



Watertown Square Cultural District Partnership
Monday, March 10, 2025, 4:00 pm

Remote

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

Meeting ID: 836 8374 4923 Call in: +16465588656

Present (16):

Krisen Kenny (Chair), Doug Orifice (Vice-Chair), Jeannette Belcher-Schepis (Co-Secretary), Liz Helfer, Rick Saunders, Jack Dargon, Jamie Gordon, Susan Jones, Rebecca Hayraption, Nicole Gardner, Marilynne Roach, Kristen Hansen, Joyce Kelly, Matthew Stephens, Andrea Santarpio, and Danielle Drapeau.

Absent: Lois Pond (Co-Secretary), Jason Sohigian, Erin Rathe, Leah Kotok, Lisa Feltner, Anastasia O'Melveny, Seth Deitch, Arto Vaun, David Knoerr, Stephan Chiloyan, Perrin McCormick, Darren Farrington, Kim Hewett, and Erika Oliver Jerram.

1. Welcome - Kristen called the meeting to order.

2. February Minutes - will be reviewed with a vote @ the April meeting.

3. Party Planning Update -

A celebration @ the BarCino patio on 5/21 with a limited capacity of 50 attendees is planned as a joint event with the Watertown Business Coalition including a Sponsor. Planning meeting with BarCino is scheduled for 4/16. We hope to include a looping video highlighting accomplishments for the WCD to date.

4. Outreach

a. Logo contest in partnership with the library:

<https://watertownma.viewpointcloud.com/categories/1085>

i. Discussion highlighted Logo Contest front runners and review of five possible designs.

Madison Scaletta's submission included a multi-color mosaic representing the variety of arts & culture activities happening in Watertown featuring the Charles River. Folks liked the simplicity of the design. The design concept was selected as the front runner pending modification of *the mosaic in a more accurate shape of the City of Watertown with the "Charles River running through it". The group would also like to see options of the logo presented with different types of collateral (banner, newsletter, insta square, letterhead, etc.) as well as b&w/grayscale options.

Liz noted that everyone submitting designs agreed to make modifications as needed for use if approved. With this in mind, Nicole made a motion to vote for Madison's Logo submission (*pending suggested modifications) and a second motion was made by Jeannette.

Result: 10 in Favor; 1 Not in Favor; 4 Abstained.

Rick suggested Maddison should be encouraged to take advantage of additional resources that can be provided, which some of the "professional designers" utilized for their submissions. Liz will reach out to Madison to request noted modifications to the submitted design and will forward to the group for a final vote of approval.

A 'runner up' was also vetted by the group. If Madison is unable to make *passing* design modifications the runner up will be contacted.

A motion was made by Jeannette with a second motion by Andrea selecting "Inbound 48" by Usman Mughal as the #2 design selected. The group would also like to see a couple of modifications to this design including additional art images represented (ballet shoe, theatre mask, etc.).

Result: 11 in Favor; 2 Not in Favor; 1 Abstained.

The announcement about the Logo Contest will be pushed back pending modifications and group approval.

(Please note that the selected logo by Madison Scaletta, which was modified and approved by the group is included in the Masthead for March Minutes)

b. Affiliation, Networking & Learning Opportunities

i. Monthly MCC Cultural District Meetings

- Next meeting March 27, 2025, at 10:30 AM. Kristen plans to attend - partners are welcome to join via zoom go to:

<https://us02web.zoom.us/j/81555337659?pwd=bEk2y4HCyFKyOHw1TIgYCHEHwu0ncA.1>

Please note: This is a bi-monthly recurring meeting from 10:30-11:30 am using the same link – register once to attend all future meetings.

Doug asked if attendance at these meetings would be part of the new Cultural District Coordinator's role, but Liz indicated that WCD's leadership would continue to attend.

- ii. Kristen and Liz attended the Cultural District Grant Celebration 2/13/25 at Merrimack Rep Theatre - it was well attended including folks from new districts.

5. Cultural District Coordinator - Update

- a. An offer has been extended to Danielle Drapeau with a start date March 10 (today). Danielle worked on the social media for Porchfest last year. In addition to working on WCD Outreach, Danielle will be assisting with Marketing at MCA for the next few months.
Welcome Danielle!

6. Website Development with Artsopolis

- a. URL: <https://watertownmaculture.com/>
 - i. If additional help is needed to post events to the calendar, please contact Liz to schedule a time.
email: ehelper@watertown-ma.gov
- b. The Public launch of the website has been delayed to the 2nd week of April
 - i. Plan for promotion & launch will be coordinated by Danielle as part of the new Coordinator role:
Social Media, Newsletter, Watertown News / LLC, City Promo

7. YardArt

- a. URL: <https://www.mosesianarts.org/yardart>
Susan's workshop did not get any traction. Workshop at Hatch is scheduled for tonight from 6-8 pm (March 10).

8. Porchfest

- a. URL: <https://watertownporchfest.org/>
- b. Press release:
<https://www.watertownmanews.com/2025/02/03/porchfest-returning-to-watertown-in-may-2025/>
- c. Porchfest is seeking "After Hours" events

More than 50 bands have signed up thus far and many folks are inquiring about Block Parties via the Watertown Community Foundation.

- i. They are trying to simplify the process for businesses to sign up with no fees/one packet (blanket license) with the licensing board

9. Old Business: Mass 250 th Celebration (2025-26)

Liz reported on the Watertown “Cultural Leaders” meeting @ Commanders Mansion on Thursday, March 6. Organizations including The Watertown Historical Society and Mosesian Center for the Arts are working on grant submissions for funding from Mass Tourism. The keystone event was the signing of the Watertown Treaty at the Edmond Fowle House. The Historical Society, Mosesian Center for the Arts and the Commanders Mansion will be featuring 250th events. Grant deadline is 4/11.

10. New Business

Liz suggested tasks involved with the PACC Arts Bulletin (email newsletter) should be included as part of the new Cultural District Coordinator’s role since marketing/promoting events is in line with WCD (PACC is policy oriented).

11. Sharing: Upcoming Events and Programs

The Watertown Arts Market is seeking a Co-Chair since Angelica Potter is moving out of state. Please spread the word!

Members in attendance shared upcoming events. Please see a full listing of events happening throughout the Watertown Cultural District by visiting the WCD Website:

<https://watertownmaculture.com/>

Again, folks should reach out to Liz/Danielle if assistance is needed with uploading events to the website.

12. Next meeting scheduled on Monday, April 14, 2025, at 4pm

Meeting Adjourned at 5:02 pm.

Respectfully submitted by Jeannette Belcher-Schepis, Co-Secretary