



## AGENDA AND MEETING NOTES

# LIVABLE COMMUNITIES FOCUS GROUP

**CREATIVE COMMUNITIES Sub-Group  
MEETING**  
February 22, 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*

### CREATIVE COMMUNITIES SUB-GROUP MEETING OBJECTIVES

- 1) Finalize break-out session for the April Tourism Summit
- 2) Review group initiatives survey results and set plan and goals for 2017
- 3) Set the next meeting date, time, location and host. Identify ways to invite new members

### PROPOSED AGENDA:

<b>5:00</b>	<b>Introductions and updates from attendees</b>	
<b>5:15</b>	<b>Planning for April Tourism Summit panel discussion</b>	<ul style="list-style-type: none"> <li>• Who will be on the panel?</li> <li>• Who will moderate?</li> <li>• Do we need 'prompts' to facilitate the stories?</li> <li>• Does someone in the group want to help coordinate this?</li> </ul>
	<p><b>Break-out session description:</b> <i>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&amp;A session.</i></p> <p>This will be a panel discussion with reps from various arts organizations and artists around the Range. About 30 minutes of stories and a 20 min Q&amp;A.</p>	
<b>5:35</b>	<b>Creative Communities Sub-Group Plan for 2017-2018</b>	<ul style="list-style-type: none"> <li>• Review Creative Communities initiatives survey results</li> <li>• Steps to develop a work plan</li> </ul>
<b>6:25</b>	<b>Schedule next meeting and critique</b>	<ul style="list-style-type: none"> <li>• Where/when</li> </ul>
<b>6:30</b>	<b>Adjourn</b>	



2017 | NE MINNESOTA TOURISM CONFERENCE

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, Bill Geist, **The Importance of Tourism**

*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). Matthew Huddleston, Lake County Administrator, will discuss the benefits of and lessons learned in the CTP process.

Arts: ***Creating a Regional Arts Network***  
A "Recharge the Range" Creative Communities Group is working to facilitate networking and capacity building among the artists and arts organizations on the Iron Range. Hear about local initiatives and how creative communities could lead the economic development narrative. Panel presentation with Q&A.

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. Ad Taxi specialists will lead this discussion! *This is for experienced marketers.*

Arts/Entertainment: **Top 10 Mistakes Event Planners Should Avoid ...and All About EMT's Event Grant** Lisa Qian, Tourism Specialist, University of Minnesota Tourism Center 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 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?"**  
Anna Anderson will show you how to make the most of your website – what people really want to see, and, Do you really need an app? When they work, & when they're unnecessary. Presented by Art Unlimited.

Arts/Attractions **"Bring 'em back"** Infuse 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 EMT: **Learn how to Make the Most of** Explore Minnesota Tourism's Group Travel, Co-Opportunities, Website Listings and #OnlyInMN

*1:50-2:40 Breakouts*

Product Development: **Building on What you Have: Leveraging Partners in Your Community**  
Aaron Hautala Cuyuna Range, Learn how partnerships and unconventional thinking transitioned a regional eyesore into an international destination for outdoor recreation. Presented by Red House Media.

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, & the press picks up your news. Presented by Aim Clear Media

Grants: **Make the Most of Local Grant Opportunities** Meet Iron Range Resources and Rehabilitation Board grant fund coordinators, and learn about the online application software, Fluxx.

2:50 Closing Remarks: Mary Finnegan, Deputy Commissioner, Iron Range Resources and Rehabilitation Board.

**THANK YOU Event Sponsors:**

**Red House Media, AdTaxi, AimClear Media, Art Unlimited, Minnesota Arrowhead Association**

# Creative Communities Initiative Survey

Jan-17

Total of 20 responses

## Prioritized Initiatives 1 (highest) to 10 (lowest) (weighted ranking)

Sharing local arts and culture initiatives	3
Facilitate an Iron Range Arts Comprehensive Plan	3.17
Create a list of area arts organizations.	3.25
Develop a map of area arts attractions.	3.35
Request local Chambers of Commerce to add an "Arts" tab on their web sites.	3.45
Facilitate a study of regional arts economic impact	3.55
Encourage participation in the Rural Arts & Culture Summit	3.58
Create a reference of resources for art funding.	3.68
Regional education on the economic and social value of arts in communities.	3.68
Facilitate a regional Arts Forum.	3.9

