

**Franklin Cultural District Committee
Minutes of Meeting
March 11, 2021
Held as a Virtual Meeting
via Remote Access Zoom Platform**

As stated on the agenda, due to the continued concerns regarding the COVID-19 virus, this meeting will be conducted as a Remote/Virtual Cultural District Committee meeting. In an effort to ensure citizen engagement and comply with open meeting law regulations, citizens will be able to dial into the meeting using the provided phone number, or citizens can participate by using the Zoom link provided on the agenda.

Members present: Nancy Schoen, Pandora Carlucci, Roberta Trahan, Jamie Barrett, Evan Chelman.

Members not present: John LoPresti, Amy Adams.

Also in attendance: Bryan Taberner, Director of Planning & Community Development; Judith Lizardi, Recording Secretary.

Welcome

Chair Schoen opened the meeting at 7:03 PM.

Review and Approval of Meeting Minutes

- *January 11, 2021 Franklin Cultural District Meeting Minutes*
- *January 11, 2021 Franklin Cultural District Partners Meeting Minutes*
- *February 1, 2021 Franklin Cultural District Partners Meeting Minutes*
- *February 16, 2021 Franklin Cultural District Partners Meeting Minutes*

Motion by Ms. Trahan to approve the January 11, 2021 Franklin Cultural District meeting minutes. Seconded by Ms. Carlucci. Roll Call Vote: Carlucci-Yes; Trahan-Yes; Barrett-Yes; Chelman-Yes; Schoen-Yes. Voted and approved unanimously.

Motion by Mr. Chelman to approve the January 11, 2021 Franklin Cultural District Partners meeting minutes. Seconded by Mr. Barrett. Roll Call Vote: Carlucci-Yes; Trahan-Yes; Barrett-Yes; Chelman-Yes; Schoen-Yes. Voted and approved unanimously.

Motion by Ms. Trahan to approve the February 1, 2021 Franklin Cultural District Partners meeting minutes. Seconded by Ms. Carlucci. Roll Call Vote: Carlucci-Yes; Trahan-Yes; Barrett-Yes; Chelman-Yes; Schoen-Yes. Voted and approved unanimously.

Motion by Ms. Carlucci to approve the February 16, 2021 Franklin Cultural District Partners meeting minutes. Seconded by Ms. Trahan. Roll Call Vote: Carlucci-Yes; Trahan-Yes; Barrett-Yes; Chelman-Yes; Schoen-Yes. Voted and approved unanimously.

MCC Grant Applications

Chair Schoen stated the Committee did a great job determining a solution to reflect the mission, goals, grant intent, and equitability; she hoped everyone is pleased. She stated that two days ago notification was received that they will receive the entirety of the grant. She stated that the Committee will reach out to notify the partners. Chair Schoen stated that she drafted a letter providing specifics on the grant information along with a grant reimbursement form. Included in

the letter is a request that the grant recipients come to planning session meetings so they know what other activities are happening that weekend. She noted that she sent one letter; she will send the remaining letters tomorrow. She stated that the Committee needs to get going on the events as this is happening in June. She stated that she wants to keep Town Administrator Jamie Hellen informed on what is going on as the Committee wants to follow all the correct procedures and policies. She would like to meet with Mr. Hellen to review this once the Committee gets started. She stated that Ms. Carlucci has prepared a draft of the plans for the weekends. She reviewed that she has heard back from eight businesses/people regarding their interest in participating/helping in the event. Those businesses/people include, but are not limited to, Rockland Bank, Thru the Looking Glass, Raye Lynn Mercer, Rome Restaurant, Franklin Mill Store, and Melanie Hamblen. She stated that there is a lot of work to do; this is a good start.

June Arts Celebration Art Walk Update – FCC Entertainment Offer

Chair Schoen stated that a \$1,000 grant was received from the FCC. She noted the event is currently being called June Arts Celebration Art Walk; however, that is not the official name, and the event needs to be named. She stated that the Committee also wants to collaborate on the MetroWest grant. Ms. Trahan stated that she spoke with Ms. Lisa Piana of the Downtown Partnership. Ms. Carlucci stated that the collaboration with the Downtown Partnership is a good example for the partners to see. Ms. Trahan stated that Ms. Piana said that anyone wanting to be in the digital map can be part of it; everyone can have a voice. She suggested that they write the grant with this in mind. Chair Schoen recommended that all Committee members review the grant specifications. Ms. Carlucci asked Mr. Taberner if the Town is going to be involved such as the cultural, historical, and recreational attributes that come under the Town. Mr. Taberner said that the Committee is the Town. He suggested that when Chair Schoen speaks with Mr. Hellen, Mr. Hellen will probably ask how he can help. In addition, the Committee will get with DPW and Recreation on the common issues. He noted that there is a lot of things to coordinate, but this is the Town as it is a Town committee. He noted that he thinks that Assistant to the Town Administrator Chrissy Whelton will be dealing with different aspects such as using the Town Common, police details, etc., which will be coordinated through Mr. Hellen's office. Chair Schoen said that she thinks a lot of people will be willing to get involved. She stated that she thinks people will be looking forward to getting out, but noted that they will have to follow social distancing. She stated that FCC offered entertainment of a swing band with vocals and a tent to perform under. She suggested having this event on a Saturday afternoon when the food trucks are present. Discussion commenced as to where and when this should take place. Ms. Trahan suggested all stakeholders attend a meeting to get this worked out. Chair Schoen suggested having the meeting in the next week or two.

