

Franklin Cultural District Committee
PARTNERSHIP MEETING

TOWN OF FRANKLIN
TOWN CLERK

Minutes of Meeting
November 15, 2018

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RECEIVED

Meeting held at Franklin TV/Franklin Radio
23 Hutchinson Street, Franklin, MA

Members Present: Philip Regan, Nancy Schoen, Stacey David, and Tyler Warren.

Members not present: Christopher Brady, John LoPresti.

Also in attendance: Bryan Taberner, Planning & Community Development Director; Christopher Nayler, Franklin Public Schools; Sara Ahern, Superintendent of Schools; Mary Olsson, Franklin Historical Commission; Kai Olsson, Franklin Historical Commission; Roberta Trahan, Franklin Downtown Partnership; Kris Russell, The Drummers' Studio; Peg Munson, Franklin Art Association.

Tour of Franklin TV/Franklin Radio Facilities. The Franklin Cultural District Partnership Meeting began at 7:15 PM with a tour of Franklin TV/Franklin Radio facilities.

Commencement. Chairman Regan opened the meeting at 7:33 PM. He thanked everyone for coming and introduced himself. He requested attendees introduce themselves. He then began the slideshow for tonight's meeting.

Review of MCC Site Visit & Status of FCD Application. Regan provided a review of the Franklin Cultural District initiative. He stated the report has not yet been received for the review of the application. He stated that when the MCC left, they said to proceed as if the Town received the district designation. He said the first chance the MCC will have to vote on this is January. Regardless of their vote, the Cultural District Committee partnership meetings, cross collaboration, and website will continue. Taberner said even if the MCC denied it, there is a district, so continue doing what we do.

Partnership Goals & Responsibilities – Quick Review. David gave an overview of the partnership; official partners are either located in the district or doing business in the district. Unofficial partners are outside of the district. She said one goal is economic development and the other is arts and culture. She discussed the goals of the partnership. She stated there is huge growth in arts and culture in Franklin. She discussed the responsibilities of the partners including that anyone who signed one of the letters agreed to the responsibilities. She read the roles and responsibilities of the partners. She discussed cross-partnership activities; she would like everyone working together on a variety of events and activities.

Regarding FCD Vision and Goals, Schoen stated the Franklin Cultural District Committee will enhance current and future cultural endeavors—fine and performing arts, music, culinary education in Franklin. Schoen said they want to foster partnerships to attract to and promote Franklin. They would like to help Franklin be a cultural destination. She noted the historical aspect including the museums; there are great opportunities for collaborative work. Schoen said she spoke to Lisa Piana today; the Downtown Partnership is a great point of collaboration. They have over 250 members. This Committee would like to help the collaborative work to grow.

FCD Marketing Subcommittee. Social Media Efforts and Branding Strategy, "Did You Know" Campaign, Cross-Promotional and Marketing Ideas, FCD Tool Kit

Warren said they want to reach out to the people outside of this room and to other businesses in Town to work together and promote each other. He would like more folks' input. He wants to do more of the "Did You Know" campaign. He stated they have a few hundred followers on each of the platforms. Regan said they put together a branding tool kit which includes logo and badge; the art is ready to go and usage guidelines are included. The cornerstone of the branding is the logo for the Cultural District. He asked the partners to use that in their materials to have uniform branding. He gave everyone his email address and told them to contact him if anyone has any questions. He discussed the website. The FranklinCulturalDistrict.org website has been maintained by Steve Sherlock. We have the opportunity to build a new website. We have released an RFP to see what both vendors offer and the cost. The MetroWest Visitors Bureau and possibly the Town will provide some money. The cost should be minimal; hopefully, this will be off and running with the State sanctioning. David said they are hoping to make a Town-wide calendar of events; one spot to see everything. It should have a layout like the Natick Cultural District website calendar. It will be able to be sorted by topic. She stated they have put in the RFP that they still need to be able to take in the Google feeds.

