

**West Concord Junction  
Cultural District Committee**  
Meeting Minutes  
Tuesday, June 9, 2020  
Online Zoom Video Session

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

Members absent: Lisa Evans

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

The meeting began at 7:02 p.m.

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**REGULAR BUSINESS:**

**Mural project:** Margot reported there are 100 tiles completed on the farm mural and another 100 out in the community being worked on. She asked for help to get word out for the remaining 100. She also asked for help in convincing the owners of the West Concord Shopping Center to allow us to install the farm mural on the side of 7-Eleven facing Junction Park.

The group also talked about when and how to reveal both murals. (Last year's ArtScramble mural – which focused on musicians in the Village - is set for the Reasons to be Cheerful building facing Beharrell Street.) Margot raised the question of whether our committee can use Planning Division money to make two plaques for the murals to explain both who contributed to them and what they depict. Because there is so much community presence and history in the murals themselves, we hoped to do a plaque that is almost like a "paint by numbers" concept that explains what each piece means. Margot envisions including a space to the left of the murals for this kind of "explainer map" that would include info on the man who created the Concord grape, for example, the tradition of the "three sisters" bean stalks, etc.

Carlene said she would draft a fundraising letter to Welch's to see if they would consider funding installation of the project considering the grape is so prominently featured in the farming mural. Also, the group contemplated revealing the murals the weekend of Sept. 12 with live music at each site but acknowledged that everything depends on the town's policies on the pandemic.

**Porchfest:** After a brief discussion, the committee decided to cancel Porchfest, (scheduled for Sept. 12). We said perhaps we could reschedule the festival for the spring rather than waiting until next September.

**Brand development:** Harry presented a mockup of the logo he has been working on. It's a simple image that features a tower like Harvey Wheeler's. The committee very much liked the concept. Harry and Margot are going to work on using the actual Harvey Wheeler tower (he used clip art from the Internet) as the illustration. They hope to have a version to view by the July meeting.

Carlene informed the group that she has been in touch with the Local Cultural Council about our grant to develop a map of the Village and what the new parameters are since we were supposed to spend the money by June 30. She had no firm answers yet to report, but her contact said she is sure the deadline will be extended.

The meeting adjourned at 8:22 p.m.

The next meeting of the West Concord Junction Cultural District Committee is scheduled to take place on July 14 at 7 p.m. online on Zoom.

Respectfully submitted,  
Carlene Hempel,  
Chair, WCJCDC