



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

webmaster@town.arlington.ma.us

Minutes 10/20/2010

Arlington Scenic Byway/Tourism and Economic Development Committee

Wednesday, October 20, 2010, 7 to 8:30 p.m.

Town Hall Annex, Second Floor Conference Room

Minutes

Present: Bob Bowes, Daniel Hodge, Tom Davison, Howard Winkler, Angela Olszewski, Kirsi Allison-Ampe, Sharon Shaloo, Clarissa Rowe

Not Present: Roly Chaput, Mike Ginns, Carol Kowalski, Diane Mahon, JoAnn Robinson

Observing: Jo-Martha Glusko, Laurence McKinney

1. The meeting was called to order at 7:04 p.m. The Chair requested, and received unanimous consent to reorganize agenda items to maximize efficiency in proceedings.
2. The Minutes of Sept 15 and Oct 6 were approved as amended by discussion.
3. Letter of Support for Recreational Trails Grant Application for Rail Trail. The committee approved unanimously Joey Glusko's request that it provide a letter of support for a tri-community grant to improve the Minuteman Bike Trail. The project will comprise two parts, the first of which -- to develop a map of and brochure for the bike trail and to develop a scheme for signage along the trail that creates a consistent look and feel for the trail while providing for some distinguishing characteristics to mark individual communities along the path - will be funded through the current grant application. On a motion by Kirsi Allison-Ampe, seconded by Daniel Hodge, the committee unanimously charged Tom Davison with writing the support letter, emphasizing the tourism and economic development perspective of the SB/TED committee. He will deliver the letter by October 29th to Ms Glusko's attention and report back to the SB/TED chair at or before the November committee meeting.
4. Report: New Projects/Progress in Town

Carol Kowalski's report to the Chair was read. She notes that (1) a new business will soon occupy a long-vacant business west of Town Center, (2) the new CVS will open on October 31st, (3) Sadie's (shoes) is open for business in East Arlington, (4) Comella's is installing signage in preparation for opening, and (5) the MVRA work near Medford St will be closed and cleared by mid-November, with paving and planting to be done in the Spring.

Bob Bowes reported that Harlow Scientific, a young (18-month-old) business that moved from a two-family house on Harlow St to 3,000 sq ft on Mystic Street has just signed a lease to double its space to 6,000 sq ft and that it has expanded from a two-person founding workforce to bring on new employees.

The committee commented on the positive signs about Arlington's progress that these reports all point to.

5. Vision 2020 Survey.

JoAnn Robinson attended the Vision 2020 Standing Committee meeting in support of the survey questions submitted by SB/TED for inclusion in the annual Town Survey. She reported to Chair Olzewski that the first four questions submitted (see Minutes, Oct 6th meeting) were most compatible with the survey design and that she expected those would be the questions V 2020 would choose among.

Actions: The committee asked Chair Olzewski to encourage V2020 to reconsider Question 8 of the submitted questions. It also requested that the Chair act as the founding liaison to the V2020 Standing Committee.

6. Scenic Byway

Clarissa Rowe introduced the planning document for the Battle Road Scenic Byway that was circulated to the committee. It was produced during a 2.5 year process that involved representatives from four towns (Arlington, Lexington, Lincoln, Concord) working together to gather information on the assets in and among the communities that will be marshaled to develop the byway.

The document represents the fruit of those many volunteer hours. It will be submitted for approval first to the state and then to the federal government. Once the Byway designation is secured at the federal level, the Byway will be able to apply for grants to develop signage, maps, tourism facilities, including but not limited to visitors' centers and public rest stations.

The plan is being circulated for final comment before submission to the state, and the committee is asked to review the document and comment individually on it by Friday, October 23, by sending remarks directly to MAPC.

A public meeting to present the final document will be held on Nov 9th in Arlington Town Hall.

7. Mission Statement

The committee opened its discussion by reviewing sample mission statements distributed by Roly Chaput. It engaged the fundamental question of the connection among its three primary charges, scenic byway support, tourism planning, and economic development, agreeing that while the three charges have distinct concerns there is also latent potential in developing synergies among them.

Document distributed: a list of the priorities and projects from the Sept meeting was circulated to the committee. A copy of this list is on file with the Committee Clerk, Sharon Shaloo.

In discussion, the committee agreed that priorities and projects should be determined after the mission statement was developed. It then discussed and drafted a working mission statement that encompasses the three tasks with which it has been charged:

DRAFT:

The Scenic Byway/Tourism and Economic Development Committee (with this name to be revisited for refinement in the future) is a town committee whose mission is

To promote and develop the Town of Arlington as a destination for business, culture, entertainment, and recreation.

NEXT STEP:

In preparation for its next meeting, committee members will individually develop lists of goals and projects that each believes should be taken up by the committee. For example, committee members may ask that SB/TED support particular economic development projects, develop a web presence either at the Town website or via a social media outlet such as Facebook, create plans for town-wide events around interests (e.g., Culinary Tourism) beyond the historical emphases of the Battle Road Scenic Byway, develop links between town institutions and their larger Boston counterparts (e.g., links between the Dallin Museum and the MFA), and so on. The list of priorities and goals distributed may also serve as a guide.

Members will send their suggestions to the chair, cc'ing the entire committee for information purposes. All discussion of these suggestions will take place at the November meeting.

8. Document distributed: The committee received contact information for committee members. The document will be revised and redistributed at the November meeting. It will be made available, on request, by Shaloo.

9. There being no additional new business, the committee moved to adjourn until its next meeting on Nov 17th at 8 a.m.

Chair Olszewski adjourned the meeting at 8:51 p.m.

Respectfully submitted for review and comment

Sharon Shaloo, Clerk

