



Envision Arlington Standing Committee Meeting Minutes

June 13, 2018

7:30 PM

Town Hall Annex, First Floor Conference Room

Present: Juli Brazile, Elisabeth Carr-Jones, Sue Doctrow, Amy Goldstein, Nat Strosberg, Jen Toole
Absent: Annie LaCourt, Scott Lever

1 & 2. Agenda and Minutes Review

The agenda and the draft minutes of the March 14 and May 8, 2018 meetings were reviewed. March Minutes were approved without changes. May Minutes were reviewed and edits proposed, but we did not have a quorum so we will formally approve these in September.

3. Budget Update

Juli reported that the Committee's unspent funds had been successfully carried over into FY2019. These funds will allow for the purchase of additional materials, such as printed banners with the new Envision Arlington logo.

4. Logo Discussion

Juli reported that she spoke with the logo designer, who is pursuing the waterwheel and water tower concepts that were chosen by the group. New sketches should be available within a week. A synopsis of an 18-participant online survey to select a logo concept was presented.

5. Town Day Planning

Juli has invited the Task Groups to participate in the big tent Town Day booth. Jen suggested publicizing the survey both online and at the booth. Public engagement will be important. Nat will monitor and discuss projects for possible inclusion with the Director of Planning.

6. Set Direction for Convening Community Conversations

Juli distributed a memo on developing a standard format for public engagement on revisiting the Town Goals. The stated purpose of the project is to 1) identify what's missing from the current statement of our shared values, 2) develop strategies for moving forward as a community, 3) activate working groups and collaborative efforts and 4) ensure broad community engagement that is equitable and allows for leadership opportunities.

Several ideas for support of this community-based project were discussed: looking at data from the World Café for the Master Plan, developing affinity diagrams to graphically clarify concepts, using Watson to mine info from various online sources, comparing the statements to those from more recent community documents and Annual Reports.

Next steps are to decide which statement will begin the process, convene the leadership in that area and plan a tailored forum to engage the public.

7. New Business

No new business was discussed.

*Submitted by
Elisabeth Carr-Jones*