

Franklin Cultural District Committee
Minutes of Meeting
February 26, 2019, 7:00 p.m.
Meeting held at Franklin Municipal Building, Room 205
355 East Central Street, Franklin, MA

TOWN OF FRANKLIN
TOWN CLERK
2019 JUL -2 A 10:37

Members present: Stacey David, Pandora Carlucci, John LoPresti, Philip Regan, Tyler Warren.
Members not present: Christopher Brady, Nancy Schoen.

Also in attendance: Bryan Taberner, Planning & Community Development Director; Julie Dennehy, Dennehy Public Relations, Medway, MA.

7:01 PM Commencement: Chairman Regan opened the meeting.

MCC Cultural Districts Initiative Funding, Application Scope. LoPresti said that at the last meeting the Committee talked about looking for vendors to help with marketing. He said that they looked in Franklin and talked with Carlucci as she had mentioned that she had some contacts. Tonight, he would like to have Julie Dennehy, a public relations specialist, talk to the Committee about her background and proposal for consulting services. He stated that David has worked with Ms. Dennehy in the past.

Ms. Dennehy provided Committee members with a document that included her biography and scope of work. She reviewed her background and past PR experience. She stated that she comes from an agency background, has worked on global and national brands, and went on her own in 1996. She likes helping small businesses and arts organizations and works with some local businesses.

Warren entered the meeting at 7:05 PM.

Ms. Dennehy stated she does primarily PR 2.0 which is traditional media relations layered with social media components and content creation. She does promotions, special events, community relations, and crisis communications. She reviewed her proposal for PR/marketing consulting services and explained her scope of work as outlined on page two of her document.

LoPresti said that populating the website with content was the focus; creating an inventory of content and information is the initial thought. Regan asked if there is a word count for the marketing content. Ms. Dennehy stated there is no word count as part of this proposal. LoPresti said they are paying by the hour. He stated that they would provide Ms. Dennehy with what has already been done, such as David's work with press releases. Ms. Dennehy noted she has worked with the MetroWest Visitors Bureau for a few years; this is relevant with the style of writing needed. In response to LoPresti's question, Ms. Dennehy said she did not need a creative brief to kick off the job; once she is hired, she will ask any necessary questions. Warren asked about the pricing for printing. Ms. Dennehy said she did not know about the cost at this time; she noted that Vistaprint is very cheap. David said she had a conversation with a local printer from the Union Street area who stated he would work with the Committee on the price. Ms. Dennehy stated if a local business is going to provide a price break, it may meet Vistaprint's cost. Taberner stated that Allegra Marketing Print Mail has been used in the past; printing local is what should be done.

Ms. Dennehy said she has a designer that she works with; she showed examples of his work. She stated that she is not a designer; she is a PR person. She showed some of her word processing work. She explained that there is a difference between having her do something with no design

costs and paying about \$70/hour for her designer; he is fast and accurate. Taberner asked if her scope of work is the price including graphic design. Ms. Dennehy stated her scope of work and price does not include graphic design. She noted items like the poster and trifold with color pictures can be pricey; let Allegra bid first before a decision is made. She noted that when posters are made too big, there is sometimes not enough room to put them up in the selected locations; sometimes the 11 x 17 size is better and saves money. Committee members had no further questions for Ms. Dennehy. LoPresti stated he would let Ms. Dennehy know the results of this meeting. Ms. Dennehy left the meeting at 7:21 PM.

Warren asked where posters and trifold brochures were going to be utilized. LoPresti said that posters are secondary and trifolds would be used at events. He stated that Ms. Dennehy will focus on content; the thought is that most of what she is creating will be able to be reused. David said it might be nice to have some posters. LoPresti stated that Ms. Dennehy's background led itself to what the Committee needs for marketing at this time. David said the work is fair and reasonably priced. LoPresti stated that whomever the Committee goes with, they would be very careful with the hours. He stated they would give Ms. Dennehy a great deal of information that they already have. Carlucci asked that as this is a Town appointed committee, at what point do we send them to the Town Administrator or does Taberner give the okay for the consultants and the use of money. Taberner said any consultant should have a contract. But, based on Ms. Dennehy's scope of work, he could put a contract together; he would not sign the document she provided. As the dollar amount is so small, he may just send her an email. However, the procurement officer likes a contract. He stated that anything under \$5,000 for printing would be okay; multiple bids would be needed for larger amounts. Carlucci asked if Taberner or the Town Administrator needed to approve a product such as the trifold brochure or poster. Taberner said no; the Cultural District Committee has been designated with marketing, so the Committee decides. Carlucci said Ms. Dennehy seems great; a lot of work for a little money.

Taberner reiterated that the MCC grant is \$5,000. He noted that the Committee is going to need someone to do graphics. He would rather put \$1,500 in the scope of work for the graphic designer now. He noted that until the money is in the Town account, they really cannot proceed. He mentioned that the important thing to do is that whatever is produced, there should be design consistency; the first thing produced should be good and then the rest of the material will fall into place. LoPresti said this is a marketing standard; everything should tie together. He said it is his responsibility to make sure this is carried through. He stated a budget of \$2,000 would be good for this marketing work. Regan said that Brady said there are some goals-related items that he may need money for. Regarding this current proposal of work for \$1,500, it is his recommendation to get it approved and get the work started. Taberner reiterated that Ms. Dennehy cannot be told to start work until there is money in the budget. He noted that he could unencumber \$1,500 from his consultant budget as this is consulting work; when the money from the grant comes in, he will replace the money to this account. This way, they could get going on it. He stated that if the Committee votes yes on the \$1,500 for the proposed work, he will use his department funding. Regan said he thinks Brady just wants to have some money available and not spend it all at this time. David asked if the MCC grant is a reimbursement grant or if the money is just provided. Taberner stated that Luis said there is some flexibility to get good use out of the money. But, a general scope for the money needs to be provided. So, it would be good to know what Brady has in mind for his monetary needs. Taberner suggested that Brady come to the next meeting with a proposal. Carlucci noted that Taberner's offer to provide the money now is very good and gives the Committee a way to start the process quickly. Regan said the Committee will hold off on the rest of the grant money until Brady has a chance to indicate what he wants the money for; there will be \$3,500 left in the MCC grant.

Regan asked the Committee to vote on the following: ***Allocate \$1,500 to hire Julie Dennehy of Dennehy Public Relations for the marketing plan proposal she provided for the proposed scope of work. Voted and approved unanimously.***

Taberner told LoPresti that he could tell Ms. Dennehy to start work; he will email her regarding scope of work and related issues. Regan said he will talk to Brady about a goal spending proposal.

MCC Event Planning. Taberner provided an update. He said they were very close to a date of May 1; unfortunately, it did not work out. It is still up in the air. It most likely will not take place during ArtWeek. This item should be tabled until the next meeting.

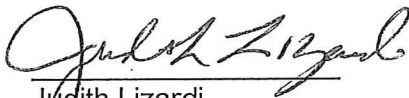
Other.

The next Committee meeting is scheduled for Monday, March 11, 2019, at 7:00 PM, at the Franklin Town Hall.

Adjourn.

With no further discussion, a motion was made by David to adjourn the meeting. Seconded by Warren; voted and approved unanimously. Meeting adjourned at 7:42 PM.

Respectfully submitted,



Judith Lizardi
Recording Secretary