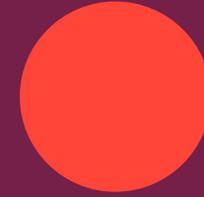


ELEVAR

nuestras artes y creatividad



Creative Leadership Team Plan Review Workshop

December 8, 2020

ELEVATE

our arts & creativity

Today's Focus: Goals and Strategies

Goal 1: Build the Structural Foundation for Arts and Culture.

Goal 2: Enrich Cultural Experiences for Our Community and Our Visitors.

Goal 3: Foster and Grow an Inclusive Creative Economy.

Goal 4: Advance Art in the Public Realm.

Goal 5: Advance Development of Arts and Cultural Spaces.

Review Questions

- 1. Do the goals and strategies resonate with you?*
- 2. Are they aspirational and attainable?*
- 3. Are there any gaps or missing elements?*
- 4. Where are the early wins?*

Goal 1: Build the Structural Foundation for Arts and Culture.

1. Build the internal support structures for long-term success.

1.1 Formally adopt plan by City Council.

1.2 Create a City Arts and Cultural Commission.

1.3 Provide City staffing to achieve plan goals.

1.4 Provide financial support for plan implementation inclusive of start-up funding and sustainability funding. *(Cross reference with Goal 1, Strategy 4.1)*

Goal 1: Build the Structural Foundation for Arts and Culture.

2. Develop foundational arts and culture-related programs

2.1 Review current community programming.

2.2 Review and update program delivery systems and communications to align with multicultural and multi-language needs.

2.3 Establish a public art program (*Cross reference Goal 4: Strategy 1*).

2.4 Establish a grants program for individual artists and arts organizations.

2.5 Review and revise (as necessary) land use code to allow greater flexibility for arts uses in residential and commercial areas, such as making and selling art from a home.

2.6 Create an on-demand Artists in Residency (AIR) program.

2.7 Develop a community-initiated program.

Goal 1: Build the Structural Foundation for Arts and Culture.

3. Establish policies and practices to support diversity, equity and inclusion (DEI) in Healdsburg's arts and culture.

3.1 Provide DEI and cultural humility training for the Arts and Culture Commissioners and staff as part of the initiation of the Commission.

3.2 Direct the Arts and Culture Commission to develop a cultural equity policy that addresses racial justice and inclusion. Incorporate community engagement as part of this process.

3.3 Present the cultural equity policy to City Council for review and adoption.

3.4 Support implementation of the cultural equity policy with ongoing management, reporting and course corrections.

Goal 1: Build the Structural Foundation for Arts and Culture.

4. Establish sustainable funding mechanisms.

4.1 Establish a phased commitment of City funds for the arts and culture program.

4.2 Create a “Friends of” or Cultural Trust to receive grants, donations, and other philanthropic contributions for arts and culture programming.

4.3 Establish a percent-for-art fee on City capital improvement projects to fund public art. (Cross reference with Goal 4: Action 1.1.1)

4.4 Establish a private development fee for public art onsite or as a contribution to the public art fund. (Cross reference with Goal 4: Action 1.1.2)

4.5 Collaborate with Creative Sonoma and other Sonoma County municipalities on potential countywide funding sources.

Review Questions

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Goal 2: Enrich Cultural Experiences for our Community and our Visitors.

1. Identify and develop distinctive cross-sector collaborations for arts and cultural experiences throughout Healdsburg and the surrounding area.

1.1 Connect Healdsburg sector experiences: eco-tourism, artist residency visits and experiences, gallery tours, agricultural tours, health and wellness, culinary experiences, history, and more.

1.2 Work with local hoteliers and tourism professionals in the creation of authentic and “unexpected” arts and cultural experiences both downtown and throughout Healdsburg.

1.3 Expand the visitor experience to be more “local” and year-round. Develop creative experiences integrated with other activities, such as wine, family friendly, and outdoor (affordable local chef experiences, foraging, performances).

Goal 2: Enrich Cultural Experiences for our Community and our Visitors.

2. Articulate arts and culture as an important part of Healdsburg's character of place.

2.1 Work with the Chamber to designate a seat on the Chamber Board for an arts and culture representative.

2.2 Identify partnerships with Chamber members and initiatives for local and visitor promotions involving arts and culture.

