments. She noted the Franklin Cultural District has a new email address: franklinculture@franklinma.gov.

Partner Activities & Updates

Ms. Schoen stated that ArtWeek was a wonderful event with great crowds. She noted the success of the food trucks and all the great events throughout the week. She said they are expecting that every year this great event will continue to grow. She noted that Peter Fasciano of Franklin TV/Radio did a radio show with members of the Committee. It was played nine times before the dedication and celebration event. It was a great way to start. She thanked Franklin TV for their work. She reviewed some of the partner activities that have and will be happening. The Franklin Public Library and the Franklin Public Schools have a great partnership with collaborative events. The library is going into the schools to bring the library to the students. Ms. David mentioned a professional artist who did some of the murals in the elementary schools and also gave a lecture at the high school. She described the artwork he created and its impact on children and high school students. The high school students did a follow-up workshop based on the artist's idea of hiding art in public places. She said to keep an eye out for books in the Franklin Library with artwork hidden inside. She noted the Franklin Farmers' Market will be starting in June. Ms. Carlucci mentioned additional partner activities and updates. She stated that Concerts on the Common will be back. The Franklin Strawberry Stroll is on Friday, June 14, 4:00 to 8:00 PM, with a rain date of Saturday; there will be performances and food. The Franklin Library Children's Summer Reading Program will also kick off on June 14. The Farmers' Market will be on the Town Common on June 14, as well. In addition, the FPAC presents Cabaret on June 14 & 15 at The Black Box. All of these wonderful events are coming together on the same evening. The Fourth of July celebration will be on the Town Common on July 3 through July 7.

The fireworks are on Saturday, July 6, at 10 PM. She stated there is more information online about events that are happening every day.

New Cultural District Website

Ms. David stated that the new website launched on Friday. It can be accessed directly at www.franklinculture.org. Anyone using the old website will get directed to the new website. She encouraged everyone to look at the new website and provided a review of the setup. She explained the website home page and noted plans to change the five images every month. She encouraged partners to submit images and photos to be put on the website. She provided a Partner Tool Kit handout and explained the required specifications for any submitted photographs. Mr. LoPresti stated they have connected with a photography club that volunteered to take pictures of all the district partners for free. He mentioned the Committee would like pictures of people, activities, and events. As partners are planning events and activities, they should let the Committee know so the photography club volunteers can schedule to take photographs. He stated the idea is to have an inventory of many pictures to rotate through for the website. Ms. David said they want to keep the website looking fresh by changing and updating the pictures. She noted that if there are people in the photos, permission from those people must be obtained in order to use the photo. A written release granting permission should be kept with the partner. It is important to be sensitive to this especially when children are in the photographs; written permission is best. She continued to describe the website. She reviewed the Featured Events section on the homepage; there are three events listed there. These will usually be district-wide events selected from the calendar. All events submitted go on the calendar which is further down on the website page. An event can be submitted using a Google event form. She stated the calendar will accept a Google feed. If a partner is using a Google calendar, they can share it with the Committee so it can be input as an automatic feed for events on this calendar. She stated the second phase of the website build will include a nicer calendar with more details and links to events. It will still be able to take Google calendar feeds, as well as individual submissions. She will let everyone know the timeline. She continued her review of the website and discussed that the drill-down pages have links and partner listings. She asked if you, or a partner you know, are missing from the list, please send her the information. Email photos and information to Stacey at franklinculture@gmail.com. She continued to review other parts of the website and the links. She stated the Dine and Shop section is for places within the Cultural District, not every place in town. If anything is missing, please let her know. There will be a page for offers coming later. She noted each organization in the Cultural District should be in at least one area on the website. She reiterated the Committee is looking to add photos on all the webpages. She noted there is a newsletter subscription; the newsletter will be posted on the website and an email will be sent to partners to let them know that the newsletter is available.

