

TOWN OF EASTON
Easton Shovel Town Cultural District Management Partnership Team

WHEREAS, Mass Cultural Council's Cultural Districts Initiative was authorized by an act of the Massachusetts state legislature in 2010, under M.G.L. Chapter 10, Section 58A; and

WHEREAS a Cultural District is a specific geographical area in a city or town with a concentration of cultural facilities, activities, and assets; is a walkable, compact area easily identifiable to visitors and residents; and serves as a center of cultural, artistic and economic activity; and

WHEREAS, the Board of Selectmen of Easton, Massachusetts voted on a Resolution, on March 26, 2012 to:

1. Endorse the submission of an application and foster the development of a cultural district
2. Endorse the state-sponsored cultural district goals;
3. Appoint a town official to represent the town within the district partnership of said cultural district;
4. Encourage all who own property or businesses within said cultural district to involve themselves and participate in the full development of the cultural district;
5. Encourage town agencies to identify programs and services that could support and enhance the development of the cultural district and ensure those programs and services are accessible to the cultural district; and

WHEREAS on March 23, 2017, the Massachusetts Cultural Council announced the designation of an area of Easton, as shown on a map identified as Appendix A and attached hereto, as the Easton Shovel Town Cultural District; and that the Town of Easton has met the guidelines of the Massachusetts Cultural Council District Initiative Program in establishing this district.

WHEREAS the goals, as defined by the legislative statute, for a Cultural District are to:

1. Attract artists and cultural enterprises
2. Encourage business and job development
3. Establish the district as a tourist destination
4. Preserve and reuse historic buildings
5. Enhance property values
6. Foster local cultural development

and

WHEREAS, a city or town municipal department generally provides oversight for the district; and

WHEREAS, the city or town must form a cultural district partnership comprised of a diverse mix of organizations and businesses representing the shared interests of the district and that the majority of organizations in the partnership must be located in the district; and/or provide cultural services or support within the district; and that, at a minimum, the following types of organizations or individuals should be involved in the management of the district on a regular and ongoing basis:

1. City or town representative/s.
2. Non-Profit Cultural Organizations incorporated in Massachusetts , e.g., Ames Free Library, Old Colony YMCA, Children’s Museum in Easton, etc.
3. Two or more artists/musicians that live and/or work in the District, or an organization that represents the arts.
4. For profit creative business e.g. gallery, dance school, music school.
5. Local business and/or chamber of commerce.

and which may, depending on the assets in the cultural district, and the district’s goals, include the following types of entities:

1. Tourism representative
2. Historic preservation
3. Hospitality representative
4. Educational institutions

and

WHEREAS, the partners roles and responsibilities must be clearly articulated and include a meeting schedule, terms of office and other expectations; and

WHEREAS, the Board of Selectmen has determined that to ensure a continuous full-complement of active members, with no sustained vacancies, the Easton Shovel Town Cultural District Management Partnership Team, heretofore referred to as the Management Partnership Team, shall be a committee appointed by the Board of Selectmen

NOW, THEREFORE, the Board of Selectmen adopts this Charge for the Easton Shovel Town Cultural District Partnership.

Mission: Ensure ongoing success of the Easton Shovel Town Cultural District, as well as ensuring compliance with guidelines and requirements for periodic re-designation as established by the Mass Cultural Council.

Membership: Nine (9) persons to be appointed by the Board of Selectmen consisting of at least 5 town residents to include representation from the following types of organizations located in the Easton Shovel Town Cultural District or provide services or support for the District.

1. Two (2) or more artists/musicians that live and/or work in the proposed district or an organization that represents artists
2. Non-Profit Cultural organization/s incorporated in Massachusetts, e.g., Ames Free Library, Old Colony YMCA, Children’s Museum in Easton, etc.
3. For profit creative business e.g. gallery, dance school, music school
4. Local business and/or chamber of commerce
5. Other such interested town residents
6. Town Representative, ex-officio

The Management Partnership Team shall be led by a Chairperson who shall be appointed by the Board of Selectmen. The term of office for the Chairperson shall be five (5) years to run concurrently with the District re-designation cycle. All other terms of office shall be three years, provided that appointments of the initial members of the Partnership, aside from the Chairperson who shall be appointed for five (5) years, shall be as follows: three (3) members for a term of three years; three (3) members for a term of two years; and two (2) members for a term of one year. Vacancies shall be filled based upon the unexpired term of the vacated position so as to maintain staggered terms. The Management Partnership Team shall make recommendations to the Selectmen for the filling of any vacancy.

In addition to the appointed Chairperson, the Management Partnership Team officers shall include a Treasurer and a Secretary, to be voted by the Partnership bi-annually (i.e. every two years).

The Management Partnership Team may also establish a group of like-minded individuals to form an Advisory Council.

Support: A senior member of the town's administrative staff shall be appointed as the Cultural District Oversight Manager responsible for:

1. Attending Management Partnership Team meetings as the ex-officio Town Representative;
2. Meeting on a regular basis with the partnership Chairperson to ensure goals for the district are being met;
3. Providing fiscal oversight.

Tasks: The Team shall:

Develop a management plan involving agreed upon objectives that:

- a. prioritizes tasks,
- b. allocates resources,
- c. establishes timelines and milestones,
- d. provides a means to measure success in relationship to the goals set out in the application, submitted to the Mass Cultural Council for cultural district designation,
- e. convene on a regular, agreed upon schedule

The Management Partnership Team may also form working groups and subcommittees comprised of stakeholders within the district as deemed necessary to provide support for the district's goals.