



Cultural District Partnership Meeting

Monday, June 15, 2026 at 4:00 PM

Remote Only

Agenda

Pursuant to Chapter 2 of the Acts of 2025, the meeting and public hearing will be conducted with remote opportunities for participation. Remote participation and access methods include:

ACCESS INFORMATION:

- A. Remote Only
 - B. The Public may join the virtual meeting online: <https://watertown-ma.zoom.us/j/85906957568>
 - C. Public may join the virtual meeting audio only by phone: (877) 853-5257 or (888) 475-4499 (Toll Free) and enter Webinar ID: 859 0695 7568
 - D. Please Visit the Watertown Cultural District Website here: <https://watertownmaculture.com/>
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1. Call to Order
2. Roll Call
3. Welcome
4. Goals
 - A. Short Term Goals
 - i. Rack cards and stickers (Danielle)
 - ii. Getting Partners to post events (KK needs access to the WCD email)
 - iii. Partnership with WBC (Invite Doug to the meeting, also the vice chair of WCD)
 - iv. Cultural District's webpage requires updates, some are out of date or down. (KK can access and manage)
 - v. Budget review. We should consider making the budget review a regular agenda item so that we know for future marketing activity. (Liz or Danielle)
 - vi. Watertown News Promotion (scale, scope and who is moving this forward, cost and content) (See above)
 - B. Mid Term Goals
 - i. Marketing and Communications
 - ii. District Wide Banners Next Steps
 - iii. Build a partner directory of cultural institutions, galleries, school arts (who can cover this? does the town have it)

- iv. Creation of other visual cues
- v. SEO audit: optimize for keywords like "Watertown MA art events,"
- vi. Press outreach: pitch local media for stories on designation, plans, kickoff

Community Development

- i. Develop sponsorship/membership structure
- ii. What state or regional grants can we apply to?
- iii. District recruitment- who is missing?

C. Long Term Goals

- i. Partner with Boston and Cambridge marketing efforts
- ii. Develop a case statement to share with other communities
- iii. Creating a TDMD

- 5. Schedule next meeting
- 6. Adjourn