

**Grand Rapids
Arts and Culture Plan: Discovery Visit One
Wednesday, July 16th 8:00 – 9:30**

Consultant Team:

Anne Gadwa Nicodemus, Metris Art Consulting
Lynn Osgood, GO collaborative

MEETING AGENDA

1) What we've been Hearing

- Recap initial results from focus groups and interviews
- Discussion

2) Timeline overview

3) September prep:

- Survey (Anne)
- Community Meeting One (Lynn)
- Next round of focus groups and interviews (Anne)

4) Communications plan brainstorm (Lynn)

5) Branding discussion (Anne)

6) Final Q & A

Discover Visit One – Itinerary

Monday, July 14th

8:00 – 9:30	Artists Focus Group	MacRostie Art Center
10:00 – 11:00	Clean up notes and transport	Conference Room B
11:00 – 12:00	Interviews	<i>Anne: Beth George</i> Itasca Community Television 819 NE 4th Street 218 244 1514/c (218) 999-00TV <i>Lynn: Barb Sanderson</i> GR City Council, Board member for Grand Itasca Hospital 1501 S.W. 3rd Ave 218-326-5446 City Hall Conference Room B
12:00 – 1:30	Clean up notes and transport and lunch	
1:30 – 2:30	Interviews	<i>Anne: Bud Stone</i> Grand Rapids Chamber of Commerce 1 NW 3rd Street 218-326-6619 <i>Lynn: Chris Fulton</i> Grand Rapids Area Community Found. 350 NW 1st Avenue, Suite E – 218 218-999-9100
2:30 – 3:00	Transport	
3:00 – 4:00	Interview	<i>Anne & Lynn: Ed Zabinski</i> GR City Counsel 506 North West 2nd Avenue (218) 259-6227 City Hall Conference Room B
4:00 – 5:00	Clean up notes and transport	
5:00 – 5:30	(small self guided tour of downtown)	
6:00	Rotary	Location?

Tuesday, July 15th

8:00 – 9:30	City Staff Focus Group	Lynn and Anne: City Hall Conference Room B?
8:00 – 9:00	Interview	<i>Ann: Matt Lehtinen</i> Magnetation 102 NE 3rd St #120 414-688-0682 TBD Ann then walks back to City Hall Conf Rm B
9:00 – 10:00	Clean up notes and transport	City Hall Conference Room B
10:00 – 11:00	Interview	<i>Ann: Steve Downing</i> KAXE 260 NE 2nd St Phone ? Ann – walk? About 10 min Back to Conf Rm B 11:00 – 12:00

11:00 – 12:00	Interviews	<i>Anne: Nathan Bergstedt</i> Grand Rapids Herald-Review, Uncommon Loons Brewed Awakenings 24 NE 4th St 218-750-0202 <i>Lynn: Rick Harding</i> Business Location? 218-326-3730
12:00 – 1:00 / 1:30	Lunch and transport	City Hall Conference Room B
1:00 – 2:00	Interview	<i>Ann: Tom Pagel</i> City Administrator City Hall 420 North Pokegama Avenue 218-326-7626
1:30 – 2:30	Interviews	<i>Anne/Lynn: Sonja Merrild</i> Blandin 100 N Pokegama Ave Phone?
2:30 – 3:30	Clean up notes and transport	City Hall Conference Room B
3:30 - end	Tour	All

Wednesday, July 15th

8:00 – 9:30	Commission Work Session	City Hall Conference Room A
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City of Grand Rapids Arts and Culture Plan

The City of Grand Rapids can proudly claim to be the home of a rich and vibrant arts and culture community. In an effort to ensure its continued growth and success, the City is embarking on a new ten year strategic Arts and Culture Plan. The planning process will support the City in setting goals and making strategic investments that will enable people of diverse backgrounds, ages, abilities, and orientations to continue to access the city's rich arts and cultural resources for generations to come.

Home to many nonprofit arts organizations including two choruses, a symphony orchestra, student dance and strings programs, several galleries, a community theater, a community radio and television station and a major performing arts center, Grand Rapids is known for its history in being a regional arts leader and a cultural center for thousands who live just beyond the city's borders. Civic leadership and citizen recognize that both Grand Rapids' quality of life and its the economic potential are closely tied to the city's role as a regional arts leader.

Throughout the summer and fall of 2014 the City's consultant team (see firm descriptions) will be reaching out to community stakeholders to understand more about the organizations and individuals that make up the city's arts and culture community.

PLANNING TIMELINE:

Summer 2014

- Work with Arts and Culture Commission to set key goals
- Conduct initial stakeholder focus groups and interviews
- Inventory exiting arts spaces, venues, and public art
- Conduct general survey of arts and culture community

Fall 2014

- Conduct 2 community vision meetings to assess community goals.
- Begin draft of plan for review by Arts and Culture Commission

Winter

- Develop implementation plan, assessment tools, and cost overview
- Present final plan to community stakeholders and Arts and Culture Commission

PLANNING GOALS:

- Identify key areas of focus
- Enable more strategic local investment in arts and culture
- Enhance promotion of arts, cultural, and economic development interests
- Increase potential collaboration among artists and arts organizations
- Help private and public funders prioritize needs in the arts community
- Provide measurable goals and assessment tools
- Enlist broad community support and involvement from diverse individuals and organizations.

