

TOWN OF ADAMS

STRATEGIC PLAN SESSION 4

NOVEMBER 14, 2015

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The Fourth Strategic Planning Session was held at the Hoosac Valley High School Cafeteria, 125 Savoy Road, Cheshire, MA 01225. The meeting was called to order at 10:00 a.m. Collins Center staff was present, as were Board Members and Town Administrator Mazzucco.

Participants introduced themselves, and explained where in Adams they live or work and how long they have been here. Information from the past three informational "World Café" workshops was filtered down to reflect the input gathered to create a Vision Statement, and to outline the community priorities for the Downtown, Housing, Community Identity, Small-Town Feel, the Natural Environment, Economic Development, Arts, Culture and History, and other miscellaneous input. The information was shared with citizens and Board Members and will be prepared into a formal document for the Board to work from for their formal Strategic Plan.

VISION STATEMENT:

The Town of Adams is a small town in a majestic natural landscape. In the future, it will:

Actively safeguard the town's beautiful natural environment – its mountains, fields, brooks, and parks; Enhance its historic downtown core and return it to vibrancy and activity; Become the Berkshire's hub of outdoor recreation; Expand Adams' presence in the region as a destination for arts and cultural activity; Support a local economy with thriving small- and medium-sized businesses that offer a mix of well-paying jobs; Ensure the local housing stock respects the town's historic character, is well-maintained, and is affordable to residents at all income levels; Preserve its small town feel, while welcoming all who appreciate the town's unique quality of life and its amenities; and, Cultivate opportunities for an active, informed, and an engaged populace to invest time and energy making Adams a better place for all.

Additional community input included having strong youth programs and a "Community Center/ Youth Center" to build a strong community to attract new families to the area. Creating a community that is age friendly and supportive to older adults was suggested. Creating a group that continues the process of identifying who is in charge, when and where things will happen, plus setting priorities, applying for grants, and involving other important officials (realtors, teachers, etc.), department heads and government officials was brought up. Working with the whole region via Berkshire Young Professionals, Northern Berkshire Community Coalition etc. to engage and keep young professionals and involve youth by involving families was offered. Increasing collaboration through volunteerism was expressed. Using social media using different methods for different age groups was suggested. Having church activities inclusive of all religions was added. Making the *Vision Statement* a central goal and a living document was proposed. Creating an open-minded intergenerational collaboration that bridges gaps, provides programming for all involved, and creates a "Berkshire North" to provide regionalization was also suggested. Additional recommendations were to overhaul the Town image, using the *Vision Statement* as the image to attract new blood, school and sports, and to create pride in the community. It was suggested to use a public relations person to overhaul the Town's website to provide better dissemination of information in a central location and to remove communication silos. Other ideas were to market the natural environment better through eco-tourism and redefine it to be more than just outdoor competition. It was recommended that the Town create standards for design to respect the historic character by forming based zoning. A suggestion was made to involve civically minded youth to create a positive attitude to energize the population and change the apathetic attitude to make a culture shift to be active, interested and engaged.

DOWNTOWN GOAL:

Strengthen Adams' Downtown by making it a vibrant, attractive, and mixed-use destination that is active throughout the week and into the evening.

Increase the number of housing units in the downtown and in neighborhoods within a 5-Minute walk of downtown. Actions were outlined as participating in the State's Smart Growth Overlay District program (40R) by identifying locations for higher density residential and/or mixed-use housing development; continuing to actively seek out a developer willing to build a new higher density residential or mixed-use project in the downtown to demonstrate the potential that exists in Adams; giving consideration to establishing a Payment-In-Lieu-of-Parking program to allow developers to pay the Town a price per space in exchange for a reduction in some required on-site parking spaces. Funds gathered should be used to improve public parking resources in the Downtown area. Additional community input was to allow Live/Work spaces in all areas of town.

