

Franklin Cultural District Committee
Partners Meeting
Minutes of Meeting
March 25, 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.

Cultural District Committee Members Present: Nancy Schoen, John LoPresti, Pandora Carlucci, Roberta Trahan, Jamie Barrett, Evan Chelman, Amy Adams.

Cultural District Committee Members Absent: None.

Town of Franklin Staff Present: Bryan Taberner, Director of Planning & Community Development; Judith Lizardi, Recording Secretary.

Business and Other Attendees: Phil Hall, LiveARTS; Lisa Piana, Franklin Downtown Partnership; Margaret Munson, Franklin Art Association; Susan Sheridan, Franklin Art Association; Chris Toubeau, Franklin Art Association; Pam Warren, Franklin Art Association; Mary Olsson, Franklin Historical Museum; Diane Plouffe, Director of Performing Arts Franklin Public Schools; Brianne Comeau, Franklin Public Library Assistant Children's Librarian; Steve Sherlock, Franklin Matters; Cobi Frongillo, Town Council Member.

Welcome

Chair Schoen opened the meeting at 7:05 PM.

MetroWest Visitors Bureau Mini-Grant

Chair Schoen stated that the focus of this grant is marketing, exploring ways we can digitally market the Cultural District Committee and the Town of Franklin. The application is in process of being completed. She thanked the Mass Cultural Council and the Franklin Cultural Council for their grants to support events celebrating arts and culture.

June 11th – 13th ArtWALK Celebration Overview

Chair Schoen provided an overview of the ArtWALK Celebration with the following dates and events. Friday, June 11th: Farmers Market 2 PM to 6 PM; Franklin Public Library Summer Reading Kickoff Hodge Podge Puppets (MCC Grant); Franklin Art Association Art Packets (MCC Grant); Franklin Art Association & Local Businesses Art Exhibits in windows and lobbies (MCC Grant); Moxie Strings & Franklin High School Performance (MCC Grant); THE BLACK BOX Reception (MCC Grant); Del Carte Informal Book Walk. Saturday, June 12th: Franklin Art Association & Local Businesses Art Exhibits in windows and lobbies (MCC Grant); LiveARTS performances (MCC Grant); Live Swing Band (FCC Sponsored). Sunday, June 13th: Franklin Art Association & Local Businesses Art Exhibits in windows and lobbies (MCC Grant); Don Krishnaswami Performance at THE BLACK BOX (MCC Grant); rain date. She discussed that they had hoped to include beer trucks, a beer garden, and La Cantina Winery; however, due to current outdoor gathering guidelines, they did not feel it was responsible to have these activities. She stated that they felt they needed to save these activities for another time. She noted that 67 Degrees Brewing was awarded grant money; they will participate at the brewery.

Event Name

Chair Schoen reviewed the following event name suggestions that were received: ArtWALK Celebration, Franklin's Art Escape, Escape with the Arts, Rediscover Art & Culture, Getting Out for Art & Culture, Out & About for Art & Culture, Time for Art, 50th Anniversary of the Franklin Art Association. She noted Susan Sheridan's artwork suggestion with logo Follow Your Art. Ms. Trahan suggested a combination event name such as ArtWALK Celebration: Escape and Rediscover. Ms. Sheridan discussed her visual artwork suggestion. Mr. LoPresti suggested adding Franklin to the event name and noted that a name that is too long is difficult to remember. Discussion commenced on the event name and slogan to be used within the marketing materials. Chair Schoen confirmed the agreed upon event name as Franklin ArtWALK Celebration, Escape to the Arts.

Franklin Public Library Q-R Code Initiative

Chair Schoen stated that Brianne Comeau and Caleigh Keating of the Franklin Public Library have been working on the Summer Reading Kickoff on the Common on June 11th which includes Hodge Podge Puppeteer and Summer Reading Packets & Franklin Art Association Art Project. As well, they have been working on the Q-R Code initiative. Ms. Comeau reviewed the Summer Reading 2021 links on the Library webpage. She discussed the Build Your Own Zoo link and associated activities. She noted that they would like to have artwork for all the animals and give credit to each of the participating artists. As such, each animal artwork will have its own Q-R code which can be scanned to obtain more information about the artist. She requested that the artists send their contact information as well as any links they would like to have linked to the Q-R code. Margaret Munson said that she created a spreadsheet with all the artists' names and emails. Ms. Comeau stated that she will only need the email addresses and URLs. Discussion commenced on the Q-R Code initiative and the great benefit this will provide.

