



Arlington Economic Recovery Task Force Draft Minutes

Date: Monday May 18, 2020

Time: 2:00-3:00 PM

Present: Adam Chapdelaine, Town Manager; Jennifer Raitt, Dept. of Planning and Community Development; Ali Carter, Dept. of Planning and Community Development; Robert Jefferson, Park and Recreation Dept.; Rachel Zsembery, Arlington Redevelopment Board; Cristin Canterbury Bagnall, Arlington Commission for Arts and Culture; Michelle Casey, Marchelle Salone; Alyssa Clossey, Support Arlington Center; Derek Curran, Arlington Boys and Girls Club; Tom Formicola, Arlington Center for the Arts; Richard Fraiman, Capitol Theater; Tim Haley, Ellenhorn; John Hurd, Select Board; Julia Kew, Mirak Properties; Erik Kondo, Broadway Athletics; Adam Kurowski, Information Technology; Heather Leavell, Cyrus Dallin Museum; Beth Locke, Arlington Chamber of Commerce; Sarah Morgan-Wu, The Object of Stories; Bootsy Mullans, Town Tavern; Janet O'Riordan, Old Schwamb Mill; Emily Shea, Kickstand Café; Dorothy Zahir, Leader Bank; Bob Bowes, Bowes Real Estate; Leland Stein, Regent Theater

Minutes

1. Welcome and Introductions. ---The meeting opened by welcoming Leland Stein, owner of the Regent Theater, to the Task Force.
2. Public Health update: 277 COVID-19 confirmed positive cases and 32 deaths in Arlington
3. Overview of activities since last meeting.
 - a. Memo to Select Board---Ali provided a memo to the Select Board that summarized the feedback we received in the previous meeting.
 - b. Uniform business signage---At the last meeting we heard that Task Force members were looking for standard messaging to their customer. Ali circulated draft designs to the group. Overall feedback was positive; however, a few people wanted more emphasis on the message to wear masks when inside a business. Ali will provide that feedback to the designer for revisions.
 - c. Open streets pilot.
 - i. Brooks Ave---a one-week "Shared Streets" pilot will take place on Brooks Ave in East Arlington with the goal of testing effective ways

to create more outdoor space for social distancing. The Town's Senior Transportation Planner will monitor the project carefully and is working with tactical urbanism organization Neighborways to execute and evaluate the project. We will follow up with a report on how the pilot went once it concludes. A Task Force member offered to spread the word about the pilot with a flyer in her storefront window and by circulating the information among other business owners in the neighborhood. Ali agreed to share a flyer with her as soon as possible.

- ii. Applied for grant funding from AARP for activation in Arlington Heights---This could potentially fund another Shared-Streets-type installation in Arlington Heights.

4. Reopening updates.

- a. Industry focus groups---Ali will reach out to members of the Task Force to help organize focus groups to dive deep into issues confronting the following industries:
 - i. Food businesses---Emily Shea and Bootsy volunteered to help
 - ii. Personal care businesses (hair salons, barber shops, etc.) ---Michelle Casey volunteered to help
 - iii. Arts and culture (nonprofit and for-profit) ---Richard Fraiman, Leland Stein, Cristin Canterbury Bagnall, Janet O'Riordan, Heather Leavell, and Tom Formicola all volunteered to help
 - iv. Recreation and fitness (nonprofit and for-profit) ---Derek Curran and Erik Kondo volunteered to help
 - v. Finance, Insurance, Real Estate---Bob Bowes and John Hurd volunteered to help
- b. Consumer survey---Ali introduced the idea of circulating a consumer survey to gauge the level of comfort and expectations of Arlington residents and business customers when reopening starts. She will circulate draft questions to the group via email to get feedback. She will also send preliminary focus group questions via email.

5. Next steps. Next meeting Tuesday May 26th at 2 p.m.