

DRAFT

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

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

Meeting ID: 8368374923 Call in: +16465588656

Present (13): Jeanette Belcher-Schepis (Co-Secretary), Jack Dargon, Samantha Dudley, Barbara Epstein, Darren Farrington, Nicole Gardner, Jamie Gordon, Sarah Hayes, Liz Helfer, Leah Kotok, Perrin McCormick, Doug Orifice (Vice-Chair), Lois Pond (Co-Secretary)

Absent : Anastasia O'Melveny, Arto Vaun, David Knoerr, Maria Hendricks, Stepan Chiloyan, Joyce Kelly, Rick Saunders, Susan Jones, Kim Hewett, Jason Sohigian, Stephanie Venizelos, Yasmin Daikh, Matthew Stephens

1. **Welcome** – Liz Helfer
2. **Acceptance of June meeting minutes**
 - a. Motion to accept minutes by Leah Kotok
 - b. Seconded by Daron Farrington
 - c. All in favor; none opposed
3. **Partnership Agreements due for Core and Associate Partners** – said agreements are in a Google folder: “Cultural District Partnership Agreements.” They were sent out June 11.
4. **Outreach, Partnership, & Retention** – Discussion about selecting City events for outreach. Suggestions included the following:
 - a. Watertown Arts Market
 - b. Faire on the Square
 - c. Sheep Shearing at Gore Place
 - d. Porchfest
 - e. First week of Farmers’ Market

5. Website proposal presentation, Samantha Dudley

- a. Samantha Dudley and committee examined several websites and website proposals. Reached out to three companies:
 - i. Artsopolis
 - ii. Visual Dialog
 - iii. Thought Creative
- b. Committee perused several websites including:
 - i. Nantucket Cultural District
 - ii. Central Square Cultural district
 - iii. Hyannis HyArts Cultural District
- c. Artsopolis proposal highlights
 - i. Unlimited storage for events
 - ii. Events are self-managed
 - iii. Administrators can post their own events
 - iv. Each category has its own page
 - v. Events fall off website as they expire
 - vi. Organizations listed in searchable directory
 - vii. Venue managers can post profiles
 - viii. Proposal includes website design and integration; database configuration; backup; training; 24/7 emergency support
 - ix. Two financial frameworks for start-up
- d. Website Committee was impressed with Artsopolis proposal based on ease of use and their hands-off approach. Committee has confidence in Artsopolis' backend.

6. Job description/Community Engagement Specialist – tabled until next meeting for Matthew Stephens availability.

7. YardArt

- a. discussion orchestrated by Barbara Epstein and Vicky Sax. Features of YardArt include the following:
 - i. Engages a variety of constituencies
 - ii. Unique to Watertown
 - iii. Means of connecting people
 - iv. Open and free to everyone, low barrier to participation
 - v. About art and fun
 - vi. Challenge was to get the word out.

- vii. Although participation has declined since the pandemic, there are approximately 30 new participants each year
- b. Suggestion from YardArt presenters that the Cultural District take on the regular maintenance of YardArt. Feedback from Cultural District Partnership members was very positive.

8. Motion to adjourn

- a. Made by Nicole Gardner
- b. Seconded by Doug Farrington
- c. Meeting adjourned at 5:10

Next meeting – Monday, September 9 at 4pm

Respectfully submitted – Lois Pond, Co-Secretary