



Vision 2020 Standing Committee

DRAFT Meeting Minutes

December 9, 2015

7:30 PM

Town Hall Annex, First Floor Conference Room

Present: Juli Brazile, Joey Glushko, Sue Doctrow, Elisabeth Carr-Jones (pending final swearing-in), Amy Goldstein

Visitors: Christopher Ellinger of True Story Theater

Absent: Annie LaCourt, Josh Lobel, Mary Harrison

Introduction and agenda review, approve minutes of November 4, 2015

We agreed to take agenda items out of order to accommodate visitor Christopher Ellinger. We approved the minutes of November 4, 2015 as presented.

Living Brochure Update

Christopher gave an update on the Living Brochure program and NEA grant. The recent fundraiser (attended by Juli, Amy and Sue as representatives of the Vision 2020 SC) was very successful, raising \$6000. Discussion items included outreach to notify people in town, including town leaders, about the program and the Town Manager has offered to help spread the word. The Living Brochure performance on January 28 will cover Vision 2020 as a whole, with a theme of "Stories of making things happen". We'll mention the Annual Town Survey and build on the energy that causes people to write extended comments on their Survey forms about what they want to see happen in the town. Juli mentioned encouraging the ARB at their recent meeting to get involved in the project. Our January outreach should include all town committees, which is where the Town Manager can be most helpful. Elisabeth suggested a short video on the Town website to introduce the Living Brochure idea and demonstrate what happens at performances. Christopher reports that using footage of a live performance hasn't worked well because you really need close ups of faces and there are concerns that the stories are personal to share so publically. Maybe video clips of interviews with people involved in the project could be staged at the ACMI studio. It was agreed that 2 min, or 3 min at the most, would be a good length to keep attention.

Advisory Board Planning

This topic was taken next, out of order, because the Living Brochure discussion led to the idea of Vision 2020 having a Living Brochures workshop with participation of the Advisory Board. This could be more interesting than the standard initial planning meeting we have been in the process of organizing for early 2016. The Advisory Board members are the Town Manager, Steve Byrne (Board of Selectmen), Paul Schlichtman (School Committee), Kathy Bodie (Superintendent of Schools), John Leone (Town Meeting Moderator), Director of Planning (currently Laura Wiener), Bill Keller (Finance Committee), Doug Helm (Town Counsel), Andrew Bunnell (Arlington Redevelopment Board). The plan is to try to have this meeting in early February. A possible topic is the rebranding of Vision 2020, including potential renaming in anticipation of the year 2020. Elisabeth suggested "Revisioning Vision 2020".

Robbins Library Display in January

This is scheduled for display for one month, beginning January 4, 2016 in the front entrance of the library. Juli is taking the lead and Elisabeth and Sue agreed to help. Juli asked the group to consider what is most important to communicate in the display to address "What is Vision 2020?" The Town Survey should be included and Joey suggested a laminated copy for people to examine. Upcoming events will also be publicized, such as EcoFest, Candidate Night, etc. Also to be included are brochures from the Task Groups and collaborators. Elisabeth offered to reformat the materials from Task Groups and be part of creating the display. Also needed is a tablecloth to provide a splash of color on the grey table and ideas for that were also discussed.

Task Group reports or discussion

EcoFest planning group suggested a Vision 2020 table representing all the Task Groups. The materials for the Robbins Library display should be helpful making that booth a nice recruiting tool. The Diversity Task Group, working with an advocate for diversity from Concord (whom Juli met at the Living Brochure fundraising party) have been in touch about bringing an art show to Arlington about stereotypes that will coordinate well with their planned forum (April 7) on implicit bias. Possible sites were discussed hoping for good public visibility. Juli reported that the Disability Commission wants to propose a Warrant Article for Town Meeting to establish a percentage of handicapped parking in Arlington. The Diversity Task Group is considering supporting the Article, though whether this was outside the scope of their standing was discussed. Elisabeth stressed, based on her past experience especially on the Transportation Advisory Committee, how complicated parking issues are in a community. It was agreed that the Standing Committee would ask the Diversity Task Group to find out much more before considering endorsing a proposed Article. Relative to the Public Art Committee, Amy and Sue (who are helping to organize the event this year) reported that Chairful Where You Sit has been scheduled for June 18 to coincide with Arlington Arts Alive. This will allow for synergy including shared publicity. Finally, Juli gave a reminder that Sustainable Arlington's holiday party would be Dec 19 and that all are welcome.

Budget & Survey Software Purchase

The Town Manager and Juli requested \$3105 of CDBG funds to purchase new survey software in time for use in the 2016 Survey. This gives us use in Year 1, and subsequent license fees would be \$1100 to \$1200, providing us with upgrades and maintenance. Adam Kurowski of IT suggested that the software can reside on a laptop in the Planning office and, eventually, other Town entities might want to use it. It has tools for online and street (with iPad) interviews. Our current version is only for paper surveys, but will massively simplify scanning and data analysis. (Much of this work has been carried out for many hours by Joey and this will take pressure from her and enable others to pitch in.) Juli reformatted the survey to fit the new software format (she mentioned that Adam K. had kindly let her borrow his new laptop with the software installed for this purpose). Other SC members have helped with proofreading. The FY 2015 and 2016 Budgets for Vision 2020 were reviewed, including a discussion of how the survey software would impact it. If the CDBG money is not approved, we can use it with a month to month license for about \$1000 which should help us at least complete the 2016 Town Survey. We will need to ask the Finance Committee for more money to cover the \$1100 cost (starting January 2017) for the annual service contract.

New Business

None

Adjourned: 9:15 pm

Submitted by
Sue Doctrow