Encourage residents and visitors to come to downtown Adams. Actions were given as developing a Downtown Adams marketing plan. Among topics for consideration should be what should be the Downtown's "brand" to make it distinctive, who would be the natural audience for marketing, how can events assist in creating energy in the downtown, where should signage be added/modified; continuing to have significant events in the downtown such as Thunderfest and Ramblefest. Consider increasing the number of events throughout the year; giving consideration to creating a local Chamber of Commerce-like organization to support businesses in town; running a "Shop Local" campaign to encourage residents to purchase goods and services in Adams. Additional Community Input was to create an Adams marketing slogan called the "Town of Treasures and Trails", and to use the existing Chamber of Commerce. A request was made to continue bike lanes along Hoosac and Summer Streets, to create Downtown signage to include Adams walking loops and to enhance signage maps supported by *Mass in Motion* to increase promotion and raise awareness. Other suggestions were to use one or more parking spaces for bike parking only, and to promote the development of the Topia Arts and other performance properties. A request was made to hold a Winter Farmers Market in a vacant space of downtown. Additional suggestions were to promote "Dine Adams" and "Shop Adams" campaigns to include all businesses in town including the "big box" stores and restaurants. Finally, an idea was offered to provide incubator space/shared office spaces in Adams.

Lower the commercial vacancy rate in the downtown. Actions were given as continuing to work with groups like ProAdams and others on projects such as "pop-up" art galleries; to partner with local artists to place artwork in the windows of vacant storefronts; to closely review retail leakage data to determine a few particular types of businesses that would be desired by the community. Actively seek out such businesses and encourage them to open in Adams. Create a petition to gather resident signatures so that potential businesses know they will be supported; to consider establishing a District Improvement Financing (DIF) program in the Downtown that will require that growth in property taxes within the District be reinvested back into the District as a means to show developers the Town is committed to improving the area.

HOUSING GOAL:

Ensure that the housing stock in Adams is respectful of the town's historic character, is well maintained, and is affordable to residents of all incomes.

Promote the development of market-rate to upscale housing. Action items outlined were to participate in the State's Smart Growth Overlay District program (40R) by identifying locations for higher density residential and/or mixed-use housing development; to evaluate the zoning applied to

existing mill buildings and other older, vacant, or underutilized structures and amend as needed to ensure zoning is not an impediment to reuse; to reach out to large employers in the area to discuss challenges they face in attracting new employees and challenges employees may face in finding housing that meets their needs. Determine if employees may be a natural market for newly-built housing; to continue to actively seek out a developer willing to build a new higher density residential or mixed-use project to show others the potential that exists in Adams; to review existing dimensional requirements in the zoning code to ensure that they are supportive of multi-family or mixed-use housing in specified locations. Provisions to be analyzed include, but are not limited to: units per acre, height, minimum front yard, and maximum lot coverage. Additional community input offered was to build the high-density in someone else's backyard; to identify how many units per acre. It was expressed that 40R zoning was upsetting and there was fear of living in a welfare ghetto. Support for low income and Section 8 housing was questioned. Transportation and bussing for the people for in the homes was a concern. A question was raised about whether current low income people now living here would abandon their homes for a chance in a new plan. A concern was expressed about what would be the outcome of the landlords presently renting to low income people and whether they would lose their tenants.

Encourage all property owners to maintain their buildings in a safe and attractive condition.

Action items were given as creating a vacant property registry that requires property owners to report when property becomes vacant. Consider establishing a special fund where registration fees can be deposited and used as a grant or loan assistance for low income property owners seeking to improve/maintain their homes; identifying residents and business persons willing to establish a volunteer program to assist individuals and families in need with making repairs to their homes; amending the Town's existing property maintenance bylaw to add a provision that allows the Town to make repairs or undertake other corrective actions when a property owner fails to comply with the bylaw and to bill the property owner for the cost of the work. Ensure that the amended bylaw authorizes the Town to place a lien on the property if the property owner does not make timely payment; considering whether the Town can increase funding for the Housing Rehabilitation Assistance Program through funding options such as the Community Preservation Act. Additional community input received was to allow 40B, to rehabilitate houses before tearing them down and to create town volunteers to help and support them.

