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
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 explored
  - 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!