

Watertown Square Cultural District Partnership

Monday, May 13, 2024, 4:00 pm

Remote

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

Meeting ID: 836 8374 4923      Call in: +16465588656

Minutes

Present: Liz Helfer (Community Development & Planning), Doug Orifice (Watertown Business Coalition), Leah Kotok (Gore Place), Matthew Stephens (Mount Auburn Cemetery), Yunona Tabala (Friends of Watertown Music), Jack Dargon (Artist), Maria Hendricks (Artist), Jeannette Belcher-Schepis (Mosesian Center for the Arts), Sarah Hayes (Armenian Museum of America), Kim Hewitt (Watertown Free Public Library), Perrin McCormick (Perkins School), Sam Dudley (WCA-TV), Stephanie Venizelos (Live Well Watertown).

Not present: AANE Artists Collaborative, Armenian Cultural & Educational Center, Susan Jones, Seth Deitch, Historical Society of Watertown, Project Save Photograph Archives, Russell Cooperative Preschool, Watertown Center for Healing Arts, Watertown Public Schools, World in Watertown.

1. Welcome + Introductions
  - a. Roundtable introductions for two new representatives
    - i. Yunona Tabala, Friends of Watertown Music
    - ii. Sarah Hayes, Armenian Museum of America
2. Acceptance of March minutes
  - a. Motion by Maria Hendricks, seconded by Lois Pond, all in favor
3. Governance
  - a. Vote to adopt 4th draft handbook as written
    - i. Motion by Maria Hendricks, seconded by Jeannette Belcher-Schepis, all in favor
4. Partnership Elections
  - a. Vote to elect slate of officer nominees as follows:
    - i. Maria Hendricks, Chair
    - ii. Doug Orifice, Vice Chair
    - iii. Jeannette Belcher-Schepis, Co-Secretary
    - iv. Lois Pond, Co-Secretary
  - b. Motion by Kim Hewitt, seconded by Sam Dudley, all in favor
5. Report on Site Visit on April 10<sup>th</sup> from 10am-1pm
  - a. Well received by MCC staff, comments by Doug, Jeannette, Liz, Jack
6. Review 2-year plan in adopted WSCD plan (plan p21)
  - a. Top priorities identified as building online presence and public awareness campaign
    - i. Instagram is an easy startup – Maria
    - ii. Create PSA though WCA-TV and share through city councillor email lists – Jack, backed up by Sam
    - iii. Branding/logo contest doubles as an awareness campaign – Maria, Doug, Lois
      1. Can pick best parts of all entries to show community – Sarah
    - iv. Setup timeline of events for WSCD presence
      1. Watertown Arts Market, August 17
        - a. Could launch branding contest “Bridging Cultures”

- v. Online calendar is a key priority – Leah
    - 1. Questions about format and use of calendar – Yunona
    - 2. Calendar should have listserv capabilities, need to populate – Jeannette
  - vi. Next step is to create a project plan, identify tasks and order of operations – Stephen
    - 1. Share task list and have partners self-select based upon capabilities
- 7. New Business
  - a. Charles River Chamber of Commerce new Arts & Culture Subcommittee – stay apprised
  - b. Newton pursuing a Cultural District – be helpful
    - i. Follow up with other nearby cultural districts on their first steps - Doug
- 8. Next meeting on Monday, June 10th at 4pm
  - a. Before then:
    - i. Liz will meet with newly elected officers for orientation
    - ii. WSCD partnership contact list will be shared
    - iii. Liz will send out Partnership Agreement forms
    - iv. Liz will update WSCD webpage with officers and handbook
- 9. Adjourn at 4:55
  - a. Motion by Doug Orifice, seconded by Lois Pond, all in favor