

**ARLINGTON CULTURAL COMMISSION  
MEETING MINUTES – September 19, 2013**

Present: David Ardito, Roly Chaput, Barbara Costa, Nora Mann, Stephanie Marlin-Curiel, Adria Arch  
Guest: Angela Olszewski, Chair, Arlington Tourism and Economic Development Committee (ATED)

**ITEM 1: Conversation with Angela Olszewski**

Angela informed us that ATED got started with the scenic byways project that is being undertaken by Lexington, Bedford and Arlington to celebrate the area's the Revolutionary history along Mass Ave.

ATED's Current projects include

1) a visitor information booth in front of the Uncle Sam statue. A bid has been accepted. It will be staffed by volunteers only on the weekend. Budget \$1,775.

It was suggested that an art map could be distributed at such a booth.

They are also hoping to have performances, music, to attract people to the booth

2) Directional signage

This would be created for five key historic and cultural sites: Dallin Museum, Jason Russell House, Old Schwamb Mill,, ?, ? The design will be a maroon oval with white writing.

ATED got money from finance committee and town meeting for the visitor information group and for directional signage, another current project.

*What is ATED's role in terms of arts and culture and the relationships of arts and culture to economic development?*

1) Arlington Alive Summer Arts party was an attempt to invite businesses to participate and promote themselves at a cultural event.

The budget for the Arlington Alive Summer Arts Party was \$7.500 and some seed money came from the town.

2) Slogan: Come for Culture, Stay for Dinner (Meals tax as economic driver). How do you bring people out, and while they are out, they spend money.

3) When ATED asks for money from the town it has to justify the revenue it has the potential to generate.

Starbucks said Arlington Alive was the busiest Saturday they have ever had.

When businesses get something from the town, they feel better.

4) ATED has created a website and a brochure

The discussion turned to what towns do to attract artists to their community – They create affordable housing and studio space, neither of which is plentiful in Arlington.

Ways to get the word out about Arlington.

- Twitter - people tweet during the reenactments of the Paul Revere and William Dawes rides
- New ACMI news program

*To what extent do you work with other Arlington organizations?*

ATED: we have communicated with Schwamb Mill and Dallin, Jason Russell House. Also, with the Celebrate the Center Group, Regent Theatre, Menotomy Grill, Rotary Club

Ideas for leveraging culture with culture, business with culture, culture with business:

**1) On Oct 3** , we are gathering all arts groups together to see how we can work together to leverage funding.

2) Dave Ardito is looking at the new Whole Foods and wondering if there might have been a process for requiring them to support the arts or have a space for art (Which they do by their water fountain where they have displayed some tiles made by students).

3) Leveraging the Arlington Alive brand

- Weaving together all the summer concerts in town
- Everyone contributes to a series called Arlington Alive

4) Sandwich board at the visitor's center with what's happening this week, next week.

5) The Board of Selectmen will get a busking statute

## **ITEM 2: Approval of Minutes**

July minutes are approved, Stephanie will send to Eileen

June minutes were circulated, but no one saw so Barbara will re circulate.

## **ITEM 3: Policy on Commissioning and Decommissioning Public Art**

Stephanie and Dave submitted a draft based on lessons from the Bus Depot Mural in Arlington Heights and online sources

The Commission commented that the contract suggested in the policy cannot apply to private property owners unless they want to adopt it. We cannot require private property owners to adopt the policy or do a contract. We can suggest to artists that they have a contract that stipulates terms for installation and removal of the work of art.

The policy can only apply to art on town property if the town chooses to adopt the policy. The town can then model its policy in order influence businesses to also work out in advance responsibilities in terms of installation, maintenance and insurance, as well as, timely notification of artist in case of change to property use that would require removal of the piece of art.

*How can we then prevent the destruction without notice or effort toward preservation of public art in a case like the Bus Depot mural, which was technically private property, but a site for public transportation and in which the town had been involved as a signatory on the contract?*

We need to create a stronger culture of respect around public art. We hope to get a staff person who will do a public inventory of public art so that there are records. We can recommend that town make a an affirmative responsibility to be the guardian - there will be a record and they will know whose involved. If artists are doing art on private property, the town or an appropriate committee can talk to the artist and say have you thought about x,y,and z? But if we ask that art be permitted with business owners, that they need to approve, we will not like results.

The town needs to act as a leader and model in hosting public art. We will talk to Town Council or Adam Chapdelaine about adopting the policy.

Action: Nora will make a template agreement first and Adria will read over as well.

#### Item 4 - Arts and Culture liaison

Adria presented a draft of a job description for an Arts and Culture Liaison. – including the need to add maintain public art inventory

We will go to selectmen with the public art policy and cultural liaison request, and then to Town meeting

#### **ITEM 5 - October 3rd**

Rose Austin will give a presentation on leveraging our cultural resources to strengthen them and for promotional and fundraising purposes.

45 min talk

45 min Q & A

Barbara will bring name tags and a sign in sheet, and cups

Nora - will bring cookies from TJ's

#### **ITEM 6 – Other business**

Should the Arlington Cultural Commission have a facebook page? We will hold off for now because we would need to feed it content and it would just repeat what the Cultural Council or Arlington Public Art already has. We are not ready yet.

Meeting Adjourned **8:58**

**Next Meeting: November 7, 7:30pm**

Respectfully submitted by Stephanie Marlin-Curiel, Recording Secretary