

Arts Alliance Leadership Team Notes

Date, time: 3:30 p.m. April 25, Self-Help Network Sedgwick Room

Materials: Visioneering Wichita document (Chamber); agenda, draft Alliance agenda and 2-page Richard Florida summary (SHN)

Attendees: Melanie Hitchcock, Emily Bonavia, Sarah Bagby, Charles Steiner, Walter Girton

Today's Agenda

1. Welcome and Introductions—Discussed and provided background information on the following information:

- How and why Visioneering Alliances start; how Alliances work; how leadership teams work (Suzie)
- Potential common ground with other Alliances (Suzie)
- Contextual overview of how we got here (Christy)

2. Sharpen Our Focus

- Steps taken to this point (Charles) - Charles provided an overview on what occurred prior to the initial leadership team meeting. Next, meeting members discussed the following questions:
 - **Given what we know and have heard here, what are some reasons that we should form this Alliance?**
 - o Opportunity to increase awareness of, involvement in and enhancement of what's already happening in the arts community
 - o Lots of current arts groups that are primarily institution-based, but no collaborative resource for the individual artist
 - o Opportunity to increase training opportunities for artists not presently available in community
 - o Opportunity to garner greater local governmental support for arts
 - o Opportunity to create "communities of art" (e.g., Indianapolis) as a means to retain young people and artists in the community
 - o Opportunity to create centralized information resource for arts in the community. Present resources include:
 - info. from convention & visitor's bureau

- arts areas like Riverside or Delano
- alternative media sources (e.g., newspaper)
- Opportunity to form “cultural capital” for community
- Opportunity to better engage young artists
- Alliance could be a catalyst for artists themselves
- How to engage/encourage participation in an Arts Alliance: Word-of-mouth and in-person networking has worked and is a way to engage participation

- Are there some potential barriers we might encounter going forward?

- Lack of current media support (e.g., Eagle newspaper)
- Need to be sensitive to the need to “do” and not just “talk,” as participants will likely be sacrificing working time to participate in meetings
- Strategy to develop a master arts plan is counterintuitive to creativity
- People need to see the need for art as part of individual daily life
 - Social marketing campaign around events and activities already occurring
 - Centralized web-based information clearinghouse or publication of arts events and activities
- Alliance creates more distractions and detracts from time
- Need to create the space

Based upon the above discussion, meeting members discussed the following next steps:

- Develop survey (Self-Help Network will draft initial survey) including the following questions:
 - “Do you include art in your daily life” and “if so, how” and “if not, why not”
 - “How do you hear about the arts events you attend?”
- Review by initial meeting group before distributing survey
- Email, printed copies (in key locations) and video surveys
- Reconvene on 5/23 at 4:30 p.m. at Watermark to review survey results
- Research other cities that have formed arts alliances to see what they’ve accomplished

3. Create an Agenda for the First Alliance Meeting-Tabled until follow-up leadership team meeting in May.

4. Logistics for the First Alliance Meeting-**Tabled until follow-up leadership team meeting in May.**

- Time, date, place, environment, strategic communication

A G R E E M E N T S			
WHO	WHO ELSE	WHAT	BY WHEN
Self-Help Network		Draft survey based upon discussion	ASAP
Meeting participants		Review drafted survey and approve before distribution	After survey drafted
All		Distribute surveys via email, paper, etc. throughout network	After survey approved by meeting participants
All		Reconvene for next meeting	5/23, 4:30 p.m. at Watermark Books
Chamber/Self-Help Network		Research other cities that have formed arts alliances to see what they've accomplished	5/23 meeting

Next Meeting Agenda
May 23rd, 4:30 p.m., Watermark Books

1. Review survey progress
3. Discuss next steps recommendations for Arts Alliance