

***ARLINGTON PUBLIC SCHOOLS***

*In accordance with the provisions of the Massachusetts General laws, Chapter 30A, Section 20, notice is hereby given for the following meeting of the:*

***Arlington School Committee  
Standing Subcommittee: Community Relations  
Thursday, September 4, 2025  
3:30 PM***

*Being conducted remotely via Zoom:*

*<https://us02web.zoom.us/j/87323729374>*

*Meeting ID: 873 2372 9374*

*Open Meeting - L. Gitelson*

*Discussion and Vote RE: Appointment of Steward Ikeda to the Arlington Commission of Arts and Culture*

*Discussion of Appointments to the Human Rights Commission*

*New Business*

*Adjournment - L. Gitelson*

*The listings of matters are those reasonably anticipated by the Chair, which may be discussed at the meeting. Not all items listed may in fact be discussed and other items not listed may also be brought up for discussion to the extent permitted by law.*

*Stated times and time amounts, listed in parenthesis, are the estimated amount of time for that particular agenda item. Actual times may be shorter or longer depending on the time needed to fully explore the topic.*

*Submitted by L. Gitelson*

Massachusetts law requires all open session meetings of public bodies to be accessible to members of the public, including those with disabilities. If you need reasonable accommodations in order to participate in the meeting, contact the Administrative Assistant to the Arlington School Committee Liz Diggins at [ediggins@arlington.k12.ma.us](mailto:ediggins@arlington.k12.ma.us).



## **Town of Arlington, Massachusetts**

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### **Meeting Location - Remote**

#### **Summary:**

Being conducted remotely via Zoom:

<https://us02web.zoom.us/j/87323729374>

Meeting ID: 873 2372 9374



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## **Town of Arlington, Massachusetts**

**Open Meeting - L. Gitelson**



## **Town of Arlington, Massachusetts**

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### **Discussion and Vote RE: Appointment of Steward Ikeda to the Arlington Commission of Arts and Culture**

#### **Summary:**

- Ikeda, Stuart - CV, August 2025
- Ikeda, Stuart - Letter of interest, August, 2025

#### **ATTACHMENTS:**

Type	File Name	Description
Backup Material	Ikeda__Stuart_-_CV__August_2025.pdf	Ikeda, Stuart - CV, August 2025
Backup Material	Ikeda__Stuart_-_Letter_of_interest__August_2025.pdf	Ikeda, Stuart - Letter of interest, August, 2025

**STEWART DAVID IKEDA**

*Arts & Culture | Community and Economic Development | DEIA*

35 Allen Street, Arlington, MA 02474 – 414-238-8015 – [stewartikeda@gmail.com](mailto:stewartikeda@gmail.com) - <https://www.linkedin.com/in/ikeda/>

Experienced and passionate, Boston-based arts champion with track record of providing strategic leadership growing effective, sustainable organizations and community-building initiatives in the cultural sector. Works with nonprofits, businesses and municipal organizations to enliven public space, strengthen diverse communities, drive cultural tourism and exchange, promote cultural equity, and bolster local economies. Employs MarComm expertise to build strong brands, grow customer and partner bases, and communicate effectively in start-up, rebranding, turn-around, and crisis situations.

**Director of Public Relations and Strategic Partnerships**

**The Umbrella Arts Center · Concord, MA**

Feb 2019 – Present

Provides marketing, communications and DEIA leadership to growing, multidisciplinary regional arts organization during period of transition, rebranding, construction and rapid expansion, and covid-recovery. Establish new communications channels, sales incentives, group sales and publicity strategies. Elevate brand as regionally recognized center of excellence. Champion and drive organizational Diversity, Equity, Inclusion and Accessibility initiatives and new audience focus. Forge strong strategic partnerships with businesses, government entities, educational and cultural institutions across New England. *TheUmbrellaArts.org*

**Co-Chair & Commissioner**

**Arlington Commission for Arts and Culture · Arlington, MA**

Oct 2018 - Present

Provide ongoing leadership for growing umbrella organization encompassing numerous cultural, business and municipal stakeholders. Over 2 terms as co-chair during periods of transition, growth, and COVID crisis and recovery, promotes, manages, and advocates for the arts citywide; leads marketing & communications subcommittee and destination marketing efforts; leads Diversity, Equity, Inclusion and Accessibility taskforce; serves as Core Managing Partner of Arlington Cultural District. Liaison to Arlington250 (Semiquincentennial Committee), school district, businesses, artist groups, Town Department of Planning and Community Development, and partner organizations at the town, regional and statewide level including Metropolitan Area Planning Council, Freedom's Way Heritage Area, Massachusetts Cultural Council, others.

