

**Franklin Cultural District Partners Meeting**  
**Minutes of Meeting**  
**February 11, 2020, 7:00 p.m.**  
**Meeting held at Franklin Senior Center**  
**10 Daniel McCahill Street, Franklin, MA**

**Culture District Committee Members:** Nancy Schoen, John LoPresti, Pandora Carlucci, Roberta Trahan, Jamie Barrett.

**Town of Franklin Staff:** Bryan Taberner, Director of Planning and Community Development; Judith Lizardi, Recording Secretary.

**Business and Other Attendees:** Peter Roachat, Pete's Nerd Emporium; Chris Nayler, Lifelong Learning Institute, FPS; Margaret Munson, Franklin Art Association; Marc Arentsen, Joan Phelps Palladino School of Dance and School of the Arts at Dean College; Caleigh Keating, Franklin Public Library; David Burnham, LiveARTS; Phil Hall, LiveARTS.

**Welcome:** Chair Nancy Schoen opened the meeting at 7:07 PM and welcomed everyone.

**Massachusetts Cultural Council Grants:** Chair Schoen stated the \$5,000 MCC grant will be used for collaborative events that invoke culture and the arts. She explained that an original collaborative event during ArtWeek with Kris Russell of The Drummer's Studio did not work out. The committee requested the MCC provide additional time for the committee to distribute the funding. As a result, the MCC grant money was awarded at the last Cultural District Committee meeting; the committee was able to fund all the requests made by the partners. She reviewed and summarized the seven collaborative Cultural District programming/events receiving funding. She stated she hopes the MCC will offer this grant again and suggested partners begin to think about possible ideas for award funding if it is.

**Economic Development Committee:** Ms. Carlucci said Mr. Taberner and MAPC are working on an economic development research, analysis, and planning project. When completed, it will be presented to Town Council for review and debate. She stated that at a recent Downtown Partnership meeting, Mr. Rick Kaplan, president of RE/MAX Executive Realty's Commercial Division, presented an update and preliminary plans on the future of the former Clark, Cutler, McDermott parcel. She described some of the businesses envisioned for the location. She stated that Mr. Taberner will keep everyone informed when the draft plans come forward. Mr. Taberner said that currently Mr. Kaplan is trying to fill the building to generate some revenue. Part of one of the buildings will be demolished and the existing manufacturing facility will be relocated to another part of the property. Additional parking and some green space will be developed. He explained the vision for development of the property and stated that there are many possibilities.

**Marketing Update:** Mr. LoPresti stated they are working to improve the website including redoing the calendar to be more operational. As well, they are creating promotional items to indicate a partner's event is being sponsored or supported. He requested that partners let the committee know when they are having activities or events so the events can be added to the website calendar. He encouraged partners to take the marketing collateral items such as window clings and cards to promote the district.

**Cultural District Data Collection – 2020 Annual Report & Data Requirements:** Ms. Trahan discussed the state's required data collection for ongoing reporting to assess the impacts of the Cultural District designation. She reviewed the four reporting forms that will be on the website to obtain the required data: Dining and Drinking, Retail, Events and Performances, and Arts and Culture Education. The online forms should be ready for use by mid-March. She stated that Ms. Carlucci will send email reminders to partners to complete the forms after an event or activity. She suggested partners complete their event forms monthly to provide the most accurate event information. Mr. Taberner reviewed the type of data they are required to collect including the number of participants and visitors, and the number and type of events. He noted the data must be collected on a fiscal year basis. He explained that the MCC requires the data to assess if there is an increase or decrease in the number of visitors to the area. He stated that when the forms are available on the website, he would appreciate comments from those using the forms as he is trying to make the forms easy to complete. Ms. Munson stated they have started tracking the Strawberry Stroll. Mr. Arentsen suggested that other granting organizations and state agencies may have online forms the committee could review to see how they collect required data.

**Website Update & Information:** Mr. Barrett discussed and demonstrated the website. He stated that the hope is to add information as well as imbed the Twitter and Instagram feeds into the homepage. He stated that with the help of Mr. Steve Sherlock, they will have a cultural event's calendar. He discussed that Instagram will be used to post event photos; Facebook will have photos and information, as well. They hope to use Twitter to advertise events and meetings and post minutes. He provided his and Mr. Chelman's email addresses for partners to send their pictures; they will share partners pictures and information on the website. He stated they hope to make the website better and have it become the place to go for all event information. He noted the location of the forms for data reporting. He stated that partners can log in at [Franklinculture.org](http://Franklinculture.org), and they must create their own password. Chair Schoen stated they will send the information again to partners regarding how to access the website.

**Mini Franklin Experience – Caleigh Keating, Franklin Public Library:** Franklin's Public Library Children's Librarian Caleigh Keating reviewed the Mini Franklin Experience event, which is scheduled for May 29, 2020, from 3:30-5:30 PM or 4-6 PM, at the Town Common. She stated it is a family-oriented event and is two weeks before the Strawberry Stroll. She reviewed the concept of turning the Town Common into a mini Franklin where Cultural District partners would provide a mini version of their business/organization along with an interactive activity developed by each business/organization. Families will ride on their bikes and visit the partners mini versions of their businesses. The objective is to get families familiar with the Cultural District. She explained ideas of how a business/organization could participate such as having a tent, a table, a raffle, or a photo booth. This is a great way to get the word out about an organization, product, or business. She noted the children will have grownups with them. She discussed that phase 2 of the event is the call to action which is that the participants go to the actual business/organization. Each business can decide their follow up. It can be something simple like each child getting a stamp or sticker on their passport if they visit the business or event. At the end of September, each child having a passport with 10 or 15 stamps would get a prize. This is a good way to get children motivated and engaged with the community. She stated there is a Google form available for businesses wanting to participate to complete to provide their general ideas. She will help partners develop ideas if they want to participate but do not know what to do. Ms. Trahan suggested there be a passport drop-off location at the Harvest Festival on October 3, 2020. She suggested Ms. Keating verify if a police detail is needed for the event. Ms. Keating said she was considering putting the passports and event information in the summer reading program materials as 1,000 bags are distributed. She stated if the passports are going in the summer reading bags, the businesses should let her know by the end of March if they would like to participate. She confirmed she will send a one-page description of the event to Ms. Carlucci who will send it to her 105 email contacts. She discussed some of the other library events for children that she is working on.

**Next Meetings**

2020 Cultural District Partners Meeting Dates: Tuesday, May 12<sup>th</sup> and Tuesday, September 15<sup>th</sup>.  
Chair Schoen stated that if anyone would like to host a partners meeting or present during a meeting, just let the committee know.

Mr. Burnham discussed a concert event on Sunday at 3 PM at the First Universalist Society in Franklin. Tickets are \$25 for adults and \$20 for seniors. Students can attend for free but are asked to make a donation. Mr. Arentsen reviewed upcoming events at Dean College and suggested everyone look at the Dean College calendar. He noted that Dean College is holding many summer courses for high schoolers. Mr. Nayler stated that their summer program is online. Ms. Munson stated their next meeting is March 4, 2020 at 6:30 PM at the Senior Center; she will provide information to the committee.

**Adjourn**

The meeting adjourned at 8:03 PM.

Respectfully submitted,

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Judith Lizardi  
Recording Secretary