Franklin Cultural District Marketing Initiative

Ms. David discussed the marketing initiative. She stated a new FCD logo was created. There is both a full color logo and a one-color logo. They are downloadable in multiple formats. She encouraged partners to use the logo. She reviewed the Franklin Culture social media platforms, PR campaign, Dean College student survey, and the Illustrative map. She stated if there are press releases on events that partners have, the Committee can help publicize the event and will put it on the website. She explained that the Dean College student survey asked students what they are interested in and what they would like to do in town. She stated the survey happened as a result of feedback from students indicating they had nothing to do in town. She hopes to get the results from Dave Drucker of Dean College very soon. She will post the results on the intranet of the website and will discuss the results at the next partners meeting. She mentioned that Dave Drucker told her that Dean College was going to have a Welcome to Dean

Fair in the fall. They would like to have more community members and organizations involved. He extended an invitation and said if anyone would like a table there, let him or Ms. David know.

Ms. David stated the next marketing project is an FCD illustrative map. She stated a grant was received for this. It is a whimsical art piece as a map for people to look at all Franklin has to offer. It shows the shape of the District with illustrations for the cultural landmarks around town. If there is something missing from the map, let her know. They are thinking of printing the map at 11" x 17" size to provide to residents and visitors. She asked the partners if they had any interest in a larger version to have framed for a wall. Ms. Olsson, Ms. Oti, and Mr. Rochat said they would like one. Discussion commenced about the appropriate size of the framed artwork. It was informally agreed that approximately 17" x 22" was a good size. Partners said they would also like copies of the map in their shops as a lot of tourist towns have things like that. Ms. David discussed the possibility of putting the image on T-shirts. Discussion continued about the map and the landmarks that would be shown. Ms. Olsson discussed having an overlay on the map with just restaurants. Mr. Rochat said the more stuff on maps, the more interesting it gets; if it does not have a lot of things on it, it is less useful. Partners discussed that maybe the map could be on the front with a listing of places on the back. Discussion commenced about how to include everything on the map. Ms. David stated the idea is to get people excited and want to find out more information. The website information will be on the map for people to further check out. She reminded everyone that it is an art piece, not a navigational tool. Ms. Olsson suggested a little advertising piece by placing some people's logos on the back of the map. Ms. David stated the map has already been started and it has to be completed and to the printer by June 30 as a condition of the grant. The goal is to have it available by the Strawberry Stroll.

Ms. David then discussed marketing collateral and said it is also from the MetroWest grant. She said she is going to do a window cling with the logo and asked what size the partners wanted. Partners discussed the window cling size and informally agreed about 3" x 4" would be good. Ms. David said all the partners will get some. She said they are also creating a trifold brochure or rack card about the District. She asked what the partners wanted. Mr. Rochat said that rack cards work the best. Ms. Oti said it all works. Ms. Olsson said whatever works for everyone else. Ms. David discussed a poster of the illustrative map, magnets, and stickers, and asked what type of collateral the partners would find useful. She asked if there was any interest in creating an FCD discount card. Partners agreed that magnets are useful and the map should be put on the magnet if it would fit, or the logo. Further discussion suggested that maybe the logo would be better. Ms. Olsson suggested that to not dilute the message, maybe go with the logo and the website. Mr. LoPresti said in the beginning it is all about branding. Ms. David asked if there are any other collateral or giveaways the partners wanted. Partners said not at the moment. Ms. David asked if there was any interest in a discount card and discussed the possibility of discount days. She asked the partners to think about it. She said if there were any other ideas on marketing or anything to do with the website, please let the Committee know.

Interactive Story Map

Mr. Taberner reviewed the interactive story map which will be linked to the town's main website, as well. He explained the story map and how it worked when clicked on. There will be about 50 pages for the story maps from around the District. He stated that he is trying to get images that will look good for the long term. He noted if someone has new information, it can be changed without difficulty. He stated the story map also includes the logo, the name, and the website. He mentioned that for instance Dean College will have four to six pages, and the school department will have a few pages as they do many things including the high school and continuing education. He explained it is something that is going a little slow right now as the resources are not available, but it is in progress. He welcomed everyone to send in new or additional

information. He reviewed the information that is needed from the partners. Ms. Olsson asked if the website had accounting capabilities to track how often someone clicks on it. Mr. Taberner said he was not sure if it had those capabilities. He mentioned this is a good resource; it does not add any cost and will show specifically where things are in the District.