Actively support the creation of more live/work housing and other non-traditional housing options. Action items were listed as performing an inventory of property to identify structures that could be converted into live/work housing. Examples include vacant churches, mill buildings, formerly industrial buildings not in an industrial zone, etc.; as part of the Town's upcoming zoning review, ensure that the zoning does not present an impediment to live/work housing; continue to meet with local realtors to discuss how to market Adams as a location for live/work housing and other non-traditional housing options. Additional community input was to have a Live/Work and Zoning Charter Review and to adopt Form-based zoning vs. Land-based. Also offered was to utilize the Memorial School Housing for seniors, AHA, Veterans and Assisted Living. A suggestion was made to address the ongoing problems with housing in disrepair as there are too many low-priced houses on the market, and not enough reasonable paying jobs to sustain a heavy mortgage payment. A recommendation was made to have greater communication between developers, realtors, planning, zoning, inspections, etc., including occasional meetings with zoning, planning and realtors with available spaces. Finally, an idea was offered to demolish blight through grants.

COMMUNITY IDENTITY GOAL:

Preserve Adams' small town feel, while welcoming all who appreciate the town's unique quality of life and its amenities.

Increase the number of opportunities for Adams residents to get to know each other and to support each other. Action items identified were to seek out space to create a multi-faceted community center that could bring together residents of all ages, artists, community organizations, seniors, etc.; to ensure that parks and open spaces meet the needs of residents of all ages; to develop more inter-generational activities, such as an Adams chorus or orchestra, a walking/hiking group, an inter-generational talk show on local cable TV, cooking classes, collaboration among artists of all ages, etc.; to continue supporting groups such as the Adams Events committee, ProAdams, and others who facilitate events and festivals that bring people together in Adams; to identify residents and business persons willing to put together a volunteer program to assist individuals and families in need with making repairs to their homes; to consider creating one volunteer event per month where residents and business persons can come together to support each other and the town. Solicit twelve residents to each be responsible for one event per year. Activities can include neighborhood cleanup, park improvements, planting bulbs along main streets in town, etc. Additional Community Input received was to provide neighborhood organization with support by Northern Berkshire Community Coalition, to host an event to engage all stakeholders, families of different economic status, and to have a way of informing residents of Adams activities via newspaper, website, message board, etc.

Make new residents and visitors feel welcome. Action items created were to hold a contest to create a Town motto about being friendly to visitors to engage all residents in the growth of local tourism, and to encourage leaders in the real estate community to create a *Welcome to Adams* package to send to new homeowners informing them of local businesses, neighborhood organizations, and interesting activities taking place in town. Additional community input received was to honor ethnic neighborhoods with "pocket parks", to hold an Ethnic Fest or Fair, to have a "Front Porch Night" or weekend tours of historic homes. It was suggested that including a tour bus connected with the Train and having downtown speakers would also help and build Town Pride.

Establish strategic partnerships to help the Town move forward in implementing its goals. Action Items were outlined as supporting the efforts of the Arts Advisory Board as it brings together residents and business persons engaged in increasing arts and cultural activities in Adams; in honor of Susan B. Anthony, host a meeting of female business owners to discuss ways to strengthen and grow women-owned businesses. Consider starting a network of female business owners and entrepreneurs, a mentoring program, or business incubator to strengthen women-owned businesses; supporting the efforts of the Economic Development Commission as it brings together residents and business persons engaged in improving the local business economy; promoting arts and music in the public schools. Consider creating a "friends" group to help raise funds for arts and music programming; to consider creating a local Chamber of Commerce-like organization to support businesses in town. Additional community input received was to strengthen the partnerships between the Town, its residents, and the schools to develop a vibrant and attractive school district. Also added was to promote the Agricultural Fair more for the small town feel and to have a meet and greet for Farmers county-wide from North to South County to highlight produce, products, farming and maple syrup to include how it is produced, offer tastings and samples. It was suggested to have a design review to keep the ethnic look to the town and to have a Town History Tour. A suggestion was made to utilize the existing Visitors Center as a nucleus of town activities with a monthly meet and greet hosted at the Visitors Center. Another recommendation was made to have an Artists Event to show off local art work. A proposal was made to have the Town, School and residents work together to

increase the number of students that walk/bike to school and increase physical activity. An idea was offered to draw on what is happening in North Adams to get people to come here as part of their vacation and to “package” something to get them here. Another thought was to tie into regional organizations instead of developing another organization that will take money out of local business pockets. It was stated that Adams promotes Adams the best, and not to have regional promotion.

