

# ***Greensboro Cultural Arts Master Plan (GCAMP)***

## ***Task Force Meeting Minutes***

Greenhill Center for the NC Arts, Cultural Center, 200 N. Davie St.  
Wednesday, March 21, 2018

### **I. Call to order**

Martin Cohen, consultant with Cultural Planning Group, called the meeting of the GCAMP Task Force to order at 2:30 PM on March 21, 2018 in the Greenhill Center for NC Arts. Members in attendance: Co-Chairs Nancy Hoffmann and Jacquie Gilliam, Members: Brian Greene, Darlene McClinton, Laura Way, Linda Sloan, Marty Kotis, Pat Levitin, Peter Alexander, Russ Robinson, Scott Roe, George Scheer, Waiyi Tse, Larry Czarda, Victoria Milstein. Dawn Kane from the News & Record also attended.

### **II. Introductions**

Members of the Cultural Planning Group (CPG) and Task Force members re-introduced themselves.

### **III. Project Update**

- Community and Stakeholder engagement – at the end of April, all city council districts will host community engagement events (in public libraries) and various locations and there will be three different discussion groups. Task Force members will be part of listening to the residents of the community.
- Martin handed out a review of the project planning timeline.
- Primary objective goal – understanding what our vision looks like and finding a set of strategies.
- Task Force Survey – Martin discussed the feedback from the Task Force members in regards to the survey that was e-mailed. What defines Art and Culture in Greensboro? What are the most important topics/issues to address in this plan?
  - Sustainable funding
  - Defining the brand
  - Cultural diversity
  - Supporting local artists
  - Elevating Greensboro arts and culture.

#### **IV. Discussion**

- Vision – considering the current cultural scene in Greensboro, what would you like to see different in ten years? It’s not just about resources – articulate what you would like the cultural life in Greensboro to look like in ten years. TF members posted ideas/visions for the community which included access, inclusion, diversity, etc.
- Briefing Paper on dedicated revenue resources – When we are thinking about funding, it’s important to be informed. Considerations in exploring revenue sources:
  - What are the implications from the examples in the briefing paper?
  - What do they suggest in terms of the work of the Task Force?
  - How do we define “sustained?” “Limited-Term?”
  - None of the dedicated revenue sources were easy efforts, many were multi-year efforts and took private investment to build a campaign.

#### **V. Wrap-up and Next Steps**

- The Community Engagement Events, discussion groups and stakeholder interviews will take place April 25-28. Our next Task Force meeting will be held on Saturday, April 28, TBD.

#### **VI. Adjournment**

Councilwoman Nancy Hoffmannadjourned the meeting at 4 PM.

Minutes submitted by: Sarah Healy