

Cultural Resources Workgroup Meeting Notes

DATE	February 29, 2012
PURPOSE	Second Interim Meeting: discussion topics included values, issues, opportunities, goals, and Workgroup Chair
FROM	Erica Anderson & Kristin Peppel
ATTENDEES	Rob Bell, Jeff Futch, Stephanie Moore, Gwynne Rukenbrod, Kitty Love, Rebecca Lynch-Maass, Diane Ruggiero, Angie Chandler, Dale Bartlett, Carrie Runser-Turner

Brief Overview of GroWNC Project

Folks introduced themselves to the group. A brief overview of the project was provided. Progress to date was presented and framed the discussion for the next exercises.

Identifying Values Individually and for the Region

Groups of 2 shared key values and then with the broader group. Major themes were teased to organize the ideas put forth and set the framework for future discussions. Both the flip chart notes and the individual notecards that people wrote on were used to develop the following list.

Key Values for the region include:

- A. Viable workforce with significant economic Impact**
 - Cost of living for artists needs to be exceeded

- B. Cultural Heritage and Contemporary Art is inherent and vibrant**
 - Value culture heritage – preserve and draw from them
 - Vibrant contemporary heritage is important
 - Identity of place, self

- C. Forum for collaboration – work together**
 - All about relationships – makes us human (what we're made of)

- D. Arts provide opportunities for creative problem solving**
 - Shed light on community
 - Keeps us honest



E. Enjoyment and beauty of arts – appreciate what’s around us – nature/expression

- Interconnectivity of craft industry with natural resources
- Inspirational, aspirational aspects of art
- Creative expression – who we are

F. Cultural community has the ability to participate in how region develops, including local farming

- Cultural resources intrinsic to our regional identity, from the past to present, and we create/build culture based on what we have
- Built on traditions with the land – art/expressions comes from land

G. Preserve / promote history of region

- Authenticity – especially with interpreting the past
- Diversity – reflect regional diversity

Identifying Cultural Resource Issues across the Region

We revisited the issues identified during our last meeting and expanded on themes. The key issues identified during both meetings have been compiled into the list below. Topics were grouped in an attempt to organize ideas and set the framework for future discussions.

Key issues identified include:

A. Lack of funding

- Funding (Public investment decreasing)
- I.D. sustainable investments in arts/culture
- Cultural organizations struggling as there are more players competing for funding

B. Lack of identification of issues/agreement

- a new ‘normal’ needs to be redefined by new cultures blending with old
- There are new, emerging cultural entities in the region, in part based on a shift in demographics

C. Lack of common language and goals across entities in the region

- Groups don’t speak the same language
- Need to define terms and speak with a consistent language
- Lack of communication across counties
- I.D. what success looks like in our region

D. Lack of collaboration among all types of arts and cultural entities



- I.D. overlapping areas – arts, land use, transportation, etc.
- Organizations myopic – need to create partnerships
- Streamline services
- Need to prioritize time
- Add more native WNC folks to discussion

E. Lack of centralized information portal including business models, professional services

- Need a centralized calendar
- Website – collect info and out of stovepipes

F. Lack of accurate count of cultural resources, grossly undercounted

- Need to explain why the data we do have matters
- Need to bring statistics to local level (currently at state level – state dept.)

G. Lack of map of how cultural resources interact with other industries

- Collate all data sources – cultural resources map

H. Lack of appreciation for cultural resources and historic structures

- Preserve cultural heritage – while plan for change
- Need to focus public attention on why resources are important
- Deepening level of awareness and kinds of audiences that are reached
- Recognize the built environment as well as people – cultures – skills

I. Lack of education about and promotion of cultural resources for careers, economy, and intrinsic to basic regional values

- Preserve and I.D. the vast cultural assets and uses – sustainability of these resources
- Need to know how to balance preservation and adaptation (i.e. growth and development)
- Brain drain – youth leaving the area
- Improve understanding / awareness of cultural / creative aspects of economy
- Share message that cultural resources need to be part of the message. People underestimate / take for granted cultural elements.
- Need advocacy tools to use locally

Identifying Opportunities for Addressing Regional Issues

Opportunities were also revisited during the meeting. The key opportunities identified during both meetings have been compiled into the list below.



