

DRAFT

Watertown Square Cultural District Partnership Meeting Minutes Monday, November 4, 2024, 4pm – Remote

Zoom link: <https://watertown-ma.zoom.us/j/83683744923>

Meeting ID: 8368374923 Call in: +16465588656

Present (15): Jeanette Belcher-Schepis, Lois Pond, Jack Dargon, Perrin McCormick, Liz Helfer, Morgan Henderson, Susan Jones, Maria Hendriks, Doug Orifice, Kristen Kenney, Richard Saunders, Jamie Gordon, Darren Farrington, Micke Albano, Jamie Gordon.

Absent : Anastasia O'Melveny, Seth Deitch, Arto Vaun, David Knoerr, Stephan Chiloya, Joyce Kelly, Rick Saunders, Kim Hewett, Jason Sohigian, Andrea Santarpio

Recorded by Watertown Cable Access

1. **Welcome** – Doug Orifice
2. **Acceptance of October meeting minutes**
 - a. Motion to accept minutes Susan
 - b. Seconded by Liz
 - c. All in favor; none opposed or abstained
3. **New Chair of the Cultural District – Kristen Kenny nomination**
 - a. Doug expressed gratitude for Kristen stepping up as a possible Chair for the Cultural District
 - b. Maria Hendriks, the former Chair, is leaving the Cultural District Committee
 - c. Kristen Kenny, well known in Watertown arts circles, is the former Chair of the Watertown Arts Market
 - d. Vote to approve the new Chair
 - i. Motion from Maria
 - ii. Seconded by Jeanette
 - iii. All in favor; no opposed; one abstention, Richard Saunders

4. Outreach

- a. Logo contest
 - i. Watertown Library will host
 - ii. Prizes for the winner; food prize is valuable
 - iii. Open to the public
 - iv. District Committee members to share lists of business who might be interested in publicity
 - v. Next meeting – Street team to orchestrate contest for logo design
- b. Cultural District elevator pitch
 - i. Updated version reviewed and discussed
 - ii. Add benefits of Cultural District for non-artists to current version
- c. Porchfest
 - i. May 17, 2025; rain date May 18; 12pm to 6pm (one hour longer than first year)
 - ii. Looking for a new home; hopes to exist under the umbrella of the Cultural District
 - iii. Porchfest Committee is populated, but others who have an interest are welcome
 - iv. Applied to the Watertown Cultural Council for 2025 funding
 - v. Vote next month on acceptance for the Cultural District
 - vi. DONATE button is fine for Porchfest website
 - vii. Short discussion around tapping the excitement around Porchfest for fundraising; Cultural District ask for unrestricted funds
 - viii. For Porchfest 2025 – promote participation in mid-January, close in mid-March
 - ix. Suggestion to involve more students

5. Community Engagement Specialist – moving forward on the part-time position (not a consultant)

6. Website development

- a. Artsopolis is the popular choice
- b. Draft agreement is under review
- c. In the process of putting together a committee to work with Artsopolis

7. YardArt

- a. Darren Farrington is the new Chair of YardArt
- b. YardArt Committee is still recruiting
- c. Press release is pending
- d. Action Item – Kristen will send Darren the ArtsMarket email list

Next meeting – Monday, December 9 at 4pm

Respectfully submitted – Lois Pond, Co-Secretary