

## **GroWNC Cultural Resource WG Meeting Notes**

**October 5, 2012 at LOSRC Offices**

### **Meeting Participants:**

Rob Bell, Elizabeth Brazas, Gwynne Rukenbrod, Tara Scholtz, Erica Anderson, Kristin Peppel

### **Meeting Notes**

#### **Suggested Changes to themes, objectives, performance measures**

##### **A. Theme: Sound Implementation**

**CR Goal 1:** Revise first goal to read:

“Compile existing and new metrics to quantify the economic and social impacts of cultural resources and track trends over time to educate, identify and inform strengths, weaknesses, gaps and opportunities within the Cultural Resources community”.

**Objective:** Design a standard for cultural resources data collection

Performance Measures:

- # organizations contributing to the data
- # organizations using the data

**Objective:** Disseminate the cultural resources data to support fact-based decision-making

Performance Measures:

- Identify ways in which data is being used
- Public and private dollars generated by use of data

##### **B. Theme: Public Awareness/Education**

**Objective:** Widespread participation in the WNC Cultural Alliance (regional collaboration)

Performance Measure

- #organizations participating in GroWNC region

**Objective:** Steward the Region’s Cultural Resources

Performance Measures

- # of community organizations that advocate for the protection of cultural resources
- # of organizations involved in cultural resources stewardship
- # of volunteer hours dedicated to cultural resource restoration efforts

### **C. Theme: Economic Prosperity**

**Add CR Goal 1:** \*Compile existing and new metrics to quantify the economic and social impacts of cultural resources and track trends over time. to educate to identify and inform strengths, weaknesses, gaps and opportunities within the Cultural Resources community.

\*Note revised goal statement

**Objective:** Design a standard for cultural resources data collection that illustrates economic benefit.

Performance Measures:

- # organizations contributing to the data
- # organizations using the data

**Objective:** Disseminate the cultural resources data to support fact-based decision-making

Performance Measures:

- Identify ways in which data is being used
- Public and private dollars generated by use of data

**Objective:** Protect and enhance cultural resources

Performance Measures:

- Percent jobs in cultural resources economy
- Business receipts from cultural resources economy
- Dollars spent by visitors for cultural resource-related tourism

**Add CR Goal 3:** Improve advocacy for cultural resources to ensure that community leaders and decision-makers value and support cultural resources as a key industry cluster.

**Objective:** Cultivate Cultural Resources

Performance Measures:

- Dollars spent on educational programs related to cultural awareness
- Enrollment and graduation rates in arts-related programs at local colleges and universities

### **D. Theme: Adequate Infrastructure**

Objective: Grow where infrastructure exists

Add New Performance measures:

- # buildings renovated/restored for use by business/organizational occupation
- Dollars invested in restoring older buildings for occupation
- % of additional infrastructure needs being met by restoring older buildings