

**Alan Reiss**

**Prepared for Village of Cochituate CVS Group**

**How to restore the Cochituate Village?**

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## **HOW TO RESTORE THE COCHITUATE VILLAGE?**

Restoration of the Village of Cochituate will require a series of on-going community based and out-reach based actions. At your written request, I present this list to you as both a resident of the Village of Cochituate and as a 21 year resident of 01778. I would be interested in speaking to your group and I would be interested in working with your group to become part of your group and help where and when I could.

Feel free to distribute this document far and wide in any form you need to.

### **I. Branding**

From this point on, the borough of Wayland formerly known as Cochituate shall only be known as the 'Village of Cochituate'. When people say Cochituate, they should be gently reminded that its the 'Village of...'. The sign at Loker green is large and does say the "Village of Cochituate". This sign needs to be kept clean, free of debris, painted and for short money, solar lighting can be planted in front of it to illuminate the letters at night. These solar lights would be paid for from the 'Village of Cochituate' fund and installed by volunteers of the 'Village of Cochituate' committee. All stores should be asked to update their business cards, signs, stationary and greetings from Cochituate to the 'Village of Cochituate'. Historical photographs should be rounded up and framed and duplicated and installed on the wall of the 'Village of Cochituate' stores. The stores would donate for these pictures to the fund. The Wayland historical society would be informed of this very direct change in wording and would find ways to amplify this.

Residents of Cochituate would be encouraged to change their stationary, their return address to the 'Village of Cochituate' 01778 and we should also remember that us 'Village Cochituates' are also proud residents of the town of Wayland Massachusetts.

Henceforth, us Cochituates are now called 'Village Cochituates' and we live in the 'Village of Cochituate'. A quaint, scenic, historic, decorated and safe village of people who care about each other, care about their public safety, their fire-station, their schools and their elderly.

## **2. The First and Formal Village Committee**

The core of the existing Cochituate committee should form a non-profit 503C LL corporation which has a charter, by-law and a bank account. We should not be shy to ask for initial donations to commence this. We should get JJ-McKays and the Wayland Business Association to join in to help us get meeting space. Any new bank or existing bank should be able to donate meeting space.

## **3. Historical Research**

Helen Emery wrote a book detailing the history of Wayland called "The Puritan Village Evolves". Research needs to be done to extract those sections which cover the 'Village of Cochituate'. There is a body of history surrounding the 'old mill' history of the 'Village of Cochituate'. This needs to be compiled and a thin book (< 100 pages) needs to be developed which presents the rich history of our region. A still shorter version of this should be developed into a pamphlet. Salem Mass has examples of how they have done that. Admittedly, Salem has a more notorious history but we shouldn't let that get in our way. We have a rich history of American enterprise, blue collar families making it in a rustic fashion outside of Boston. Washington drove his troops and cannons through Cochituate on 126 on their way to defend Boston against the British and is chronicled in the Book 1776.

Our schools can be encouraged to put on plays chronicling the history of our village and of Wayland.

This assignment could be given to a high school history buff or a resident who is a history / english major at a local college. This could be a collaboration starting with the Happy Hollow and Middle School. We can get this material research and compiled for free. We have authors, writers and teachers living among us. We can get this done.

## **4. Marketing**

The historical book and pamphlets could be used with embedded advertising for local stores and offered for sale at local stores for nominal prices like \$10 or \$15.

A website should be developed. I personally can help with this and there are others who know how to do this.

A data base of lists of people, emails, addresses should be maintained.

The website would contain e-commerce for the historical materials plus tastefully designed T-Shirts, Hats and the usual stuff. The possibilities are endless. These merchandise ideas will generate significant money over time.

30 Minute TV shows can be developed based on Village of Cochituate tours or Village of Cochituate event days and then played on WayCAM for free.

Letters to the editor and op-ed pieces can be submitted by different people over time to the Town Crier. The Town Crier can be adopted as the Village's official newspaper and this can help to forge an important synergy..

Loker green day can be expanded and other Village events can be developed.

Monies from the fund could be used to decorate street lights, hang Christmas decorations on Main Street and Route 30 and on Independence Day.

## **5. The Village of Cochituate Map**

An idea I first saw in Key West Florida.

A cartoonish type map on an 8 1/2 by 17 thick paper stock and formed into a tear-off pad. The map would be a characature of the stores, buildings, historical places and landmarks. They would contain advertising and thats how they would be funded. They would exist in the stores and the stores would write on them to give directions and then tear a sheet off.

This is an idea which will require talent, planning but its a wonderful marketing tool.

## **6. The Village of Cochituate Magnet**

Entering the Village of Cochituate as a standard Massachusetts city road sign but customized for our Village. Sold on the web store, sold in the stores.

## **7. The Ceremonial Mayor**

With a voting block solidly behind him or her, an elder of the Village would be elected as the ceremonial Mayor. This Mayor would preside over events and could also represent the wants and needs of the Village to the Board of Selectmen.

Its a gutsy move but votes provide the power, not the required legislation.

## **8. The Village of Cochituate Lobby**

A large group with money and who is solid of purpose and willing to vote and turn out is a power to be respected.

The Village of Cochituate Lobby could get votes passed on town meeting floor.

Could get overrides passed or failed.

Could get traffic signs enforced, placed or modified.

Could get volunteers elected to public office.

Could get zoning relief

Could get planning relief

Cochituate should understand that its the most dense, the highest populated, the oldest, and the most diverse region of Wayland.

Cochituate should understand that it contains all but one of the towns schools, most of its water resources, 1/2 of its ambulance resources and moves the most traffic across and through town.

Cochituate should understand that it can control the agenda of Wayland and its time for Cochituate begin to do that.

Ultimately, this is where such an effort would lead. It has to because power will always grow to its appropriate level and until now, Cochituate is viewed as a tear down McMansion farm, as a place to dump 40b's and as a place to threaten with school reconfigurations or fire station close downs when override season is upon us.

Its time for the Village of Cochituate to control its own fate.

Respectfully,

A handwritten signature in black ink, appearing to read "AJR".

Alan J. Reiss

Resident and Candidate for the Wayland Board of Selectmen 2009