NATURAL ENVIRONMENT GOAL:

Be a good steward of Adams’ outstanding natural environment and use the town’s unique amenities to attract residents, businesses, and visitors to the area.

Actively market Adams as the outdoor recreational hub of the Berkshires. Action items outlined were to hire a marketing professional to help Adams determine how best to brand the local amenities and activities to potential visitors; to work with local lodging establishments to prepare and implement a survey of visitors to get their insights into what they liked about Adams, what brought them there, and could make the town more attractive; to work with nearby communities to develop shared marketing materials that can highlight the multitude of activities that exist with a goal of encouraging visitors to make a multi-day visit to the area; to evaluate the zoning to see how to facilitate growth in the number of bed and breakfasts in town, and to host a meeting of the proprietors of all lodging establishments to discuss their occupancy rates by season, gather insights into whether they see demand increasing, and discuss what challenges they face operating in Adams. Additional input given was to create a website or link from the Town’s website where people can find all outdoor activities and events from skiing to running, walking clubs, hikes, trail runs, etc. Also offered was to create mountain bike trails at the Greylock Glen, to incorporate Adams walking loops and market the Rail Trail and Mount Greylock.

Increase Adams’s profile as a farming community. Action items were identified as to determine if any local farmers would be interested in increasing visits to their farms. If yes, include in marketing materials and determine if additional amenities, such as “farm-to-table-dinners” and lodging can be added for visitors who would like to have a more in-depth farm experience; to work with local restaurants to see if they can develop seasonal dishes that highlight produce grown in Adams; to encourage farmers to be added to the Growth in Massachusetts website run by the commonwealth; to host a meeting of local farmers to discuss how their products can receive more recognition locally and across the state and how they can increase their connection with local businesses and to encourage farmers to participate in the Adams farmers market. Additional input received was to reactivate the Agricultural Commission, to create a Farm to School program to increase local foods in schools and to hire a Farmers Market Manager and a Farmers Market Committee. It was suggested that all food benefits be accepted at the Adams Farmers Market and that the Town should support the Agricultural Fair more. It was brought up that the school should have field trips to farms and have farmers visiting the schools. A recommendation was made to create a CSA and to have student internships at local farms. An idea to create a year-round farmers market with a winter storefront, in collaboration with North Adams and Cheshire was brought up. Another thought was to have local farmers host local activities and have local amenities to highlight products monthly at the Visitors Center to show the community what they have to offer. A suggestion was made to host a Farm to Table outdoor event at the Visitors Center with a tent and include farmers county-wide to help market the event and attract new visitors to Adams. This event would include beer and wine tastings and a cooking class for all. A final recommendation was to enhance farm tourism with farm stays, promote a “farmer for the day”, and have family experience days with living history.

ECONOMIC DEVELOPMENT GOAL:

Support a local economy with thriving small- and medium-sized businesses that offer a mix of well-paying jobs.

Encourage collaboration among residents and business persons geared toward strengthening the local economy. Action items outlined were to run a “Shop Local” campaign to encourage residents and businesses to purchase goods and services in Adams; to support the efforts of the Economic Development Commission as it brings together residents and business persons engaged in improving the local business economy; in honor of Susan B. Anthony, host a meeting of female business owners to discuss ways to strengthen and grow women-owned businesses. Consider starting a network of female business owners and entrepreneurs, a mentoring program, or business incubator to strengthen women-owned businesses; to create a community development corporation to leverage public-private financing for housing development; to consider creating a local Chamber of Commerce-like organization to support businesses in town. Additional Input received on this was that a local Chamber of Commerce would be combined with North Adams, Cheshire and should be called the “Hoosac Valley Chamber”. The use of existing regional organizations instead of creating new ones was advised. A recommendation was to have an annual Susan B. Anthony conference with MCLA and Williams College; host a Women’s Caucus for Women’s Business at the Susan B. Anthony center. Another option offered was to have a multi-generational facility like Berkshire South to bridge the generations. Finally, a suggestion was made to use Susan B. Anthony as a theme to incubate other businesses and centers for women-run businesses.

