

**Foundry Advisory Committee  
Meeting Notes  
Thursday, April 7, 2022 from 10:00 – 11:30 am via Zoom**

***In attendance from:***

***City of Cambridge construction team:*** Robert Garner, Brendan Roy

***CambridgeSeven Architects:*** Justin Crane, Danielle McDonough

***CRA staff:*** Erica Schwarz

***Foundry Consortium staff and fellow:*** Diana Navarrete-Rackauckas and Olivia Fone

***FAC Members:*** Mark Tang, Richard Thal, Lauren O’Neal, Sangeeta Prasad, Jason Slavick  
***Absent:*** Katheleen Williams, Carole Sousa

**Construction Update**

Brendan Roy of the City’s Construction team gave the construction update. The new substantial completion date is June 30<sup>th</sup>. Some crews are working on Saturdays to meet this date, but weekend work is selected strategically as it comes with an additional cost.

Exterior work is now well underway, both to repave Rogers Street and to complete the side yard, which will have planters, seating areas and landscaping.

Upper floors are substantially complete, with all flooring, painting and other finishes done. They are now seeing punch list items being completed. The community stair and all glass in the atrium is fully installed.

The remaining work on the inside is focused on the first floor. Finishing bathrooms, workshops, meeting rooms. The performance space is a bit behind because of slight shifts in design due to ductwork needs.

There are some supply chain concerns relating to furniture and equipment.

Commissioning meetings to ensure all systems are working properly and the operator is aware of how they function have started. Diana Navarrete-Rackauckas from the Foundry Consortium and her property management team from TSNE are attending those meetings.

Richard Thal asked about how the construction contingency is being treated. The City and CRA have an agreement to split any remaining contingency or other funds, such as the CPA grant; 77.5% will be returned to the City and 22.5% to the CRA.

Michael Shia asked what percent of the Foundry’s operating budget will the office rents cover? Erica noted that as the budget has evolved over the last year or more and rents are now more

known than when the financial model for the Foundry was first developed, she will have to follow up with that information, which is now included in these notes:

*These figures are still being vetted, but are nearly final. The total rental income is an estimate as one of the office suites is not yet under a lease contract. The CRA and Foundry Consortium will approve a final budget in May 2022:*

Expected Foundry Building and Program Total Operating Budget, July 1, 2022 – June 30, 2023:  
\$1.6 million

Total office rental income, July 1, 2022 – June 30, 2023:  
\$1,292,853 [office tenants will also pay for their direct use of electricity in this all electric building, which will further offset total operating costs]

### **Operating Update**

Diana Navarette-Rackauckas, Executive Director of the Foundry Consortium gave an operations update. TSNE has been selected as the property managers and they have started attending project commissioning meetings with her as part of the Foundry project close out process.

Diana is hiring for all four Foundry staff positions:

- The Director of Operations and Finance: oversee financial matters and the property managers
- Maker Space Manager: oversee safety, training of maker spaces, and maintenance of specialized equipment
- Community Manager: oversee interns/fellows, artists in residence, and volunteers, connect to nonprofits and other entities who want to provide programs at the Foundry
- Program Coordinator: manage the reservation process, welcome and manage groups and their needs once they come in to use spaces, data collection on use of spaces.

She has completed the first round of interviews and is finding a strong pool of candidates for all positions. She expects all staff to start in May or June.

Diana presented a communications plan. First she noted that The Foundry benefits from current communications fellow Olivia Fone, who is managing the Foundry's social media and newsletter. The Foundry has engaged a consultant to help redevelop the website to include more future looking information, including the reservation system for using space at the Foundry. The consultant is now in a research phase regarding the best web design. The new website is expected to go live in mid-May.

The communications plan will focus on:

- Brand awareness
- Increased engagement
- Building excitement for opening day
- Showcasing the Foundry's uses

Each of these areas has specific actions associated with it in order to meet the goal, including items like the new website, connecting with local organizations, community events throughout Cambridge neighborhoods, creating community councils to support Foundry decision making, previewing floor plans. The plan also includes metrics in order to analyze, for example, the number of opened emails.

Lauren asked if there will be print communications in addition to digital. Diana noted that it is not equitable to only provide digital information. The Foundry Consortium will have print materials that will be handed out while they attend in person events this spring and summer. Information will also be distributed at locations such as public libraries, small businesses, and the City's youth programs.

Sangeeta Prasad asked if the plan is specific with regard to whom the Foundry wants to reach, and if the Foundry Consortium has a baseline relating to the metrics in order to measure improvement. Messaging should target specific groups as needed for highest impact.

Diana noted that each category has lists of expected audiences and targeted messages, for example, for Cambridge residents, volunteers, donors, groups who may provide programs and those living outside of Cambridge. She will provide baseline data – it is attached to these notes.

Diana will also share any future results /data related to the communications plan with the FAC.

There was a question about the Foundry Consortium's workforce development strategy. That will be a topic for the July FAC meeting. Diana has been thinking about and planning for this.

Selvin Chambers asked about what the Foundry Consortium staff's high level goals will be, relating to workforce development and other areas. He noted it might be useful to provide this to the public in the future. Diana noted that transparency is a top priority for the Foundry Consortium, including how money is spent, programmatic goals. She plans to put this kind of information on the Foundry's website. In addition, year one goals will be discussed at the July FAC meeting.

## **Upcoming Events**

April 22 10:00 – 2:00: Stephanie Couch of the Lemelson MIT program gave an overview of a family friendly event to be held on Friday April 22<sup>nd</sup>, during school vacation week, at Toomey Park. It's part of an effort to create more connection along the Cultural Corridor in Kendall Square area. The event is being co-sponsored by the Foundry, MIT, East Cambridge Planning Team, Cambridge Community Foundation and others.

May 21, 10 - 12: The Foundry Consortium, CRA and City of Cambridge are hosting a drop in event at Toomey Park to educate about the Foundry, introduce people to the many ways to get involved, including that they can apply for the 2 FAC seats that will become available later in 2022, and enjoy food and some activities. Foundry Jukebox artist Elisa Hamilton will also have a table at the event.

June 22, 4:00 pm: The City of Cambridge and the CRA will host a ribbon cutting ceremony for the Foundry construction project. The building will still have a set of punch list and close out items to complete, but the public can view the building at that time. The building will be open to the public in fall 2022.

The meeting adjourned at 11:25.



# Digital Communications

January-April 2022

## Social Media Followings

Instagram Followers: **15.9%** increase  
(509 in February, 590 in April)

Facebook Followers: **8.5%** increase  
(117 in February, 127 in April)

LinkedIn Followers: **875%** increase  
(8 in January, 78 in April)

Twitter Followers: **100%** increase  
(14 in January, 28 in April)

## Emails

3 emails sent between March and April

### Open Rate:

Email 1: 49.1%

Email 2: 44.8%

Email 3: 29.5%

### Click Rate

Email 1: 12.4%

Email 2: 2.3%

Email 3: 1.4%

Average Open Rate: **41.13%** to 746 recipients

Average Click Rate: **5.37%** to 746 recipients