

**West Concord Junction  
Cultural District Committee**  
Meeting Minutes  
Tuesday, Feb. 4, 2020  
Harvey Wheeler Community Center Lecture Room

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Members present: Harry Bartlett, Lisa Evans, Carlene Hempel (chair), Jen Montbach, Ann Sussman

Members absent: Margot Kimball, Kate Yoder

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 7:05 p.m.

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REGULAR BUSINESS:

**Minutes:** On a motion made by Jen and seconded by Lisa, the group unanimously approved the January 7 meeting minutes.

**ArtWeek Planning:** The committee finalized logistical planning for both anchor events for “West Concord Acts Out,” the theme for this year’s arts festival. BandScramble will take place on May 2 from 12:30 to 4 p.m.; the Community Talent Show, which will include revealing this year’s community mural, will take place on May 2 from 6 to 8 p.m.

The group discussed public relations for both events, including sending notices to the Concord Journal; community lists; Living Concord magazine; News & Notices; Concord Business Partnership; the Chamber of Commerce; The Boston Globe; a banner for the corner of Pine and Main streets, and; sandwich board signs. We also talked about cross-promotion with Maynard’s cultural council.

**Village Map:** Carlene informed the group that we had won a \$300 grant from Concord’s Local Cultural Council, to be matched by the Town’s Planning Division, to create a map of West Concord Village.

**Signage/branding:** Marcia presented a logo that had been designed by someone working with the Concord center cultural district, but it was not met with fondness by members of the committee. Marcia said she would reach out to the person who made the logo to determine whether it could be revised. Also, Harry said he would sketch out an alternative for the group to consider.

Marcia also reported that she is moving forward with the design of wayfinding signs for the Village, and has determined there should be four gateway signs, three parking signs and one kiosk map located somewhere near the depot.

**Proposed updates to the West Concord Design Guidelines:** Ann mentioned that the guidelines were crafted in 2011 and are, in many ways, irrelevant for the Village as it exists in 2020. She said the guidelines don't address how to make the Village a walkable place that encourage people to get out of their cars. She hopes to work with someone from the WCAC and the Planning Board to propose changes. Susan offered to include the topic on the WCAC's March agenda.

**Porchfest:** Jen presented a list with early task assignments for each member of the committee.

#### OTHER BUSINESS:

**Parking:** Susan reported that the WCAC was hoping to survey local businesses to determine whether they have had any complaints about parking. With that feedback, she said the WCAC will be able to determine whether to try to make a change to the Village's parking regulations. She also said the WCAC is considering proposing a zoning change to allow for grocery stores in the district. However, she reported that a number of business owners from the Village had attended a recent meeting to say they didn't want their businesses – a liquor store, a grocery store - to be impinged upon by a zoning change that would allow for a larger grocery store to enter the Village marketplace.

The meeting adjourned at 8:17 p.m.

The next meeting of the West Concord Junction Cultural District Committee is scheduled to take place on March 3 at 7 p.m. in the Harvey Wheeler Community Center.

Respectfully submitted,  
Carlene Hempel,  
Chair, WCJCDC