Cultural District Signage

Chair Schoen stated that she received everyone's location suggestions. She tallied them on a spreadsheet and sent the top five suggestions to Mr. Hellen. She stated that Mr. Hellen said he would get back to her. She let Mr. Hellen know that the signage should be installed by June as they are having an event.

Data Collection and Reporting

Mr. Taberner said that they are doing a project with MAPC about recovery. They have been asked to send in data. He explained that there is data related to specific organizations such as THE BLACK BOX. He stated that LiveArts was concerned about the specifics of their organization being provided; they would rather be more generic. Mr. Taberner stated that cumulative data is going to be provided; MAPC said they were okay with that. He noted that

MAPC said they do not want any data sent to them with specific names; they do not want to be liable. They want to make sure that whatever data is given to them can be utilized in a free manner. Mr. Taberner reviewed that it is all the same type of data, and it will be combined into categories rather than by business name. Ms. Trahan agreed and stated that is how she envisioned it. Mr. Chelman said that only one data form, which was from LiveArts, has been received to date. Ms. Trahan said that Mr. Alan Mercer sent information but not on the form. Mr. Taberner noted that the data collection is ongoing yearly; hopefully, more organizations will provide data. He will take whatever data he has and utilize it for the annual reporting. Eventually, he would like everyone to fill out the forms. Ms. Trahan said that she is disappointed they have only heard from THE BLACK BOX and LiveArts. She asked what is it going to take to get the data from the businesses as they should have already responded. Ms. Carlucci suggested that their reluctance may be that they feel they are giving away personal data. She suggested sharing with the partners a protocol that business names are not being attached to the collected data; data is being collected in categories. She stated that she thinks the partners need assurance that their personal information is not going to become public. Ms. Trahan said the Committee needs to do work on this. Chair Schoen suggested reaching out personally with an email and then a phone call. Mr. Chelman suggested sending out another email to partners thanking those who have already responded; this may encourage others to join in. He asked if the form should be changed to request type of establishment rather than name of establishment. Discussion commenced on collecting the data without assigning the establishment name, assuring the partners of this procedure, and letting the partners know why the data is needed. Ms. Trahan said she was going to put together a letter/protocol and send it to the partners by April to encourage them to send in their data. She confirmed this letter would be sent to the 23 partners listed on the website. In the future, they will reach out to other businesses, as well. Mr. Taberner said that we need to start somewhere. In the long run, he would like to get all the restaurants and retail establishments to provide data in a generic way. He stated that he would like to eventually get information from everyone as information is needed from more than the partners to determine if we have stimulated economic activity.

Mr. Taberner shared his screen and reviewed data received from the Town Administrator's office regarding activities, fees collected, and number of permits by year including hotel tax, meals tax, alcohol permits, business startups, and business closures. He said that we are looking for this kind of cumulative data to give to the State. Ms. Trahan said the data is there, we just need to determine what impact the district had on it. Mr. Taberner reviewed that with the data, he cannot tell the impact of the cultural district and if the cultural district is providing economic stimulus. He stated that all cultural districts are trying to collect data and prove that the cultural district is worth it. He said that he wants people to go to the website and supply their information, then it can be looked at quarterly. He noted that businesses like Dean College, the Historical Museum, and Franklin TV should be able to provide data. Mr. Barrett asked how can the Committee entice the partners to provide the needed data.

Chair Schoen discussed the mini-series event which includes Mr. Bob Vozzella of La Cantina Winery doing a wine tasting, Ms. Amy Adams doing painting, and Mr. Brent Salve, cellist, providing a performance that will be conducted from the high school chorus room. She stated that the mini-series was put on hold until the FCC grant authorization. Now, the participants need to be notified. She asked what day of the week should be considered for these events as it is a series, and should it be a three-week or three-month series. Ms. Trahan stated that Mr. Vozzella wanted to do his event in March/April. Discussion commenced on the length of the mini-series, the day of the week, and if it would be conducted live or prerecorded. It was determined that the events would be broadcast on Thursday; however, they could be pre-

recorded by Franklin TV, if possible. Ms. Carlucci stated that she would talk to Franklin TV tomorrow. Chair Schoen noted that Ms. Adams will probably be doing painting from her house. Mr. Chelman noted that Mr. Vozzella has done tastings before, and he has one scheduled for this Friday. Ms. Carlucci stated that Franklin TV would most likely go to the high school to record Mr. Salve's performance. Ms. Trahan said she would reach out to Mr. Vozzella and let him know his tasting for the mini-series event should be done in April.

Franklin Cultural District Mission, Vision and Goals

Chair Schoen stated that she is not sure this is the time to address this agenda item. Ms. Trahan suggested holding a meeting just for this topic. Mr. Taberner stated that he would review the topic whenever the Committee would like to. He recommended that all Committee members be present for the discussion as there will likely be many questions.

Next Cultural District Meeting Dates

Thursday, March 25, 2021, at 7:00 p.m.

Monday, April 12, 2021, at 7:00 p.m.

Monday, May 17, 2021, at 6:30 p.m.

Discussion commenced regarding the addition of the March 25th meeting date.

Next Cultural District Partners Meeting Date

Monday, May 17, 2021, at 7:00 p.m.

Adjourn

With no further discussion, a motion was made by Mr. Chelman to adjourn the meeting. Seconded by Ms. Trahan. (No roll call vote taken.) Voted and approved unanimously. Meeting adjourned at 8:15 PM.

Respectfully submitted,

Judith Lizardi
Recording Secretary