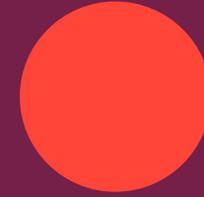


ELEVAR

nuestras artes y creatividad



Creative Leadership Team Meeting

July 14, 2020

ELEVATE

our arts & creativity



AGENDA

Vision Statement

Guiding Themes

Review and Discussion of Plan Areas

Discussion Points:

Overall impression? Are the areas achievable and aspirational?

What is missing?

What are “early wins”?

Gratitude...

@Mario. Q. **BEER** on Yeah! My Lovely W

I am grateful for

Estoy agradecido por

I am grateful for

FAMILY UNDERSTANDING
FIRST RESPONDERS, MY WIFE,
MY SISTER, MY DAD & MOM
Friends supporting
George's friends
The responders example of
the beauty of the human spirit
LOVE
#YOLO
First Responders
MAYRA
MY PHONE! FAMILY
Family (My Husband)
Aurora Jimmy
My Family and I!
LIFE
MATT MURPHY
THE
SILVE 3 MUSTERS
HOME
GREAT HUMAN BEINGS

I am grateful for

Estoy agradecido por

I am grateful for



Vision Statement

Healdsburg Arts and Culture Vision Statement

Continuing to build/establish a reputation as a community valuing culture by connecting people and inspiring interaction and dialogue.

Support and inspire creators/makers of art, music, dance, theater, film, and artisan food. Bring people together to interact, get involved, and appreciate cultural offerings through shared experiences.

Healdsburg Arts and Culture Vision Statement (Revisited)

Our definition of success:

Healdsburg is widely recognized as a community valuing culture by connecting people and inspiring interaction and dialogue. We support and inspire creators/makers of art, music, dance, theater, film and artisanal food. We bring together people to interact, get involved, and appreciate cultural offerings through shared experiences.



Guiding Themes

Healdsburg is the perfect confluence of nature, wineries, history, and community. The outdoor spaces are ready for integration of the arts – public art on trails, in parks, and throughout the city. Celebrating Healdsburg agricultural legacy through the arts is a community priority. Healdsburg’s brand embraces the wine industry and there is ample opportunity to connect the wine culture with residents – connecting all cultures of place, while ensuring sustainable cultural tourism.

Healdsburg’s residents are a collaborative and supportive community. Residents and businesses are intent on working together to address challenges and enhance the quality of life and economic vitality of the city.

Advancing cultural equity is a plan priority. Community members from all backgrounds, specifically LatinX and Hispanic communities, make Healdsburg unique. Understanding and celebrating the contributions, resources, and specific needs of all communities is critical to plan success.

Healdsburg is a community of arts and cultural spaces and places. The arts community of Healdsburg provides not just one opportunity for the development of an arts space, but many different cultural gems to cultivate as performing arts spaces, cultural centers, and maker spaces. A performing arts venue and collaborative spaces are a key part of the community's vision. Residents suggest revitalization and adaptation of current spaces in downtown and developing additional maker/studio spaces located in libraries and other areas of Healdsburg.

The Healdsburg Community Center is a celebrated, safe place for all community groups. Across all interviews and discussions, residents feel the center is a community gathering place. Reimagining the space is a big idea for this plan.

Healdsburg families want a diversity of opportunities for youth and young families. This includes safe and accessible gathering places for teenagers; more affordable arts opportunities for all youth to interact and engage in collaborative arts; and opportunities to share cultural arts, learn about different cultural communities and engage in intergenerational activities/events.

Healdsburg enjoys a focus on visual arts and residents appreciate the value of the visual arts although want a better balance with performing, literary and other arts, both activities and venues.

Individual artists are an integral part of the Healdsburg community, and have significant needs including more sales opportunities and promotion, and affordable opportunities to showcase their arts.

Activation of Healdsburg's parks through planning is currently in development. Community members and stakeholders want activation of all parks for events and programming, outside of the downtown plaza.



Plan Focus Areas

Build the structural foundation for arts and culture

Strengthen arts and cultural leadership in City of Healdsburg

Staffing

- City Staff (Short to Mid-term): Part-time or dedicated staff person.
- City Staff (Long-term): 2 full-time staff members or shared position as 2nd staff member.
- Create a City Arts and Cultural Commission – designate members representative of different sectors and communities, with strong arts, tourism, and/or creative sector qualifications.

Build the structural foundation for arts and culture

Strengthen arts and cultural leadership in City of Healdsburg

Programs/Policy:

- Build on current and develop new public-private partnership opportunities for programming and events.
- Provide additional multi-cultural and multi-language programs, communications, and materials.
- Review current events and programming and integrate cultural arts and individual artists participation.
- Create an on-demand Artists in Residency (AIR) program with City departments and outside partners using artists to address current community issues and challenges.
- Expand the land use code to allow arts uses for more affordable spaces (business overlay, art overlay).
- Allow uses for artists to sell work out of their home.

