

Vision 2020 Standing Committee
Minutes for meeting of Tuesday, August 18, 2015
Approved Sept. 15, 2015

Committee members present: at the meeting were Chair Juli Brazile, Sue Doctrow, Amy Goldstein, Mary Harrison, Joey Glushko, Annie LaCourt; also in attendance were Steve Revilak, Deborah Goldsmith, and Pete Howard. Adam Kurowski, Systems Analyst for the Town's IT Depart., was also present.

Absent from the meeting was Josh Lobel.

The meeting was called to order at 730PM in the Arlington Senior Center, lower level conference room.

Survey software upgrade: Adam Kurowski introduced the discussion of upgrading or replacement of the software that Vision 2020 has used for its Census Insert Survey. The current product, Remark OCR, by Gravic, has displayed errors in collation of the data collected; the software is old and is no longer supported by the company; three versions have superseded the version which we are using. We are committed to continuing the annual paper surveys. Adam informs that an upgrade could cost about \$1,000, while new software from a different manufacturer could go to about \$2,500; there is likely need to upgrade the computer, as well; the current scanner/copier should be satisfactory. The possibilities that a document scanning service could be used or volunteers could help with the scanning task were discussed. Joey explained that this task also involves detailed review for incorrectly filled out forms, including comments written in the wrong place; this might make a document scanning service impractical. Benefits of improved software would include company technical support as well as improved technology, and less demand on Town employee time/effort. Both Annie and Adam advocated for improved marketing to encourage digital survey responsiveness and a transition to the digital survey modality.

The focus of this project is supported by the IT Department. The group voted 6-0 in support of a motion to have IT work with the Committee to pursue the upgrade of software and process for completing the annual Census Insert Survey. Adam recommended that we consider going through the capital planning process for funding. Additionally, he would like to meet with the committee to create a "shopping list" of what we want the proposed software to do. He and Joey will work to create meeting date(s).

Action: Annie LaCourt will verify the deadlines for the capital planning process and follow through with submission, if possible.

Action: Joey will work with Adam K. to create 1-2 meeting dates for participation of the committee to formulate the shopping list for project software.

The minutes of the July 15, 2015 meeting were approved unanimously, as presented. Those in attendance were asked to comment on what they were looking forward to in this new Vision 2020 group; comments were highlighted by "fresher look", "more nimble quicker actions",

“encouragement of a more holistic approach”, and “broader citizen engagement”. We are stepping into much that is new to all of us.

Town Day Planning: We have purchased a new tent and an easel – making the following available for Town Day: 3 tents, the easel, two banners, 2 tables. We will try Velcro for hanging the banners on two tents. We reviewed the SWAG options, and decided on the Post-it Notepads – which will have Vision 2020 phrasing and might have the logo if space allows. We voted to support the effort with \$200 commitment. Annie has proposed the idea of “Social Network Map”; perhaps a basic version for Town Day, to be developed further during the year. Connections between Vision 2020 and other entities in town, including other volunteer organizations, would be illustrated in this map. So far, Diversity will be at one end of the display area and Reservoir Group will be at the other – both offering craft participation. We have not heard from all groups regarding their participation on Town Day. One suggestion raised was that we could display a couple of chairs from the “Chairful Where You Sit” Arlington Public Art event as visuals.

Actions for Town Day: Sue D. will count the name tags for use by booth monitors on Town Day and report back to Juli so she can assess whether more are needed; Juli B. will work to create design for the notepads and take care of ordering them; Annie will work on the social network map. There will be a practice session, organized by Juli, to set up the new tent and experiment with banner placement.

NEA Grant: True Story Theatre will have a presentation on Sept 9 at the ACMI offices to discuss the program with all the partner groups; Juli has reserved Robbins Library display table for the month of Jan. 2016 to help with publicizing Vision 2020 projects and association with the True Story Theatre group. The Standing Comm. and the task groups will discuss the NEA grant program at a meeting scheduled for Aug. 26.

Action: Joey will check with the Town Manager’s Office to see if the Town Hall display windows are available for our publicity effort in October.

Goal Review: An effort has begun to review what have been the Town Goals; these were created in the early 1990’s. Task groups and committees organize their work to support these goals – and so the active groups are asked to review the goal which guides them. All the active groups have been contacted regarding this effort. The Standing Committee will try to assess the goals of groups which are not active at this time.

This evening, the group reviewed and discussed the Communication Goal, not currently associated with an active Task Group, as an exercise to see how the review process might work. There was extensive discussion on all of the 6 questions that were before us. It was recognized that the goal does not seem to acknowledge electronic and social media and the breadth of today’s communication avenues, options, needs and responsibilities; we wondered “is communication the tool, or the effect?” Also, this goal preceded the Open Meeting Laws and, now, there is greater transparency. Our “test review” indicated that some extensive time might need to be allotted to each goal discussion; this should be integrated into the active task group’s agenda topics.

Other Business: Mary alerted us to the restructuring efforts of the Diversity Task Group; their efforts include a high school Diversity Club. Juli noted that there is a spot on the Vision2020 Advisory Board for a high school student. Adria Arch is stepping down from leadership of the Public Art group; they will cut back on their extensive list of projects – but will continue the oversight of the student poster banners project and transformer box art. The “Chairful” project has been spun off to a working group of 5-6 people; Amy and Sue are in that group.

The next meeting of the Standing Committee will be on Tuesday, Sept. 15, at 7:30 PM in the Central School, lower level meeting room.

Minutes submitted by Joey Glushko