

DRAFT

Watertown Square Cultural District Partnership Meeting Minutes Monday, September 9, 2024, 4pm – Remote

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

Meeting ID: 8368374923 Call in: +16465588656

Present (13): Yasmin Daikh, Jack Dargon, Samantha Dudley, Nicole Gardner, Jamie Gordon, Kristen Hansen, Liz Helfer, Maria Hendricks (Chair), Susan Jones, Leah Kotok, Maral, Perrin McCormick, Roberta Miller, Doug Orifice (Vice-Chair), Lois Pond (Co-Secretary), Stephanie Venizelos

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

1. **Welcome** – Doug Orifice and Maria Hendricks
2. **Acceptance of August meeting minutes**
 - a. Motion to accept minutes by Doug Orifice
 - b. Seconded by Nicole Gardner
 - c. All in favor; none opposed or abstained
3. **Outreach** –
 - a. Faire on the Square, September 21
 - i. Combines tables for Watertown arts organizations
 1. Public Arts & Culture
 2. Cultural Council
 3. Cultural District Partnership
 - ii. Liz H. will set up starting early Saturday morning
 - iii. No art activities this year, displays only
 - iv. Faire runs from 12 to 5pm
 - v. Volunteers include Jack, Nicole, Susan, Leah, Maria
 - b. October/November/December event possibilities for Cultural District
 - i. Farmers' Market
 - ii. Tree lighting
 - iii. Fully booked for October Z-fest

- c. Community Engagement Specialist discussion (Matt & Liz)
 - i. Independent consultant position dedicated to the Cultural District
 - ii. Job description – See attached
 - iii. Part-time position; will include meeting with Chair and Co-Chair
 - iv. ACTION ITEM - Liz will send out job description to CD Com for feedback
 - v. Recruitment effort thus far undefined; probably a Recruitment Committee
 - vi. Question: Is this a position hired by the City or the CD Com?
 - vii. Goal of hiring to be inclusive; Committee members should encourage persons outside of normal channels
 - viii. ACTION ITEM – Matt and Liz will present timeline for going further in the hiring process at the next meeting

4. Website proposal presentation, Samantha Dudley

- a. Website proposal should move forward sooner than later due to year-end ARPA funding from the City Council
 - i. Additional website proposals
 - 1. 3 Thought Creative
 - 2. Visual Dialog (not moving forward for budgetary reasons)
 - ii. 3 Thought Creative proposal
 - 1. Phase 1 – Discovery and Architecture; Visual Design and Development
 - 2. Phase 2 – Content Implementation and Review; Logo and Brand Support Development (optional)
 - 3. \$11K for initial implementation
 - 4. Fairly in line with Artopolis proposal (\$12K); Artopolis offered more hands-on support post-launch; also a larger company with existing websites
 - 5. Suggestion to explore references of both companies
 - iii. Susan concerned about ease-of-use for both front and back ends; would like to be involved with testing
 - iv. Jamie Gordon concerned with accessibility for visually impaired users
 - v. Nicole would like a side-by-side feature & benefits of 2 proposals to facilitate decision making; website vote at October meeting.

5. YardArt

- a. Continued discussion orchestrated by Barbara Epstein and Vicky Sax last month to pass the orchestration and management of YardArt on to the Cultural District.
 - i. Liz and Doug both support YardArt
 - ii. Documentation of YardArt tasks is available
 - iii. Vicky Sacks was the last manager
- b. Motion by Doug – YardArt will be taken on by the Cultural District with the proviso that leadership and a committee can be formed by a general call. Seconded by Susan.
- c. Vote – unanimous support, no objections or abstentions

6. Motion to adjourn

- a. Made by Doug Orifice
- b. Seconded by Nicole Gardner
- c. Meeting adjourned at 5:25

Next meeting – Monday, October 7 at 4pm

Respectfully submitted – Lois Pond, Co-Secretary