



## AGENDA AND MEETING NOTES

# LIVABLE COMMUNITIES ACTION TEAM

**CREATIVE COMMUNITIES INITIATIVES  
GROUP MEETING**  
January 18, 2017, 5 PM

**Minnesota Discovery Center**  
Mineland Reclamation  
1003 Discovery Drive, Chisholm, MN

**Recharge the Range Livable Communities Action Team Mission:** *To encourage positive change on the Iron Range by working collaboratively towards more livable and vibrant communities*

**Goals:**

- 1) *Network – Generate social capital and connections. Work together across communities and initiatives to bring change to the Range.*
- 2) *Share Best Practices – Build on the successes of existing initiatives. Livable Initiative Groups share successes and challenges to help move projects forward.*
- 3) *Plan – Connect RAMS, IRRRB, ReGen and other key public, non-profit and private stakeholders to support new initiatives and funding for vibrant communities priorities.*
- 4) *Action – Facilitate Initiative Groups efforts to achieve measurable successes in our communities*

### CREATIVE COMMUNITIES INITIATIVES MEETING OBJECTIVES

- 1) Discuss initiatives proposed at 12/7/2016 meeting.
- 2) Identify additional group/local initiatives.
- 3) Discuss participation in the April Tourism Summit
- 4) Set the next meeting date, time, location and host. Identify ways to invite new members.

### PROPOSED AGENDA:

5:00	Introductions	
5:05	Revisit proposed initiative from 12/7/2016	<ul style="list-style-type: none"> <li>• Create a list of area arts organizations.</li> <li>• Create a reference of resources for art funding.</li> <li>• Regional education on the economic and social value of arts in communities.</li> <li>• Facilitate a regional Arts Forum.</li> <li>• Find scholarships for Rural Arts &amp; Culture Summit and encourage area artists and arts leaders to attend.</li> <li>• Requesting local Chambers of Commerce to add an “Arts” tab on their web sites.               <ul style="list-style-type: none"> <li>• Developing a map of area arts attractions.</li> </ul> </li> <li>• Facilitate a study of regional arts economic impact</li> </ul>
5:40	Brainstorm about additional local initiatives represented by group members	<ul style="list-style-type: none"> <li>• Does this fit with what our group goals are?</li> <li>• Can we put together a 50 minute session?               <ul style="list-style-type: none"> <li>• If so, what would it look like?</li> </ul> </li> </ul>
5:40	Discuss producing a break-out session on forming an Iron Range Arts Network for the spring Tourism Summit in April.	

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6:20      Schedule next meeting and critique

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6:30      Adjourn

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**Notes from December 7, 2016 meeting:**

Weather contributed to low attendance. Present were:

Mary McReynolds, Tammy Mattonen, Sarah Furkle, Larry Killien

Sonya Merild contributed thoughts for discussion prior to the meeting. We began with those to open the discussion.

- How can we support the arts community moving forward?
  - o This is the major purpose of the Creative Community group at this time.
- Can we find a means to co-sponsor an updated study about the effect of the creative community and the arts on Iron Range economic development?
  - o Include a list of current arts organizations and funding resources
  - o Include current research references
  - o Include accepted best practices for similar areas of the country (Minnesota Council of Non-Profits has something similar we may be able to use)
  - o Tammy will begin to create a reference library of current area arts organizations, artists and available funding for the arts
- Create a means to encourage communities across the Range to consider creating Arts and Culture commissions that function as an avenue for citizens to inform their respective City Councils about the value of community arts. Use the City of Grand Rapids model and how that led to a City-wide arts and culture plan, which then serves to attract funding and now may spur the city to allocate 1-2% of all publicly funded projects (including roads and streets) towards developing public art in the affected neighborhoods.
  - o This will be discussed more at a future meeting.
- How can we create opportunities for area artists and organizations to get together to re-energize and spur new ideas?
  - o Encourage area artists and arts organizations to attend the Rural Arts and Culture Summit at the UofM-Morris Center for Small Towns. Connect to scholarship opportunities through the Arrowhead Regional Arts Council.
- How can we get better at getting the collective word out about the vibrant creative opportunities already here on the Range?
  - o It's important to reach local, regional and tourism audiences (audience development)
  - o Finding ways to map what's here
  - o Using area calendars – possibly focus on the Mesabi Tourism Board events calendar then put link to that calendar on our web sites.
  - o Can we do a ½ day conference on how to get the word out and reach across the other Recharge the Range action teams to do this collectively? (Tourism, jobs, etc.)
  - o Encourage local Chambers to put an 'Arts' tab on their websites.

