**Cultural District Committee**

**Minutes of Meeting**

**May 30, 2018
Meeting held at Dean College Campus Center, Campanella Board Room**

**89 West Central Street, Franklin, MA**

Members present: Christopher Brady, Stacey David, John LoPresti, Philip Regan, Nancy Schoen, and Tyler Warren.

Members not present: Robert DeRobertis.

Also in attendance: Planning & Community Development Director Bryan Taberner.

7:00 PM Commencement: Chairman Regan opened the meeting.

Review and Approval of Meeting Minutes. Motion by David to approve the April 25, 2018, meeting minutes. Seconded by LoPresti; voted and approved unanimously.

Sub-committee Updates.

*● Partnership Sub-committee.* Schoen stated she continues to reach out for the media campaign; she received four additional letters of support. David said she received another letter. Taberner stated he has reached out to everyone; he has great letters from a lot of people. If no more letters are received, he is not worried as they have enough support. Each partner listed will have their own section in the application based on what they submitted; their letter is on top of the section. He stated he may also include emails that expressed interest. Schoen said she did not get Circle of Friends Coffeehouse. Taberner said Dean College is all set; they provided a nice letter. Schoen said she did not receive anything from the Farmers Market or Grateful Farm. Taberner said he has enough items from the Farmers Market including flyers. David said she did not have a working email for the Farmers Market. Taberner suggested she contact Chrissy Whelton, Town Administrator’s Office, for correct email information. He said Franklin School of Performing Arts and Black Box are not providing the letters they promised; he sent another email and asked for just a paragraph. Franklin TV said they would provide a letter right. Schoen stated she received something from Franklin TV. Taberner said in general they are in good shape. Schoen said she wanted to talk about the map. Taberner said the map was supposed to be updated by now, but the person doing it has not been available; he has many edits for the map and has a meeting with her tomorrow. Once the updates to the map are made, it will go with the application and be submitted.

Taberner reviewed the map. He noted The Drummers’ Studio and Feet in Motion are included, so they will be expanding the area. He added a box for Encore at the top. He stated they are including Intermission Café and The Spotlight Shop as two separate businesses. Schoen asked if Teddy Gallagher’s should be included as they have performances. Taberner said they are looking for art or culture related; they can include Teddy Gallagher’s. Schoen asked if Encore Music Academy and Recording Studios, and Encore Music Education Foundation should be added and separate. Regan said the arts and culture definition is wide-ranging. Taberner mentioned to keep in mind we need to get through the application process; the documents will not be perfect, we can change things as they arise. The map will be part of the supplemental application. Jane’s Frames is going to be Through the Looking Glass; David asked if anyone reached out to them. David asked Schoen when she contacts Chrissy Whelton, would she ask for this contact information as well. Taberner said he was adding The Little Shop of Olive Oils. He confirmed he included The Cake Bar to the map. Schoen asked if the map would be numbered in order. Taberner said he will start at the top with the numbering. Warren suggested adding Santa Fe Burrito Grill as they utilize local items. Taberner asked if all restaurants should be on the map. David said the Committee stated culinary should be on there. Taberner said he will figure it out. Warren said all downtown restaurants should be added. LoPresti said the map currently is not very useable. Taberner said the map in current format is not great; it must be parcel specific for the district. He discussed if they were making a brochure they could get creative and do it differently. LoPresti asked if anyone on the staff was artistic. Regan asked if the map could be exported as an EPS file; if so, he could do a more marketing-savvy map. Taberner stated this map is not a marketing tool and noted going forward they can export this map into something else that can be tweaked; for a few hundred or thousand dollars which can be an economic marketing cost, they can do something with the map. He reaffirmed a few more labels will be added to the map, it will get cleaned up, and shipped out with the application.