Taberner said the Town is working on story maps. He explained what the story map is and demonstrated what it looked like; it is about 30 percent done. He stated they need information from different partners and resources as to how they want to be featured on the map. It includes a picture of the resource, the map, a description with a link to the actual website and other things that happen there. From all the partners he needs pictures, graphics to be utilized, website, and links; please send him or the Committee members the information. He discussed the schools, Dean College and others, and noted that some will end up with numerous pages. Once the website is up and running, he wants this running too. He said it will be a great resource and will be able to link all information together. They could call it a tour of the Cultural District or some other simple name.

Taberner said another project he is working on is the MetroWest Visitors Bureau Guide. They usually go with three ads, one for the museum, one for the Downtown and the Partnership logo, and the other being the issue of the times. He showed what was in the ad last year. He would like to have it all redesigned. He stated he is looking for a few photos and things of that nature; a few representative photos of the Cultural District such as maybe the school district, festival picture, museum, and social media links. He described what it may look like; he has to have that done very soon as it is printed by January. He stated that if anyone has anything, please send him an email. Warren noted that Instagram is a catalog of pictures. He stated that if anyone has any "Did You Know" items, please let him know. David requested that if any pictures are sent to Taberner, please make sure they are high resolution so they do not look fuzzy.

Regarding cross promotional activities, Schoen said that Dean Bank would join for the Strawberry Festival; this is a great example of collaboration. A meeting attendee talked about collaboration with Franklin School of the Performing Arts and the Harvest Festival. Schoen said that is what we want to see continue to grow; we want to make those connections and collaborate together. An attendee said the Franklin Art Association is doing their spring show during the Strawberry Festival. David said it is not always the partners that one would think would go together; it can be any partners collaborating. Ms. Trahan and David gave Pour Richard's as an example—they do events all the time with others that are art related. There are lots of opportunities between retail businesses and the arts. Ms. Trahan mentioned the culinary arts; The Cake Bar and The Little Shop of Olive Oils are partnering together. This is the kind of out of the box thinking that we are trying to encourage people to do.

Ms. Olsson stated the museum was collaborating with the library. We have been collaborating lately with Dean College such as on Halloween night with the tour of the cemetery. We worked with Dr. Rob Lawson from Dean College; he had great information. There were over 100 people this year for the cemetery tour; everyone was well behaved. Taberner asked if that was obtained on film. Ms. Olsson said that last night the third annual history majors' reception was held at the museum. The Dean College history professors were there with the student history majors; students may be interested in working with the museum as interns. She noted that Caleigh Keating from the Franklin Public Library suggested history camp. Ms. Olsson said she has also talked to teachers about education programs to get students involved in local history. There are grants to get the buses to bring the students to the museum; Davis Thayer students can walk. David noted another grant for school buses. Ms. Olsson gave some information about Eddie Grant who was a former Franklin resident and was killed during battle in WWI; she suggested it as a possible "Did You Know." She stated the museum has always wanted to be an active participant in the community. She said the Cultural District Committee is doing great things and they are happy to be part of it.

Schoen stated Caleigh Keating could not be here tonight but has many ideas. David noted some of the events Keating has done with the high school and other schools. She reviewed some of Caleigh's ideas. An open discussion continued about possible ideas including walks through town such as the lady bug walk or cemetery walk. David said if anyone has specific ideas, send Nancy or her an email. David stated the Cultural Council is sponsoring ArtWeek again this year; the dates are April 26 to May 5, 2019. There were 50 events last year. The ArtWeek application online has gone live. She described the process on how to apply. There is no application fee or fee to participate but must get approval. She explained ArtWeek, who was involved, the publicity, and that there are ArtWeek grants available for \$2,500. To apply for grants, it must be an ArtWeek event and it must be a free event; the application will be available Dec. 15. Taste of ArtWeek will be done again this year. She stated that the Town has just approved beer gardens and food trucks. There will be an event on the Town Common on Saturday, April 27, 4-8 PM; the rain date is Sunday. The streets will be closed. There will be food trucks, live performances in the gazebo, a craft fair on the Common, and the beer garden will be across the street; a fine art show is a possibility. They are hoping to get 2,000 people. The proceeds will go to two charities. She explained how the ticket process will work at the event for food and drinks. They are working on getting the food trucks lined up. Random Smile is a sponsoring charity. This is an example of partnership events. Schoen said it is great to be able to support local establishments.

