

## Maynard Cultural Council Minutes

October 23, 2014, 7:00 pm

Maynard Town Building, Lower Level Conference Room

Present: Joyce Dwyer, Gail Erwin, Erik Hansen , Ron Labbe, Elizabeth Milligan & Reya Stevens  
Absent: Eric Wing  
Guest: Timothy Hess

Chairperson, Elizabeth Milligan, opened the meeting at 7:00 pm.

The minutes from the September meeting were accepted as written.

Erik Hansen and Reya Stevens went to the Candidates Night in Maynard last night. Reya asked the candidates a question about the Cultural Council and the Cultural District, so they are aware of what we and the Selectmen are doing. It is an economic incentive for Maynard businesses.

Elizabeth Milligan reminded us that the Cultural District hearing will be on Wed., November, 12, 2014 at 7:00 pm in the Gianotis Selectmen's Conference Room with overflow in the large lower level conference room via t.v. monitor. Andrew Scribner-McLean, Assistant Town Manager, sent the notice for this meeting to the Beacon-Villager, but it didn't get printed in today's issue. Elizabeth will contact all groups that she talked to last year about this hearing. The state Mass. Cultural Council, who is leading this meeting, wants to know that the public has had an opportunity to comment and ask questions on this Cultural District designation as we proceed gradually toward the end of this Cultural District designation process. Andrew Scribner-McLean thanked Elizabeth and the Cultural Council for taking the project on to help the Selectmen and the Town Administrator and Assistant Town Administrator get this application for the Cultural District completed. Elizabeth will meet with Andrew next week to wrap a few things up before the hearing, including writing the draft resolution for the hearing. This is a partnership and the state Cultural Council wants to see a consensus among the partners we have. There is leeway from the state about how Maynard would organize what happens in town regarding the Cultural District. The state just wants to see some sort of structure.

Elizabeth Milligan let us know that the state will be sending a team of three to this hearing: Merri Jenkins, Anita Watkins and a 3<sup>rd</sup> person that Elizabeth didn't know tonight who that would be. Elizabeth will be doing a 1-minute introduction of the team of three just prior to the hearing.

Ron Labbe hoped that a list of our Partners in the Cultural District process was available. Elizabeth told us a verbal list:

- Artspace—Maynard and Artspace Gallery (in Artspace—Maynard)
- Artspace Downtown Gallery
- Assabet Valley Chamber of Commerce
- Assabet Village Food Co-op
- Clock Tower Place
- Community Chest
- Fine Arts Theater
- Friends of the Maynard Library
- Gallery 7
- LOOK Optical
- Maynard CAN
- Maynard Community Gardeners
- Maynard Conservation Commission (as Carbone Park is under their jurisdiction)
- Maynard Farm Market
- Revitalize Maynard

Besides partners (the list above), there are also supporting partners:

- Maynard School System
- Many restaurants
- Sip & Stroll
- Spring Artwalk

Tim Hess asked if we had a vision statement for the Cultural District. We seem to not yet have a clear sense of what this district will be and a vision statement could help this. It's a creative way to look ahead and get some ideas about what it will or can be. It was decided we each will write our imagined vision of what this could be in 5 years and send these to Elizabeth Milligan to start to meld them and see where the overlap is and what good ideas are there. These vision statement contributions will be discussed at our Cultural Council's next meeting. Apparently these Cultural Districts will be reviewed by the state every 5 years.

Ron Labbe & Tim Hess were trying to see how people would find out about our Cultural District and what they could do in our town if they visited. Elizabeth listed a few state boards and organizations that would be publicizing Maynard and its Cultural District. A few other ideas were offered. This needs to be worked on more. We expect business and economic improvement to be one result of this Cultural District designation. Tim mentioned things to do in town in the evening as well as the daytime. Tim read off to us the state's definition of a Cultural district.

Reya Stevens said we have two audiences for this Cultural District, both those inside Maynard and those out of town.

Erik Hansen accepted the task of e-mailing the partners to ask how they think the Cultural District relationship could benefit them, some of the feedback the state would like to see.

Elizabeth Milligan will make a small card or half sheet of paper to give to those at the hearing on November 12<sup>th</sup> to get a short take on the sentiment in town on whether the Cultural District will be helpful or not. It can be a simple survey for both us and our Selectmen and will provide us with a response from the public—which we want and need.

Tim Hess accepted an invitation to become part of our Maynard Cultural Council.

Tim Hess and Ron Labbe asked some questions about visual images that could make it appealing to people considering visiting Maynard. Contacting Dave Griffin was suggested as he is a professional photographer who is constantly documenting life in Maynard and donates a lot of his time to Maynard.

There was some discussion regarding Jero Nesson leaving the helm of Artspace—Maynard and who will replace him. Fred Batstone and Linda Spear, husband and wife, have been designated. The personnel change will occur at the end of this year. They've had a Board connection to Artspace—Maynard since the beginning of Artspace in Jan. 2001.

Elizabeth Milligan noted that our Cultural Council can benefit from information from other Cultural Districts in the state.

Ron Labbe has been doing some research on a sculpture park or a sculpture in Carbone Park, at the corner of Summer Street and Florida Road. It's legally a bit complicated. The laws regarding liability is different for permanent sculptures than for temporarily placed outdoor sculpture and responsibility for the liability could be more than we or the town deems wise to take on.

Next we started to deal with our Grant Applications for the 2014-2015 year, which came in by the October 15<sup>th</sup> deadline---19 applications this year. Elizabeth reported that we have \$1,700 in our MCC town account in funding we have raised. This year's grant amount is \$4,300. At the end of FY 7/1/13 to FY 7/1/14 we have close to \$6,000 in our account with the town.

We discussed grant eligibility and criteria for the copies of the applications that Elizabeth had given us and looking at the related spreadsheet Joyce Dwyer had prepared. There were some attached materials that came with less than half of the applications that we'll look at next month after we've read through the applications more closely.

In considering how we might get additional monies to work with, one idea was to approach the Selectmen to request that they match our state funds.

Our assignment for our next meeting is to rate each application Y(yes),N (no) or M (maybe) after we have studied the 19 applicants. Due to the Thanksgiving holiday, our next meeting will be November 6<sup>th</sup>, the first Thursday at 7:00 pm.

Our meeting adjourned at 8:55 pm.

Respectfully submitted,

*Joyce Dwyer*

Secretary, Maynard Cultural Council

Fall meeting dates of the Maynard Cultural Council:

Nov. 6

Dec. 4.