

**Franklin Cultural District Committee  
Minutes of Meeting  
September 18, 2019  
Meeting held at Franklin TV and Radio  
23 Hutchinson Street, Franklin, MA**

TOWN OF FRANKLIN  
TOWN CLERK

2019 DEC -4 P 4:39

Members present: Nancy Schoen, John LoPresti, Roberta Trahan, Jamie Barrett.

Members not present: Tyler Warren, Pandora Carlucci.

Also in attendance: Bryan Taberner, Planning & Community Development Director; Anne Marie Tracey, Marketing and Communication Specialist.

### **Commencement**

Chair Schoen opened the meeting at 6:30 PM.

### **Review and Approval of Meeting Minutes**

- August 15, 2019, 7:00 PM Meeting. Chair Schoen noted a name error and provided the correct name information. ***Motion by Ms. Trahan to approve the August 15, 2019, Committee meeting minutes, as amended. Seconded by Mr. LoPresti; voted and approved unanimously.***

### **Chair's Update**

- Town Annual Report. Chair Schoen said she and Mr. Taberner worked on the report. It was filed with the Town. It will appear in both printed and online versions of the Annual Town Report.
- Cultural District Signage. Chair Schoen stated Mass Cultural Council approved the new designs. The Main Street theme design looked good. They will be sending four signs. She stated the Committee will work with the DPW in getting them installed. Mr. Taberner said he will let Mr. Hellen, Town Administrator, know the Committee would like to have some input on location.

### **Harvest Festival**

- Coverage. Chair Schoen stated the festival is scheduled for 12:00 to 5:00 PM on October 5<sup>th</sup> with a rain date of October 6<sup>th</sup>. Coverage by Committee members is needed. Set up will need to be done earlier. Chair Schoen, Ms. Trahan, and Mr. Barrett stated they would be available to help. Mr. LoPresti stated he had no availability that day. He stated he has the tablecloth and banner. Mr. Taberner said he would be at the event all day. He suggested he would bring the tablecloth and banner to the event if Mr. LoPresti dropped them off at the Town Hall. Mr. LoPresti said he would do that. Chair Schoen stated she would check the availability of Ms. Carlucci and Mr. Warren. She confirmed assigning times for members to be at the event would work. She said she could bring a table. Ms. Trahan stated the tent does not have weights to hold it down. Mr. Taberner said he does not know if the town has weights. Ms. Trahan noted weights can be purchased online. Mr. Taberner said it would probably not be too much money; he will talk to Mr. Hellen about the cost as the town will be able to pay for a few things.

### **Partners Subcommittee Update**

Chair Schoen said they want to reach out to the partners individually. She hopes to meet with Ms. Anne Marie Tracey, Marketing and Communication Specialist, to get some input from her. She stated she reached out to many people for tonight's meeting, but some were not able to attend. She mentioned the three questions she asked the partners, a possible future survey, and the Dean survey. Mr. LoPresti said the Harvest Festival tent is all about how we are promoting the town. He noted there is a table banner, hanging banner, and promotional materials for the booth.

### **Marketing Subcommittee Update**

Mr. LoPresti stated the kits have been put together and the rack cards and holders are all set.

### **Goals Subcommittee Update**

Ms. Trahan stated she and Mr. Warren met with Mr. Taberner. Mr. Warren is working on the reporting for the website. Partners can go on the website and fill in information such as number of people involved in each event, social media tracking, etc. The partners have to let the Committee know what they are doing and how they are involved. Mr. Taberner said data has to be gathered on a regular basis. The state wants to see end-of-year data. However, he does not want to wait until the end of the year to collect the data. Mr. Warren should be aggressive about getting data. Ms. Trahan said she hopes the partners will be consistent in plugging in the data at the end of each event. Mr. LoPresti said as the partners host events on the calendar, they could be sent reminders to submit their data; providing the data should become a new habit for the partners.

### **Next Meeting**

- Regular Meeting. The next Cultural District Committee meeting will be held on Tuesday, October 29, 2019, at 7:00 PM, at Franklin Town Hall. Chair Schoen noted Mr. LoPresti should go to the Town Clerk's office to get sworn in.

### **Other**

Mr. Taberner reviewed the three upcoming economic development workshops. Vision Event, Municipal Building, October 22, 2019 at 6:00 PM; he would like to have some Committee members present. Business Roundtable, Dean College, November 14, 2019 at 8:00 AM; he noted business owners should go to this discussion. Arts and Culture Roundtable, November 21, 2019 Partners Meeting; he would like the Committee's input on this event as it is specific to arts and culture. This event is open to everyone.

Ms. Tracey introduced herself and provided her background and experience. She said she is excited to bring together her passion for the arts, school experience, and skill set to this position. Committee members welcomed Ms. Tracey. Mr. LoPresti said one aspect of this Committee is to help partners work together and collaborate. He said he would like Ms. Tracey's ideas on how to get the partners engaged with one another and work together; the Committee needs to present some ideas to the partners. Ms. Tracey said the concept is pollinator partnerships. This has to do with building relationships. She said, hopefully, these meetings will help you do that. She suggested providing examples of what people have done to help to build relationships and providing data to show the benefits of people working together. Ms. Trahan provided an example of two partners recently working together on an event. She noted there are a lot of collaborations that could be made that the Committee has not touched on. Mr. LoPresti said he thinks it would be helpful to build a couple of campaigns to get people involved to spur the growth. Ms. Tracey said let's come up with something to help kick start this. Mr. LoPresti suggested he and Ms. Tracey work together to write copy to put on the website.

### **Adjourn**

With no further discussion, a motion was made by Chair Schoen to adjourn the meeting. Seconded by Ms. Trahan; voted and approved unanimously. Meeting adjourned at 6:56 PM.

Respectfully submitted,

---

Judith Lizardi  
Recording Secretary