## Ranking Priorities for 2017 and 2018

2017	# of responses
Create a list of area arts organizations.	17
Request local Chambers of Commerce to add an "Arts" tab on their web sites.	17
Create a reference of resources for art funding.	13
Encourage participation in the Rural Arts & Culture Summit	13
Develop a map of area arts attractions.	12
Sharing local arts and culture initiatives	11
Regional education on the economic and social value of arts in communities.	8
Facilitate a study of regional arts economic impact	6
Facilitate a regional Arts Forum.	6
Facilitate an Iron Range Arts Comprehensive Plan.	4

2018	# of responses
Facilitate an Iron Range Arts Comprehensive Plan.	15
Facilitate a study of regional arts economic impact	12
Facilitate a regional Arts Forum.	12
Regional education on the economic and social value of arts in communities.	11
Sharing local arts and culture initiatives	7
Create a reference of resources for art funding.	6
Encourage participation in the Rural Arts & Culture Summit	6
Develop a map of area arts attractions.	6
Create a list of area arts organizations.	2
Request local Chambers of Commerce to add an "Arts" tab on their web sites.	1

## Added Initiatives/Comments

Ely is becoming a "go to" place for the arts. I would like to see the entire range have that reputation. With cooperation we can do that and more. Inviting and involving the public - forums, etc. - helps promote a "buzz" and most importantly increases a larger pool of volunteers which all arts groups and orgs need. So, cooperation and increasing a volunteer base would be other initiatives.

Minnesota Citizens for the Arts does an economic impact study in conjunction with Americans for the Arts. Funding a the study for Range Cities would be the priority.

A request that the specification "arts and culture" (not simply "arts") be used for any initiative.

Implied in many of these initiatives is a web presence. Maybe the C of C "Arts" tab will be a good start, but planning for a more comprehensive online presence would be good, too.

### Artspace

develop an incubator for Range cities to collectively or separately have art councils or art organizations that facilitate pursue art opportunities in their area.

**Creative Communities**  
**February 22<sup>nd</sup>, 2017**  
**Mineland Reclamation**  
**5:00 p.m. – 6:30 p.m.**

**In Attendance:** Drew Digby, Sonja Merild, Dave Setnicker, Mary McReynolds, Lorrie Janatopolous, Roger Weber, Jan Carey, Kathy Dodge, Gary Liubakka, Sara Ferkul and Josh Bergstad

**2017 Tourism Summit:**

The Creative Communities group will be facilitating a panel discussion at this event. Focusing on how arts and culture can be an economic driver in communities. Local initiatives and concentrating on local artists. Focusing on personal experience and processes of plans that have worked. The entire discussion will be approximately 45 minutes long, a few minutes per panelist and then it will be opened up to questions. Drew Digby will be facilitating the panel. He will work with Sonja to compile questions for the panelists.

Tammy Mattonen will be helping to coordinate this event. Sonja Merild will also assist Tammy if help is needed.

**Questions about the event:**

What is the expected size of the event?

Believe there will be approximately 20-30 people in each break out session. They believe there will be approximately 200-300 people attending the entire event, however, they are unsure on turnout because it is the first year.

Who is invited?

The event has been marketed to a lot of hospitality organizations. Mary to speak with Beth about also inviting city officials.

Who should be on the panel?

The Borealis Art Guild and Mary McReynolds have agreed to be on the panel. Additional people to ask: Someone from Ely, the Grand Rapids Art Plan and Jim Melgeorge. There was also discussion about asking someone from ReGen to participate, possibly Desiree Yourczek since she works at Art Unlimited.

**2017-2018 Objectives:**

A survey was sent out to the group to find out the initiatives they would like to concentrate on in the next couple years. (Handout attached) Lorrie and Sonja will be working together to discuss possible outcomes, based on the priorities, that the group can work towards. Some of the ideas that came out of the survey are smaller priorities that can be bundled together with larger ones. Concentrating on workforce attraction, economic impact and that arts are strong in this area. Compile a list until 2018 of the positive impacts from this group. Setting up meeting

with Erik Takeshita (Bush Foundation as Community Creativity Portfolio Director, <https://www.bushfoundation.org/about-us/bio/erik-takeshita>) to discuss goals for future.

**Next Meeting:**

April 5<sup>th</sup>, 2017

Mineland Reclamation – Chisholm

5:00 p.m. – 6:30 p.m.