



CITY OF FRANKLIN

MINUTES

PUBLIC ART ADVISORY COMMISSION

October 9, 2025

Members Present:

Ken Kosky, President
Joshua Hendrickson
Dave Windisch
Nick Crisafulli
Vicki Noblitt
Danny Causey
Victoria Ratliff

Others Present:

Dana Monson	Community Development Specialist
Alex Getchell	Senior Planner I

Call to Order

Ken Kosky called the meeting to order at 8:00 a.m.

Roll Call & Determination of Quorum

Approval of Minutes

August 14, 2025 Meeting Minutes – Dave Windisch moved to approve. Joshua Hendrickson seconded. Passed unanimously, 6-0 (Nick Crisafulli had not yet arrived when minutes were approved).

Committee Reports

Community Art Committee: Ken Kosky – The Veterans' Alley is complete. The committee is discussing potentially doing a companion piece on the opposite side of the alley, possibly a metal art structure to commemorate America's 250th anniversary coming up July 4, 2026.

Programming Committee: Josh Hendrickson — The committee will be accepting art submissions for new banners to be displayed along East and West Court Street and North and South Main Street. Ms. Monson reached out to artists who have previously submitted to inform them as well. Ms. Monson added that the banners on Jefferson Street, there will be special banners put up with new designs. Mr. Windisch will be working on those new designs. The banners along Jefferson Street will commemorate America's upcoming 250th anniversary.



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New Business

Ms. Monson shared that she and others have been working with a website, STQRY.com (pronounced STORY) to create a public art walking tour (among other types of tours) for The City. Similar sites/products have been reviewed, but this group would like to proceed with utilizing STQRY with the Board's approval. The site will be the host, PAAC, and people chosen by PAAC will create and own the content and make final decisions. STQRY is a web-based app and will provide unique QR codes for each tour that can be installed/displayed at public art locations or wherever we choose for people to access the tours. There can be multiple tours offered simultaneously (examples include haunted tours, historical tours, art tours, etc.). The tours will allow audio and video content, which can be changed, taken down, and new ones started anytime. Discover Downtown Franklin, Festival Country, Franklin Development Corporation, and Franklin Heritage Inc. will be partnering with PAAC on this project. The cost for a 3-year plan is \$6,736 (\$187.13 monthly), and this cost will be split between PAAC, DDF, FHI, and FDC if the Board approves.

Glen Faris with FHI spoke regarding his use of the site, as he had previously used Pocket Stories, which was purchased by STQRY. Mr. Faris advised STQRY has more options than the old Pocket Sites. He feels the current site is user-friendly for visitors and for the team creating tours and editing. Mr. Kosky added that there will be additional costs to cover signage for the QR codes and content creation. Mr. Kosky stated that Festival Country already has 6 tours created that can be implemented right away. Mr. Causey shared that Festival Country agreed to a grant of \$5,000 during their October 8th board meeting.

Dustin Brenton with Brenton Creative spoke next on creating the 1st round of video content for the 1st art tour. These videos will be available for anything PAAC chooses outside of STQRY, such as YouTube, social media, etc. Initial videos when filming can range from about 5-10 minutes, but will be edited down to 30 seconds to 1 minute (or a little longer, but not too much longer to avoid losing visitor attention). The 1st round of videos will be 10-15 videos shot over 2 days at an estimated total cost from \$6120 to \$8220; final cost will depend on the number shot. Future videos will cost \$1400 each; cost savings can be found by having a shoot for a video done with multiple artists at the same time. Mr. Crisafulli asked if the contract will be for the 1st round of videos or if the Board will agree to a contract with Brenton Creative for all future videos as well, when needed. Mr. Brenton answered that this would just be the 1st round of videos, he just wanted everyone to know up front what future pricing is. Mr. Kosky added that Festival Country's personnel will be able to create videos in the future at no cost, but is not available for the 1st round due to those being needed ASAP. Ms. Monson added that there is a 1-time set-up fee from STQRY of \$400 to get started creating tours, but the monthly charge discussed earlier for 3 years does not begin until going live.

Mr. Kosky asked Ms. Monson if they would use the \$4,000 that PAAC has available right now towards a contract with Mr. Brenton. Ms. Monson confirmed yes, and they can use some of the \$5,000 grant if needed, but they would not be able to pay all of the contract this year to Mr. Brenton; it will be paid off in 2026. Ms. Monson also pointed out that once the \$400 setup fee is paid to STQRY they must provide the story with the date to go live at that time, which again is when the 3-year commitment and monthly payments start. The anticipated time frame to go live is May of 2026, but the Board will need to agree on a specific date. Mr. Causey added that next year, the Indiana Historical Preservation Conference will be in Franklin, and it usually hosts around 400 people each year. Going live with a tour in May will mean



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it will be available before the conference. Mr. Kosky requested a motion to approve the \$4,000 of available PAAC funds, as well as a contract for \$8,220 (not to exceed that amount) to Mr. Brenton. Mr. Causey moved, and Mr. Crisafulli seconded. Passed unanimously, 7-0.

Before adjourning the meeting, Mr. Kosky asked Mayor Barnett to come up front. He presented Mayor Barnett a framed poster designed by Festival Country to commemorate America's upcoming 250th birthday. Mayor Barnett thanked Festival Country and thanked the Board for their hard work and dedication to the City. He lauded the Board on how far they have come since they started.

Date of Next Meeting

December 11, 2025, at 8 am

Community Art – Immediately following this meeting

Programming Committee – October 23, 2025, at 8:00 am at Coffeehouse Five

Adjournment:

There being no further business, Ms. ^{Ratliff}Robertson moved to adjourn the meeting with a second from Mr. Windisch.

Respectfully submitted this 11th day of December 2025.

Ken Kosky, President

Victoria Ratliff, Secretary