Schoen said she was reaching out regarding the marketing campaign, but most of what she received was too long. David showed an example of what she created for a Facebook post for the Did You Know? She said this would be the template/formula for what the posts would look like. She could start generating some based on what she has received. She discussed what they may want on Twitter—pictures or just words? Warren said he would talk with David later. LoPresti stated Twitter could be used to gain interest and then send social media users to Facebook for more content. David said these are little sound bites, not very long. Schoen stated she wished more of the partners would get back to her. Regan stated this is free publicity for them.

Regan stated he and Taberner talked about the first partnership meeting; the meeting could be held right after the approval. Taberner said after the application is submitted and gets reviewed, there will be a site visit; he hopes all partners will get involved in some way. He recommended communication with the partners and invite them to the next meeting. As the application will already be in, they can talk about the site visit; they need partners at the table as quickly as possible. This Committee is at the core of the partnership. The partnership members have an interest in getting this district going. This Committee is to manage the district and the district partnership. It is very important to stress that part more. The Committee must sit at the table with the people who will be benefiting from this. LoPresti stated the site visit group will want to visit all places. Taberner said they meet with the Town, the Committee, tour the site, and have another meeting at the day’s end with the partners; it is a three-part site visit which takes all day.

Regan said the three members on the partnership subcommittee should meet and discuss what the partnership meeting should look like. Schoen said sooner rather than later. LoPresti asked about the schedule. Taberner noted he looked at the short-term marketing plan LoPresti created for the launch; he noted LoPresti could be doing some of that now. Taberner said he does not know when they will get the actual designation of the district. He stated after the three-part site visit, the visiting group writes a report and the Mass Cultural Council decides whether they will make it a district; he does not know how long that will take. Mass Cultural Council should have the application in a couple of weeks, then they can look at setting up the site visit. Schoen asked who picks the sites on the visit. Taberner stated the Mass Cultural Council will talk to the Town about what they will look at on the site visit; they stressed the importance of a walkable district. Regan said there will be negotiation between us and them as to how the day would be planned. Taberner stated lunch will be worked in. Regan said he agrees with Taberner that there is no problem with communicating information to the public before there is actually a district. David said Milford Daily News asked to do some stories about what it was like to put together the application. Regan said this will help keep people thinking and talking about it. Warren stated he turned on all social media. He has 60 followers on Twitter; he turned on Facebook this weekend. He is getting some followers there, too. He read what he wrote on Twitter. Warren stated he has not posted anything yet, he is just getting followers. David said we need to get partners onboard to get the message out about creating the district. David reviewed how she sends out information for the Cultural Council of which she is a member. LoPresti said there will be a table at the Strawberry Stroll to collect email addresses. Warren said social media is very important for certain demographics and the Committee does not want to miss out on it. Taberner stated he does not think they will be doing MetroFest on June 16, 2018. Regan asked what materials can be obtained for the Strawberry Stroll on June 8, 5:00-8:00 PM; he will be at the booth. Taberner said there were banners from before, but not with the new logo. David said she is working at the Art Association booth. Brady said he might be able to attend. David said an 11x17 poster can be made and printed at Staples for $1.00, just to put on the front of the table. Regan said he can make that happen. Regan asked for some information from the partners to put on the table. David said many partners will be there, but many are not responsive and probably will not get information. Schoen said it may be difficult to put out materials from some people and not others. Taberner said at this point, wing it and do your best. Taberner said he will be there representing the Downtown Partnership; call his cell to find out where the tables are located. If he gets the map updated by then, he can provide a large copy. If there are flyers or something the Committee would like to print, let him know.

*● Marketing Sub-committee.* LoPresti passed out a Marketing Plan handout and reviewed some of the information. Regan confirmed Taberner will post everything on the Google drive and stated everyone has the weekend to comment; by Monday let Taberner and Regan know thoughts and changes. Then, everything will be ready for submission. Taberner discussed marketing in relation to the application. Taberner referenced LoPresti’s marketing plan sections on page 7 top and page 8 bottom of the application; if LoPresti wanted specific changes, Taberner can make some edits. He noted the previous steering committee suggested an interactive map of the district for the long-term plan. David said she posted her comments to the shared drive.