CONSULTANT TEAM

Metris Arts Consulting

Metris Arts Consulting is a collaborative consulting practice led by principal Anne Gadwa Nicodemus. Metris provides research, analysis, and planning support related to all aspects of arts-based community and economic development. The firm works with a range of clients from across the country, including philanthropic organizations, government agencies (local to federal), and arts and community development nonprofits. Metris provides them with critical resources, including think pieces and presentations, needs assessments, impact evaluations, cultural plans and asset maps, white papers, and indicator systems. Its approach is collaborative—Metris views clients as active partners and desire relationships with entities that are open to critical learning and innovation. (www.metrisarts.com)

GO collaborative

GO collaborative is a design and planning firm focused on creative, community design and development. Their services range from early project planning to policy adoption and implementation, including visioning, feasibility analysis, community engagement, architectural programming, master planning, and evaluation. Founded by Sarah Gamble, architect, and Lynn Osgood, urban planner and researcher, the firm combines their complementary backgrounds and passion for the public realm. GO collaborative embodies the strengths of their diverse professional training with experience providing creative and innovative services to connect people in meaningful ways with the places they care about. Currently the firm is leading the NEA's efforts to create *Exploring Our Town*, a new online resource that highlights its Our Town grant program and provides insights into how creative placemaking projects come together. (www.gocoastin.com)

Markusen Economic Research

Based in Cromwell, Minnesota, Markusen Economic Research conducts research on artists, arts organizations and creative placemaking appropriate to clients' missions and in close consultation with clients. With teams of two to ten, the firm develops framing concepts (e.g. artistic dividend, crossover, creative placemaking) and uses mixed methods (interviews, surveys, secondary data analysis) to answer key questions about the relationship between arts organizations, host communities, artists and designers, and arts participants. Markusen's research clients over the past decade include the McKnight Foundation, Leveraging Investments in Creativity, James Irvine Foundation, William and Flora Hewlett Foundation, Center for Cultural Innovation, City of San José (CA), National Endowment for the Arts, Otis College of Art and Design, and Ewing and Marion Kauffman Foundation. The firm's published research is professionally designed and complemented by graphics and photographs. Principal Ann Markusen is a frequent public keynote speaker; consults for foundations, city and state governments, and arts organizations; and writes for larger publics on city arts strategies, arts policy, and creative placemaking. www.annmarkusen.com

Grand Rapids Arts and Culture Plan Discovery Phase Schedule

Monday, July 14			
Artists Focus Group	8 - 9:30 am	MacRostie Art Center	
Clean up, notes, transpo	10 - 11 am	Conference Rm B	
Interviews	11 am - 12 pm	Interviewees' Offices?	
Clean up, notes, transpo	12 - 1:30 pm	Conference Rm B	
Interviews	1:30 - 2:30 pm	Interviewees' Offices?	
Clean up, notes, transpo	2:30 - 3:30 pm	Conference Rm B	
Tour	3:30 - 5:00 pm	Downtown	
Rotary	6:00 PM	McCarty Residence	
Tuesday, July 15			
City staff focus group	8 - 9:30 am	Conference Rm B	Ann
Interviews	8 - 9 am	Interviewees' Offices	Ann
Clean up, notes, transpo	9 - 10 am	Conference Rm B	Ann
Interviews	10 - 11 am	Interviewees' Offices	Lynn, Anne
Clean up notes, transpo	11 am - 12 pm	Conference Rm B	Ann
Interviews	11 am - 12 pm	Interviewees' Offices	Lynn, Anne
Lunch	12 - 12:30 pm	Conference Rm B	All
Clean up notes, transpo	12:30 - 1:30 pm	Conference Rm B	Lynn, Anne
Clean up notes, transpo	1 - 2 pm	Conference Rm B	Ann
Interviews	1:30 - 2:30 pm	Interviewees' Offices	Lynn, Anne
Clean up notes, transpo	2:30 - 3:30 pm	Conference Rm B	Lynn, Anne
Tour	3:30		All
Wednesday, July 16			
Commission work sessio	8 - 10 am	City Council Chambers	
Interview	10:30 - 11:30 am	TBD	Anne



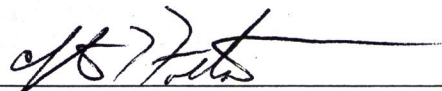
COMMUNITY
FOUNDATION

GRAND RAPIDS AREA

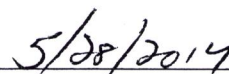
**Grant Agreement Between
The Grand Rapids Area Community Foundation
and
CITY OF GRAND RAPIDS
From the
ECONOMIC DEVELOPMENT PROJECTS NONENDOWED FUND**

1. Grant Date: 05/28/2014
2. Grant Amount: \$5,000.00
3. Grant Number: 20140714
4. Organization: City of Grand Rapids
5. Purpose: Arts & Culture Plan Contribution
6. In order to comply with IRS regulations, we ask that no personal benefits, such as dinners, tickets, non-tax-deductible membership benefits, etc. be provided to the Foundation, the Donor Advisors or their family.
7. By accepting this award, you certify that the funds will be for used as specified in the above stated purpose.
8. No personal pledge of the donor has been fulfilled by the grant.