Next meeting sometime in January. Mary will send out note to find a date/time/location.

**2017 Tourism Summit  
April 20, 2017 at Minnesota Discovery Center**

DRAFT SCHEDULE

8:00-8:30 Registration/Continental Breakfast

8:30-8:45 **Welcome and Introductions, Minnesota Arrowhead Association members  
“State of Tourism”**

8:45-9:30 **Opening Remarks: Keynote Speaker – the Importance of Tourism, Bill Geist**

*9:40-10:30 Breakouts*

**Trails and Recreation:** **How can a Comprehensive Trails Plan help your community?**  
**Andy Hubley with Arrowhead Regional Development Commission will explain CTPs, and review the proposed CTP for St. Louis County (excluding Duluth). Brad Jones, Lake County commissioner, will discuss the benefits of and lessons learned in the CTP process.**

**Arts:** **Creating a Regional Arts Network**  
**Connect with regional arts organizations and learn about their efforts to highlight and strengthen the region’s art climate and culture – and how you can help! Mary McReynolds, Lyric Center for the Arts, and other members of the ReCharge the Range Creative Communities group will discuss current initiatives. Come prepared to share your ideas and ask questions.**

**Marketing :** **Social Media 101: Posting, tagging, sharing – bring your laptop and/or your Smart phone!**  
**Participants will learn – hands on! - how to make the most of their business or nonprofit Facebook page and other social media platforms from Caitlin Rick, Explore Minnesota Tourism social media expert. No question is too “dumb”! This is a beginner workshop.**

*10:40-11:30 Breakouts*

**Marketing:** **Digital Media: the Next Level: Learn from the Experts: What’s New, What’s Next, What’s Hot, What’s Not**  
**Learn which platforms are working best (and less-than-best) in the tourism industry, and why. Plan for the next big thing with insights from advertising experts. This is for experienced marketers.**

**Arts/Entertainment:** **Top 10 Mistakes Event Planners Should Avoid  
...and All About EMT’s Event Grant**  
**MN Extension Service event specialist will provide a list of best practices for event planners, and the 10 things you must avoid doing! Plus, learn about Explore Minnesota Tourism’s new event grant.**

**Board Development:** **Building the Best Nonprofit Board**

**Mr. Geist, author of “Destination Leadership for Boards” is guaranteed to get ALL nonprofit board members re-energized and re-focused on their mission, their role and their strength!**

Lunch

Keynote (Noon-12:45) **Arts and Culture as an Economic Driver – John Davis**

12:50-1:40 *Breakouts*

**Marketing:**

**Website basics, including “to app, or not to app?”**

**How to make the most of your website – what people really want to see, and, Do you really need an app? When they work, and when they’re unnecessary.**

**Arts/Attractions**

**“Bring ‘em back” Infusing new life into your attraction by making everything old new again**

**Dan Hartman, Glensheen, will talk about ways the historic mansion, and other area attractions, have increased visibility and attendance by re-imagining their existing collections, physical space, and opportunities.**

**Meet Explore Minnesota Tourism:**

**Learn how to leverage the Group Travel, Co-Opportunities, Website Listings and #OnlyInMN from EMT staff.**

1:50-2:40 *Breakouts*

**Product Development:**

**Building on What you Have: Leveraging Partners in Your Community**

**Aaron Hautala – the Cuyuna story**

**With John Davis, Lanesboro Arts – telling and selling your story to bring people to the table.**

**Marketing:**

**Content Creation: How to write a blog, a post, or a press release**

**Learn how to get your message out through “earned media,” the kind of free promotion that comes when your stories are read, your posts are shared, and the press loves runs with your news.**

