**Franklin Cultural District Committee**

**Minutes of Meeting**

**June 19, 2018, 7:00 p.m.   
Meeting held at Franklin Senior Center, Craft Room**

**10 Daniel McCahill Street, Franklin, MA**

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

Members not present: Nancy Schoen, Robert DeRobertis.

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

**7:03 PM Commencement**: Chairman Regan opened the meeting.

Review and Approval of Meeting Minutes. Motion by David to approve the May 30, 2018 meeting minutes. Seconded by LoPresti; voted and approved unanimously.   
  
Sub-committee Updates.

*● Partnership Sub-committee.* David stated they are in good shape; things are not much different than at the last meeting. They received a few more letters which were submitted with the application. She said there are 23 confirmed people coming to the partners meeting tonight and a few others may show up. She stated she spoke with Susan Nichols, Executive Director Metrowest Visitors Bureau. The Franklin Cultural District Committee is getting $3,000 for online presence and marketing for whatever we want for website and online adverting. She is getting more details from the person who designed the Natick website; he will determine what $3,000 will get us and what long term maintenance will be. She confirmed the Committee wanted the money. She stated they cannot get the money until July 1, 2018. LoPresti asked if it all had to be used for online purposes. David said Nichols said website and/or online marketing; the intention is to help facilitate online presence. LoPresti said some collateral will be needed to hand out printed promotional pieces. Taberner said $5,000 was cut from his budget; he can come up with a few thousand during the next fiscal year. He said it will be worked out whether you need banners or print; the Committee has to figure out what they will need. LoPresti said he thinks the website will be more than $3,000. David said the Natick website will be used as a template, so we will not have to start from the beginning. She said that Athena, who runs the Natick Cultural District, said there were many iterations of the Natick website before they got one that worked. Taberner said he hopes the committee wants this as a Town of Franklin site and connected to other calendars already out there. David said when she knows more she will let LoPresti know.

*● Marketing Sub-committee.* LoPresti said the press releases are next. Since the application has been filed, are we ready to distribute the press release and we need to talk about timing for the site visit so we know when to launch that; he needs a more concrete date. Regan said we can release the press release for the application submittal. Warren said he already did that; he posted it to the Franklin Cultural District website and linked off that. David said someone needs to send it to the PR contacts she provided. Regan said let’s just stick with the plan; the application was submitted, the press release went out, now wait until the site visit is scheduled. LoPresti asked when the “Did you know” should be put out; should they be started now? David said there is a finite number of them and asked do we want to get some traction first? LoPresti said he would like to wait. He would like to have an inventory of content that could be cycled through. Warren said he already posted a “Did you know.” He has been quite active on all the social media fronts; he has not posted since the original one. LoPresti said he wanted a plan of action; a schedule. David said about two-thirds of the partners provided statements, so she tried to break them into little sound bites in order to post. Taberner provided a handout showing the Strawberry Festival as an example of ways Partners can help to market the District. Regan said let’s come out with more of the “Did you know” pieces, and he is deferring to the marketing team for the correct output cycle. He sees no problem with starting to drum up interest. David wanted to discuss the names of the social media pages. She stated she is concerned with naming the page Franklin Culture as people do not know it is the District. The page should be named Franklin Cultural District. Regan said this should be discussed further. David said we are supposed to be marketing the District not Franklin culture. She said people have already told her that they cannot find it online. She said they need to keep the title with the District, not just Franklin Culture. LoPresti said it must be consistently referred to as already people do not know the difference between Franklin Cultural Council and the District. Regan said a lot of this stuff will sort itself out over time. It is a fair observation, but we are only three weeks in; Facebook is fickle on a good day. For now, let’s keep it consistent. He stated we also have Instagram, Twitter, and the website. David stressed they should all be named Franklin Cultural District. Regan said let’s have the conversation in another meeting.

*● Goals Sub-committee.* Brady said the goals are unchanged; so, we are going forward with them. Regan said we should start getting metrics so we can start seeing trends. Taberner said there is a slide in the presentation about this. Regan said this will be deferred to a subcommittee.

Meeting Schedule. Regan said the meeting schedule document on Google drive should be updated. After discussion with Committee members, it was determined the next meeting will be held on Monday, July 16, 2018, at 7:00 PM. Location TBD.

Recess. Chairman Regan called a 10-minute recess at 7:25 PM in preparation for the Franklin Cultural District Partnership Meeting scheduled for 7:30 PM. (*Note: This Cultural District Committee meeting officially adjourned at 9:17 PM at the conclusion of the Partnership Meeting*.)

Respectfully submitted,

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Judith Lizardi  
Recording Secretary