

**West Concord Junction
Cultural District Committee**
Meeting Minutes
Jan 19, 2021
Online Zoom Video Session

Members present: Lisa Evans, Carlene Hempel (chair), Margot Kimball, Jen Montbach, Ann Sussman, Kate Yoder

Members absent:

Visitors: Terri Ackerman, member of the Select Board and liaison to the WCJCDC; Susan Mlodozieniec, member of the West Concord Advisory Committee and liaison to the WCJCDC; Marcia Rasmussen, director of planning and land management, Town of Concord.

The meeting began at 7:03 p.m.

Administrative business:

1/ Planning Department check-in: Marcia updated the group about planned roadway adjustments to Beharrell Street including improved sidewalks and the possibility of a bike lane. The town is looking at where, or whether, once-planned “bump-outs” on the street are still warranted. Her office is coordinating with Public Works. Ann asked that our group be included in discussions before any formal plan is decided upon.

2/ Debrief on the 5&10 sendoff celebration: Carlene informed the group that there are two videos available about the 5&10. The one our group helped to produce is available on the town’s tourism web site as well as the town’s library site. She also mentioned we collected more than 150 postcards for Maynard Forbes and that more than 75 cars participated in the Dec. 31 parade.

We also spoke about combining efforts with the WCAC to cross-promote our efforts and things like the 5&10 video. Susan Mlodozieniec, who is in charge of the WCAC’s Facebook page, welcomed this idea and agreed to work with both Carlene and the local business group to make it happen. Carlene also suggested talking to someone at the high school about using a social media intern to help with promotion.

3/ Request from Dorrie Kehoe, member of the Green Thumbs, to write a letter to the Select Board asking cyclists to step off their bikes in Junction Park: The group decided to write a letter to the Select Board in support of an effort to require that cyclists disembark in Junction Park. Carlene will draft the letter and send it out to the group for edits over email. Ann asked that we be included in any discussions about new enforcement signs for the area.

4/ MCC grant: The group decided to apply for the MCC grant to create a branding campaign using our new logo. The grant amount is for \$7,500. Carlene said she would write the grant in draft form to be approved at the February meeting.

5/ New member recruitment: The group discussed what the committee's needs are and determined that skills related to graphic design, event planning and public relations would be most valuable. Lisa said she had a few people in mind and would reach out to them to see if they were interested in joining the group.

6/ Design Guidelines update: Susan and Ann drafted a new preamble to the West Concord Design Guidelines that incorporated the mission of the cultural district and its goals including improved walkability. They will share it in a Word format via email. Members should send comments and edits to Ann.

7/ Art Scramble 2 update: Margot reported there have been a few glitches including a fading and warping of some of the tiles from the sun and continued frustrations about where to locate the mural when it's done. Margot also wants to make sure there is a task force in place to help fund the next iteration of the mural series.

The meeting adjourned at 8:30

Respectfully submitted,

Carlene Hempel, chair