**Hospitality:**

**Grow Your Reputation: Bring A Certified Tourism Ambassador Program to your Region**

**Keeley Hruska, Director of Visitor Experience for Rochester, MN, tells the story of how the city’s hospitality was transformed by the CTA program, and how it could work here!**

**2:50 Drawings/Closing Remarks:  
Duluth Mayor**

**John Edman, Director of EMT; Mark Phillips, IRRRB, Emily Larson,**

# ArtPlace America

## 2017 National Creative Placemaking Fund

*Applicants registered by Feb. 14; Application due by Feb. 22*

**“Projects are those that deploy arts and culture to strengthen the social, physical or economic fabric of communities.”**

Very competitive. 1,400 applications last year.

1. Focuses on a specific place
2. Is looking to work on a community challenge or opportunity related to agriculture/food; economic development; education/youth; environment/energy; health; housing, immigration; public safety; transportation; or workforce development
3. Has a way that artists, arts organizations, and/or arts and culture activities can help address that challenge or opportunity
4. Will have a way of knowing whether the project has made progress on the challenge

### **Previously Funded Examples from Minnesota:**

**Fergus Falls, 2014. \$100,000 for 17 months.**

For over 100 years, Fergus Falls, MN (population 13,000) was home to the Fergus Falls State Hospital, a 500,000 square foot mental institution built under the Kirkbride Plan. The hospital was the area’s largest employer until it closed in 2006, and the building now sits vacant as the City and local advocates work to find a feasible redevelopment plan. Hinge Arts at the Kirkbride is an artist residency program that has activated cultural programming at the historic Fergus Falls State Hospital even as it sits vacant. Artists live in newly renovated apartments in a former nurse's dormitory adjacent to the main hospital building and create projects that foster interaction about the past and future of the building. Hinge Arts is intended to create opportunities where artists and community members gather to explore themes of transition, connection, and innovation. A deliberate response to the word “unhinged” as it relates to mental illness, activities may have a special focus of using art as a way to illuminate the many perspectives behind the history of mental health treatment as well as preservation and economic development in rural towns. Along with an annual Kirkbride Arts and History Weekend, held in September, these programs are transforming this now vacant campus into a destination, helping to create demand for development and preservation.

<http://springboardforthearts.org/jobs-opportunities/hinge-residency/>

**New London, 2014. \$262,500 for 17 months.**

New London, MN has a Main Street that is home to vibrant retail shops and restaurants; a beautiful river that runs through town and a significant artist population. The town has not yet connected these three assets. It is the goal of this project grant to train project leaders to develop public art projects along the banks of the river that will revitalize an underused natural green space and create community gathering places.

We have established a seven-member Advisory Board made up of stakeholders and community leaders to serve as a review and support for the projects as they move forward. They developed criteria we will use in the development and execution of projects.

We partnered with Forecast Public Art to conduct three workshops (Nov '14/Jan '15/Mar '15) to teach 13 community members how to develop and execute public art projects in the Riverspace area. They have formed four project teams that are in various stages of project plans, several are crafting artist calls. One obstacle we have is getting permission to use land owned by the State Department of Natural Resources; we are currently in negotiations for a lease, and are optimistic about the outcome.

<https://www.facebook.com/newlondonartsalliance/>

Mary,

I am unable to make the Creative Communities Initiatives Meeting. I read the information you sent out and it looks like you had a good December meeting. I wanted to mention a couple of items that are related to tonight's agenda that you can mention if you think they fit in with the conversation.

