

Franklin Cultural Council Meeting Agenda

Oct 5, 2017

7:00 pm.

Municipal Building, Room 106

1. Old Business — Sept 14 minutes approved.
2. Caleigh presentation: Library memorial from Ladybug Spots project: We voted for the Explorer Bags idea, to also include custom printed bags with a Ladybug Memorial logo/wording of some kind and a display rack. Bags will include books, games, and interactive elements on a variety of topics. FCC asks Caleigh to put together wish list for how many and topics for bags, to be presented at next meeting.
The display rack we felt needs to be visually appealing, and so will let Caleigh know that we want something with a fantasy/fairy tale theme such as a dragon, castle, fairy house, etc with hooks for the bags. She will contact Tri-County to see if they would like to custom build something for her. We have allocated \$3,500 for the complete project. We elected to not fund the lighting in the library at this time, as we decided it was better to do one big project instead of two smaller ones for maximum impact. The library or FAA can apply for an FCC grant for the lighting.
3. Cultural Connections —Tues, Oct 10: Taylor from NCC came and we are all set with her and Charity presenting and leading the discussion on Tues. Stacey has confirmed with the coffee house. We anticipate approx 28 attendees. Please let Stacey know if you are coming
4. CAAD preliminary planning with Taylor and Charity. Possible workshops to consider for this year include: Stacey welcomes add'l ideas
 - Fundraising - Jean Mineo (Stacey already spoke to her, and she's on board)
 - Grants - Barb/Lillian? — we opted to have a more general workshop, perhaps on "Your Budget" to help people figure out what their budget should look like, how to present it on a grant app, and other sources of funding to consider
 - Marketing 101 - Stacey (PR, promotions, mktg, website, Facebook, events, collaborations)
 - Advocacy - MassCreative
 - Social Media — Taylor/Charity— Taylor suggested breaking it up into 2 back-to-back workshops: Social Media Basics (the how-to of getting online and set up and how to use social media platforms) and Developing a Social Media Strategy (a higher level, more philosophical approach to the how/when/why to use); we would offer these Session I & II, so you could take one or both
 - Corp Relationships — ? perhaps Athena from Natick Cultural District

- Forming & Leveraging a Cultural District in your Community — MCC?
 - Roundtable Discussion?: what's working to create partner events, generate interest in your event, etc. — what topic makes sense — we decided to do the roundtable discussions during lunch with different topics at different tables, to include moderators and/or conversation starters at each, topics TBD
 - Panel Discussion? like the idea, need to decide on a topic
 - What other topics do we want to consider? How to Attract & Keep Volunteers is decided to be a good one
5. TV recording of CAAD — Stacey has a DVD from FranklinTV finally. Rob to set up on Vimeo
 6. Create the Vote —Steve Sherlock is interviewing; we will submit an article to the paper. We do not need to conduct interviews.
 7. Artweek — used to be Artweek Boston, then became greater Boston, now it's statewide. We would like to becoming a host. Spoke to Jamie Hellen, and he loved the idea. Read more about Artweek here: <http://www.artweekma.org/get-involved-support/get-involved-faqs/>
 - a. We voted unanimously to bring Artweek to Franklin. We also allocated \$2K from our leftover "ladybug" money to offer grants for events that are free (fee-based get to keep their revenue). This will be a separate grant app/cycle. Stacey will work with the Artweek Dir to develop a grant app; applicants will apply directly to us for money and directly to them for inclusion in the Artweek program. Norfolk CC also loves the idea, so we might end up doing some partner projects/events with them.
 8. Budget — what do we want to ask for for increase next year? Recap Jeff Nutting conversation. We get \$3K now. Will be asking for more to promote/encourage events in the new Franklin Cultural District plus to cover some of the gap between requests and awards. 2017 grant requests totaled \$31,711. Of that, \$6K was the play grant (insane request), leaving roughly \$26,000 in "reasonable" requests. We gave out \$15K, but actually were only allocated \$11K. So that means \$15K that was requested that we couldn't award. In 2014, we were \$21K short. In 2015, we were \$20K short. In 2016, the records aren't good, but it looks like maybe we were \$6K short. Stacey's thought is to ask for \$10K more. Group voted to ask for \$15K total, a \$12K increase, to include:
 - a. \$1K for FCC projects (CAAD, Cultural Connections, workshops, etc)
 - b. \$2K for Artweek grants, most in the cultural district
 - c. \$5K for Cultural District specific grants (tho' many of our regular awards also go to FCD programs)
 - d. \$7K for general FCC grants
 - e. This means 1/2 goes directly to cultural district programs, and 1/2 to general FCC grants (some of which also goes to CD). Stacey will write a letter outlining this plan and submit to the town for consideration.

9. Council member appointments— vote on Tamara's seat to fill; Jose Trevino and Olivier Edouard will be in attendance; we liked both Jose and Olivier very much. We will ask the town if there's any possibility of having an Associate Member who would be a non-voting member. If so, we might ask for both of them to join. If not, we will have to decide where to go from here.
10. Setting meeting dates going forward: how do we pick a date that people will actually attend? We have set the following meetings for grant app reviews: **Nov 15, Nov 28, Dec 5 and Dec 14** (only if we don't complete app review by Dec 5). We **MUST** have a quorum (50% or more) of members in attendance to vote on grants, so please let Stacey know ASAP if you can attend these dates. If not, please give several suggestions for dates you are available. These are the most important meetings of the year for attendance. We will do like last year for review: Stacey will send out the panelbook of all apps when she receives it (late Oct/early Nov) along with a score sheet for each one. We will each read thru and score at our leisure and then come together to discuss. Last year, we needed 3 meetings to review 35 apps. Stacey wouldn't be surprised if we had more apps this year, just based on people she's spoken with. For meetings in Jan and beyond, Stacey would like to go back to a set meeting date each month, preferably the 3rd Thurs of the month. Please let her know if this works for you.
11. New Business —none presented