

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

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

Community Foundation of Greater Greensboro, 330 S. Greene St.  
September 26, 2018

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

Councilwoman Nancy Hoffmann called the full GCAMP Task Force meeting to order at 2:30 PM on September 26, 2018. Members in attendance: Nancy Hoffmann, Jacquie Gilliam, Peter Alexander, Marty Kotis, Larry Czarda, Addy Jeffrey, Pat Levitin, Darlene McClinton, Victoria Milstein, Russ Robinson, Dabney Sanders, George Scheer, Josephus Thompson III, Laura Way, Walker Sanders, Linda Sloan, Amy Grossmann. Consultants from Cultural Planning Group (CPG): Martin Cohen, Linda Flynn, Ross Harris. Media: Dawn Kane, N&R.

### **II. Brief review of the process**

- Process overview:
  - Qualitative: community forums, discussion groups, interviews
  - Quantitative: community survey, organizational data/survey/CVI profile
  - Complementary: document/plan review
- Martin Cohen, (CPG) reviewed the planning process and discussed the four key themes for the plan which include: sustained support for the arts and culture, foster cultural equality and arts participation for all Greensboro residents, create a prosperous environment for artists and arts/cultural organizations and support development of a vibrant city through the arts.

### **III. Developing the Draft Plan**

- Is aspirational and connects to Greensboro's sense of place
- Grounded in research
- Identifies key partners and implementation options
- Reflects the character of Greensboro and is built on consensus
- Strategic and actionable
- Flexible and adaptable
- CPG stated there are four overarching goals, 17 strategic recommendations, and 46 implantation actions.
- We don't want this plan to sit on a shelf, it's why we are testing our recommendations out and holding a public input session

#### **IV. Review of Recommendations**

- Consultants asked the TF: does this plan reflect our discussions from prior meetings? Is it your sense that this reflects the input from the community? What do you find most compelling? Was there anything you found particularly surprising? Is there anything missing? What concerns you the most?
- Discussion regarding creating an office of the arts and culture dedicated to the arts and cultural development with a permanent, full-time director position. TF suggested this director could report to CMO about rendering arts in a data driven way.
- Marty asked a question about metrics and cost, what does success look like? How will we know we're successful? Martin replied that once we finalize strategies, we'll be able to get a better idea of metrics.
- Jacquie asked Martin to elaborate on the fact that we are taking a holistic approach to the process verses just looking at funding. We needed to hear from community what was important to them. What is the City's role in fostering a healthy arts cultural ecology?
- Peter said he didn't see a lot of "sizzle" in the plan or something that is going to elevate GSO's art community/scene. He hopes that something will be added that is going to ignite the arts community.
- Jacquie mentioned that we need to start from the ground up and build a solid foundation. How do we create a cross collaboration to create a greater good?
- Josephus said we need to focus on what the people said they want – we need to start from the bottom up and reach out to all of the different communities.
- Walker suggested we can do both – have elements of the plan that reflect what the community would like to see as well as a big idea.

#### **V. Next Steps**

- TF members are encouraged to attend the public input session tonight, 5:30 pm at Union Square.
- Next Task Force meeting will take place in November.

#### **VI. Adjournment**

Martin Cohen adjourned the meeting at 4 PM.

Minutes submitted by: Sarah Healy