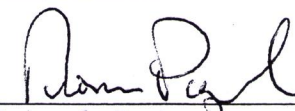
Please sign and return this letter as receipt of the above noted restrictions. If you have any questions or concerns regarding this grant, please do not hesitate to contact the Community Foundation at (218) 999-9100.



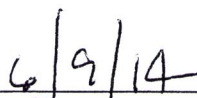
Christopher T. Fulton
Executive Director



Date



Designee for Grantee



Title and Date

ARTISTS FOCUS GROUP – sent out by Karen

Dear

I'd like to invite you to participate in an upcoming focus group on arts and culture in Grand Rapids.

The consultant team for our Arts and Culture Master Plan will be in town as part of their work to assist the Arts and Culture Commission in formulating a strategic plan for how to support and foster the arts in the city.

They would love for you to join them for a larger conversation with other artists about the health of the arts in Grand Rapids, and more specifically about your life as an artist in the area.

The focus group will start at 8:30 AM on Monday, July 14th and go for an hour and a half. It will be held at the MacRostie Arts Center on XXXXXX.

Dear

Please don't hesitate to contact me with any questions you might have. We look forward to meeting with you soon!

Best,

CITY STAFF FOCUS GROUP – sent out by Amy

Dear

I'm writing to ask you to participate in an upcoming focus group on arts and culture in Grand Rapids.

The consultant team for our Arts and Culture Master Plan will be in town as part of their work to assist the Arts and Culture Commission in formulating a strategic plan for how support and foster the arts in the city.

They would like to have you join them for a larger conversation with other city staff about the arts, in general, in Grand Rapids, and more specifically about where you see opportunities for future programmatic or policy initiatives that could work to support arts and culture.

The focus group will start at 8:30 AM on Tuesday, July 15th and go for an hour and a half and will be held in the XXXXXX room in City Hall.

Please don't hesitate to contact me with any questions you might have. We look forward to meeting with you soon,

Best,



Lynn Osgood
Urban Planner | Partner

512.796.3868
lynn.osgood@gocoaustin.com
www.gocoaustin.com
[facebook.com/gocoaustin](https://www.facebook.com/gocoaustin)

Michele Palkki

From: Kathy Dodge <ktododg@gmail.com>
Sent: Thursday, July 03, 2014 8:22 AM
To: Michele Palkki; Amy Dettmer
Subject: Re: Interviewee / Focus Group list follow up

Hi Michele,

I am sending this on to you. I am assuming that #2 is done. I have contacted Katie M. at the Mac about that space. I will work on contact info and get back to you with ones that baffle me. Happy Anniversary, Amy, and good trip, Michele.

Kathy

On Thu, Jul 3, 2014 at 7:10 AM, Lynn Osgood <lynn.osgood@gocoaustin.com> wrote:
Kathy and Amy -

Thanks so much for diving into the list yesterday. I'm sending back a revised list that hones in on what we discussed. What we'll need on your end are a couple of things:

- 1) Email contact information for those that still are unspecified.
- 2) Confirmation of a room big enough to hold a 10-12 people for the focus group at City Hall for Tuesday from 8-10 (I'm just not sure if the rooms we have reserved are big enough)
- 3) Confirmation that we can hold a focus group with the artists at the MacRostie Arts Center on Monday from 8-10.
- 4) Please double check my lists as well to make sure I noted down correctly all we talk about on the phone yesterday.

I'll coordinate an invitation email with Anne and we'll send those out to start lining folks up in the various spots. In general, we'll be looking to fill this schedule:

M 7/14: 1 focus group (artists) & 4 interviews (2 AGN, 2 LO), tour

Focus Group 8-10. (10-11—cleanup, notes, transport)

Interviews:

- o 11-12. (12-1:30: cleanup notes, eat lunch, transport)
- o 1:30-2:30 (2:30-3:30: cleanup notes, transport)

Tour: 3:30-6:30

Tu 7/15 1 focus group (city staff) & 7 interviews (2 AGN, 2 LO, 3 AM), tour

Focus Group 8-10 (LO, AGN); (10-11—cleanup, notes, transport)

Interviews

- 8-9 (AM), (9-10: cleanup, notes, transport)
- 10-11 (AM), (11-12) cleanup, notes, transport)
- 11-12 (LO, AGN) (12pm lunch ALL; 12:30-1:30: AGN, LO cleanup notes, transport)
- 1-2 (AM), 2-3 cleanup notes, transport
- 1:30-2:30 (AGN, LO), 2:30-3:30: cleanup notes, transport

Tour: 3:30-6:30 (ALL)

W 7/16 commissions work session & 1 interviews (1 AGN)

Work Session 8-10 (LO, AGN); (10-11—cleanup, notes, transport. LO stays longer to strategize w/ commissioners on any needed tasks)

Interview

10:30-11:30 (AG).

Thank you! And call any time today if you have questions.