

Franklin Cultural District Committee
Partners Meeting
Minutes of Meeting
May 17, 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: Debra Martin, Veterans Services Assistant; Phil Hall, LiveARTS; David Burnham, LiveArts; Christine Sousa, Expressions Enrichment; Lisa Piana, Franklin Downtown Partnership; Margaret Munson, Franklin Art Association; Mary Olsson, Franklin Historical Museum; Caleigh Keating, Youth Services Librarian; Steve Sherlock, Franklin Matters; Cobi Frongillo, Town Council Member.

Welcome

Chair Schoen opened the meeting at 7:02 PM. She welcomed everyone. She noted that per Governor Baker, as of May 29, 2021, there will be no COVID-19 restrictions; this will make the ArtWALK better regarding social distancing. However, there is social distancing signage that can be put up if the Committee would like to.

Franklin Cultural District Newsletter

Chair Schoen thanked Ms. Carlucci for all her work on the newsletter. She noted that with the first newsletter edition there were 117 subscribers; there are now 208 subscribers. They have been reaching a wider audience. Ms. Carlucci thanked everyone for submitting their updates on time. She stated that the opening rate and click rate for the newsletter has increased. She stated that Constant Contact has determined that about 2:00 PM on Sunday afternoons is the most read time for the newsletter. However, the Committee is going to continue releasing the newsletter via email on Tuesdays or Thursdays which have high click rates. She noted that if someone wants to hold their email and view it on Sunday, they can.

Franklin Cultural Council Performance

Chair Schoen stated that cellist Brent Selby's performance was recorded. She encouraged everyone to watch it. It was on Facebook Live on Thursday, May 6th; it will be broadcast on Franklin TV.

Painting Daisies Virtual Class

Chair Schoen stated that Committee member Amy Adams was selected as Natick's Artist in Residence for 2021. Ms. Adams stated that her painting daisies virtual class went well. She stated that once things are more open with the lifting of COVID restrictions, it will be easier to run classes. She stated that as Natick's Artist in Residence, her main focus is around social justice. She will

create opportunities for community engagement around the themes of diversity, equity and inclusion through her art.

MCC Community Check-In Review

Chair Schoen stated that the MCC Community Check-In virtual meetings take place every two weeks. Cultural districts come together and share their ideas for culture, the arts, and economic development; experts give presentations. Ms. Carlucci, Ms. Trahan, and she attend these virtual meetings which are hosted by MCC's Luis Cotto. There are usually about 20 communities participating in the meetings with each providing an update of what is happening in their cultural district. Most of the cultural districts are run by city planners or other staff; Franklin is one of the few communities having the cultural district committee comprised of all volunteers. At the last meeting they had discussions about outdoor dining within communities. These meetings are very informative.

Franklin Cultural District ArtWALK

Chair Schoen noted that the event is approximately one month away.

- **Marketing Update**

Mr. LoPresti reviewed that participants in this subcommittee include Mr. Barrett, Mr. Chelman, Mr. Sherlock, Ms. Anne Marie Tracey, and him. He stated that they officially launched the newsletter on May 13th. He reviewed the website and the content calendar. Mr. Sherlock discussed his podcast. He noted that Twitter and Instagram can be searched to find hashtags. He stated that he will continue to work on the Google calendar. As well, there is information about ArtWALK in Franklin Matters. Mr. Chelman stated that he is working on the social media aspect. He noted that Ms. Tracey has an intern who is doing a great job. They set up a calendar of when and what will be posted to Facebook. He encouraged sharing social media posts. Mr. LoPresti stated that retweeting is also important. He discussed tagging and hash tags. He stated that Mr. Sherlock is working with the local papers and various newsletters in Town which will all have articles relating to ArtWALK. Chair Schoen thanked them for their work.

- **Businesses & Artists Update**

Ms. Adams stated that Ms. Munson has been reaching out to all the artists. Ms. Munson said they did a good job pairing the right artists with the right businesses. She reviewed that everyone has an understanding of how much art they are going to display, where, and which easels they will need. She is not sure how much art local artist Victor Pisini will be showing. There is one location that two artists are sharing. The window displays will not be lit; the artwork will be close to the windows and facing out. Most of the animal art will be downtown and at the museum. Chair Schoen thanked them for the informative chart they created. She asked if they needed any additional supplies besides the easels. Ms. Munson said that she did not know of anything else needed; they have more easels than required. All of the art packets have been delivered to the library.

Chair Schoen introduced Ms. Debra Martin of the Veterans' Services Office. They received a grant for engraving and another for \$18,000 for maintenance and repair of several monuments on the Town Common. Ms. Martin thanked the Committee for asking them to participate in ArtWALK. She stated that she reached out to veterans to volunteer on Friday from 2 PM to 6 PM and Saturday from 2 PM to 4 PM; nine veterans volunteered. In addition to the walkway, they hope to have volunteers at all the monuments. A script will be prepared for each so the volunteers can provide a little history of each monument for people walking through the Town Common. She noted that Mr. Robert Catalano will stand at the WWII monument.

- **Performance Update**

Chair Schoen confirmed everyone is all set regarding the performances. She reviewed the ArtWALK itinerary and performances scheduled for Friday, Saturday, and Sunday. She noted that most of the ArtWALK exhibits will be up through July. She is happy to support local businesses and highlight visual and performing artists, as well. She thanked everyone for their collaboration. Ms. Piana stated that installation of the ladybugs will be commencing; some should be installed by the start of ArtWALK. She will let Chair Schoen know specifics as they become available. Chair Schoen stated that Mr. Taberner is helping with the digital map for people to access on their phones. She would like to include the ladybugs on the digital map. Ms. Piana said she will let Chair Schoen know the locations. She noted that the murals will not be ready for ArtWALK, but hopefully the five murals for downtown will be ready by July. Ms. Sousa stated that she is in charge of marketing and social media for Expressions Enrichment. They have a great summer program for kids and are trying to get the word out that they have a lot to offer.

ArtWALK Festival Data Collection

Chair Schoen stated that data collection is a requirement of a cultural district; Ms. Trahan and Mr. Chelman have been working on this. Ms. Trahan reviewed the website location for the data collection forms. She thanked everyone who has already submitted information. She reviewed how often the forms should be completed and submitted. Chair Schoen discussed the type and amount of data to be collected for the ArtWALK event. They are collecting initial data and can then compare it to an event held on a future Saturday. They are focusing on keeping it simple with a maximum of four questions that will provide useful data for the future.

Questions

Mr. Sherlock noted that there are other events happening before and after ArtWALK. He encouraged using the forms on Franklin Matters and the Cultural District webpage to advertise events. Ms. Olsson stated that she was thinking of starting the second Sunday speakers' events again. Ms. Piana suggested the Committee send her information that they would like her to distribute. She noted that this Friday, Eileen Mason of the Garden Club will be planting flowers; email her if you would like to participate. She stated that the Harvest Festival will be taking place this fall. Chair Schoen thanked everyone for their hard work and preparations for ArtWALK. She stated that if anyone has questions, please reach out to her.

Next meeting dates

Franklin Cultural District Committee Meeting Monday, June 14, 2021, at 7:00 p.m.

Franklin Cultural District Partners Meeting Monday, September 13, 2021, at 7:00 p.m.

Adjourn

With no further discussion, a motion was made by Ms. Trahan to adjourn the meeting.

Seconded by Mr. Chelman; voted and approved unanimously. Meeting adjourned at 7:58 PM.

Respectfully submitted,

Judith Lizardi
Recording Secretary