



Arlington Economic Development Recovery Task Force Minutes

Date: Wednesday September 30, 2020
Time: 2:00-3:00 PM

Join Zoom Meeting
<https://town-arlington-ma-us.zoom.us/j/98375981804>

Meeting ID: 983 7598 1804
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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; 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: 371 confirmed cases (17 cases in the last week) and 50 deaths. The younger population is now getting infected.
 - a. Phase 3, Step 2: as a low-risk community according to state guidelines, Arlington is allowed to start Step 2 of Phase 3. This allows for increased capacity in performance venues, theaters, and gyms (and potentially at the ACA as well). The Health Department staff is evaluating current guidelines and at this time they don't plan on adding restrictions at the local level. Specific guidelines for Arlington businesses will be outlined in a memo from the Health Department to be released tomorrow. Leland Stein shared that he received a slide deck from Sen. Friedman outlining Step 2 of Phase 3 and he will share it with Ali to pass along to the group.
2. Shop Arlington First Campaign Launch: Banners, postcards, signs, and landing page are all up this as of this week. Social media campaign is also up and running. Beth asked business owners in the group to share pictures of their businesses that she can use on social media. Pictures of business districts in

Arlington are also welcome. There is a campaign user guide for businesses forthcoming. Beth is also coordinating the Shop Arlington First campaign with the state's My Local MA campaign and will keep the marketing committee of the Arlington Commission for Arts and Culture (ACAC) in the loop on these campaigns as well so we have as much Arlington-related content going out through as many channels as possible.

3. MassDOT Shared Streets grant: Ali shared that the Town was awarded two Shared Streets and Spaces program grants from the state, and one of them will focus on building parklets into Arlington Center and Arlington Heights. She will keep the Task Force updated on that project's implementation.
4. BIPOC business inventory: Ali has received many requests about the diversity of the business community over the course of the last few months, and she is working on building an inventory of businesses that want to identify their ownership. This will be built into the Open Business List and Ali will notify the Task Force when it launches.

Next meeting: Tuesday October 13, 2020 at 2 p.m.