Key opportunities identified include:

A. Educate the public about the value of cultural resources

- Research – “why are people not participating?” What is the motivation for public support and participation?
- Develop a brand for the region’s Cultural Heritage / Resources
- Identity opportunities for more active participation of residents

B. Work across sectors and geographies to collaborate, develop relationships

- Promote “quality” development –recession may change development concerns as folks need jobs and the area’s historic neighborhoods, farmland, and mountain heritage could be lost
- Many existing opportunities for participation and engagement in arts and culture – need to improve outreach to let people know about them since few organizations focus on promotion
- Develop additional partnerships with groups such as:
 - Schools
 - For joint marketing
 - Chamber
- Comprehensive assessment of all arts and culture industry
- Identify current business needs and develop programs that fill any gaps

C. Better articulate the interconnectivity between economic development and cultural resources

- Illustrate economic impacts of arts, mountain traditions, historic structures
- Conduct a ‘reality check’ with the Chambers of Commerce – prior to the GroWNC Reality Check to determine current level of understanding for cultural resources
- Build on arts and culture tourism – create a venue for protecting heritage while developing audience involvement

D. Encourage development of a common language to promote cultural resources

- Define terms and speak with a consistent language

E. Demonstrate the need for funding

- Advocate for funding mechanisms
- Demonstrate return on investment (ROI)

F. Create a One-stop-shop

- Make it easy for the public to find events and participate



- Locate places to go
- Opportunities are available – need to improve involvement
- Comprehensive

Goals and Objectives relating to Cultural Resources

The following Vision Statement came from the visioning exercise during the first interim meeting for the Cultural Resources Workgroup. The goals and objectives were developed in response to this vision statement. Goals are lettered and objectives relating to each goal are bulleted.

- 1. The region is locally and nationally recognized for its creative placemaking, unique historical resources, and craft heritage and the creative economy is embraced as a cornerstone for the region.**

***Goal:** Would like to see more field trips for students that are based on embracing historical resources. This can help them to embrace their place and better understand who they are.*

***Goal:** Community leaders recognize arts and culture as a key industry and provide support – creating the cornerstone for future growth in the industry*

Objectives:

1. Understand economic impact
2. Better able to communicate/speak their language (messaging)
3. Learn how to demonstrate return on investment (ROI)

***Goal:** Improve advocacy, involvement, and engagement in cultural arts*

Objectives:

1. Foster arts and cultural experiences for local citizens and tourists alike
2. Empower artists and artisans in their work
3. Directory for artists – regionally specific like FB – artists have pages – come to us

***Goal:** Build statistical inventory 'Americans for the arts' for economic prosperity*

Objectives:

1. Develop a repeatable model that all groups can use
2. Measure economic impact – need to identify sole proprietors that do not show up on conventional business tracking systems (DUNS, Tax role)
 - South Arts.org – impact reports by industry



- Creative Vitality index (CVI)
- 3. Identify a method to track outdoor cultural events and incorporate into metrics
- 4. Currently, funding justification is based on numbers through door – we need another way to articulate intrinsic value. Current numbers don't represent the actual impact of the experience.

Goal: *Create “one voice” for the arts and culture community in WNC*

Objectives:

1. Form arts and culture marketing arm
2. Create a model that can be expanded to all / parts of WNC (25 counties)
3. Provide incentives for collaborations / partnerships
4. Find a mechanism to get all the players to the table – i.e. a regional opportunity that can bring people together such as a summit
5. Build cultural resources database
6. Create coalition / arts and culture alliance (ex. Greater Philly)
7. Reach out to non-traditional partners

Goal: *Bring arts and culture curricula back to the K-12 classroom*

Objectives:

1. Need galvanized strategy to advocate for curricula and guide policy
2. Communicate with Arts NC
3. Develop a coordinated message among partners

Goal: *Create an innovative model supporting the arts and culture industry that can be shared and recognized nationally*

Objectives:

1. Need to support newcomers with services and financing
2. Create an endowment – including management, maintenance
3. Complete a Creativity Cluster Analysis – (HUB is a resource)
4. I.D. programs / services needed and what already have
5. Map resources that support arts and culture
6. Develop annual conferences / professional development opportunities
7. Communicate with local residents (messaging)

Goal: *Research studies (such as the Barret Value Study) to determine if people are actually involved in/support arts and culture or if it is just something they say.*



Objectives:

1. Poll newcomers and locals to gauge appreciation for arts and culture
2. Develop a messaging/marketing campaign and work through business leaders who have clout
3. Determine the answer to: “What does it mean to support arts and culture”

Goal: *Create a state regional history museum in WNC*

Objectives:

1. Currently there is a lack of funding, support, acknowledgement west of Winston Salem. Work with agencies, businesses, and the arts and culture community to determine the steps needed to create a museum in WNC
2. Advocate for a regional folklorist position

Chair for the Working Group

Rob Bell graciously volunteered to Chair the Cultural Resources Workgroup. The group unanimously elected Rob to the Chair.

Cultural Resources Memo

The group agreed to postpone discussion of the consultant memo until the March meeting.

Meeting Dates:

March Project Team Meeting:

- Cultural Resources – March 14 from 3-5pm at LOS