Build the structural foundation for arts and culture

Strengthen arts and cultural leadership in City of Healdsburg

Funding:

- Create a “Friends of” or Cultural Trust to fund programming and operations.
- Establish a percent for art fee to fund public art.
- Establish a private development fee for flexible arts funding.
- Explore California Arts Council and other grant programs.

Infrastructure:

- **Reimagine the community center as a cultural arts center.**

Advance art in the public realm

Activating spaces and places

Healdsburg School Student Definition of Public Art:

Public art ...heightens the awareness of surroundings.

Public art ...brings people together.

Public art ...transforms a landscape.

Public art ...provides access to art for everyone.

Public art ...expresses values and celebrates local culture.

Public art ...questions assumptions.

Advance art in the public realm

Activating spaces and places

Public Art Plan (Short-term)

- Adopt best practices for City public art and design projects.
- Establish a Public Art Committee.
- Adopt percent for art ordinances or resolutions:
 - Establish City 2% Public Art requirement
 - Establish a 2% Private Development Art requirement
- Support temporary public art as part of outdoor activations and include in parks planning.
- Cultivate an advanced partnership with Voight Foundation and other partners on permanent and temporary projects.
 - Work with Foundation and partners on quality, interactive/functional art placed throughout the city reflecting the sense of place of Healdsburg.
 - Develop a River Art program and elevate the Foss Creek Parkway public art program.
 - Develop a temporary mural program and temporary public art program for youth (bi-lingual).
- Work with the Mill District and other developers on innovative public art planning for developments.

Advance art in the public realm

Activating spaces and places

Public Art Plan (Long-term):

Develop a comprehensive City Public Art Strategic Plan and Program to enhance and celebrate Healdsburg's identity and sense of place.

Integrated Cultural Tourism: Creating a balance

Respecting Healdsburg's history and residents

Cultural Tourism Partnerships

- Articulate the agricultural legacy along with arts and culture as part of the Healdsburg brand.
- Connect Healdsburg sector experiences: eco-tourism; artist residency visits/experiences; gallery tours; agricultural tours; health and wellness; culinary experiences; history; and more.
- Expand the visitor experience to be more “local” and year-round. Develop more creative experiences integrated with the wine experience – family friendly, outdoor activities (foraging, affordable local chef experiences; performances). Facilitate small-scale arts events and activities throughout the year for both residents and visitors.
- Work with the Chamber to identify partnerships, promotions and cross-geographic (regional) experiences.
- Work with local hoteliers and tourism professionals in the creation of authentic and “unexpected” arts and cultural experiences both downtown and throughout Healdsburg.

Artists, Creatives, and Community

Celebrating artists, culture and people

Support and enhance the cultural and artistic identity of Healdsburg

- Formally recognize the contributions and value of Healdsburg artists, arts businesses, and organizations.
- Develop and formally adopt a cultural equity statement, working in partnership with Corazon and other cultural groups.
- Convene an industry group of galleries and other arts businesses to identify shared needs and business development opportunities.

Facilitate opportunities for Healdsburg working artists.

- Support development of affordable artists' work/live and workspaces. (See Spaces and Venues)
- Convene a Bi-Lingual Artists and Business Committee connecting businesses, individual artists, arts organizations, and leaders.
- Incentivize collaborations between local artists and businesses to create appealing events/activities (pop-ups at local spaces, local live music venues, interactive public art installations, etc.).
- Review current events and activities to be more inclusive of all communities.

Artists, Creatives, and Community

Celebrating artists, culture and people

Facilitate opportunities for Healdsburg working artists (continued)

- With partners, develop a digital representation of arts and culture entities, creative businesses, and experiences in Healdsburg. Include nonprofit organizations and for-profit entities such as galleries, studios, wineries, etc.
- Cultivate a next generation of artists, creatives, arts consumers and advocates.
- Develop an arts and cultural mentor and apprentice program with the schools and cultural organizations and businesses. Build on existing high school program run by Shelley Anderson. Include traditional arts and tech career paths.
- With Parks and Recreation Youth Commissioner and high school art teachers, convene young artists to develop a vision of arts and creative activities appealing to a diverse generation of residents.
- *Long-term discussion: Capacity building programs*

Spaces and Venues

Providing artistic opportunity and excellence

Reimagine the community center as a cultural arts center.

- Work with Corazon and the libraries to envision a “hatchery concept” for youth and young artists, providing a welcoming place with affordable instruction and guidance.
- Explore opportunities for work space/studio space/maker space to be used for professional artists as well as community members interested in developing creative projects.

Spaces and Venues

Providing artistic opportunity and excellence

- Be a convenor for The Raven Theatre for a revitalization of the property, bringing together funding and development partners.
- Explore the opportunity of for profit and nonprofit space sharing, addressing finance issues for the nonprofit sector.
- Fund creative placemaking initiatives in areas of the city to enhance the vibrancy and vitality of the areas.
- Conduct a feasibility study exploring the development of an artists' work/live space in partnership with a local developer or a nonprofit arts developer.
- Support the development of cultural gems in the community as performing arts venues and cultural spaces.
- Convene these businesses for funding and shared opportunity discussions

Discussion Questions:

Overall impression?

Are the areas achievable and aspirational?

What is missing?

What are “early wins”?