

Maynard Cultural Council

Minutes of the Meeting held: May 21, 2015, 7:00 pm
Maynard Town Building, Lower Level Conference Room

Members Present: Joyce Dwyer, Erik Hanson, Tim Hess, Reya Stevens,
Members Absent: Gail Erwin, Ron Labbe, Heather Western,
Guests present for Cultural District Review: Lee Caras, Linda Connolly, Denise Shea

Co-Chairperson of the Maynard Cultural Council, Tim Hess, opened the meeting at 7:15 pm.

Tim Hess indicated that only Cultural District application information will be discussed at tonight's meeting.

Tim went through the sections of the application that had been assigned to various members of this group to complete as much as possible. The sections people had researched or filled in the blanks on had been turned in to Tim earlier and Tim had merged them into one application DRAFT document so we could see where we are and also see what is still missing or needs more work/editing.

Tim's feeling is that this Cultural District application/process is a unique opportunity for us to review the totality of the by-laws, community development, principles, etc. We need to create the Cultural District management and the synergy to keep it going and to grow. We need to work on the incomplete details in the remainder of the application. We need to look closer at the relationships of events and places. The mill has a lot of outdoor space and we need to look at what events the new owners of Clock Tower Place (Mill + Main, Sarascen) might agree to host on their property for the community and the Cultural District. This will allow us to see how events fit together in a synergistic way.

We need to pay attention to how our Cultural District will fund itself and how it will best be governed. Andrew Scribner-MacLean, Assistant Town Manager, said there are some funds available for the Cultural District. We first need to meet with our Partner list to persuade them each to help fund this Cultural District at some level, even if it is a low level. The Town Administration will take this as a signal that the Town will partner with funds promised from the Partners group. Tim Hess and Linda Connolly had met with Andrew Scribner MacLean and Bill Nemser, the Town Planner.

Next Steps:

- In recruiting, it is felt we need to reduce the layers running the Cultural District from 3 to 2. Now we're thinking a Board of 7 to 9 people who would guide the lower layer of people actually working the Cultural District. We would skip the middle layer to simplify things and require fewer people.
- For our next task, we need to identify and recruit these 7 to 9 Board Members.

- This chosen Board would then recruit the Partners as Member Partners. They would likely start with the currently established Partners list started by Elizabeth Steiner Milligan. The Partners need to now be asked to participate and give in some financial amount.
- Tim showed the group some prototypes of a “leave-behind” sheet and 3-fold brochure for when Board Members speak with the Partners when asking them to join and to help fund the Cultural District.
- All of us need to communicate the Cultural District and its story.
- A 12-month calendar of events needs to be created and managed.
- Other local entities and businesses need to be paid attention to as well. We feel this will help stabilize the downtown and Cultural District.

Regarding the management of the Cultural District, our Creative Team is Lorne Bell, Eric Wing, Bruce Davidson and Tim Hess. Other institutions that can help with this are Middlesex bank, real estate businesses in town, Bill Nemser (the Town Planner and Economic Development), the Chamber of Commerce and others. They would be Consulting Advisors to the Board.

The boundaries of the Cultural District and the Overlay District are slightly different, but that is not perceived to be a problem.

The Cultural District narrative needs to be written—Maynard’s diversity, historical aspect, its wellness cluster and outdoorsy aspects. Bill Nemser will help us describe the “Basin” (the large bowl of parking area in behind the stores on Nason St., Main St. & Summer St.).

Some discussion centered on the question of how to report statistics to the state. Thought is still needed on which counts will best portray the growth and improvement of the Cultural District. We decided to ask Meri Jenkins of the Massachusetts Cultural Council for assistance with how the statistics can be constructed and measured.

We still need to work further on our Cultural Assets Inventory.

The Marketing group has met. Our Cultural District now has a name: **Assabet Village: Maynard’s Downtown Cultural District**. Our Cultural District has a website too. It is: **www.ihartmaynard.com**.

Next we need to read through the application as we have it completed to this point to see what is yet to be done. We need kiosks. We need to create maps with all the aspects of our Cultural District and the services in town for visitors. We need to see how smart phones and QR codes can be used. The Marketing group recommends one recognizable website, a separate website for the Cultural District with many links to additional information. We need a social media presence. It is envisioned that communication will be happening on many platforms for this to work best. We hope to establish a newsletter called “Assabet Village Culture”. We need an Online Cultural Calendar.

Tim Hess hopes our timeframe might be 6 to 8 weeks for submission of this application. We need to polish our application draft, recruit our Board, take our Partnerships to the next level with both recruiting and funding. How the Cultural District will be managed and funded needs to be established in more detail. We

need to craft a budget. The Partners need to do some advertising. We need to establish what's in this for the Partners.

Our next meeting date for the Maynard Cultural Council is this coming Thursday, May 28, 2015.

Respectfully submitted,

Joyce Dwyer

Secretary, Maynard Cultural Council

September 8, 2015

Cultural District Application Section Assignments:

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|---|---|
| 1. Applicant Profile | Tim |
| 2. Town Information | Joyce |
| 3. Cultural District Information | Linda & Bill Nemser |
| 4. Cultural District Narrative | |
| a. Present Baseline Conditions | . |
| b. Vision | . |
| c. Strategies | Lorne, Bruce (Lorne will do rewriting for us) |
| d. Real Estate Opportunities | . |
| 5. Management Structure | Bruce, Linda & Tim |
| 6. Management Team | Bruce, Linda & Tim |
| 7. Cultural Assets Inventory | Denise & Gail |
| 8. Special Events | Denise & Gail |
| 9. Historic Assets | Lee Caras |
| 10. Public Infrastructure & Amenities Inventory | Erik H. |
| 11. Marketing | Eric W., Lorne Bell |
| 12. Incentives: Financial Tools Checklist | Jack |