Ensure that infrastructure in Adams is adequate to support the creation of new businesses and expansion of existing businesses. Action items were outlined as determining whether internet speed is sufficient to support technology-based and other types of businesses that require quick electronic connections. If needed, undertake efforts to improve connectivity; to host a meeting of Downtown businesses to discuss what strengths and challenges they see in Adams and identify what infrastructure needs they may have; to host a meeting of business owners from outside of the Downtown to discuss what strengths and challenges they see in Adams and identify what infrastructure needs they may have and to consider how the active rail line parallel to Route 8 can be used to support business growth. Additional input received was to have more internet competition among providers and adequate internet with high speed availability; it is too crucial not to have it. Without it, we will not hook in young entrepreneurs and millennial small businesses, and to get the “last mile” of internet service to Adams for business and economic support.

Identify potential employment sectors that may be attracted to Adams’ many amenities and business environment. Action items were to explore ways to increase solar and wind-generated energy in town; to meet with representatives of the McCann Technical School to share observations gleaned from meetings with business groups and discuss how the school’s offerings help prepare students for work in the local economy; to host a meeting of local firms to ascertain what has attracted them to Adams and what efforts could be taken to support their continued growth and success. Discuss the skills needed for jobs today and in the future and how to recruit/grow employees who have those skills; to be consistent with Adams’ efforts in maintaining an attractive, sustainable environment, market Adams to green businesses, such as those using solar or wind energy, recycling materials, etc. and utilize the expertise of the Economic Development Commission’s Subcommittee on Green Energy to develop a strategy; to market Adams to businesses that use high quality water in their production; to encourage establishment of incubator space or a community fabrication center where resident business persons and entrepreneurs can use shared space and specialized tools and equipment to support establishment of their business and/or refine a product design. Additional Input

given was to have training for specific needed skill sets, both businesses and schools. Also offered was to use natural resources/water to build small and medium businesses with life/work balance. A suggestion was made to provide outreach to truly interested investors, and to check out Mass MoCA Beer Vendors to see how they did it. Additionally, it was recommended that the Town have ongoing communication with the businesses in Adams.

Facilitate the creation of small home-based businesses. Action items were identified as giving consideration to amending the zoning bylaw to encourage the creation of home-based businesses by eliminating or sharply reducing the requirement to secure a special permit; to host a small business/home business expo to help identify home businesses currently in Adams and create a networking opportunity for business owners; to work with regional entities such as Berkshire Enterprises, to enhance public knowledge of home-based business opportunities and how to start a small business; to consider whether small home-based businesses should be required to provide parking on-site. This may not be necessary if on-street parking is available during the day. Additional Input was received as having an apple press for seasonal use, and that the Town should facilitate easier ways to create live/work opportunities with Zoning as a support network within the safety laws.

Develop the Greylock Glen as a location from which residents and visitors can enjoy the glen's outstanding natural environment. Action items were identified as being consistent with the approved Greylock Glen Site Master Plan, aggressively work toward implementation of the project's development components; ensure Town staffing is adequate to maintain momentum on the project now that planning and permitting is complete; continuing to pursue necessary public funds for the Glen development project to complete infrastructure and the development of the Outdoor Center and multi-use trails system; utilizing the Town's economic development funds to complete needed marketing studies and other supportive investigations/analyses to attract private development partners for the Town's Greylock Glen development project; marketing the Town's Glen development project in a variety of media and partner with ProAdams and other groups to ensure opportunities to disseminate accurate public information are maximized; Link the Glen project website, once launched, with the Town's web presence and other appropriate portals; ensuring adequate Town resources are available to properly maintain the areas leased from the Commonwealth at Greylock Glen and creating a partnership between Town officials, residents, and business persons to implement actions needed to develop the Glen. Additional community input was to encourage walkers from the Appalachian Trail to go to Downtown and Greylock Glen with better signed trails, but to also keep the Glen natural. The creation of mountain bike trails and a swimming pond at the Greylock Glen was suggested and it was noted that Mt. Greylock is in Adams.

