



## AGENDA AND MEETING NOTES

# LIVABLE COMMUNITIES FOCUS GROUP

**CREATIVE COMMUNITIES Sub-Group  
MEETING**

**June 21, 2017, 3:30PM-5:00PM**

**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 Rural Arts and Culture Summit
- 2) Work towards a final 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	Congratulations to Drew on his new job as ED for the Arrowhead Regional Arts Council!
3:40	Report on Rural Arts and Culture Summit take-aways <ul style="list-style-type: none"> <li>• <i>How can we use what we learned and observed to further our sub-group goals?</i></li> </ul>	<ul style="list-style-type: none"> <li>• Drew, Mary, Kathy, Sonja, others</li> </ul>
4:00	Work Plan development ( <i>see minutes from May meeting.</i> ) <ul style="list-style-type: none"> <li>• <i>Next steps and assignments</i></li> </ul>	<ul style="list-style-type: none"> <li>• Drew</li> </ul>
4:50	Schedule next meeting and critique	<ul style="list-style-type: none"> <li>• Where/when</li> <li>• How to invite more folks to the table</li> </ul>
5:00	Adjourn	

Notes from 5/10/2017 meeting (updates posted on <http://rechargetherange.org/community-committees/livable-communities/>)

**Creative Communities  
Mineland Reclamation  
June 21<sup>st</sup>, 2017  
3:30 p.m. – 5:00 p.m.**

**In Attendance:** Mary McReynolds, Dave Setnicker, Drew Digby, Donna Johnson, Tamm Mattonen, Josh Bergstad, Sonja Merild, Kathy Dodge, Lorrie Janatopoulos, Jim Plummer and Sara Ferkul

*Started off the meeting with introductions and any updates:*

An author's event is being planned in Biwabik. Hoping to feature an author that documented his paddling trip up the Mississippi River from New Orleans to Nome, Alaska.

The Northern Lights Music Festival begins soon. There will be a Gala Dinner and a Fundraising event called Rhapsody at the Ridge taking place on June 30th at the Giants Ridge Event Center. The cost is \$65 per person or \$600 for table of 8. There will be a dinner, silent auction and a short concert. There will be additional concerts and events across the Iron Range throughout July. If you would like to see the schedule or look for more information it is located at [www.northernlightsmusic.org](http://www.northernlightsmusic.org).

The Lyric Center received a grant to participate in the upcoming ArtsLab cohort that is focused on Leveraging Creativity in Community Development.

Chisholm will be moving forward with their mural, they received grant funding from IRRRB through the Downtown and Business Corridor grant program. Hibbing will also be applying in hopes to light the Androy sign.

There was then a discussion on the Rural Arts and Culture Summit that took place in Morris at the beginning of June. The event is organized by the Springboard for the Arts and the Center for Small towns. Everyone that attended the event agreed that it was nice to be at an event that was centered on rural areas. There were multiple breakout sessions and events. The keynote speaker for the event was Dr. Jessica Metcalfe. Expressed the value of bringing people from rural communities together to get inspired and share best practices.  
<http://www.ruralartsandculturesummit.com/>

A useful resource for creating a public arts plan is the Forecast Public Art website. The plan may be a bit out dated, however it is still useful.  
<http://forecastpublicart.org/forecast/2017/04/public-art-placemaking-tool-city-planners/>  
<http://forecastpublicart.org/toolkit/>

Short discussion on the Red Wing Chamber of Commerce Initiative, the Red Wing Innovation Incubator. Which is a pilot project in downtown Red Wing that was designed to build the creative economy. John Becker spoke at the Rural Arts and Culture Summit about the initiative.  
<https://rwii.org/about-2/>

Short discussion about the possibility of a regional arts conference. Being at conference where arts organizations can share best practices and focus on optimism. Also important to be aware of cultures and be sensitive to those cultures.

Drew spoke about the updates to the draft plan. Which were:

1. Virginia received a grant to participate in the ArtsLab cohort on “Leveraging Creativity in Community Development”
2. Minnesota Citizens for the Arts has offered to provide an economic impact report for Iron Range arts and culture organizations and has agreed to participate in public forums in late Fall.
3. Blandin and IRRRB have expressed support for the next Cool and Creative Get Together, though we should still pursue Bush Foundation event support, with a deadline of August 31, 2017.

Drew spoke with Sheila from the Minnesota Citizens for the Arts. She will be out of work until late fall but she is willing to come and speak at an event. Check with Sheila to see if we can have the study completed from Bigfork east including northern St. Louis County including Ely, Tower and Cook to Hoyt Lakes.

First goal will be to have the MCA study completed. Drew, Mary, Sonja, Lorrie and Tammy will be meeting to working in a smaller group to complete a grant application through the Bush Foundation, this due the end of August. After the study is completed an arts push will begin for the next 30 days. Sharing of arts information, studies and articles. Big push for people to share. Use all social media and organizations to get the message out. During that period we will reach out to Sheila to make a video about the study findings so we can share that as well, hopefully about 10 minutes long. Creation of a hashtag for the push so we can track it. The push will lead up to another Cool and Creative Event. Focus on the positive events happening on the Iron Range as well as successes. Have an education piece, funders there and arts organizations. Have it be an informal setting. Also have bigger organizations there for funding purposes, since we'll have a bigger lead time we may be able to get on their calendars – Writers Loft in Minneapolis, Play Writing, Springboard for the Arts, UMD CED etc. Also possibly having Blandin and IRRRB present. Goals for this will be creative place making, more inclusive in the arts and cultural appropriation.

**Next Meeting:**

September 20<sup>th</sup>, 2017

3:30 p.m. – 5:00 p.m.

Mineland Reclamation

# **Creative Communities Action Plan Updates June 21, 2017**

## **Key Updates:**

- 1) Virginia has received a grant to participate in the ArtsLab cohort on “Leveraging Creativity in Community Development”
- 2) Minnesota Citizens for the Arts has offered to provide an economic impact report for Iron Range arts and culture organizations and has agreed to participate in public forums in late Fall.
- 3) Blandin and IRRRB have expressed support for the next Cool and Creative Get Together, though we should still pursue Bush Foundation event support, with a deadline of August 31, 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.