Economic Development Study

Ms. Carlucci stated that with Mr. Taberner's leadership, and in collaboration with Project Management, CDC Goals Subcommittee, Economic Development Committee, Department of Planning and Community Development, along with consulting assistance from MAPC Technical Assistance Program, the Foundational Market Analysis and Market Position Summary for Franklin Center and Surrounding Neighborhoods will be conducted. She discussed the project and how it will be helpful to determine baseline knowledge about what is here today and what is needed. She noted there are many people working on this. Mr. Taberner explained they will be reaching out to businesses for information, but he does not know how MAPC will be reaching out to gather it. After the consultant sees Franklin, a more concise timeline can be developed. He hopes to have a complete project in January; maybe in six months some information will be available. The final study will be presented at a public meeting. The baseline data is to assess Franklin and see what businesses are in town, what businesses are not available, and how does Franklin attract them.

Measuring Activity in the Franklin Cultural District and Data Collection Tool

Mr. Warren discussed collecting metrics as a part of the economics of the Cultural District. Metrics must be reported yearly to the State as part of the Cultural District designation. He stated the Committee is looking for data such as number of events, number of guests, and number of attendees. He reviewed the two forms available on the website to be completed with information about events and collaboration. He showed a sample of the form and reviewed the contents. He stated there is an event reporting form and a separate dining and drinking establishment reporting form. He noted these are the data points that are needed from the partners. He said there will be email reminders sent to the partners to remind them to collect the information and submit the forms. Any help collecting the data will be greatly appreciated. Ms. David stated this year is the base year which will be used for future years. The MCC wants to see that there is growth in the District. She noted every five years the Cultural District is up for renewal; not every District gets renewed by the State. So, this data is really needed. Ms. Trahan stated The Black Box has collected lots of data. She mentioned that sometimes the smaller venues have a more difficult time collecting data. She explained that partners that are not at this meeting need to be told about the data collection efforts. Mr. Warren explained the forms are on the website to make it easier. There are no hard and fast rules; he would like as much information as possible. Monthly data about number of events and attendees, as well as any other information would be great. Mr. Sherlock stated the Library could look at children's events, adult events, and collaborative events. Mr. Warren stated they are going to see what works in terms of data collection over the next year. Mr. Taberner stated that in regard to data collection, he is doing the economic development study; that data collection effort will include data on arts and culture. He said that Mr. Warren will be able to use some of that data for his metrics.

Franklin Cultural District Partners Meeting Schedule

The next Partners meetings are scheduled for Tuesday, August 20, 2019, and Wednesday, November 13, 2019.

Questions/Comments

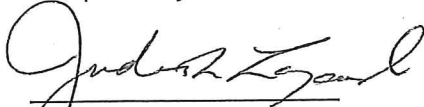
Ms. Schoen closed the meeting with a Partners' Challenge. Ms. Carlucci said there was a great conversation tonight; we have talked about marketing and lots of other information. She stated

that what we need is a reason why people should come to the Cultural District. She encouraged everyone to look at the calendars for Franklin and think about how your business or organization uses and can use culture and the arts. She encouraged everyone to think about the partners in the room and those partners out there who did not attend. Bring some of them to the next meeting. See if they share your vision. Think about collaborative partnership activities that you could do. Use this tool for your vision and to advance culture in the arts. Ms. Schoen encouraged all the partners to please keep coming to the meetings. Ms. Gilarova from the Rail Trail Committee said she brought brochures for everyone. She discussed the rail trail walks and how wonderful they are. She encouraged everyone to join for a rail trail walk. She stated they are thinking of doing a story walk after the Strawberry Stroll event.

Adjourn

Ms. Schoen thanked everyone for attending and sharing their ideas. She stated we are here for you; let us know your thoughts and suggestions. With no further discussion, the meeting adjourned at 8:45 PM.

Respectfully submitted,



Judith Lizardi
Recording Secretary