

Maynard Cultural Council Minutes

January 29, 2015, 7:00 pm

Maynard Town Building, Lower Level Conference Room

Present: Joyce Dwyer, Gail Erwin, Erik Hansen, Tim Hess, Reya Stevens & Heather Western

Guests: Lorne Bell & Linda Spear

Co-Chairperson, Tim Hess, opened the meeting at 7:07 pm.

Linda Spear is half of the new administrative team at ArtSpace—Maynard, with her husband, Fred Batstone, since January 1, 2015. As ArtSpace—Maynard is in the proposed Cultural District, she and Fred want to find out how ArtSpace—Maynard can participate in the formative process and how it can be a part of the resulting Cultural District.

Lorne Bell has formed Boston Editorial Consulting and works with non-profits and small businesses. He indicated he could be a help to the Maynard Cultural Council as it launches our Cultural District discussions and prepares the application for Cultural District status with the state Cultural Council.

Tim Hess clarified what we, the Maynard Cultural Council, are trying to do with this bid for Cultural District status for Maynard and where we are now with our effort to begin the process of obtaining it for Maynard. Tim has a first draft of the process started. Reya Stevens had obtained copies of four completed applications for us of Cultural Districts from other towns in MA that have achieved Cultural District designation for us to review.

In reviewing the information with us, Tim felt that he had full first drafts of 8 of the 11 application categories. That left three categories where we need to start from scratch. They are:

- The vision and goals for the proposed Cultural District of downtown Maynard.
- A management team needs to be formed or gathered.
- A marketing plan must be created.

We, the Cultural Council, plan to form a Steering Committee for taking the Cultural District from inception to completed application. This Steering Committee will be a separate entity from the Cultural Council. Tim suggested a good way to go would be for us to get a rough draft of the application questions done first, which will give something for our Steering Committee and other community people to work from. The visioning exercises will be very important to get the best ideas for how our Cultural District could be. Then the marketing would be built off that later.

We discussed how the Partners that we have fit into this as we will invite them to join the process. Personal invitations from those that know these partners will be the best way to invite them. We need to choose people for the skills and expertise they offer to the process.

To start the process, we on the Cultural Council will complete a draft of the application before our next Cultural Council meeting on Thursday, Feb. 26th. That will help kick off the Steering Committee meetings so they'll have something to work from.

We discussed how Maynard's history could be our big focal point of our district. We need to be careful to select the right Cultural District name. We felt a good time target for presenting what we're doing and envisioning to the community would be at the town's Art Walk in early May.

We felt it would work better if we, the Cultural Council, suggest people for this Steering Committee, looking at their qualifications and strengths for Visioning, Management and Marketing. There is some overlap in town of groups working on encouraging Maynard forward. The former Town Planner indicated in a study that the way forward for downtown Maynard is food, culture and entertainment and she had recommended becoming designated as a Cultural District.

It was suggested Maynard's history could differentiate Maynard from other towns, some of which information will need to be researched. There are published books that could help us by David Marks, Paul Boothroyd and Peg Brown and old newspapers that the Historical Society would have. Maynard's history is a mill town history and an immigrant history. With the Civil War 150th Anniversary coming up, something could be connected to Maynard Civil War soldiers.

It was noted that we have a beautiful water feature, our mill pond, within the proposed Cultural District. Perhaps a sculpture contest around the shores of the mill pond could be a 1-day festival. Maybe lighting around the mill pond at night would be a draw with fireworks. Temporary events could lead to more permanent events.

We envision satellite meetings of sub-groups of the Steering Committee. We need to invite our Partners to a meeting and talk about the role they see for themselves within this.

Heather Western offered to set up google docs for us so we could all work on this application document. Joyce Dwyer will send her a draft partial document, based on the other towns' application questions. Heather will combine it with what Tim has. Reya offered to edit and proofread what we end up with.

We plan to contact Andrew Scribner MacLean for some funding to help pay for the Envisioning Facilitator. Hopefully the visioning sessions will help us map out the best focus for Maynard moving ahead. We need to set a date for this Cultural District meeting. We, on the Maynard Cultural Council should come to one of our next meetings with invitation lists of proposed Steering Committee members with skills that will be useful to this process. We'll invite all our Partners. Reya Stevens will send out the current Partner List to everyone on the MCC.

The Minutes for November, December and January 8th MCC meetings were accepted. The Maynard Cultural Council Annual Report to the Massachusetts Cultural Council is done and submitted. The next deadline for us in this area is the Town's Annual Report, due February 20th.

Our meeting adjourned at 8:55 pm. We'll be meeting again on February 26th.

Respectfully submitted,

Joyce Dwyer

Secretary, Maynard Cultural Council

January 31, 2015