David asked where are we with another Committee member? Regan said Paul Resten is no longer a Franklin resident, so he will go to the next person on the Dean list. He will reach out to Rob and see how he is doing.

Taberner stated they are looking to build on the current subcommittees; this may help get partners to the table to talk as the Committee needs people. Reagan agreed, they need more people.

*● Goals Sub-committee.* Brady said the goals are in the application. He thinks this initial draft of goals is broad and inclusive. He noted culture is a very broad term; keeping it broad leaves everyone feeling included. He said the goals are on page 6 of the application. There are metrics associated with all goals. It is on Google drive; goals have not changed much from the last meeting. Taberner stated there was a limit of 1,500 characters in some sections, so it had to get pared down. David noticed a missing word; *endeavors* was added. She asked if the application would be proofread. Taberner said there was no one in the office to edit it. Regan said his wife would do it as she is a proofreader. Taberner said please submit any changes; it is currently a PDF. David said it cannot be changed as a PDF. Regan said his wife could mark up a PDF file. Taberner said if Regan’s wife wants to do it, that is fine and get it back to him.

David questioned the goals regarding collecting data from Metrowest business bureau. Taberner stated the Metrowest data would be a good place to start; to make themselves a value, they must prove the art and cultural world is a big business, so they must collect the data. Taberner discussed the Cultural Assets Inventory; he took what members had provided and what he had and tried to put it together. Committee members discussed each category number of assets. They discussed that Restaurants Week is difficult and noted concerns of the restaurants such as staffing and logistics. David stated the restaurants do not get how beneficial it is to them. Regan said it is all about communication and utilizing assets we have. He stated it is easier if it is on their own turf. Members discussed how to attract people and they do not have to leave their facility. Committee members continued to discuss the Assets Inventory. Taberner said the State does not expect to have something in each category. He hoped one or two members could meet with him to compare notes to determine exact numbers in each category. David said she would create another summary sheet. Regan said, when in doubt, throw it in; Circle of Friends is it a performance space and a gallery space.

Cultural District Application. Regan said to put it on Google drive. The goal is to submit application by end of next week. Taberner said it is in PDF format. Regan said to get comments in by Monday and then do one final check; we intended it to be voted on tonight, but we are not ready. Taberner said we do not need a vote to submit it. Regan said sounds like we are 95 percent there; just putting final touches on the documents.

Meeting Schedule. Regan said he thinks the meeting spreadsheet is out of date. He said David, Schoen, and he need to meet right away; they can arrange that via email. David said she is leaving in three weeks for three weeks. Schoen said she is away next week. After discussion, it was agreed the next Committee meeting would be held Tuesday, June 19, 2018, at 7:00 PM, location TBD. Taberner said they should have the partnership meeting then; he will get a location. Committee members agreed the current meeting location would be a great room for the partnership meeting. David said she and Schoen will reach out to the partners about the meeting. LoPresti suggested the Committee meet at 7:00 PM and have partners arrive at 7:30 PM.

Other. Regan said he spoke with Jeff Roy about funding; he is going to talk to Tom Mercer about this. He agreed it would benefit the Cultural District Committee if the marijuana tax funds could be used. This is about laying the groundwork. Jeff Roy said he would like to see a copy the application when it is all set and ready to go; Roy was very enthusiastic about the idea and wants to support it anyway he can. Roy wants to be present for the site walk. David said she ran into Jamie and put another bug in his ear about funding.

Warren noted the Cultural Council is not the same as the Cultural District Committee. David said people do not get the difference. Regan said the Milford Daily News article will be free publicity. David said Judy Garcia will also do something. David said Scott from Milford Daily News wanted to tag along at the site visit; she will give Regan contact information for Scott, so Regan can reach out to him. Heather, the Country Gazette editor, will pick up his article. Steve Sherlock will post as well.

With no further discussion, a motion was made by Brady to adjourn the meeting. Seconded by Warren; voted and approved unanimously. Meeting adjourned at 8:26 PM.

Respectfully submitted,

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Judith Lizardi
Recording Secretary