



## Battle Road Scenic Byway Committee

Date: March 4, 2021

Time: 10-11 a.m.

Join Zoom Meeting

<https://town-arlington-ma-us.zoom.us/j/95214439556>

Meeting ID: 952 1443 9556

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Attendees: Clarissa Rowe, Chair (Arlington); Ali Carter (Arlington); George Parsons (Arlington); Paul Fennelly (Arlington); Beth Williams (Concord); Heather Gill (Concord); Paula Vaughn-MacKenzie (Lincoln); BJ Dunn (NPS); Jennifer Pierce (NPS); Richard Canale, Vice Chair (Lexington); Bob Domnitz (Lincoln); Jill Hai (Lexington); Sandhya Iyer (Lexington); Casey Hagerty (Lexington); Dawn McKenna (Lexington); Connie Raphael (MassDOT)

### Minutes

1. Approval of minutes of previous meetings deferred.
2. FHWA Scenic Byway announcement: The Battle Road Scenic Byway is officially an All-American Road! Group celebration ensued.
3. Time Tracking: Prior to the meeting shared a spreadsheet for tracking hours and financial contributions from each member entity. Committee members will track their hours back to the beginning of 2020 and then will continue to track them on a monthly basis going forward. Hours devoted to committee work includes meeting time, preparation time, drafting minutes, time spent on projects, etc.
4. Intra-town reporting: With the new All-American Road designation, the Battle Road Scenic Byway committee may need to coordinate more with other departments and organizations within their respective towns to help maximize the tourism benefits of the All-American Road designation. Clarissa invited each member entity to report how they share Battle Road-related information within their town.

- a. Arlington: Ali reported that the Town is working more with ED staff in Lexington and Concord to foster regional collaboration on tourism efforts. Within town, there is an effort underway to have a consultant study all ED-related Town committees to minimize redundancies.
  - b. Lexington: Sandhya reported that tourism is part of ED department. They applied for a Mass Office of Travel and Tourism (MOTT) grant in partnership with Concord and that as part of that grant they want to carry All-American Road designation forward as an attraction.
  - c. Beth Williams reported that Concord has no ED office but that her role is Tourism Manager, which is in the Recreation Department. She is excited about the designation and has formed a new Economic Vitality committee in town, which is currently focusing a lot on signage. Asked how this committee works with Freedom's Way?
  - d. Lincoln: Paula reported that the town has no economic development or tourism staff or committee. The Planning department is involved in a shuttle study with Minute Man NPS for major sites, which relates to the Battle Road and tourism. There is a planning effort underway focused on enhancing the village center near the commuter rail station. This effort may include rezoning the village center area to allow mixed use and denser housing.
  - e. NPS: BJ shared that he discussed holding an All-American Road designation event with some elected officials, who expressed sincere interest in participating.
5. All-American Road designation announcement coordination  
Dawn McKenna, Chair of Lexington's tourism committee, shared that the Visitor Center in Lexington Center will be a good place to disseminate Battle Road Byway-related information. She is interested in coordinating communications and discussing a launch event further. Connie Raphael said she will check with Derek Shooster to see if MassDOT would want to participate in a launch event.

Discussion continued about coordinating on a launch event and Byway messaging. Press releases went out from each town about the All-American Road designation but we should endeavor to send out joint press releases and organize a launch event together. After some discussion of the merits of having it in the spring vs. later in the year, the group generally agreed that we should plan a larger event for the fall and that we can work on smaller projects to practice coordinating events and messaging over the course of the spring and summer. We will need to share Battle Road Byway logos, make letterhead, and have other shared promotional resources and guidelines for how they should be deployed with each town's messaging.

Next meeting: Thursday March 25<sup>th</sup> at 10 a.m.