

**West Concord Junction
Cultural District Committee**
Meeting Minutes
Tuesday, Jan. 7, 2020
Harvey Wheeler Community Center Lecture Room

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

Members absent: Lisa Evans

Visitors: Susan Mlodozeniec, member of the West Concord Advisory Committee and liaison to the WCJCDC; Marcia Rasmussen, director, Planning and Land Management, town of Concord.

The meeting began at 7 p.m.

REGULAR BUSINESS:

Minutes: On a motion made by Kate and seconded by Margot, the group unanimously approved the December 3 meeting minutes.

ArtWeek Planning:

- The group finalized the theme for our ArtWeek event as “West Concord Acts Out.”
- This year’s celebration will be anchored by two main events: BandScramble from 12:30-4 at [Concord Conservatory of Music](#) on Saturday, May 2, at which the ArtScramble mural will be revealed, and; Community Talent Show from 6 to 8 on May 2 at the [KeyDeFord Performing Arts Center](#).
- Leading up to ArtWeek, Margot will host free weekly drop-ins to paint tiles at the [Village Art Room](#) on Sunday afternoons from 1 to 4 p.m., Monday evenings from 6:30-8:30, and Tuesday afternoons from 1:30 to 4:30.
- Margot said she would like to table the performing arts theme for the mural this year and instead work on a farming theme. The group also discussed various strategies in how to fund-raise for the mural project.
- Kate said she would reach out to Maynard's MCC district to determine whether they are participating in ArtWeek and whether we can cross-market or collaborate on an event.
- Harry said he would meet with Margot to determine the best way to move forward on sponsorships for ArtScramble 2020.
- Jen said she would approach Dance This Way to see if they are interested in participating in an ArtWeek event.
- Carlene said she would approach Three Stones, Fowler Library, Salt Box, Wood's Hill and Reasons to solicit participation.

Creating a 501c3:

-Harry discussed his ideas for the need to create a promotion plan to raise money necessary to implement a branding campaign and support events in the Village. He said it is paramount that the WCJCDC show people that the cultural district exists. As part of that plan, he stressed:

-Creating a map of the Village.

-Figuring out where gateway and wayfinding signage will go.

-Creating a logo.

-Create a campaign for signage around events to be installed on lamp posts or as street banners and on sandwich boards.

-Creating a social media campaign and an interactive online map.

-He estimated a budget of \$15,000 to \$45,000 to accomplish these tasks.

-Marcia said she doesn't believe it's necessary to launch a 501c3 and instead the WCJCDC can seek funding and resources from town funds and efforts already under way and in place.

Next Steps:

-Harry will reach out to tourism director Beth Williams and create a status report of what efforts are already in the works. He will also create a roadmap - year 1, year 2, year 3, year 4 – of what our targets are and whether we are hitting those targets.

-Harry will establish a Google Drive folder and invite all of us to it. In it, he will install his goals memo. As part of that memo, he will add a column that designates branding efforts already under way (gateway and parking signs for the Village; a map with points of interest in the Village; a website for our district.)

-Carlene will determine whether Harry's company [Bartlett Interactive](#) can in fact be hired for logo and tagline branding efforts made on behalf of the district.

-Marcia will reach out to Beth Williams to determine what the plan is for gateway signage and MCC signage as it relates to previous efforts and a new contract with local sign maker [Billy Crosby](#). We will communicate that to Harry for his chart.

-Harry and Kate will meet to discuss a strategy for larger fund-raising efforts that includes a plan to solicit support/membership for the Village businesses and creatives.

OTHER BUSINESSES:

Design Guidelines:

-Ann reported that on December 9, 2019, 37 business owners wrote a letter rejecting the new (preliminary) design for the proposed retail space at 13b Commonwealth Ave. She said this is a call for the town to update its Design Guidelines to reflect the fact that West Concord Village is now a cultural district. She would like to update the design guidelines including adding walkability as a goal. She hopes to work on this with the West Concord Advisory Committee.

-Ann will by the February meeting acquire a copy of the [West Concord Design Guidelines](#), highlight the sections that she believes need to be updated, and present the proposed language to do that. Kate cautioned that the Village is not an historic district and that the guidelines should reflect that.

Subcommittee reports:

-Events: Jen said the signs for Porchfest need to be more easily updated with a date so they can be usable from year to year. She said she would also like to have some input from a design standpoint on the logo. Jen will come to the next meeting with a preliminary task list for early Porchfest planning.

-Public art campaign: Margot reported the 2019 ArtScrabble “Music in the Village” mural was photographed that day by [Pitch Black Editions](#), a fine-arts printing and framing shop housed in Bradford Mill in West Concord. The photograph will now be digitized and made into a waterproof canvas to be installed on the exterior wall of Reasons to be Cheerful facing Beharrell Street.

The meeting adjourned at 8:32 p.m.

The next meeting of the West Concord Junction Cultural District Committee is scheduled to take place on February 4 at 7 p.m. in the Harvey Wheeler Community Center.

Respectfully submitted,
Carlene Hempel,
Chair, WCJCDC