



**Town of Arlington, Massachusetts**  
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## Minutes 06/20/2012

Arlington Committee on Tourism and Economic Development Minutes

Meeting date: Wednesday, June 20, 2012

Clerk of the day: Kirsi Allison-Ampe

Present:

Members: Bob Bowes (BB), Carol Kawolski (CK), Angela Olszewski (AO), Roland Chaput (RC), Tom Davison (TD), Ted Paluso (TP), Kirsi Allison-Ampe (KCA)

Town Staff: Alan Manoian

Members absent: Clarissa Rowe, Sharon Shaloo, JoAnn Robinson, Mike Ginns, Howard Winkler

Called to Order at 7:03pm.

Alan Manoian was introduced as Arlington's new economic development officer. He discussed his background in Lowell and other communities, including using Heritage assets as drivers for economic development, place economics, and Heritage tourism. He was warmly welcomed by the Committee.

Treasurer's report by RC:

-\$20,000 available as of July 1st, 2012, for directional signage design, as previously approved by Town Meeting. Funds have been transferred to the ATED account.

-We need to add account numbers to indicate grey billing or direct payment. New form has both numbers.

-financial status: \$1225 available for committee; need bills submitted ASAP.

Bob Bowes moved to approve Treasurer's report, 2'd by TP, motion approved unanimously.

Update and discussion about directional signage:

AO: Plan is to have representatives of the four groups (Dallin Museum, Jason-Russell house, Old Schwamb Mill, Uncle Sam Committee) attend the next meeting.

-Process: ATED will draft a RFP for the directional signage project, which will then be issued by the procurement officer/Town manager's office

-Motion: To create an ATED subcommittee on directional signage project and related matters, to be composed of four members. So moved by KCA, 2nd by RC, unanimous vote in affirmative.

-Volunteers for Signage subcommittee: Clarissa Rowe, Angela, Tom, Roly.

Update and discussion about Menotomy Overlay District:

CK: discussed maps showing Menotomy outline, relation to Capitol Square branding and process as a model with people and resources to draw on.

BB: problem is 3 business districts vs business corridor.

Comment: Arlington has lost its identity through so many name changes.

CK: She is concerned about use of term "overlay" since has zoning connotations.

She also thinks there are enough resources to reach State designation for cultural resource; may help avoid confusion.

AO: Boston "Walk to the sea": signs

RC: suggest theme idea: "This was Menotomy"

CK: Master plan coming-everything comes under this umbrella

Update on Master plan:

CK: Kickoff 10/17/12 Town Hall; please spread word.  
Planning to use world café method, to create vision goals & policies.

Elements:

- Goals
- Land use
- Economic Development
- Transportation
- Public facilities and services
- Natural and cultural resources
- Implementation

TP: suggests we should be working on little projects until this is ready

Q: what can ATED do to help process? CK: publicity for kickoff.

CK: look at town of Princeton MA-masterplan-implementation

80% of master plans go on shelf.

Q: will Arlington Public Schools be involved? CK: yes.

EDSAT update:

CK: in final editing stage. There is need for tweaking licensing and permitting; Arlington doesn't fit their box well.

Barry Bluestone to come back and present it/explain it to public?

Update on Patriots Day Weekend 2013:

AO: Lexington having 300 yr celebration in 2013. She suggests we wait until 2014 for Battle reenactment.

-Cost estimates for setting up our own Red Coat regiment: \$800-1000/uniform; \$1000/musket. To hire a regiment costs \$1000.

-haven't met with parade committee yet. BB volunteered to do this.

Update on Battle Road Scenic Byway:

AO: has been stalled, Clarissa is going to contact Richard Canale of Lexington to schedule a meeting for the fall.

Update on proposed changes to Bikeway Crossing:

BB: has met with a number of town officials, including the Town Manager, others. There maybe other options but he hasn't heard specifics yet.

Minutes: May 16th 2012 minutes were approved.

Update and discussion about Arlington Alive meeting:

AO: lots of stakeholders were present. ~100 people attended.

Good report on Arlington page of Boston.com

Report coming.

Three big ideas:

1. Central clearinghouse for information/services

audience: both internal, external

2. Branding

3. Large event to act as a draw

Jonathan Hyde of Mass Tourism, Mass Film offered to be conduit to State Tourism Board and to talk with ATED members.

TP: wonders if Arlington could get someone from a business on a "loan" basis, to work on effort.

Outreach and Publicity:

AO: several ATED members met with Chamber/Rotary Board that morning.

Armenian Cultural Foundation: possibly hold meeting there in Sept? BB to check.

Groups ATED wants to meet with or who want to meet with ATED:

Mass Tourism/Jonathan Hyde: TD has set up July 9th date.

International Film Festival: AO will contact

Hotel:

Regent:

Chronicle is looking for main sts.; AAA has "my town" promotion.

Town Day update:

We need a tent; RC will do research.

AO: need ideas for a "theme" for our booth

Trivia questions , suggestion box, and raffle with Shop Arlington First gift certificates as prizes

Proposed projects:

Brochure: to be considered again in September

Event to commemorate War of 1812: will consider for 2013

New Business: June 7th 2013 will be anniversary of Town Hall (?), BB on committee to plan celebration.

Meeting adjourned at 9pm.