



Arlington Economic Development Recovery Task Force Minutes

Date: Tuesday July 28, 2020

Time: 2:00-3:00 PM

Join Zoom Meeting

<https://zoom.us/j/92028429291>

Meeting ID: 920 2842 9291

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Present: Jennifer Raitt, Dept. of Planning and Community Development; Ali Carter, Dept. of Planning and Community Development; Natasha Waden, Department of Health and Human Services; Rachel Zsembery, Arlington Redevelopment Board; Michelle Casey, Marchelle Salone; Tom Formicola, Arlington Center for the Arts; Beth Locke, Arlington Chamber of Commerce; Sarah Morgan-Wu, The Object of Stories; Janet O’Riordan, Old Schwamb Mill; Bob Bowes, Bowes Real Estate; Emily Shea, Kickstand Café; Bootsy Mullan, Town Tavern; Kathleen Darcy, Cambridge Savings Bank; Alyssa Clossey, Support Arlington Center; Richard Fraiman, Capitol Theater; John Hurd, Select Board; Cristin Bagnall, Arlington Commission for Arts and Culture

Minutes

1. Approval of Minutes: Motion made by Tom Formicola; seconded by Beth Locke; unanimously approved.
2. Public Health Update: 322 confirmed cases, 32 probable cases, 46 deaths. Cases are rising locally, not at the same pace as nationwide, but still on the rise. The State has launched the “Stop the Spread” campaign, which provides free testing in communities with high rates of COVID infections. State is also allowing sales of cocktails to-go and extended the eviction moratorium.
3. Working Group Reports
 - a. Permitting and Licensing: Ali reported that this will be a staff-intensive project managed by the Town. Ali will provide a summary of work she and IT staff collaborated on in 2018 to try to start this effort that year. New initiative spurred by remote working environment required by COVID-19. Task Force members commented on how helpful it would be to have all of the information on how to open a business in one place. Concerns were raised that this initiative might create shortcuts that would negatively impact public health or safety, to which Ali replied it would not, but it would

be aimed at minimizing administrative redundancies. Business owners voiced that navigating the bureaucracy during their opening process was difficult. Ali elucidated that there will be shorter-term COVID-responsive improvements to be made as well as longer-term processes to make the process more quick, efficient, and transparent. Rachel Zsembery added that this is a huge opportunity and that it is very important to communicate to businesses that Arlington is a welcoming community in a genuine way. Beth Locke added that the need for the Town to streamline their processes comes up a lot during Chamber meetings.

- b. Marketing: Beth Locke shared preliminary graphics for Shop Arlington First campaign, which received several positive responses. Sarah Morgan-Wu added that it might be helpful to have a variation on this theme like “Book Arlington First” which would help service businesses like hair salons and barber shops.
- c. Retail: Ali reported that this group hasn’t met yet but that it is scheduled to next week.
- d. Theater and Public Performance: This group reported out that they have heard from the public a desire for outdoor performance and arts opportunities. The Capitol Theater and Regent Theater, however, need to be dealt with as anchors in their respective business districts. The working group will devise ways to monetize outdoor performances.

Next meeting: Tuesday August 11, 2020 at 2 p.m.