



Arlington Economic Development Recovery Task Force Minutes

Date: Tuesday August 11, 2020

Time: 2:00-3:00 PM

Join Zoom Meeting

<https://town-arlington-ma-us.zoom.us/j/91963393015>

Meeting ID: 919 6339 3015

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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; Kathleen Darcy, Cambridge Savings Bank; Leland Stein, Regent Theater; Heather Leavell, Cyrus Dallin Museum; Erik Kondo, Broadway Athletics
Guest: Len Diggins

Minutes

1. Public Health Update: 327 confirmed cases, 36 probable cases, and 47 deaths.
2. Working Group Reports
 - a. Application Modernization: Ali shared a draft memo that will be presented to the Capital Planning Committee. The committee reviewed it and indicated their approval with no comments or edits.
 - b. Marketing: Beth Locke shared draft versions of a promotional postcard about the Shop Arlington First campaign. These will go out to 22,000 households in Arlington. There will be a landing page for the campaign, ShopArlingtonFirst.com, which will be referenced on the postcard. She also outlined plans for text marketing and public relations for the campaign. The parklets that are planned pending funding from MassDOT will also use the Shop Arlington First branding in signage. Beth mentioned that the ATED committee provided \$2,500 to fund banners and signage for the campaign as well. Suggestions from Task Force members included that all materials should emphasize the safety of shopping in Arlington's businesses. The campaign should also highlight streaming classes, performances, films, and events. Museums should be mentioned as well.

About the parklets, someone asked how they would be kept clean. Ali replied that nearby restaurants are going to take responsibility for maintaining cleanliness and compliance with Reopening Guidelines. A Task Force member also asked for outdoor restrooms and handwashing stations in town for the general public. Ali said she would inquire with the Health Department.

- c. Performance Working Group: This group reported that they have identified three types of public performances that they could work on: solo street performances, mid-size performances in parks or other open spaces, or to have a telethon or virtual event. They need more guidance on how to organize a mid-sized event. They are considering drafting guidelines for solo musicians on how to perform safely.
- d. Retail Working Group: expressed a need for pro bono tech support, particularly for e-commerce. They would like a webinar or some kind of support on how to do live commerce. They are hoping for a large messaging board to encourage people to shop locally for the holidays in the business districts, or at the very least in the Center. They would ideally like help coordinating deliveries to customers. They also expressed the need to encourage businesses to reach out to the Town, Chamber, others for help before it's too late to save them.

Next meeting: Tuesday September 8, 2020 at 1 p.m.