

**APPROVED MINUTES - MEETING OF CULTURAL DISTRICT DESIGNATION APPLICATION WORKING GROUP (open to the public)**

Sponsored by Arlington Commission on Arts & Culture (ACAC) in conjunction with Arlington Tourism and Economic Development (ATED)

**Thursday, June 25, 2015**

**7:30 - 9:00 pm**

**Senior Center (27 Maple Street, Arlington), 2<sup>nd</sup> floor 'Art Room'**

**Attending:** Stephanie Marlin-Curiel (ACAC), Barbara Costa (ACAC, Arlington Center for the Arts Board), Joe Curro (Board of Selectmen, ATED), Jane Howard (Arlington Public Art, Vision2020, Robbins Memorial Garden), Charlotte Pierce (St. John's Coffeehouse), Sarah Buyer (Arlington Center for the Arts), Judy Weinberg (Arlington Friends of the Drama, Menotomy Rocks Park, A-Dog), Ted Fields (Town of Arlington Economic Development Planner), Sarah Burks (Dallin Museum Board), Aimee Taberner (ACAC, Dallin Museum Board).

**1) Reviewed Massachusetts Cultural Council application including Concord MA application for guidance/info**

- a. AREA of a proposed ARLINGTON CULTURAL DISTRICT: Consensus of those present to start proposal with larger district in Arlington and if necessary, Massachusetts Cultural Council (MCC) can bring in boundaries for smaller area.
  - i. We currently propose an area from Jason Street (Jason Russell house, up Mill Street to Mill Brook and on to Cook's Hollow) eastward to Lake Street (across Mass Ave. zig zag to Marathon Street). Connecting elements from Center to East include Arlington Center for the Arts (ACA), Spy Pond park, and the bike path. In the Center, include Arlington Friends of the Drama (Academy St) and from Pleasant Street to Lombard Terrace to include St. John's Church/ Coffeehouse; include Visitor Center, Russell Commons Parking lot and Regent Theater.
  - ii. MAP - to come
- b. Elements of our proposed district:
  - Historical venues
  - Multi-ethnic restaurants
  - Accessible to public transportation
  - Diverse corridor: economically, culturally, activity-wise
  - Artists' Studios
  - Concentration of cultural destinations artistically created businesses
  - Unique shops and offerings, not chains
  - Two major theaters which can also be rental space, plus AFD, Town Hall, ACA, etc
  - Choruses, concerts, master classes in music

Green spaces (for events), including Bike Path as part of Arlington culture (draws people in/through)

- c. Proposed timeline for application/MCC walkthrough
  - i. June and September most active. East Arlington (Mass Ave) construction may be done by this fall.

## **2) Management plan of a Cultural District**

- a. Town of Arlington is the applicant
- b. Or a Town organization (e.g., ATED, ACAC) could stand in, but there has to be an agreement between the Town and a 3<sup>rd</sup> party. A partnership can be organized any way we want: as a collective – a chair to keep agenda, etc., with one organization in charge of programming plan (with input from others), one organization could take on marketing in collaboration with others, etc. Also: possibly rotating management. Concord MA is managed by their Chamber of Commerce (Stephanie Stillman happy to advise us).
- c. Management of a district would involve:
  - schedule mtgs (quarterly?)
  - advance the initiatives
  - marketing
  - supervise budget etc
  - annual reporting to MCC
- d. Revenue?
  - from advertising on printed calendar, newsletters (Important: note that calendar extends to entire Town, not just to include those in District)
  - some districts have a dues structure (not appealing for Arlington)

## **3) VOLUNTEERS FOR TASKS ON APPLICATION**

- Joe – willing to work with someone on public-private partnership, along with Ted
- Sarah Burks – will work on public amenities question
- Judy – will work on cultural programs of past 12 months
- Charlotte and Sarah Buyer – work on marketing
- Ted and Joe can work on zoning issues
- Sarah Buyer might know someone at ACA interested in working on evaluation/measurement part of it
- Leland Stein and Carla Dorato will be organizing Center Businesses
- Stephanie will work on characteristics of district – with Barbara if needed
- Ted will oversee mapping with Adam Kurowski (Community Planning Dept), Charlotte will help
- Sarah Buyer said another ACA staffer could help on Cultural Assets inventory; will need GIS files from Ted
- Stephanie will start a google doc for application.
- Aimee will edit, Jane also happy to volunteer on process

## **4) WHEN TO MEET NEXT?**

For the moment, we will work on google doc and by subgroups, email, etc., but would be good to have in-person meeting again, especially with representation from Chamber of Commerce.

[end]

Minutes submitted by Barbara Costa