



AGENDA AND MEETING NOTES

LIVABLE COMMUNITIES FOCUS GROUP

**CREATIVE COMMUNITIES Sub-Group
MEETING**
May 10, 2017, 3:30PM-4:45

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*

CREATIVE COMMUNITIES SUB-GROUP MEETING OBJECTIVES

- 1) Report back from the April Tourism Summit
- 2) Flesh out 2017-2018 work plan
- 3) Set the next meeting date, time, location and host. Identify ways to invite new members

PROPOSED AGENDA:

3:30	Introductions and individual updates from attendees	
3:40	Report on 4/20 Tourism Summit take-aways	<ul style="list-style-type: none"> • Drew, Tammy, Mary, Kathy
<i>How can we use what we learned and observed to further our sub-group goals?</i>		
3:50	Work Plan development (<i>see minutes from April meeting.</i>)	<ul style="list-style-type: none"> • Drew
4:40	Who is signed up for Rural Arts and Culture Summit?	<ul style="list-style-type: none"> • ARAC is offering scholarships for people to attend the Rural Arts and Culture Summit http://aracouncil.org/rural-arts-and-culture-summit-scholarships-available-2/
4:40	Schedule next meeting and critique	<ul style="list-style-type: none"> • Where/when
5:45	Adjourn	<ul style="list-style-type: none"> •

Note: Community grant available 2017-18 Greater Minnesota – Leveraging Creativity in Community through integrated and placed-based community development

<https://artslab.artsmidwest.org/programs/peer-learning-communities/LCC-Minnesota>

Notes from 4/5/2017 meeting (updates posted on <http://rechargeherange.org/community-committees/livable-communities/>)

Creative Communities

April 5, 2017

Mineland Reclamation

5:00 p.m. – 6:30 p.m.

In Attendance: Tammy Mattonen, Jim Plummer, Whitney Ridlon, Drew Digby, Mary McReynolds, Lorrie Janatopolous, Jan Carey, Kathy Dodge, and Josh Bergstad

Creative Communities work plan for 2017-2018 and meeting with Erik Takeshita (Bush Foundation).

Lorrie, Sonja from Blandin, and Drew met with Erik Takeshita from the Bush Foundation on March 15 in St. Paul. Erik is a former LISC staffer who has worked with both Intermedia Arts and Springboard for the Arts. He's been instrumental in using creative placemaking as a community development strategy and helping strengthen artist networks in a variety of settings. He described their community creativity strategy which contains these steps:

- a) Build the will and the skill for artists and non-artists to work together to solve problems.
- b) Show proof of concept
- c) Institutionalize the concept

And some of the implementation strategies include:

- d) Target under-represented groups
- e) Prime the pump
- f) Build a movement

He talked about the successes in Lanesboro and was glad that we're having John Davis speak at the Arrowhead Tourism Summit. He talked about the Green Line project where artists and business owners were given \$1,000 for just about any project that showed cooperation between an artist and a local business owner.

As a result, Drew prepared an outline of a strategy and workplan for the group that involves

- 1.) A series of local trainings to build the will and the skill of artists and local arts organizations. Blandin, ARAC, the IRRRB could help sponsor programs by Springboard for the Arts and others. In addition, conduct trainings on how communities could use the Downtown and Business Corridor Pilot Grant Program and others grants to encourage partnerships with the arts.
- 2.) Massive publicity of existing happenings and planning for the future.

With the IRRRB and Blandin as co-hosts, and using a series of other networks (ARAC, ReGen, Northland Foundation are some that have been identified), do an intensive series of publicity for successful art projects in the region, as well as to highlight existing funding opportunities and the economic impact of the arts.

It might work like this: we'd prepare 30 days' worth of articles that we would put on Facebook, Twitter and Instagram with each co-host repeated the articles and encouraging their spread. Each week might be divided into one story on economic impact, two stories on individual artists, one story on a funding opportunity, one story on an arts group, one story on the impact of arts on a community, and one story on how arts is important to a business in the area. We'd follow the 30 days with a program of at least three stories a week for another month and then see the impact of the work.

- 3.) Step Three. Gather Together

Late in 2017 or early in 2018, have another Cool and Creative Get Together. See if we can get a Bush event sponsorship and push a variety of funder to offer small grants for projects that come out of the get together. Evaluate where we are after the series of trainings and the massive publicity push.