2.3 Build on current programming and facilitate small-scale arts events and activities throughout the year, collaborating with local artists and businesses.

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Goal 3: Foster and Grow an Inclusive Creative Economy.

1. Facilitate economic growth of the creative sector.

1.1 Convene a diverse group of galleries, artists, and other creative businesses to identify shared needs and business development opportunities.

1.2 With partners, develop a comprehensive online resource of arts and culture organizations, creative businesses, and experiences in Healdsburg for shared marketing, promotions, and tourism initiatives.

Include nonprofit organizations and profit entities such as galleries, studios, wineries, etc.

2. Cultivate the next generation of artists, creatives, arts consumers, and advocates.

2.1 Convene young artists, youth-focused community organizations, and educational institution leaders to develop a vision for creative activities appealing to a diverse generation of younger residents.

2.2 Develop an arts and cultural mentor and apprentice program with schools, cultural organizations, and businesses. Include career paths in the arts as well as the entire creative sector.

Goal 3: Foster and Grow an Inclusive Creative Economy.

1. Support development of affordable artists' work-live and workspaces.

(Cross reference Goal 5: Strategy 1.5).

1. Enrich cultural experiences for residents and visitors.

(Cross reference Goal 2).

Review Questions

- 1. Do the goals and strategies resonate with you?*
- 2. Are they aspirational and attainable?*
- 3. Are there any gaps or missing elements?*
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Goal 4: Advance Art in The Public Realm.

1. Expand the current City Public Art Program and align with national best practices.

1.1 Adopt percent-for-art ordinances or resolutions.

1.2 Working with the Arts and Culture Commission, establish specific processes and guidelines for the selection of artists for public art projects.

1.3 Cultivate an advanced partnership with the Voigt Foundation and other partners on permanent and temporary projects.

1.4 Work with the Mill District and other real estate developers on innovative public art planning for their projects.

1.5 For future City capital projects, ensure appropriate artists are part of the design team with intentional effort to integrate art at the onset of capital projects.

Goal 4: Advance Art in The Public Realm.

2. Develop a public art master plan.

2.1 Working with a public art professional, develop a long-term vision and master plan for public art in Healdsburg that includes comprehensive program policies and guidelines.

3. Develop creative placemaking initiatives for all Healdsburg neighborhoods, integrating artistic experiences and local artists and enhancing vibrancy and vitality of place for all.

3.1 Create a Street Artist Program.

3.2 Create opportunities for public art initiatives and other artistic practices (performing arts, visual arts, design sector, culinary arts) to collaborate for events and activities.

Review Questions

- 1. Do the goals and strategies resonate with you?*
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Goal 5: Advance Development of Arts and Cultural Spaces.

1. Create a network of multiple interconnected venues, facilities, and cultural districts.

1.1 Build on the creative experiences and community collaborations happening at the Healdsburg Community Center to expand arts and cultural programming, reach, and services.

1.2 Work with Corazon, other community groups, and the libraries to envision a “hatchery concept” for youth and young artists, providing a welcoming place with affordable instruction and guidance.

1.3 Explore opportunities for an incubator or maker space to be used for professional artists as well as community members interested in developing creative projects.

1.4 Conduct a feasibility study for cultural facilities and spaces that addresses the interrelated possibilities of a centralized cultural and performing arts center, cultural district(s) and the needs of existing venues.

1.5 Explore the development of an artists’ work-live space in partnership with a local developer or a nonprofit developer of arts spaces.

Goal 5: Advance Development of Arts and Cultural Spaces.

2. Facilitate solutions for existing cultural spaces.

2.1 Bring together funding and development partners to facilitate cultural facilities projects and district(s) that arise from the feasibility study or as community initiatives.

2.2 Explore the opportunity of profit and nonprofit space sharing, addressing finance issues for the nonprofit sector.

Review Questions

1. *Do the goal and strategies resonate with you?*
2. *Are they aspirational and attainable?*
3. *Are there any gaps or missing elements?*
4. *Where are the early wins?*

Workshop #2: December 17th @ 4:00 p.m.

Agenda

- Table of contents
- Design and tone
- Cultural asset mapping
- Resiliency section
- Spanish language versions

January Engagement Planning

Mixed Presence

- CPG onsite
- Onsite small engagement pop-ups
- Virtual community Zoom meeting
- Survey promotion
- Online topic-based discussions
- CLT meeting