

**Franklin Cultural District Committee
Minutes of Meeting
April 12, 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, John LoPresti, Pandora Carlucci, Roberta Trahan, Amy Adams

Members not present: . Jamie Barrett, Evan Chelman

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

Welcome

Chair Schoen opened the meeting at 7:05 PM. She introduced Ms. Christine Sousa of Expressions Enrichment who would like to become a CDC partner, is interested in the ArtWALK, and would like to get involved in the community. Ms. Sousa reviewed her background and experience and noted she is doing the marketing and social media work for the business; she reviewed the goals of Ms. Amy Saltalamacchia, CEO and owner. She discussed that the main focus of the studio is after-school programs for children; however, they would like to have classes for adults, as well. Committee members welcomed Ms. Sousa, thanked her for reaching out, and stated they look forward to getting to know her.

Review and Approval of Meeting Minutes

- *March 11, 2021 Franklin Cultural District Meeting Minutes*
- *March 25, 2021 Franklin Cultural District Partners Meeting Minutes*

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

Motion by Ms. Trahan to approve the March 25, 2021 Franklin Cultural District Partners meeting minutes. Seconded by Ms. Carlucci. Roll Call Vote: LoPresti-Yes; Carlucci-Yes; Trahan-Yes; Adams-Yes; Schoen-Yes. Voted and approved unanimously.

FCC Grant update

Chair Schoen stated that Mr. Brent Salve, cellist, had an accident and would be unable to play for the scheduled recording tomorrow at the high school; the taping will be rescheduled. The Franklin Cultural Council helped with financing the signs; the signs incorporate the logos of all grant sponsors. Mr. LoPresti and Mr. Chelman will post information on social media regarding Ms. Adams' painting event. Ms. Adams stated that she would send them a picture and confirmed the date/time of her event. She noted that the event would be pre-recorded; however, she will be live to answer any questions. Mr. LoPresti confirmed that he would like a larger photo from Ms. Adams and that he would work with Mr. Chelman to post the information to the

website. Chair Schoen stated that the second portion of the FCC grant is paying for Mr. Don Krishnaswami's performance at THE BLACK BOX on the last day of the event.

MCC Festival Grant Application Update

Chair Schoen stated that \$500 was received from this grant. She is hoping the funds can be spent on any additional materials needed by the artists to install the art in the storefronts. If any money is remaining, it can be put toward the summer reading packets; she noted \$600 was applied for, but only \$300 as allocated to the summer reading packets.

MetroWest Visitors' Bureau Grant Update

Chair Schoen stated that Ms. Carlucci did a great job providing the history on the application. She explained that \$70,000 is being distributed; the CDC does not know how much they will receive.

June ArtWALK Celebration Update

Chair Schoen stated that they have been reaching out to downtown businesses. Currently, 11 businesses have responded and two more may be joining; she noted that 13 artists have committed. She stated that the CDC will continue to reach out to businesses for this event. She stated that Ms. Adams prepared a chart of all businesses and artists, including contact information, and paired them. Ms. Adams noted that some artists indicated they are able to provide artwork for more than one building if they are also providing animal artwork. Mr. LoPresti requested that the chart be sent to all Committee members as it would be helpful for the marketing team.

Chair Schoen explained that Ms. Sarah Whitney, violinist, would replace Moxie Strings as Ms. Dianne Plouffe, Director of Music Franklin Public Schools, was having difficulty with the requirements as Moxie Strings was not a local group. Chair Schoen explained that Health Director Cathleen Liberty sent her an email indicating that the outdoor guidelines must be adhered to. Mr. LoPresti stated that he needs the time/date event details so the information can be put on the website.

Ms. Trahan stated that she met with Ms. Raye Lynn Mercer who said they plan to start the event on Friday at 5:30 PM and that the house needs to then be cleared so they can set up by 7:30 PM. Mr. Trahan explained that Ms. Mercer indicated there will be some appetizers and a toast provided at the event. She noted that Ms. Mercer stated she will plan for 100 attendees, but thinks it would be great if 75 people attended. The event will be held outside under the tent. Ms. Trahan said that she does not see the event lasting more than one hour; she reiterated the event must end by 7:30 PM. Mr. LoPresti asked if there is enough event content to last for 1.5 hours; he suggested .5 hours. Committee members agreed to change the event time to 6 PM to 7 PM. Ms. Trahan stated that she would provide some event information to Mr. LoPresti to put on the website.