1. The Rural Arts and Culture Summit will take place in Morris, June 6-8. The summit helps build partnerships between artists and communities. This might be something to look into. Our statewide association of Regional Development Organizations is discussing sending people to the conference. <http://www.ruralartsandculturesummit.com/>
2. ARDC will be adopting our 5-Year Comprehensive Economic Development Strategy tomorrow. Leveraging Arts and Culture to improve our communities and helping improve artists' livelihoods is included in the plan. See below.

## **Community Resources**

Northeast Minnesota communities seek to maintain their values, heritage and the assets that support them. Community Resources includes topics that balance the preservation and improvement of local social, cultural and natural assets that are critical for the future.

### **Arts and Culture Context**

Arts, culture and placemaking contribute to the vibrancy of Northeast Minnesota's economy and quality of life. The 2015 Creative MN profile of arts in Northeast Minnesota found that the arts and culture impact on the economy had a nearly \$40,000,000 economic impact including \$4,000,000 in state and local government revenues, add accounted for 1,063 full time equivalent jobs, and 140,527 volunteer hours. Employment opportunities and incomes in the arts and culture often lag behind regional averages.

#### **Arts and Culture Goal**

Increase employment and incomes in arts and culture and leverage arts, culture, and entertainment to improve community quality of life.

#### **Arts and Culture Strategies**

1. Utilize arts-based placemaking to improve downtowns and public spaces.
2. Document and share best practices for using arts to improve communities.
3. Bring more public, private, and non-profit funding into the region to support our artists

Thank you for continuing to coordinate these efforts.

**Josh Bergstad, AICP**

Principal Planner

**Arrowhead Regional Development Commission**

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**Creative Communities**  
**January 18<sup>th</sup>, 2017**  
**Mineland Reclamation**  
**5:00 p.m. – 6:30 p.m.**

**In Attendance:** Mary McReynolds, Peggy Hagen, Maggie Holmes, Steve Giorgi, Sonja Merild, Mary Finnegan, Sara Ferkul, Jim Plummer and Drew Digby

Drew – Discussed a grant opportunity called ArtPlace America. There is \$9.5 Million available. There are four narrative questions while applying for this grant:

- Focus on a specific place
- Is looking to work on a community challenge or opportunity related to agriculture/food; economic development; education/youth; environmental/energy; health; housing; immigration; public safety; transportation; or workforce development
- Has a way that artists, art organizations, and/or arts and culture activities can help address that challenge or opportunity
- Will have a way of knowing whether the project has made progress on the challenge

<http://www.artplaceamerica.org/blog/open-call-applications-2017-national-creative-placemaking-fund>

Possibly creating a comprehensive planning document for the arts for the core Iron Range – Hoyt Lakes to Nashwauk.

<http://springboardforthearts.org/grants-funding/overview/>

Looking to see what communities have incorporated arts into their comprehensive plans. Also, creating a group similar to the St. Louis County Trails Task Force for planning. Look at how what smaller communities are doing and how they can benefit the region as a whole.

Some discussion about the MN Citizens for the Arts Day:

<http://artsmn.org/act/events/arts-advocacy-day/>

Every other year this is also a Rural Arts and Culture Summit that is held in Morris, MN on June 6<sup>th</sup> through June 8<sup>th</sup>, 2017.

<http://www.ruralartsandculturesummit.com/>

The Lyric Center in Virginia will also be accepting bids for the storefront reconstruction. Hopefully to begin in February and completed by August 2017.



Tammy Mattonen is working on creating a list of arts organizations in the region.

There has been discussion in Nashwauk about making an area in town where art can be displayed outdoors. The city of Eveleth is also trying to incorporate hockey themed art within the town. They are also hoping to have participation with the shop classes.

Discussion about the 2017 Tourism Summit and possibly be a part of that. Hosting a breakout session that would focus on the current arts initiatives across the range. And what steps each community is doing. There will also be a question portion where the guests attending will be able to ask the panelist.

To Do's: Sending an online survey out to group members to prioritize the initiatives list.

Sonja to write description of the group for the new website.

**Next Meeting:**

February 22<sup>nd</sup>, 2017

Mineland Reclamation

5:00 p.m. – 6:30 p.m.