



Town of Arlington
Office of the Town Manager

Adam W. Chapdelaine
Town Manager

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MEMORANDUM

DATE: October 30, 2018

TO: Board Members

SUBJECT: Appointment to the Envision Arlington Standing Committee

This memo is to request the Board's approval of my appointment of Kelly Lynema, Medford, MA, to the Envision Arlington Standing Committee, with a term expiration of 6/30/2019.


Town Manager

Kelly Lynema

Urban Planner, Designer, Placemaker

Education

Master of Urban Planning with
Distinction, 2013

Harvard University

Bachelor of Arts in Sociology,
Summa Cum Laude, Phi Beta
Kappa, 2011

Tufts University

Coursework in Professional and
Technical Writing, Carnegie Mellon
University,
1995-1998

Awards

Boston Living with Water
Competition, Honorable Mention,
2015

Greenway Links Columbia Road,
People's Choice Award and Most
Compelling Long-Range Vision
Awards, 2014

Ellen C. Myers Award, 2011

Returning Students Award, 2011

Phi Beta Kappa, 2011

Project PERIS Fellowship, 2010

Osher Scholarship, 2009

Software

Skilled in Adobe Creative Suite,
ArcMap and QGIS, Microsoft
Office Suite. Familiar with
SketchUp, AutoCAD, SQL.

Urban planner with more than five years experience in urban planning, project management, placemaking, and staff training; ten additional years experience in marketing, communications, and graphic design. Expertise in a wide range of planning skills: urban design, public engagement, interviewing, data collection, research and analysis, master plan implementation, GIS, writing, editing, graphic design/representation, presentation development, and public speaking.

EXPERIENCE

Creative Manager, Ashkenazy Acquisition Corporation (May 2016 - Present)
Faneuil Hall Marketplace, South Station, and AAC Iconic Collection

- Assist in implementation of Faneuil Hall Marketplace Master Plan, including identifying annual priorities, identifying intermediate solutions based on budget restrictions, and management of property style guide and branding.
- Co-development and implementation of annual public realm program: identify project partners and instructors, schedule and promote programming activities in print and social media channels, and identify operational and capital needs and expenses. Annual development of more than 200 events, activities, and programming series on a \$90,000 operating budget.
- Ongoing design and analysis of public realm: observation of activity patterns, mapping and diagramming of uses, studying impacts of design decisions, and developing strategies for public realm improvements.
- Co-management of six to ten seasonal staff, including: development of job description, interviewing, hiring, training, and identifying/management of special projects. Write and design annual staff handbook and uniforms.
- Manage relationships with neighboring institutions and organizations, including development and promotion of Downtown Playdates, a weekly summer programming series that encourages Boston-region families to experience the diverse attractions in downtown Boston.
- Development and ongoing management of on-site and digital wayfinding.
- Developed standard operating procedures and design recommendations for vacant storefronts.
- Analyze annual visitor and programming attendee data; develop annual report presentation to summarize participation, relationships built, and general effectiveness of public realm program.
- Identify potential retailers for in-line and Bull Market carts; work with existing retailers to develop complementary programming and furnishings to boost sales.
- Co-manage public realm equipment and furnishings, including identifying vendors, costs, and recommendations based on annual budget, and determining seasonal and off-season storage plan.

Kelly Lynema

Urban Planner, Designer, Placemaker

Publication Contributions

Graphic design work published in *Rebuilding the American City* (2015), by David Gamble and Patty Heyda

Mapping and graphics published in *Representing Landscapes* (2015), ed. Nadia Amoroso

Planning projects published in *Platform 5* (2012) and *Platform 6* (2013), Harvard University Graduate School of Design

Conference Facilitation

New Cities Foundation Conference on the Future of Urban Mobility, Session Facilitator, 2014

New Cities Foundation Purpose City Workshop, Event Facilitator, 2014

Urban Planner / Project Manager, Utile (October 2015-April 2016)

Associate, Urban Planner, NBBJ (June 2013-October 2015)

Urban Planning Intern, Utile (January-May, 2012)

- Collaborated with project teams on development of planning recommendations for long range plans, district plans, design and development guidelines, campus master plans, transportation/traffic management plans, and housing studies. Experienced developing plans compliant with national and state level policies, including: Complete Streets, MA Chapter 91, MA Chapter 40B and 40R, BID development, LEED, Smart Growth strategies, and Gateway Cities (particularly MassDevelopment TDI) strategies.
- Developed public engagement plans and communication strategies for all phases of projects: initial kickoff meetings, meetings in a box, study circles, on the street engagement, and interactive and engaging large public meetings.
- Inspected project sites to analyze existing conditions, constraints, and planning opportunities.
- Conducted extensive precedent research to identify new and established planning concepts, potential pilot project opportunities, and open space activation strategies.
- Managed all areas of project proposal development, including writing complete responses to RFQs/RFPs, development of project budgets, identifying project team and roles, developing work plans and schedules, and coordinating technical documents. Managed and produced presentations for project interviews.
- Prepared and updated zoning, land use, demographic, and related maps based on census and other public record data.
- Prepared reports and presentations to discuss findings and pursuant planning recommendations based on public engagement and consultant recommendations.
- Developed, managed, and maintained relationships with local and national subconsultants, particularly engineering, transportation, and economic development specialists.

Additional Planning, Design, and Communications Experience

Freelance Designer, LivableStreets Alliance / Emerald Network
Cambridge, MA | 2018

Project Manager, The Open Neighborhood Project/InTeractive
Somerville, MA | 2010 - 2011

Communications & Events / Designer, Tufts University Alumni Association
Medford, MA | 2008 - 2012

Marketing Coordinator, Workstage LLC
Grand Rapids, MI | 2006 - 2008

Morris! Communication (now Mnth Degree)
San Diego, CA | Account Manager and Copywriter, 2003 - 2006

OFFICE OF THE SELECT BOARD

DANIEL J. DUNN, CHAIR
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JOSEPH A. CURRO, JR.
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TOWN OF ARLINGTON
MASSACHUSETTS 02476-4908

October 31, 2018

Kelly Lynema

Re: Appointment: Envision Arlington Standing Committee

Dear Ms. Lynema:

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 Wednesday, November 14th at 7:15 p.m.

It is a requirement of the Select Board that you be present at this meeting. Your presence will give the 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