



## Arlington Economic Development Recovery Task Force Minutes

Date: Tuesday September 8, 2020

Time: 1:00-2:00 PM

Join Zoom Meeting

<https://town-arlington-ma-us.zoom.us/j/92435706602>

Meeting ID: 924 3570 6602

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Present: Jennifer Raitt, Dept. of Planning and Community Development; Ali Carter, Dept. of Planning and Community Development; Rachel Zsembery, Arlington Redevelopment Board; Michelle Casey, Marchelle Salone; Beth Locke, Arlington Chamber of Commerce; Sarah Morgan-Wu, The Object of Stories; Emily Shea, Kickstand Café; Bootsy Mullan, Town Tavern; Leland Stein, Regent Theater; Heather Leavell, Cyrus Dallin Museum; Erik Kondo, Broadway Athletics; Bob Bowes, Gibson Sotheby's International Real Estate; Tim Haley, Ellenhorn; Tom Formicola, Arlington Center for the Arts; Alyssa Clossey, Support Arlington Center  
Guest: Len Diggins

### Minutes

1. Public Health Update: 349 confirmed cases, 36 probable cases, and 47 deaths.
2. Discussion: Future Initiatives: Strategies and group membership
  - a. We need new ideas to build on the foundation we've built so far with the policies and programs recommended by this group. Some current Task Force members might step down so we can accommodate more restaurants, particularly the large restaurants. We also need to do another survey to check in with businesses to see how they are doing currently. The survey should be anonymous so they feel comfortable sharing information that they wouldn't necessarily want to have identified as their specific business. Need to ask questions like what it would take to prevent them from closing.
  - b. Winter is coming, and we need to create strategies for colder weather. Outdoor dining will require outdoor heaters and we need to provide some guidance for restaurants. Are outdoor tents allowed, and how are they permitted?

- c. We also need to share commentary and testimonials from business owners and customers directly with the public. Share good news, success stories, etc. to keep the messaging positive and encouraging. Alyssa Clossey has a contact at the Globe she'd be willing to reach out to to share local business success stories.
  - d. The Regent is looking for a sponsor for streaming events and welcomes suggestions or referrals.
  - e. Need to list larger indoor spaces that are available for rent on a temporary or long-term basis.
3. Working Group Reports
- a. Application Modernization: Ali shared that a request has been made to the Capital Planning Committee to purchase permitting software.
  - b. Marketing: Heather Leavell volunteered to join the Marketing Working Group. Banners, signage, postcards, opt-in text marketing campaign, and webpage are all ready to launch. The digital marketing campaign needs a sponsor but Beth is confident she can find one or more. There is a grant application in to the MassDOT Shared Streets program for parklets.
  - c. Performance Working Group: The group is in ongoing conversations with the Health Department and Recreation Department about how to structure outdoor events so that they are safe.
  - d. Retail Working Group: Ali is going to create a resource packet for them and organize a webinar and potentially an online promotional event.

Next meeting: Wednesday September 30, 2020 at 2 p.m.