

Inner Core Committee

A subregion of the Metropolitan Area Planning Council including 21 cities and towns:

Arlington • Belmont • Boston • Brookline • Cambridge • Chelsea • Everett • Lynn • Malden • Medford • Melrose • Milton • Needham • Newton • Quincy • Revere • Saugus • Somerville • Waltham • Watertown • Winthrop

Inner Core Committee Meeting

Wednesday, March 21, 8:45 - 11:00 am
MAPC 3rd Floor Conference Room
60 Temple Place, Boston, MA 02111

Summary of Discussion

1. Arts + Culture Division and local efforts

- April 2017 - started with the ICC
- Creative placemaking workshop series
- Other services
 - Capacity building
 - TA through projects and collective purchasing
 - Research, data collection and analysis, policy advocacy
 - Arts + Planning Toolkit
- Partnerships with local, regional, state, national organizations to learn, share, and advocate policy and planning changes
- City of Boston efforts
 - Boston Creates
 - City's first cultural plan
 - Big engagement process
 - 5 goals: create fertile ground, keep artists in Boston and attract new ones, cultivate equity and access, integrate arts and culture in all aspects of civic life, mobilize likely and unlikely partners
 - Address lack of public funding
 - Direct resources and programming
 - Adopt an equity lens for funding allocation
 - Creative economy pathways - give young creatives the changes to succeed
 - Spaces - living, working, exhibiting, etc.; address historical and ongoing gentrification and artist displacement
 - Upham's Corner
 - Art + Innovation District - born of Boston 2030 - pilot
 - The Strand anchor – City-owned and run
 - City acquired parcels to get ahead of gentrification; now, what to do with the land?
 - MAPC partnering on housing, commercial and business, workforce development, land opportunities; data analysis and recommendations; messaging and publicity of work/efforts
 - MAPC displacement risk analysis with DND; assessing commercial risk

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displacement; performing arts space case studies

- Town of Arlington Arts + Culture Action Plan
 - Created Arts + Cultural District designated by the state in 2017
 - North and south node - now must fill the gap between
 - New Arlington Commission on Arts + Culture
 - Expanded public art program - artist driven
 - Art on the bikeway
 - Arts engagement in planning activities
 - Creative placemaking in underutilized Town-owned properties
 - Brewery and food truck pop-ups to activate spaces
 - Relocated Arlington Center for the Arts into a municipally-owned building
 - Now working on:
 - Staffing
 - Reliable funding source
 - Metrics

2. Cultural Vitality

- Jim Grace, Arts + Business Council of Greater Boston
 - Service provider to the arts, 30 years
 - Law firm for the arts
 - HR for small arts orgs
 - Insurance
 - 2 fellowships for professional development - workforce development
 - Exhibition programs
 - Programs for kids
 - Collaborates with other service providers
 - Creative Campus - newest program
 - Addresses need for safe, affordable, long-term space for the arts; looking ahead rather than crisis mode
 - Bought a building in Worcester; working with local arts groups and the community to program the space; bridge loan from MassDevelopment
- Cara Berg Powers, TCP
 - Four programs
 - In-school programs
 - Career development - Beyond Creative
 - Business development - Accelerate Boston
 - Community cultural experiences
 - State-wide vision of impact
 - Interested in expanding programming throughout Greater Boston

3. Discussion

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- Greg Liakos, Mass Cultural Council
 - Invests \$22-23M in arts annually; operating support for non-profit arts orgs of all scales across the state
 - 329 local cultural councils, 2,500 volunteers across the state
 - Goals
 - Enrich communities
 - Grow the economy
 - Cultural Compact among 6 communities (part of Community Compact)
 - Springfield, Worcester, New Bedford, Harwich, Lynn, Pittsfield
 - Shared goals, commitments, etc.
- How to balance plan goals knowing that things change rapidly in this area (strategies, resources, etc.) - plan must be dynamic not fixed; how to balance community expectations?
- Why do a cultural plan?
 - Subset of comp plan
 - Engage in conversation about local planning efforts and drive change
 - Get internal buy-in at the municipal level, internal will, leverage
 - Engage stakeholders in conversation you might otherwise miss
 - Agreement on shared goal
 - Create accountability
 - Continuity and legacy amidst change
 - Build community buy-in
 - Identify partners
- Respond to displacement
 - Save spaces
 - Legal
 - Funding
 - Track turnover and redevelopment
 - Boston considering staff person devoted to lease negotiation, space planning, etc., dedicated to artist needs; preparing for space issues
- Importance of cultural district?
 - Arlington: good starting point for implementation of cultural plan; treating it like a lab
 - Initiated physical interventions rather than ideas
 - Planning tool to coalesce
 - Effective marketing tool
- Developers use arts and cultural as marketing and sales tool; municipalities should leverage that and ask for community benefits pertaining to arts and culture
 - Creative Campus could partner on this, developing and executing a shared agenda with development community; negotiations over space
- Shared problems between small businesses and arts and culture -> common solution needed
 - TA programs for small business translate to artists
- Brookline considering a planning process to address already lost cultural resources

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4. Regional Plan Update

- Metrofuture, 2008
- Update - now in process design phase; build on local planning efforts
- Address gaps in Metrofuture content (climate change, displacement, equity); new opportunities with technology; take advantage of MAPC's new capacities to build a more holistic plan (public health, arts + culture); engage varied and new stakeholders
- Best way to engage you?
 - Early engagement and buy-in from decision-makers (a lot of local officials don't even know there's a regional plan)
 - Cluster community events to encourage regional thinking
 - Forums
 - Focus groups - targeted outreach to planning communities (morning meetings)
 - Use subregions for informal conversation and to get feedback
 - Look at gaps in local plans - major regional issues or areas that less-resourced communities couldn't explore
 - Digital engagement strategies
 - Consider It
 - Civic Comment - Somerville finds useful
 - Mind Sidewalk (or Mind Mixer) - less useful
 - CoUrbanize - better for development
 - Social media - free analytics (how many clicks, unique users)

5. Next Steps

- Save the date: ICC Field Visit on Housing (+General) Opposition on April 18th
 - If you'd like to share an experience dealing with opposition to planning, development, or general change, please let me know!
 - To host this Field Visit in your community, please let me know!
- Place Types project: Please complete this [short survey](#) to communicate your interest level
 - Remember, subregional projects require community buy-in and enthusiasm; please let me know how this project would be useful to you!