Working Groups: Artwork Displays, Kickoff Reception, Entertainment and Performances, Event Marketing

Chair Schoen reviewed the four working groups. Art Displays and Business Coordination Group will work with Lisa Piana of the Downtown Partnership to match the artists with the local businesses. Entertainment and Performances Group will work with grant recipients associated with the seven different performing groups to determine the needs and performance locations for each of the performing ensembles. Kickoff Reception Group will work with Raye Lynn Mercer and THE BLACK BOX to plan this kickoff reception which will take place at THE BLACK BOX. Event Marketing Group will work with FCD partners to market the June 11th - 13th Franklin ArtWALK Celebration. She requested that members let her know which working group they would like to be part of. She stated that each group needs to form and get started; she suggested that they can meet via Zoom or share emails. At the next collaborative planning meeting scheduled for Monday, April 26, 2021, at 7 PM, they can share what they have done and the progress they have made. She will send an email tomorrow noting the goals of each group and the committee members.

Chair Schoen stated that Cobi Frongillo has proposed an idea that would be good for restaurants in Franklin. Mr. Frongillo reviewed his idea. He stated that in looking at Franklin's businesses downtown and watching them struggle, he has looked at what other towns have done. He stated that it seems like there is an opportunity to open up to pedestrians. He stated that his idea is to close off Main Street from Dean College to the bridge and spread tables and chairs for takeout eating. This welcomes families and gives them space to walk around; it invites them in. He said that he would like feedback from anyone excited by this. He stated that he is having conversations with Town police and DPW to see about trying this out. He stated that maybe the perfect weekend to try this out would be the ArtWALK weekend. He provided his contact information in the Zoom meeting chat. Mr. LoPresti asked about letting other restaurants and establishments participate

even if they are not located on the portion of Main Street that is being closed off. Mr. Frongillo stated yes; it is about opening up the space. Mr. LoPresti said that one approach is to have designated places available on the street for vendors and restaurants which follow the social distance guidelines. Mr. Frongillo agreed that they do have to be COVID conscious. Chair Schoen thanked everyone for wanting to get involved and noted that the scavenger hunt will be great for families.

Mr. LoPresti stated that the Committee has four banners from previous events that indicate the event is supported by a generous grant from the Mass Cultural Council and the Franklin Cultural District. He suggested that it might be helpful to use these banners for the ArtWALK Celebration. Chair Schoen agreed these banners should be used and stated that they also need to have a banner made indicating that the Franklin Cultural Council is a sponsor.

Ms. Munson asked Ms. Comeau about the number of summer reading packets and noted that last year there were 550 packets. Ms. Comeau said that there are 600 bags for younger children and 100 bags for older children. Discussion commenced on the number of art packets being prepared and the supplies that will be in each art packet. Chair Schoen confirmed that the art packets will be first come first serve. Ms. Munson suggested including 50th Anniversary Art Association stickers. Chair Schoen agreed that the more students we can impact, the better.

Ms. Piana stated that the Downtown Partnership's April newsletter is going out next week; it goes out to approximately 500 businesses. She requested that anyone who would like to get information included in the newsletter send it to her. She asked Ms. Comeau to send her information that she can share with the board of directors. Chair Schoen said that she would send Ms. Piana the list of businesses that have already agreed to participate. She stated that she hopes the artwork would be able to stay up through the end of July. Ms. Munson noted that the animal artwork must stay up longer as it is for the scavenger hunt activity. Diane Plouffe stated that there is a new level of concern about having a group from out of state working with students; so, she is working with another group that is not from out of state. Chair Schoen asked to be kept updated. Steve Sherlock requested that the event information be sent to him so it can be added to the calendar.

Chair Schoen thanked everyone for attending tonight's meeting and working on this wonderful event.

Next Planning Meeting

Monday, April 26, 2021, at 7:00 p.m.

Adjourn

Meeting adjourned at 7:48 PM.

Respectfully submitted,

Judith Lizardi
Recording Secretary