

From: J Boudreau <notlobmusic@gmail.com>
To: Marie Krepelka <mkrepelka@town.arlington.ma.us>, MaryAnn Sullivan <MSullivan@town.arlington.ma.us>
Date: Wed, 27 May 2015 10:24:36 -0400
Subject: AIFF request to place advertising banners for Cambridge event in Arlington

1. BoS: If AIFF's request to erect Mass Ave banners for its film screenings in Cambridge precludes being able to do the same for two Arlington Cultural Council-funded in-town events:

Folk Arts Center of NE: Family Dance at Robbins Farm Park, 07/19/15

Philharmonic Society of Arlington: Outdoor Summer Concert at Robbins Farm Park, 08/01/15

...I respectfully request its application be denied.

Please read *attached letter* with background and suggestion for a banner application policy.

2. Request to be notified when this issue will be discussed at a BoS meeting.

Jeff Boudreau
781-643-1586

- To: **Byrne, Steven M.**

Board of Selectmen (2018)

- (781) 910-7041
- smb Byrne1987@gmail.com
- **Curro, Jr., Joseph A.**

Board of Selectmen, (2018)

- (781) 641-4190
- jcurro@alumni.tufts.edu
- **Dunn, Daniel J.**

Board of Selectmen (2017)

- (617) 710-4081
- dunster@dandunn.org
- **Greeley, Kevin F.**

Board of Selectmen, Chair (2016)

- (781) 648-1973
- Greeleycom@AOL.com
- **Mahon, Diane M.**

Board of Selectmen, Vice Chair (2017)

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Re: Should town resources be used to advertise out-of-town events?

It has come to my attention that an entity with Arlington connection that is producing an event in Cambridge has petitioned the Board of Selectmen permission to use Town resources and space to advertise: "A request for festival banners over Mass. Ave., the group's fifth, was tabled until June 8 because Joe Curro, a film-festival backer, was absent." – source: Bob Sprague's op-ed in Yourarlington.com titled "How far should film-festival support go" - <http://www.yourarlington.com/easyblog/entry/43-film/449-aiff-052615> - and in subsequent discussion on the Arlington listserv (aka AList), it would appear:

1. Such requests are administered by the BoS.
2. Decisions are made on a case-by-case basis, first-come, first-served.
3. The BoS may or may not consult resources such as calendars maintained by Town webmaster and committees.
4. There does not appear to be a policy or procedure in place.
5. In making its decision

I respectfully submit the BoS:

1. Without a policy being in place, for the short term, I suggest that AIFF's request be tabled and Arlington's two Arts and Culture committees (ACC and ACAC) and the appropriate Vision 2020

task group(s) have been asked to evaluate its merits and, looking ahead to all Town events, determine if there is conflict and/or which other events deserve banners.

2. Charge the Town Manager, with input from the committees in #1, draft a banner policy. In its instructions, direct Town Manager to A) include language that would require all events be in-Town. B) Establish a pricing system such as that now in place for renting Town-owned facilities that gives free use to Town government/committees and tiers for non-profit and private organizations. C) Require each January, with updates quarterly, ACC, ACAC and appropriate Vision 2020 task group(s) report to BoS all events they are producing, facilitating and/or funding over the next six to twelve months.

Jeff Boudreau

99 Bow Street, Arlington

Appendix – copied from the Arlington listserve

[arlington] [Opinion] How far should film-festival support go?

Inbox x



**Bob
Spra
gue**

May 26 (1 day
ago)

Should town officials support a festival that is taking place in Cambridge? R...



Jeff Boudreau <jeffboudreaujunkmail@gmail.com>

12:36 PM (20
hours ago)

to Arlington

Perhaps Bob could expand the sentence "Comments by four selectmen Monday, May 18, reflected the tension. A request for festival banners over Mass. Ave., the group's fifth, was tabled until June 8 because Joe Curro, a film-festival backer, was absent."
What is the time period requested, from when to when?