Brainstorming for Cross-Promotional Partnership Activities. David explained cross-promotional offers, collaborative events within the district, and joint programs between FCD partners and provided examples of each. She wanted to open up the discussion to the partner attendees and asked if anyone had an idea. What would they like to see? Taberner said that it does not have to be events, it could even be marketing. Ms. Trahan said that many ideas have already been touched on such as the Harvest Festival on October 5 with rain date October 6, Strawberry Stroll (no date yet), and ArtWeek. She mentioned that she was not going to do a holiday stroll; they are doing holiday happenings. This is a four-day event on December 6-9, but they are considering it from Nov. 24 through Dec. 31. She stated that if anyone has anything going on during that time, they will add it to the calendar and advertise the events. She discussed the brochure. Most events will be in during the day. The streets will not be closed. Committee members looked at the brochure. She said that hopefully there is something for everyone. They will maybe do the same thing next year. Warren said he will put all events on social media. Ms. Trahan said Pandora Carlucci had the idea for changing the event and doing this; this was more

work, but the product is better. This allows families to be able to choose when they can come out and do an activity. She discussed some of the events. She is hoping all businesses will participate. Ms. Olsson noted that Simon's Furniture always provides a seat for Mrs. Claus at the museum.

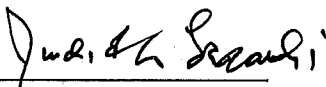
Franklin Cultural District Partnership Meeting Schedule. Regan stated they would like to meet on a regular basis every three months. The currently scheduled quarterly meeting dates for 2019 are: Monday, Feb. 11; Wednesday, May 15; Tuesday, August 20. The time is usually 7:00 PM; TBD for location. A follow-up email with the dates will be sent.

Questions. David said if anyone ever has an idea, please reach out to the Committee members. Part of the Committee's job is to partner the partners together; our job is to make everyone successful. Attendees discussed ways for businesses to promote themselves and to get Franklin as a place to go and visit. They discussed the interactive map. It was noted that the 20-40-year-old crowd does not have a lot to do in town. David said businesses need to generate more ideas. Warren said they hope to bring in new businesses. David said Natick has a successful cultural district; they have one night a week that everyone stays open late. Ms. Trahan thought this was a good way to generate business. Taberner said maybe two years from now there will be a lot happening. Ms. Olsson talked about something for the Dean students; students have said there was nothing to do and no place to go. That might be something to take into consideration. Taberner said they are looking at what type of businesses do we want to attract. If there are any ideas, let him know. Attendees noted there are a lot of kids and young professionals in the area that have nothing to do. Ms. Trahan suggested paint nights. An attendee noted the metrics will be very important. Taberner said once a town becomes a cultural district, the first year becomes a baseline year for gathering data. The hope is every year it goes up a little bit. Regan said they would like to get the headcount for events; it is a very important data point to show for the metrics the state requires. This would be good for the report. David said it is nice to know if everyone that comes to an event is from Franklin or out of town. She stated that Bob Vozzella of La Cantina Winery said most of his clientele is from out of Franklin.

Adjourn. Regan said as it was getting late and the weather was bad, he would conclude the meeting. He thanked everyone for attending and sharing their ideas. He stated we are here to help you.

With no further discussion, a motion was made by David to adjourn the meeting. Seconded by Schoen; voted and approved unanimously. Meeting adjourned at 8:57 PM.

Respectfully submitted,



Judith Lizardi
Recording Secretary

Welcome. Please Sign In

Name	Organization (If applicable)	Phone	Email
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Welcome. Please Sign In

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