Discussion:

- Jan said that ARAC already co-sponsored a number of the Springboard trainings, but they were usually held in Duluth and would need more publicity and recruitment to be successful on the Range.
- Tammy said that ARAC and others had been very helpful in updating a list of arts organizations which we could use for recruitment.
- Lori pointed out that part of Erik's placemaking strategy was to use lots of little victories to build momentum. And that the Bush Foundation strategy was designed to have a triple impact: Social, Economic and Physical.
- Mary pointed out the importance of engaging local elected officials. It was suggested that RAMS is a co-sponsor of Recharge the Range and could be used to build momentum.
- For the publicity push, Jan pointed out that the Hibbing paper had just printed a number of articles on artists and arts groups that we could ask to repurpose.

Drew will develop the ideas based on the feedback and present it to the group at their next meeting.

2017 Tourism Summit

Drew presented a summary of what was talked about for the Tourism Summit on April 20.

Stated goal of the session:

"The Recharge the Range Creative Communities Group is working to facilitate networking and capacity building among the artists and arts organizations on the Iron Range. Come hear about local initiatives and how creative communities could help lead the narrative about economic development and tourism in our area. Panel presentation and Q&A session."

Panelists:

Robert DeArmond, Executive Director, Arrowhead Regional Arts Council

Mary McReynolds, Lyric Center for the Arts

Kathy Dodge, Grand Rapids Arts and Culture Commission

Facilitator: Drew Digby, Economic and Strategy Analyst, Iron Range Resources and Rehabilitation Board

Key issues for the panelists to address:

For Bob DeArmond: We are going to ask him to talk about the economic impact of the arts and the work that Minnesota Citizens for the Arts has done showing the impact. Also, the sheer number of artists and arts organizations in the region.

For Mary McReynolds: She is going to address what are the ways that the customers of the arts organizations benefit the communities and the region. How much they spend and where else they go. She will also address the vision of the Lyric and what it will bring to the area when complete.

For Kathy Dodge: Arts provide that distinguishing feature for a region that the tourism industry needs. She will talk about how that already works in Grand Rapids and the vision that the GRMN Creates Roadmap sees for the future.

Rural Arts and Culture Summit. June 6-8, in Morris.

Noted that the Arrowhead Regional Arts Council is offering a limited number of scholarships for artists to attend. Reminder that increasing attendance from the Iron Range is one of the goals identified by the group. Drew is going on behalf of the IRRRB.

Next Meeting Wednesday, May 10, 3:30-4:45 at Mineland Reclamation. Time picked because it is before larger Livable Communities meeting at Mineland Reclamation at 5 p.m.

Creative Communities Draft Action Plan For Discussion, May 10, 2017

Goals

- 1.) Creating a regional network to support arts and arts organization
- 2.) Creating a stronger tie to economic development. Showing the value of arts and culture to economic development as well as workforce recruitment and retention.
- 3.) Support Creative Placemaking as a necessary step to community and downtown revitalization.
- 4.) Making the arts more inclusive on the Range, not just by making sure that the creators and consumers of art are more reflective of race and income, but also in making sure younger generations are included.

Action Steps

Series of Trainings

The purpose of the trainings is not only to develop skills in the artist communities across the Range but also to build a network of connected artists and community leaders that could work together on a Range of issues to raise support to support arts and arts organizations.

Already in place are a series of supports needed for this training: The Arrowhead Regional Arts Council, Springboard for the Arts, the leadership and community cohorts of the Blandin Foundation, and relationships with key foundations, including the McKnight and Bush foundations. The trainings would be of two types:

- Springboard for the Arts could bring several of their business of art trainings to the Range. We know from past experience that we would need to recruit local interested parties to attend the trainings and spread the word. And this recruitment should be an important step in making sure that arts on the Range is a very inclusive group.
 - Work of Art: Business Skills for Artists (including sessions on pricing, recordkeeping, legal considerations, engaging customers, grantwriting, business plans, and others as appropriate)
 - A session (or multiple sessions) on artist-led Community Development based on the Irrigate Arts curriculum.
- Second, we could develop a kind of cross between Blandin Community Leadership Programs and Intermedia's Creative Communities Leadership Program, to have a cohort of artists and community leaders complete on the Range. (This might blend in with the artist-led Community Development program above.) Part of this training has to be

building more inclusiveness into the arts for the Range to make sure people of different backgrounds and income levels are welcomed into the arts planning and execution.