June ArtWALK Celebration Marketing Update

Mr. LoPresti stated that they want to create an image or artwork for the ArtWALK event. He and Ms. Anne Marie Tracey, Marketing and Communication Specialist, will be working on that; she is also going to help them set up the calendar. He stated that someone is going to create a podcast and put it on the website. He explained that Ms. Tracey has been creating a tease campaign to build excitement and interest for the event. Chair Schoen stated that the next meeting will be held on April 26th, and all committees will share what they have accomplished to date. Mr. LoPresti stated that they are trying to create a calendar so all event times and content can be added to fill the website; he would like to have it solidified by April 26th. He stated that

they were going to reach out to the Franklin papers. He noted that Mr. Steve Sherlock of Franklin Matters has been notified. Chair Schoen discussed that a map needs to be created so they can see where the artwork is going to be located. She is going to reach out to Ms. Tracey and Mr. LoPresti to create a link. Mr. LoPresti asked Mr. Taberner if Director of Technology Services Tim Rapoza would be able to create an app which has an interactive map. Mr. Taberner stated that he did not know; he said that he thinks a map with locations is the easiest. Ms. Trahan stated that putting this on the website would be good in order to show where the artwork would be located. Chair Schoen stated that the map does not have to be interactive. Mr. Taberner noted that he has created similar maps for the Harvest Festival and Strawberry Festival; he explained that an interactive map is different.

Chair Schoen stated that the Franklin Mill Store and Franklin Agway are outliers, but the other businesses are downtown. She said that she will add the business addresses to the chart created by Ms. Adams and send it to Mr. Taberner. She suggested that in terms of a paper map, it could be made available with the reading packets; she does not want to just hand out a paper map. Discussion commenced on what the flyer should include. Ms. Carlucci suggested reaching out to Ms. Brianne Comeau, Franklin Public Library Assistant Children's Librarian, as they came up with the idea, and they may have ideas on how they had planned to note the areas of the artists. Chair Schoen stated that she will speak with Ms. Comeau tomorrow.

Data Collection and Reporting Update

Ms. Trahan stated that she sent the letter out and connected people who were having trouble with the login to Ms. Tracey. She thanked Mr. Taberner for his help in fine tuning the letter. She is now waiting for people to access the forms and start sending them in. She asked what else does the Committee need to do to obtain the information. Chair Schoen suggested that a reminder be sent in a couple of weeks. Mr. LoPresti suggested a personal visit to the businesses to obtain the data. Ms. Trahan stated that possibly in the future she would be comfortable doing that, but she would need help as there are many businesses.

Newsletter Update

Chair Schoen stated that Ms. Carlucci is working on the next edition. Ms. Carlucci stated that she received information from both the Library and the Downtown Partnership. The newsletter comes out monthly around mid-month.

Committee members reviewed the agenda for ArtWALK. Chair Schoen asked if Ms. Sousa and Ms. Saltalamacchia of Expressions Enrichment would like to set up a table for the Saturday performance on the Town Common, Ms. Sousa said she would like to do that. Ms. Carlucci stated that she could put information about Expressions Enrichment in the May newsletter.

Next Meeting Dates

Monday, April 26, 2021, at 7:00 PM, ArtWALK Collaborative Planning Meeting
Monday, May 17, 2021, at 6:30 PM

Next Cultural District Partners Meeting Date

Monday, May 17, 2021, at 7:00 PM

Adjourn

With no further discussion, a motion was made by Chair Schoen to adjourn the meeting. Seconded by Ms. Trahan. (No roll call vote taken.) Voted and approved unanimously. Meeting adjourned at 8:00 PM.

Respectfully submitted,

Judith Lizardi
Recording Secretary