

***Greensboro Cultural Arts Master Plan (GCAMP)***  
***Task Force Launch and Orientation***  
***Meeting Minutes***

Plaza Level Conference Room, Melvin Municipal Office Building, 300 West  
Washington Street – January 24, 2018

**I. Call to order**

Councilwoman Nancy Hoffmann called to order the orientation meeting of the GCAMP Task Force at 1:00 PM on January 24, 2018 in the Plaza Level Conference Room, MMOB, 300 W. Washington St. Members in attendance: Nancy Hoffmann, Jacquie Gilliam, Peter Alexander, Larry Czarda, Addy Jeffrey, Marty Kotis, Pat Levitin, Darlene McClinton, Victoria Milstein, Bob Powell, Russ Robinson, Dabney Sanders, George Scheer, Josephus Thompson III, Laura Way, Tom Phillion, Walker Sanders

**II. Introductions**

Members of the Cultural Planning Group (CPG) and Task Force members introduced themselves: consultants for the cultural arts master plan are Martin Cohen, Linda Flynn, Jerry Allen and Ross Harris.

**III. Context**

- Jerry Allen gave an overview of the history of cultural planning and discussed how the field has shifted.
- Shifting Social Norms (See PowerPoint).

**IV. Goals and Planning Process**

- Linda Flynn gave an overview of the planning approach – qualitative, quantitative, observational secondary (See PowerPoint).
- CPG will be designing questions.
- Secondary research may include data on how arts groups are currently being funded- assess inventory.
- We are not just talking about arts groups – we are also including cultural assets such as Blandwood, International Civil Rights Center and Museum, Greensboro Science Center, focusing on non-profits and other kinds of organic activities that are happening “under the radar.”

- We need to ask three questions 1) What is the current state of the arts community? 2) What is the desired state? 3) How do we get there?

## **V. Planning Timeline**

- CPG provided a timeline that will run from January until August –Oct. (See PowerPoint).

## **VI. Task Force Role**

- Martin Cohen distributed a two-page hand out to TF members (See attachment).
- Consultants want to ensure they cover all aspects of Greensboro – they want to be as representative as possible.
- CPG wants TF members to be advocates for the process and not just to the arts community – to everyone – we want to hear all voices.
- Martin opened up conversation to ask members what they think is the current state of arts and culture in Greensboro (Read Dawn Kane N&R article for more details and quotes from TF members).
- The working group is a small, nimble group that will talk on a frequent basis and will focus on the process/logistics. The TF will focus on the content such as who the consultants need to speak to, including various organizations, and helping CPG think through the content of those discussions.

## **VII. Adjournment**

Councilwoman Nancy Hoffmann adjourned the meeting at 2:35 PM.

Minutes submitted by: Sarah Healy