We would use the list of artists and arts organization compiled by ARAC and Tammy Mattonen as the basis for recruiting for these trainings. In order to get the right types of trainings, we should meet with art teachers from the schools as well as artists to listen to their needs.

Responsible Party:

Potential Funders: ARAC, Bush Foundation, McKnight Foundation, Blandin Foundation, IRRRB

Regional Arts Planning

Use the Creative Communities group, plus recruit a few new faces to add diversity, to review the arts plans for Grand Rapids, Cook County and others and develop a draft plan for the core Range (Nashwauk to the East Range). Rather than being a completed plan, it would be a draft to use until after 12-18 months of network building, trainings, creative placemaking efforts, recruiting of interested parties, and a follow-up Cool and Creative Get Together. A more formal plan would happen in 2019.

We would use the list of artists and arts organization compiled by ARAC and Tammy Mattonen as the basis for recruiting for the arts group.

Responsible Party: This work would be done by IRRRB staff with the volunteer help of the Creative Communities team members.

Support for Creative Placemaking

Find several ways to support Creative Placemaking Efforts

1. Continue to encourage that communities that use the IRRRB's Downtown and Business Corridor Pilot Program to include creative placemaking as part of their efforts.
2. Continue to encourage communities to include creative placemaking in comprehensive plans, and especially in implementation plans for downtowns and historic areas.
3. Work with the Minnesota Historical Society on how their grants could help with creative placemaking in historic areas and downtowns of the Range.
4. Invite the Bush and McKnight foundations to do a series of presentations on creative placemaking in at least two locations on the Range with audiences of community leaders, artists, and leaders of arts organizations.

One of the key items here is to remember that we should find small victories that can be celebrating in our publicity campaign.

Responsible Party: IRRRB staff would invite McKnight and Bush Foundations to do a series of presentations.

A Sustained Publicity Campaign

Massive publicity of existing happenings and planning for the future.

With the IRRRB and Blandin as co-hosts, and using a series of other networks (ARAC, ReGen, Northland Foundation are some that have been identified), do an intensive series of publicity for successful art projects in the region, as well as to highlight existing funding opportunities and the economic impact of the arts.

We'd prepare 30 days' worth of articles that we would put on Facebook, Twitter and Instagram with each co-host repeated the articles and encouraging their spread. Each week might be divided into one story on economic impact, two stories on individual artists, one story on a funding opportunity, one story on an arts group, one story on the impact of arts on a community, and one story on how arts is important to a business in the area. We'd follow the 30 days with a program of at least three stories a week for another month and then see the impact of the work.

We could use the recent set of articles in the Hibbing Daily Tribune (with permission) for some of the articles. Our goal wouldn't be necessarily to recreate articles, but rather have a concentrated period of highlighting existing articles as well as new articles, photographs and videos that highlight arts across the Range.

Responsible Party:

Potential Funding: Blandin, Bush Foundation, McKnight Foundation

Stronger Tie to Economic Development

A sustained effort to convince elected and community officials that the arts can play a strong role in economic development, especially in efforts to recruit the next generation workforce. Steps:

- Presentation by the Minnesota Citizens for the Arts on the economic impact of the arts to chambers of commerce and RAMS.
- Working with workforce groups such as the Workforce Development Boards, Northforce, and major employers on the role that a robust arts environment can be helpful to workforce recruitment and retention.
- Developing local reports on the ways that arts can help revitalize downtowns, help historic districts and spur investment across the Range.

We should recruit a small working group of business owners/leaders who can speak to the importance of a vibrant culture to their businesses.

Responsible Party: Blandin Foundation and IRRRB

Gather Together to Celebrate Success and Plan for the Future

Late in 2017 or early in 2018, have another Cool and Creative Get Together. See if we can get a Bush event sponsorship and push a variety of funders to offer small grants for projects that come out of the get together. Evaluate where we are after the series of trainings and the massive publicity push.

