



Town of Arlington, Massachusetts
730 Massachusetts Ave., Arlington, MA 02476
Phone: 781-316-3000

webmaster@town.arlington.ma.us

04/04/2013 Minutes

Arlington Master Plan Advisory Committee

Minutes: April 4, 2013, 7:00 – 9:00pm

Approved: May 2, 2013

Selectmen's Meeting Room, Town Hall, 2nd Floor

Members present: Sheri Baron, Bob Radochia, Harris Band, Pam Heidell, Carol Svenson, Ann LeRoyer, Greg Bowe, Monica Tibbits, and Joe Barr

Members absent: Charles Kalaskas and Eric Bourassa

Also present: Consultants Judi Barrett and Ezra Glenn of Community Opportunities Group (COG); Christine Scypinski (ARB), Steve Byrne (BoS); Dir. Carol Kowalski, Laura Wiener and Joey Glushko of the Planning Dept.

The meeting was **called to order at 710 PM**; the attendants introduced themselves.

The **minutes** of December 4, 2012 and of March 19, 2013 were approved as presented.

Election of Co-Chairs: The roles of the co-chairs will be to function as the organizational and administrative leaders for the committee and be the public voice of the committee. Monica Tibbits stepped forward to serve as one of the co-chairs.

Action: Carol Kowalski will call around to individual committee members who might be interested in co-chairmanship. Selection will occur at May 2 meeting.

Operating protocols: It was felt that this item should wait until the co-chairs were available. Delay this discussion until the May 2 meeting.

Public participation program:

- **Stakeholder interviews:** Members were encouraged to submit 3-5 names (or more) of individuals who might be interviewed by the COG team in the upcoming months. A few members have submitted responses; others are encouraged to submit by Monday, April 8. Names will be collated and made available to the COG team.
- **Community planning event(s):** The proposed date for a large planned forum is Saturday, June 1. We discussed location and content for the forum: report on Oct. 17 "World Café" event, seeking contributions from a larger public, and beginning of discussion of planning elements were felt to be important. It was recognized that more public involvement is needed for fleshing out the community vision and goals.

It was felt that it was also important to get input from young people, and have a fall high school involvement in the planning process; there should be a focus on what the 14-18 y.o. population needs and wants in the community.

- **Other outreach ideas:** It was suggested that the outreach effort include taking advantage of already scheduled gatherings of people (e.g. soccer practice/games, group/committee meetings). A short survey might be handed out, made available on line. Preparation should be made for Town Day participation. Some have met with friends and others at “coffee klatsch” locations with informal chat. Emphasis that these informal gatherings should be “fun” to participate in; this needs development. A “guerilla month” of outreach is suggested; also, monthly newspaper updates and Town webpage content.

Action: Committee will submit outreach format ideas for future forum and informal information gathering; send by e-mail, prior to May meeting.

Master plan branding: Aim is to develop a logo and phrasing which will reflect the community effort. Among the suggestions: include the image of the Dallin sculpture of the Menotomy Indian; also, the phrasing “Your Town, Your Plan.” Additional ideas should be brought to the next meeting.

Action: Review ideas for logo and title phrasing at the May 2 meeting.

Looking ahead: The first consultant report (draft findings) is expected in October 2013. Thus far, discussions have largely focused on what the community has, in a favorable way; Carol Kowalski asks the committee to think about whether we also need to make people more aware of the limits that we face – like the imbalance in our land use; suggestion to consider a SWOT approach (Strengths, Weaknesses, Opportunities, Threats). It is suggested that a role in the planning process is to raise public knowledge about the community and its relation relative to other communities.

New business: Prepare a report to Town Meeting.

There was **no public comment**.

The **next meeting will be May 2**; location will be announced.

The meeting was adjourned at 9:12 pm.

Submitted by Joey Glushko