

Harvard Square Business Association

OFFICE OF CITY CLERK
Established 1910

OFFICERS

JOHN DYER PRESIDENT
JAMES QUINN VICE PRESIDENT
CHARLES SAGE SECRETARY
KAREN A. KEZERIAN TREASURER
LOIS DE GREGORIO AUDITOR

ANNE M. THOMAS COUNSEL AND
COORDINATOR OF
COMMUNITY RELATIONS
(354-3646)

MAY 12 1980
Office of the Secretary
45 Brattle Street
CAMBRIDGE, MASS 02138

DIRECTORS

	TERM EXPIRES
LEWIS ARMISTEAD	1980
JAMES ARGEROS	1980
ROBERT BANKER	1982
JAMES F. BRINE	1981
SHELDON COHEN	1981
LOUIS F. DI GIOVANNI	1981
ANTHONY FERRANTI	1982
ROY JOHNSON	1980
FRANK KRAMER	1980
SUSAN KUELZER	1982
HENRY RILEY	1981
JUSTIN SLATE	1982

May 8, 1980

Cambridge City Council
c/o Paul Healy, City Clerk
City Hall
Cambridge, MA 02139

Dear Mayor Duehay and Members of the Council:

A representative of Merchants-on-the-Line will soon be requesting your assistance with respect to a promotion entitled "Red Rider Sale Days". The Harvard Square Business Association has been fully informed of the details of this promotion and we intend to encourage our members to participate in the sidewalk sale and other aspects of it. Since Harvard Square is one of the areas impacted by the subway construction, merchants in our area are automatically members of Merchants-on-the-Line. We ask your cooperation in the endeavors of this group.

Yours very truly,



Charles Sage, President



City of Cambridge

IN CITY COUNCIL

May 12, 1980

ORDERED:

That in accordance with the provisions of the General Ordinances of the City of Cambridge, Chapter 3, Section 3-2, the Commissioner of Public Works be and hereby is authorized to grant a permit to Simon Shapiro, Merchants on the Line, for the purpose of displaying and selling merchandise on Saturday, May 31, 1980 on the sidewalk extending from Harvard Square along Massachusetts Avenue to Porter Square, provided that no such permit shall be granted to exceed more than twenty-five percent of the width of the sidewalk from the property line of the premises in front of which said display shall be installed; and be it further

ORDERED:

That this permit is granted subject to any conditions that the Commissioner of Public Works shall deem fit and proper.

In City Council May 12, 1980
Adopted by the affirmative vote of 8 members.
Attest: Paul E. Healy, City Clerk

A true copy,

ATTEST:

A handwritten signature in dark ink, appearing to read "Paul E. Healy", is written over the printed name of the City Clerk.

MERCHANTS ON THE LINE

A Business Coalition Working to Assist Mass Transportation

May 7, 1980

Cambridge City Council
c/o Mr. Paul Healy
City Clerk's Office
City Hall
Cambridge, MA 02139

Gentlemen:

The Merchants on the Line and the MBTA would like to organize a promotion campaign for the areas affected by the T's Red Line Extension construction project: Harvard Square, Mass. Ave. and Porter Square. The promotion, called Red Rider Sale Days, would run from Tuesday, May 27 through Saturday, May 31 (raindate Saturday, June 7) in the impacted areas.

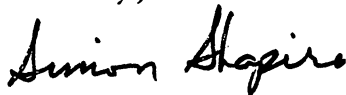
As part of the Red Rider Sale Days we would like to have a sidewalk sale on Saturday, May 31, extending from Harvard Square along Mass. Ave. to Porter Square. In conjunction with the Sidewalk Sale we also plan to have an Art Show and Sale whereby Cambridge artists are invited to display their works on fences and open spaces along the route.

We are working closely with the Cambridge River Festival to tie our program into theirs to give the overall project (Cambridge River Festival and Red Rider Sale Days) a cohesive effect.

We would like the Council to advise us on what permits we will need for this promotion to meet city regulations.

We look forward to your support and to hearing from you as soon as possible so that we can proceed with this program.

Sincerely,



Simon Shapiro
Merchants on the Line
868-7711

H-51

Comm. from Simon Shapiro, Merchants on the
Line, requesting a permit to conduct a side-
walk sale on May 31, 1980 extending from
Harvard Sq. along Mass. Ave. to Porter Sq.

5-12-80

Order Adopted
Authorizing CPW to
issue a permit

In City Council,

May 12, 1980

CWS/A 2nd hte is 5/8/80
Placed on file

Send Copy of Order

to

Ms Emma Warner

40 Redline Sales Day

Agency, Charges &
Melatny

100 Boylston Street

Boston 02116