Responsible Party: IRRRB, Blandin

Potential Funders: Bush Foundation, Blandin, IRRRB

Potential Strategy Option

Several items above could be combined together. For example, the Arts Strategy might kick off with a presentation by Sheila Smith on the economic importance of the arts before one of the chambers, to be followed by the 30 days of intense publicity, with some of the trainings to happen during that same period, along with the sessions on Creative Placemaking. So a Calendar might look like this:

Arts Strategy Quarter:

Month 1:

- Kick off at Laurentian Chamber or Hibbing Chamber meeting with Sheila Smith of Minnesota Citizens for the Arts talking on the Economic Impact of the Arts
- 30 Days of intensive publicity
- Two Springboard Trainings
- Meeting 1 of Regional Arts Plan working group

Month 2:

- McKnight and Bush Foundation combined presentation on Creative Placemaking for Community Leaders
- Second round of publicity
- Another Springboard Training
- Meeting 2 of Regional Arts Plan working group

Month 3:

- Continuing publicity but less intentionally intensive (2 posts per week plus organic posts)
- Meeting 3 of Regional Arts Plan working group near beginning of month
- At end of the month, Cool and Creative Get Together, which could include examples of successful arts organizations. Working goal would be to put together continuing networking plans and review Regional Arts Plan for approval or final round of input.

**Creative Communities
Mineland Reclamation
May 10th, 2017
3:00 p.m. – 4:45 p.m.**

In Attendance: Drew Digby, Jan Carey, Mary McReynolds, Ray Jobe, Dave Setnicker, Kathy Dodge, Tammy Mattonen, Jim Plummer and Sara Ferkul

Tourism Summit Review:

The Creative Communities group hosted a panel discussion on April 20th at the Discovery Center for the Tourism Summit. It was a bit difficult to plan according without knowing the crowd that would be attending the panel. The size of the room was quite small for the crowd as well. Even with the difficulties the group was still able to get the message across. The overall feedback that the group heard was positive. A total of 140 people attended the Tourism Summit.

Work Plan Development:

There was a work plan created for this group. The work plan consists of goals for the group for the next year or so. Drew went through and explained the plan. (The draft of this plan is included with the notes.)

Future Goals:

1. Creating a regional network to support arts and arts organization.
2. Creating a stronger tie to economic development. Showing the value of arts and culture to economic development as well as workforce recruitment and retention.
3. Support Creative Placemaking as a necessary step to community and downtown revitalization.
4. Making the arts more inclusive on the Range, not just by making sure that the creators and consumers of art are more reflective of race and income, but also in making sure younger generations are included.

Drew did point out that the responsible parties listed may not be the parties when the plan actually goes into effect. However these are just possibilities.

Sonja Merild has also mentioned that she is interested in how the Blandin Foundation can assist in this effort. Drew also said that the Bush and McKnight Foundations have also showed interest, they would like to be more supportive on the Range. It was stressed that we invite them to any future events.

The first action step that was listed was a series of trainings. Development of skills in the artist communities but also to build a network of connected artists and community leaders that could

work together on issues to raise support of arts and arts organizations. There are already a series of support for these trainings. Making sure the trainings are advertised in a certain way. Possibly doing these trainings at art fairs and making sure they are in different communities. Possibly reaching out to Amy Demmer about the curriculum she used for artist trainings in Grand Marais. Also reaching out to the Arrowhead Regional Arts Council and Springboard for the Arts, they have designed trainings. Also looking into the creation of Community Leadership Program. It could be a cross between the Blandin Community Leadership Programs and Intermedia's Creative Communities Leadership Program. Blandin may want to be the lead on this.

Second action step, regional arts planning. Creating a draft plan. Review the arts plans that Duluth, Grand Rapids and Cook County have already created. See what may also fit in this area. Create an interim regional planning group that would be only focused on this plan. Possibly over the course of 3-4 meetings and then present the plan at the Cool and Creative Get Together when we reconvene. Once we have a draft hire a consultant to create a more focused plan.

Creation of an Asset Assessment – What does each community have and how can they move forward. Once complete, reach out to these communities either quarterly or bi-yearly for a report of what goals they have accomplished. Should each community have an arts section when completing a comp plan?

Support of Creative Placemaking. Possibly reaching out to Ann Markusen and pulling useful information about placemaking from her findings.

Publicity Campaign: Use existing materials/articles and create additional materials. Distribute and post this information. Try to build excitement but still focusing on the economic impact and the impact on workforce. Try to conduct presentations at the workforce center and chambers (Lunch and Learns). Be sure to generate local reports.

Reconvening of the Cool and Creative Get Together – 6-9 months?

Please review the attached draft and give any suggestions to Drew Digby:
drew.digby@state.mn.us

Next Meeting:

June 21st, 2017

3:30 p.m. – 5:00 p.m.

Mineland Reclamation – Chisholm