

Maynard Cultural Council Minutes

July 1, 2015, 5:00 pm

Maynard Town Building, Board of Selectmen Upper Level Meeting Room

Members Present: Joyce Dwyer, Gail Erwin, Erik Hansen, Tim Hess & Ron Labbe

Members Absent: Reya Stevens & Heather Western

Co-Chairperson, Tim Hess opened the meeting at 5:05 pm.

1. Minutes

The minutes from our May 21st meeting need more time to review and will be voted on at our next meeting, along with these July 1st meeting minutes. (This meeting was actually the June meeting, but had been delayed just a bit.)

2. Possible Cultural Council Initiatives

A. Report from Ron Labbe. He has researched some possibilities of public art for Maynard. It was felt we as the Maynard Cultural Council would like to do some things to improve the outdoor spaces in Maynard in a cultural direction. We are also conscious of what the proposed Cultural District might choose to do, as we want to compliment that—even though we don't know yet what they might do as they are not official yet so are not up and running. Because we want to site this/these project(s) in or near the central area of the town, we will need to get approval from the town. Also there are likely rules for outdoor sculpture (such as size, height, safety, liability), which we don't know yet, which will need to be part of these "Request for Proposals". At the MCC meeting we were thinking more in the direction of public sculpture. One of our focus areas at the moment is Carbone Park, which is at the corner of Florida and Summer, across from ArtSpace—Maynard, the studio building and gallery. It was noted that ArtSpace—Maynard is also proposing siting outdoor sculptures on its property. There are still a number of hurdles. Ron will continue his research on it.

B. Ron Labbe showed us two more recent versions of the Maynard Cultural Council logo he has designed, one in color and one black and white. We encouraged a third version that would be a combination of the two—and shrunk to the size they would actually end up being, so we could get a clearer idea of how they would actually look in use. Perhaps this local logo may need to be used in conjunction with the Massachusetts Cultural Council's logo. More research is necessary on this.

C. We discussed possible fundraising by the Council to provide us funds to foster cultural enhancements in Maynard. One idea was a party/awards ceremony, with tickets, for our grant award recipients.

3. Basin Mural Project

- In answer to questions by the MCC, Priscilla Alpaugh Cotter (former MCC member) and Joyce Dwyer are working on this Basin Parking Lot Mural project, which has approval from the Town, through Andrew Scribner-MacLean and the Board of Selectmen. At the BOS meeting on June 2, 2015 the Board approved this mural proposal for the Downtown municipal lot. The budget approved is for \$1,700.

- The painting will be done with volunteers—adults and high school. Tom Cumings will be supervising some of it. It will likely happen over this summer and next summer. We need summer temps for painting. We plan to put a clear coat on top of the outdoor latex house paint to give it a longer life.
- The redesign plan of the Memorial Park and Basin, paid for by the Community Preservation Act Committee, needs to be looked at as a whole.

4. List of 10 to 12 Maynard Cultural Council initiatives

Our Council views these as us taking the lead on some ideas we would like to foster through our grant process or that we would pay for by other fundraising we may decide to do, to add to the money we are able to make use of for Maynard culturally. We also see it as a way for our Council to communicate with prospective applicants as to the type of things we would like to foster for Downtown and close surrounding areas of Maynard.

Our brainstorming at the meeting netted these ideas to start with:

- Gruber Bros. back shed graffiti
- Granite “stools” and signage for the small park at the Post Office end of the downtown foot bridge over the Assabet River behind John’s Cleaners.
- Rail Trail amenities that could attract users of the Rail Trail to stop and relax or spend time and money in Maynard: a sound sculpture, directional signs and a sign for the park so visitors and locals know it is a public park, a solar recharge station for cell phones and i-pads, etc. Website access to what people can do in Maynard.
- Wrought iron arches in the passageway between Outdoor Store and Video Signals to add to what the Maynard Garden Club already does with plantings in that area. Also an arch might work on one of the narrow foot passages between stores on the other side of Nason Street. (You can view such an arch in West Concord on the west side of the 5 & 10 store that is in memory of John Forbes and in Concord NH across from the capitol arching the passageway back to the NH State History Museum.)
- For narrow passages, have alternative installations—perhaps sound installations or other types of installations.
- We, the MCC, need to research to see if all our grant money could go to one really large project, or not.
- Develop tiny “Pocket Parks” that may be “arty” or seasonal as a place to be visually inspired or a place to sit down or to eat a picnic lunch. New York City as a number of these.
- Ideas related to the Mill Pond.
- Ideas related to the Assabet River.
- Ideas related to the so-called Basin, the sprawling parking area between Nason, Main and Summer Streets—connecting it more pleasingly and functionally to the Memorial Park. (The Community Preservation Committee has decided to fund a possible re-design plan of Memorial Park from their funds—a plan only at this stage.)
- Ideas related to the mill, formerly Clock Tower Place, now recently renamed Mill + Main.

5. Cultural District Application

A. Application Status. Tim reviewed his original time-line. We’re closer to being ready to submit the Cultural District application, but not quite there yet.

- Tim has met with the Economic Development Committee regarding “letters of support”.
- He has met with Sarah Cressy, the Chair of the Assabet Valley Chamber of Commerce.
- He has met with Jill Minken, the PR person for Sarascen, the new owner of the mill, now to be known as Mill + Main.
- He’s met with Jason Weeks, a Maynard resident and former member of the Maynard Cultural Council. He currently works out of the Cambridge (MA) Cultural Council office, known as Cambridge Arts, who provided Tim with some ideas we likely would want to do to get our application in better shape.

B. There was a discussion on possible Cultural District boundary changes we may want or need to consider to improve our chances of acceptance for our Cultural District application. This would hone in more on our core, leaving some buildings/businesses further outside the core triangle. The State has specific criteria we need to meet to successfully get our application accepted. It needs to be more walkable.

Our meeting adjourned at 6:45 pm. Our next regular MCC meeting will be **Thursday, July 23rd**, at 7 to 9 pm in the lower level of the Town Building. We discussed but didn’t decide if we will have no meeting in July or August or both.

Respectfully submitted,

Joyce Dwyer

Secretary, Maynard Cultural Council

July 3, 2015