*ArtsArlington.org*

**Sr Director of Special Projects**

**Director of Marketing & IT**

**Country Travel DISCOVERIES · Elm Grove, WI**

Jul 2013 – Feb 2018

Reporting to President, provided leadership in strategic marketing, print, broadcast, digital, and IT initiatives driving successful rebranding and YOY growth of startup evolving from 40-year-old World Wide Country Tours. Planned advertising, web, direct mail and TV and radio broadcast to video and website promotions, managed advanced mailing list database, oversaw IT and marketing service providers, led development of online reservations systems project with global providers, more. Guided staff in positioning packaged tours, directed ad and social media campaigns, cultivated content, group sales and affiliate marketing partnerships. On relocation to Northeast, spearheaded overhaul to web design and hosting, CRM database, and communications processes. *CountryTravelDiscoveries.com*.

**SDIkeda.com Consulting · Milwaukee, WI**  
1993 - 2013

Provided planning, evaluation, brand development, analytics, SEO, ad networks integration, promotions, and website development to small businesses and NPOs at various stages of site development. Researched, planned and conducted dozens of digital ad campaigns in industries ranging from journalism and recruitment to travel and web services. Select Clients: yLoop Road Trips; BlackCollegeWire.org, Global TV Formats; Elk Run Inn; Univ of Wisconsin Center for International Education; Brenner Tours.

**VP Publishing (formerly VP Marketing/Internet)**  
**VP of Marketing & Community Outreach**  
**IMDiversity Inc / Diversity Employers · New Orleans**  
2001-2011

Directed digital and print content, website development, marketing, advertising packages, and rebranding initiatives for diversity recruitment business and national multicultural publishing company, publisher of Diversity Employers Magazine, DiversityRegistry.com, Black Collegian Magazine, Black MBA, IMDiversity.com Career Center, and other niche channels for BIPOC and women's audiences. Provided crisis-management leadership during company's restructuring following Hurricane Katrina. Worked with national clients and partners to create innovative advertising packages, digital content, and recruitment solutions.

## OTHER RELEVANT VOLUNTEER

### **Arlington250**

As founding Semiquincentennial Executive Committee Member, provided consistent leadership establishing committee during time of Town staff transition; represented town interests in collaborative planning with regional, state and federal reps and partners; spearheaded community listening sessions and surveys, theme and logo development, intercommittee communications; work with intermunicipal Battle Road working group on drafting joint RFP for Marketing, Event, Transportation, and Fundraising coordination; chair Marketing & Arts groups.

### **Concord250**

As Marketing & Publicity Committee Member, helped develop theme, worked with designer to create logo, brand guidelines, swag and promotional collateral; built internal communications and planning calendar channels, and external communications strategy and social media vehicles; liaise to other committees and partners; promoted first 3 official Concord250 events; partnered on adjacent regional film, podcast, and collaborative public art projects.

## REFERENCES

- **Beth Williams**, Town of Concord Tourism & Economic Development Manager, bwilliams@concordma.gov
- **Patrice Todisco**, ED, Freedom's Way National Heritage Area, (978) 772-3654, ptodisco@freedomsway.org
- **Jennifer Raitt**, Executive Director, Northern Middlesex Council of Governments, twtrraitt@gmail.com
- **Alison Carter**, Director of Economic Development, City of Lowell, allisondcarter@gmail.com
- **Sean Garballey**, State Rep, Arlington, Sean.Garballey@mahouse.gov
- **Cindy Friedman**, State Senator, Fourth Middlesex, Cindy.Friedman@masenate.gov
- **Beth Locke**, Arlington MA Chamber of Commerce
- **Nan Delwiche** (Nan Delwiche, VP of Operations), Country Travel Discoveries, LLC, (855) 744-8747
- **Robert Munro**, Co-Chair, Concord 250 Executive Committee, and Co-chair Concord DEI Commission, (978) 505-1798, robert.munro8914@gmail.com



Elizabeth Diggins &lt;ediggins@arlington.k12.ma.us&gt;

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## Re: SC appointments

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**Stewart Ikeda** <stewartikeda@gmail.com>

Wed, Aug 6, 2025 at 9:17 AM

To: Laura Gitelson &lt;lgitelson@arlington.k12.ma.us&gt;

Cc: Elizabeth Diggins &lt;ediggins@arlington.k12.ma.us&gt;, Jane Morgan &lt;jmorgan@arlington.k12.ma.us&gt;

Hello,

I am officially requesting reappointment as the School Committee's representative to the Arlington Commission for Arts and Culture, where it has been my privilege to serve as Commissioner since 2018, including two terms as co-chair. During this tenure, I have been gratified to help provide opportunities for APS students and teachers to engage with town arts activities, funding school-related arts projects, and providing students with internships and paid opportunities, exhibition opportunities, and even creating a voting student role on the commission. I will be glad to provide more details, but meanwhile, I attach here my resume, and am also pleased to share ACAC's most recent annual report [here](#).

Thank you for your consideration.

Best,  
Stewart Ikeda

[Quoted text hidden]

**Stewart-Ikeda-MCC-Resume (1).docx**

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## **Town of Arlington, Massachusetts**

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### **Discussion of Appointments to the Human Rights Commission**



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## Town of Arlington, Massachusetts

**New Business**



## **Town of Arlington, Massachusetts**

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**Adjournment - L. Gitelson**



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**Town of Arlington, Massachusetts**

**Submitted by L. Gitelson**