I would also be interested to know if the Town decides to erect the banners, what events that are actually in Arlington would not be able to have banners.

Upcoming events that are funded in Arlington Cultural Council include:

Karen Dillon: ART Hunt, June

Richard Clark: Two to Tango, 06/22/15

Folk Arts Center of NE: Family Dance at Robbins Farm, 07/19/15

Philharmonic Society of Arlington: Outdoor Summer Concert at Robbins

Farm Park, 08/01/15

Bannering out-of-town events should not prevent same for in-town events.

A full listing of ACC-funded events can be seen at

<https://www.facebook.com/ArlingtonCulturalCouncil/events>

Individual events are featured in the ACC blog:

<https://arlingtonculturalcouncil.wordpress.com/>



Bob Sprague

1:29 PM (19
hours ago)

to Arlington, me

Jeff Boudreau asked Tue May 26 12:36:45 EDT 2015:

<<Perhaps Bob could expand the sentence "Comments by four selectmen Monday, May 18, reflected the tension. A request for festival banners over Mass. Ave., the group's fifth, was tabled until June 8 because Joe Curro, a film-festival backer, was absent.">>

Glad to try to answer. Jeff: Can you copy me on posts you make to the list? I read only the archives and will see your questions sooner if you copy me.

In addition, anyone may post comments at the Comment link below a blog entry.

<<What is the time period requested [for AIFF banners], from when to when?>>

In the past, when the festival organizers have had Mass. Ave. banners, they have hung from shortly after their request was approved through the time of the festival, in October. That is the same in this case.

<<I would also be interested to know if the Town decides to erect the banners, what events that are actually in Arlington would not be able to have banners.>>

I suspect the selectmen don't decide in advance which events don't get banners, but to try to find out about that, you would have to contact the selectmen's office.



Jeff Boudreau <jeffboudreaujunkmail@gmail.com>

9:20 AM (0
minutes ago)

to Bob, Arlington

<<What is the time period requested [for AIFF banners], from when to when?>>

<In the past, when the festival organizers have had Mass. Ave. banners, they have hung from shortly after their request was approved through the time of the festival, in October. That is the same in this case.>

If this is the case, presuming the banners are approved at the June meeting, these ACC-funded in-town events would be excluded from Mass Ave exposure, should the sponsoring organizations desire such:

Karen Dillon: ART Hunt, June

Richard Clark: Two to Tango, 06/22/15

Folk Arts Center of NE: Family Dance at Robbins Farm, 07/19/15

Philharmonic Society of Arlington: Outdoor Summer Concert at Robbins Farm Park, 08/01/15

<<I would also be interested to know if the Town decides to erect the banners, what events that are actually in Arlington would not be able to have banners.>>

<I suspect the selectmen don't decide in advance which events don't get banners, but to try to find out about that, you would have to contact the selectmen's office.>

The Town maintains two calendars that contain cultural events:

1. "Community", maintained by the webmaster:

http://arlingtonma.gov/communications-center/community-calendar*

2. "Calendar", maintained by Arlington Commission for Arts & Culture:

<http://arlingtoncac.com/calendar/> **

I shall be writing to the BoS to express my my thoughts in full, but the bottom line is

1. Assignment of the valuable and free advertising space should be made by the BoS with the advice and consent of Arlington Commission for Arts & Culture and Arlington Cultural Commission.
2. Priority should be given to events that are within the Town.

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* Folk Arts Center of NE: Family Dance at Robbins Farm, 07/19/15 & Philharmonic Society of Arlington: Outdoor Summer Concert at Robbins Farm Park, 08/01/15 were submitted by ACC to webmaster on 4/9, neither are listed.

** Folk Arts Center of NE: Family Dance at Robbins Farm, 07/19/15 & Philharmonic Society of Arlington: Outdoor Summer Concert at Robbins Farm Park, 08/01/15 were submitted by ACC to ACAC on April 9; the family dance is not listed, the concert is.

It appears our calendar listing submission and listing process is fallible.