Support efforts to extend and enhance the Ashuwillticook rail trail and use the trail as an amenity to attract visitors to town. Action items were to identify opportunities to partner with local artists, galleries, and museums to enhance public art along the trail, e.g., building murals, sculptures, etc.; to continue the implementation of Downtown Plan to create additional pocket parks; to support efforts by nearby communities to continue to extend the Ashuwillticook trail and add new trails to create an increasingly substantial network of trails; to support the Adams Community Development Department's efforts to continue expanding the rail trail in Adams; to work with nearby communities to determine how best to fund ongoing maintenance of the trail network; to make the Downtown increasingly bicycle friendly. Actions can include adding more bicycle racks, converting the vacant lot across from Town Hall into a picket park with substantial bicycle parking, and to consider installing a self-repair bicycle station proximate to the trail. Additional community input received was to work with *Mass in Motion* to increase "bikeability" and bike safety, to incorporate bike

facilities into routine road repair and maintenance and to provide on-street bike parking using one parking space. Additional input was to increase signage along the Ashuwillticook Rail Trail to bring people Downtown for events, art, and attractions including maps and marked trails to bring people into and around town. A suggestion was made to develop the riverfront as well and create an amazing Downtown green belt. It was noted that there needs to be more public art created by the community and artists in collaboration, and to get art on the rail trail.

ARTS CULTURE AND HISTORY GOAL:

Make Adams the Berkshire's hub of arts and cultural activity, and acknowledge Adams' unique history.

Encourage collaboration among residents and business persons geared toward increasing arts and cultural activities in Adams. Action items were identified as supporting the efforts of the Arts Advisory Board as it brings together residents and business persons engaged in increasing arts and cultural activities in Adams; establishing an Art Ambassador program where local artists can meet with artists in other communities to let them know about what Adams has to offer. Encourage the creation of an exchange program where artists from other communities can stay overnight in a local artist's home and/or use another artist's studio; encouraging the Arts Advisory Board to develop a three-year strategic plan to focus and coordinate its efforts; meeting with representatives of the Cultural Council of Northern Berkshire to see how they can offer technical assistance or otherwise assist Adams in increasing local arts and cultural activities; considering establishing an Artist in Residence program where an artist from another community can come to Adams for an extended period of time and creating an annual juried art show in the Downtown. Additional community input was to host the annual juried art show at the Visitors Center, and to have an art cultural activity such as Fairy Doors or Soup Bowls.

Increase the quantity, variety, and extent of arts and cultural activities in Adams. Action items were to create additional opportunities for the performing arts including, but not limited to, a summer music series downtown and building preliminary infrastructure for amphitheater at the Glen; to explore use of Memorial School and Greylock Glen for arts-related activities; to increase the amount of public art in downtown. Options could include partnering with MASS MoCA to display part of their collection and establishing a requirement that a portion of the cost of new development be dedicated to the public art; to explore ways to bring local artists and farmers together for arts-related activities; to identify opportunities to partner with local artists, galleries, and museums to enhance public art along the trail, e.g., building murals, sculptures, etc.; to establish an annual or semi-annual Open Studios weekend to bring visitors to Adams to see the work of local artists. Consider hosting one of the weekends during the holiday shopping period; to continue working with groups like ProAdams and others on projects such as "pop-up" art galleries; to consider creating an annual arts festival to display and sell art created in Adams, and to encourage a group to host painting parties in various locations in town and/or establish a painting venue in the downtown. Additional community input was to have pop-up performances in the parks, at the Library and churches, to have a Farm-to-table beer festival and to partner with non-profit organizations to sell tickets to arts-related activities.

