



Town of Arlington
Office of the Town Manager

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Town Manager

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MEMORANDUM

DATE: October 16, 2018

TO: Board Members

SUBJECT: Appointment to the Commission for Arts and Culture

This memo is to request the Board's approval of my appointment of Linda Shoemaker, Arlington, MA, to the Commission for Arts and Culture, with a term expiration of 6/30/2021.


Town Manager

Linda M. Shoemaker

Arlington, MA 02474 •

Executive Director, Arlington Center for the Arts, Arlington, MA

2013 – present

Provide leadership and direction to vibrant community arts center currently undergoing capital campaign to build and sustain a new home. Develop and manage annual budget of \$650,000; manage staff of four and 100+ seasonal teachers and camp counselors. Deliver 200+ arts classes, workshops and camp programs each year, plus numerous gallery exhibits, music and theater performances, and free community arts events, such as Shakespeare in the Park, Arlington Open Studios and Arlington Porchfest.

Major accomplishments include:

- Launched ACA Future Fund Capital Campaign, resulting in \$170,000 gifts and pledges in seven months.
- Wrote successful bid for new town-owned building for ACA. Negotiated advantageous rent and lease term in Memorandum of Understanding with the Arlington Redevelopment Board.
- Conducted successful PR campaign to build community awareness and support for ACA as it faced the loss of its building. Established and strengthened working relationships with Town leaders and officials.
- Increased tuition income by 25% in two years through operational efficiencies and improved attention to student/family experience, marketing communications and organizational culture.
- Increased annual fund income by 30% in two years; developed new annual donor recognition event.
- Oversaw development of new logo, website and branding, creating an updated look and improved communication with students and community members.
- Collaborate with community volunteers and organizations to launch new initiatives, including Arlington Porchfest and Mystic LGBTQ Youth Arts Program.
- Serve on Managing Partnership leadership team for the Town of Arlington's application for Cultural District Status from the Massachusetts Cultural Council.

Communications Director, Arlington Center for the Arts, Arlington, MA

2003 – 2013

Responsible for all aspects of ACA's print and online communications, including quarterly catalog production, press relations, website management, email marketing and social media strategy. Developed signature arts events to generate organizational visibility and engagement.

- Created strong social media presence through Facebook, Twitter, Flickr and YouTube; launched ACA Arts Blog; managed website; served as staff photographer.
- Developed strong relationship with local media, generating consistent press coverage.
- Designed and produced print collateral materials including posters, postcards, flyers and brochures.
- Produced monthly cable television arts program promoting ACA artists and activities.
- Developed annual community arts award honoring ACA founder and recognizing local arts leaders.
- Developed signature community arts events, including "Images of Arlington" community art show, involving 100+ local adult artists and 400+ students per year, culminating in an annual exhibit at the Massachusetts State House.

Capital Campaign Assistant, Arsenal Center for the Arts, Watertown, MA 2003 – 2005

Assisted in all aspects of \$7 million capital campaign to launch new regional arts center. Coordinated donor cultivation and recognition events. Wrote donor profiles, designed invitations, managed pledge and donation processing and acknowledgement.

Research Fellow, Society for the Preservation of New England Antiquities, Boston, MA 2001 – 2003

Enhanced museum tours with new research about women and servants in three SPNEA historic house museums. Presented findings in tour guide training materials and public lectures at SPNEA and community locations.

Instructor Franklin Pierce College, Rindge, NH 1998 – 2000

Taught courses in US History and interdisciplinary liberal arts core curriculum.

Education

2015 Certificate in Nonprofit Management and Leadership, Boston University

2001 PhD, US History, State University of New York, Binghamton

1993 MA, Simmons College, Boston, MA

1988 BA, Simmons College, Boston, MA

Professional Affiliations

Board of Directors, Arlington Chamber of Commerce

Community Music Involvement and Leadership

2000 – present Percussionist and Choir Member, Sharing A New Song Chorus and The Mystic Chorale, performing locally and on international music tours to Cuba, South Africa, Colombia, Ireland and Germany.

2006 – present Founder and Director, Kukublu women's African-style drumming and singing ensemble. Perform locally and raise money for health and human service projects in Guinea and South Africa.

2014 – present Co-Chair, Communications Committee, Sharing A New Song Chorus

2001 – 2006 Director, The Mystic Drummers (in association with the Mystic Chorale)

2001 – 2005 Board of Directors, The Mystic Chorale

OFFICE OF THE SELECT BOARD

DANIEL J. DUNN, CHAIR
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KEVIN F. GREELEY
JOSEPH A. CURRO, JR.
JOHN V. HURD



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TOWN OF ARLINGTON
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October 11, 2018

Linda Shoemaker

Arlington, MA 02474

Re: Appointment: Commission for Arts and Culture

Dear Ms. Shoemaker:

As a matter of the standard appointment procedure, the Select Board requests that you attend a meeting of the Select Board at Town Hall, Select Board Chambers, 2nd Floor, 730 Massachusetts Avenue, on Monday, October 22nd at 7:15 p.m.

It is a requirement of the Board that you be present at this meeting. Your presence will give the Select Board an opportunity to meet and discuss matters with you about the area of activity in which you will be involved.

Please contact this office to confirm the date and time with either Fran or Ashley at the above number.

Thank you.

Very truly yours,
SELECT BOARD

Marie A. Krepelka
Marie A. Krepelka
Board Administrator

MAK:fr