



## Arlington Economic Development Recovery Task Force Minutes

Date: Tuesday January 12, 2021

Time: 2:00-3:00 PM

Join Zoom Meeting

<https://town-arlington-ma-us.zoom.us/j/96211802074>

Meeting ID: 962 1180 2074

Passcode: 776846

One tap mobile

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Present: Jennifer Raitt, Dept. of Planning and Community Development; Ali Carter, Dept. of Planning and Community Development; Janet O’Riordan, Old Schwamb Mill; Erik Kondo, Broadway Athletics; Beth Locke, Arlington Chamber of Commerce; Emily Shea, Kickstand Café; Leland Stein, Regent Theater; Michelle Casey, Marchelle Salone; John Hurd, Select Board; Bootsy Mullan; Town Tavern; Heather Leavell, Cyrus Dallin Museum

Guest: Len Diggins

### Minutes

1. Approval of minutes. Motion made by Janet O’Riordan, seconded by Bootsy Mullan. Approved unanimously.
2. Public Health update: there are currently 1,167 positive covid cases so far in Arlington, and 68 deaths. Compliance in community, including businesses, is a concern. Please contact the Health Department at 781-316-3170 with questions or concerns about potential violations of State and local reopening guidelines.
3. Current Reopening Guidelines: After the recent 3-week regional rollback to Phase 2, Step 2 of the State Reopening Guidelines, Arlington is now back into alignment with State reopening guidelines with the exception of bar seating, which is still not allowed in Arlington
4. Communications
  - a. Current practices: Ali reviewed current practices for communicating about Reopening Guidelines, grant opportunities, etc. between the Town and business owners and asked if anyone had ideas for areas of improvement.

Several folks commented that they thought the current methods were effective but that messaging to the public of the guidelines and how they can report violations is lacking.

- b. New ideas for outreach and engagement: The group had a discussion about finding ways to communicate to the public that they need to be compliant with the rules that State and Town are imposing on the business owners, and also how they can report non-compliance when they see it. Launching a campaign called “Masks Mean Business,” encouraging continuation of mask-wearing protocols and the proper way to wear them was discussed. Having posters with information on how to report non-compliance to the Town and State, and that they are the Town and State’s rules, not the business owners, was discussed as well. Erik Kondo believes it is important for people to be able to report things anonymously. Jenny pointed out that anonymous complaints can be left with the Town via the Request/Answer Center phone number and app. Signage, stickers, and social media could also communicate messages of how the public can report non-compliance. Ali will schedule working group meetings to see if we can get some agreement around a single theme. Jenny will bring up the issues raised about communication of enforcement to the Leadership Team. Ali will request that a member of the Health Department be present at the next meeting to provide guidance for restaurants to plan for the coming months.

Next meeting: Tuesday February 16, 2021 at 2 p.m.