Attract artists to come live and work in Adams. Action items were to perform an inventory of property to identify structures that could be converted into live/work housing; as part of the Town's upcoming zoning review, ensure that the zoning does not present an impediment to live-work housing; to develop a marketing campaign to bring artists to Adams, including a website that highlights the town's strong artist community, its affordable housing stock, and many amenities; to evaluate the zoning applied to existing mill buildings and other older, vacant, or underutilized structures and amend as needed to ensure zoning is not an impediment to reuse; to continue to meet

with local realtors to discuss how to market Adams as a location for live/work housing and other non-traditional housing options; to continue hosting meetings with local real estate professionals to discuss how to encourage artists to consider moving to Adams and look at buildings that could be creatively reused; to host a focus group with local artists to find out what they like about Adams, what challenges they face, and how they could become increasingly involved in the local community. Additionally, it was a recommendation to offer an online survey. Additional community input received was to promote walking and driving tours of sites on the National Registry of Historic Places and to develop artists housing. It was noted that artists are important but they are just a lure and there should be an ongoing dialogue with local artists. Other suggestions were to create workshops on clay and ceramics through the Adams Anthony group, to establish a relationship with the "Berkshire Board of Realtors" and to develop a marketing campaign using www.exploreadams.com.

Use the legacy of being the birthplace of Susan B. Anthony to attract visitors. Action items outlined were to honor Susan B. Anthony by hosting a meeting of female business owners to discuss ways to strengthen and grow women-owned businesses. Consider starting a network of female business owners and entrepreneurs, a mentoring program, or business incubator to strengthen women-owned businesses; to contact businesses with female CEOs to solicit funding to highlight the legacy of Susan B. Anthony and to possibly participate in a speaker series to connect their success with the efforts of the American Equal Rights Association; to connect with universities that offer women's studies courses and/or major non-profits that work toward female empowerment and identify possible events to take place in Adams; to partner with other locations that "own" a piece of her history to encourage visits to multiple locations. Additional community input was that the Topia Theater and Memorial School Buildings are not being used and should be. It was noted that there should be shared artist spaces and tools. A recommendation was made to connect with Williams College and MCLA's professor of Minority and Women's Studies to host an annual conference in honor of Susan B. Anthony.

Build connections between local artist and youth interested in art or vocational fields. Action items were to encourage artists to meet with representatives of the McCann Technical School to offer arts classes, special events, or a lecture series; to promote arts and music in the public schools. Consider creating a "fiends" group to help raise funds for arts and music programming. Additional community input was that it is crucial for both tech students and artist technician training allows a person to explore all the aspects of materials and machine. The materials inspire creation of art as a new way to advance the maker's work. Carpenters learn to love wood, welders love metals, etc. To make something well is to make it with heart. Tech training is nothing without the art of it. Artistic thinking is the difference between an adequate craftsman and a fabulous one. It was also suggested to connect with art teachers on ways to create and display art, and to embrace literature by having poetry slams and author readings. A recommendation was made to look into Mass MoCA Assets for Artists' match program and MIDAS, and to have conferences for art teachers to connect with tours and organizations in Adams.

Additional items of interest brought up were recommendations to create safe routes to school, and to create trolley and snow mobile access to the downtown. A request was made by C.T. Plunkett School students to have a community swimming pool as a place for people to get together, have picnics and as a place for kids to go in the summer. Another request was made to preserve the architecture in Adams, and to use the term "eco-tourism" to enhance cultural tourism and make the Town of Adams a destination.

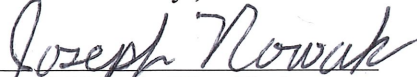
Respectfully submitted on behalf of Tony Mazzucco,
Deborah J. Dunlap, Recording Secretary

APPROVED FOR RELEASE AT THE AUGUST 1, 2018 BOARD OF SELECTMEN MEETING



Richard Blanchard, Member

Christine Hoyt, Member



Joseph Nowak, Vice Chairman

James Bush, Member



John Duval, Chairman