

**Arts, Culture & Tourism Strategic Planning Minutes**  
**7:30 a.m., Tuesday, June 22, 2010**  
**Creamery Arts Center**

**Committee Members Present:** Leah Jenkins, Emily Fox, Rusty Worley, Jerry Berger, Sara Cochran, Louise Whall Knauer, Wade Thompson, Tracy Kimberlin, Derek Fraley, Gloria Galanes, Lil Olive, Charlie Rosenbury, Bob Stephens.

Guest(s):

**Committee Members Absent:** Dale McCoy, Cheri Norton, , Matt Lemon, Cora Scott, Tammy Jahnke, Carl Price, Jeff Hayes,, Tijuana Julian

Leah and Emily called meeting to order at 7:35 am.

Leah and Emily prepared a draft of Templates A & B for the committee's discussion and approval for submission. Please see attached.

**Discussion of Template A:** The ideas presented in "A" could strengthen funding and enhance relationships for and between Arts and Cultural Organizations. The key to creating a successful partnership is organization and promotion of the goals of this plan as well as enthusiastic approval coming from the boards of the various organizations which will participate. Funding this expanded organization will be a challenge unless there is public funding in some form. Cooperative marketing campaign would be critical. Tourism needs to be specifically called out in Template A. Tracy will send Emily a vision statement from CVB.

**Discussion of Template B: Goals**

**Regional Affiliates:** Would a new structure jeopardize regional status. Currently, SRAC operates on a regional basis. Many museums also operate on a regional basis and no change is expected.

**Education:** no comments, stay as is.

**Sustainability:** Community Investment Fund – discussion on 3% ROI to the fund followed. Correction of name of fund to "Cultural Investment Fund". Change estimated Cost to Achieve Goal to \$75,000. Add examples of New Events such as: Jazz Festival, Film Festival and Theater Festival.

**Public Art:** How can we incentivize Public Art for private developments? Review benchmarking cities for this type of program. Incentives could be given through services in Planning & Zoning. Visit with Mary Lilly Smith about partial tax abatement programs as another possibility for incentive. Recognition through award programs such as Ozzie, North Springfield Betterment, Choose Environmental Excellence for beautification and employee workplace benefits.

An additional Objective to Public Art will be included: Cultivating patronage of the visual Arts to support work of local artists. Encourage public and private collections.

**Tourism:** Create additional Objective and move to the top to incorporate the Blue Ribbon Commission and the Competitive Assessment Committee into one group. This includes six at-large seats included in this group. Tracy will get additional information to the committee. Under second objective eliminate #2 and add under #1a. More Upscale Chain Affiliated Hotel Rooms. Under responsible groups, add City and private developers. Change Way-finding to Directional Signage. Add Greene County to History Museum name.

**Communication:** First objective regarding website links will be reviewed by CVB to see if this is possible given CVB current plan for website.

**Economic Impact Study:** Revise estimated cost to \$15,000. It will be important to find the right company and/or tool to assess numbers accurately.

**Recommendation to Coordinating Committee:** The Arts, Culture & Tourism committee has proved to be an excellent cross section of effective integration of institutions, organizations and people of various experiences. The opportunity to continue communication would be very beneficial to all our efforts. Possibly meet on a quarterly or semi-annual basis.

Meeting adjourned 8:45 a.m.

Respectfully submitted,

Emily Fox and Leah Jenkins