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Mike Sweney
Wanda Thompson
Katrina Toft
Lynn Wilmot-Stenehjem

Staff

Amy McBride, *Tacoma Arts Administrator*
Naomi Strom-Avila, *Cultural Arts Specialist*
Rebecca Solverson, *Public Art Specialist*

Minutes

Tacoma Arts Commission

Community & Economic Development

Date: April 18, 2015

Location: University of Puget Sound, Collins Memorial Library, McCormick Room

Time: 10:00 am – 3:00 pm

Commission Members in Attendance:

Traci Kelly, Chair
Dane Meyer, Vice Chair
Scott Campbell
Rachel Cardwell
Joel Chang
Heather Conklin
Matt Hudgins
Sarah Idstrom
Kareem Kandi
Halley Knigge
Wanda Thompson
Katrina Toft
Lynn Wilmot-Stenehjem

Staff Present:

Amy McBride, Tacoma Arts Administrator
Naomi Strom-Avila, Cultural Arts Specialist
Rebecca Solverson, Public Art Specialist

Guests:

Margaret Hui, CMO Intern
Tanisha Jumper, CMO Management Analyst III/Tacoma
2025 Manager

Commission Members Excused Absence:

Don Lacky
Mike Sweney

1. Call to Order

10:12 am

Chair Kelly

Margaret Hui and Commissioner Knigge were introduced. Commissioner Idstrom's last meeting will be in May; she was thanked for her service on the Commission.

2. Consent Agenda

10:15 am

Vice Chair Meyer

Commissioners Lacky and Sweney had an excused absence.

The meeting agenda was presented and approved.

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3. Welcome and Introduction**10:15 am****Chair Kelly**

Chair Kelly welcomed Commissioners to the retreat.

4. Warm-Up Exercise/Love Tacoma**10:15 am**

Commissioners participated in two exercises focused on helping them get to know each other and defining what they love about Tacoma.

5. Arts Ecosystem, Creative Placemaking and Program Review 11:22 am

Amy McBride gave a PowerPoint presentation covering what a flourishing creative ecosystem is and how it translates into a flourishing community. A flourishing creative ecosystem includes:

- Access – there are many different points of entry to make and experience art, including accidental discovery
- Prosperity – artists can live and make a living
- Diversity – a variety of art forms and varying levels of artistry are expressed and experienced by a wide range of people
- Systemic – arts are integrated into systems (infrastructure, community partnerships, civic engagement, outreach)
- Risk taking – there is a tolerance for ambiguity and controversy
- Sustainability – support structures are in place for the long-term success of artists and arts organizations and businesses
- Opportunities for collaboration

A flourishing creative ecosystem is accomplished through:

- Policy
- Funding
- Programming
- Partnerships
- Resource management
- Being “at the table”
- Advocacy
- Capacity building
- Research
- Convening
- Recognition and validation
- Marketing and outreach
- Visibility
- Incentives
- Consulting and advising
- Regional drivers

The arts influence:

- Economic/Community Development
- Tourism



- Marketing
- Housing
- Public Safety
- Education
- Public Works/Infrastructure
- Environment
- Human Services
- Social Justice

Successful creative placemaking results in:

- Distinctive and authentic places
- Places where people want to live, work, and congregate organically
- Interaction across cultures and backgrounds
- Multiple points of entry
- Economic diversity

Some of the ways the Arts Program currently supports the arts ecosystem are through:

- Funding (Arts Anchor Fund, Arts Projects, Tacoma Artists Initiative Program)
- Tacoma Arts Month
- artTown
- Spaceworks Tacoma
- Arts EnviroChallenger
- Public Art
- Partnerships (e.g. Sound Transit, Tacoma Housing Authority, Metro Park, Tacoma Art Museum, Warhol on the Dome)
- Tacoma Murals Project
- Arts & Economic Prosperity studies
- Creative Space Tacoma (artist live/work space, Spaceworks Tacoma, Creative Space market survey)

6. Lunch

12:28 pm

Vice Chair Meyer took a headshot of all new Commission members and staff.

7. Vision 2025 – Part I

1:08 pm

Tanisha Jumper, manager for Tacoma 2025, was introduced to the Commission. Ms. Jumper and Ms. McBride gave a quick overview of the Tacoma 2025 document. Commissioners reviewed the Arts & Cultural Vitality focus area's three community priorities:

- Increase participation in arts and culture
- Embrace Tacoma's diversity of people, places, and cultures
- Leverage and strengthen Tacoma's arts and cultural assets



Commissioners split into three teams and were assigned a community priority. Each team assessed what the priority meant, what the Commission is currently doing to address the priority, where there are gaps, and who our community partners are or should be.

Arts & Cultural Vitality - Increase participation in arts and culture

- What does it mean?
 - Being able to measure change
 - Integration
 - Diversity
 - Reaching out to underserved communities
 - Widening the base/expanding the reach for artists and audiences
 - Removing barriers to accessibility
 - Embracing all levels of participation and appreciation
 - Community-driven entry points
- What are we doing?
 - Funding of artists, community programs, and organizations (e.g. Monkeyshines)
 - Training programs (e.g. PA:ID)
 - Always looking for new programs
 - Arts EnviroChallenger
 - Spaceworks Tacoma
 - Creating awareness
 - Tacoma Arts Month
 - Tacoma Murals Project
 - Tacoma Poet Laureate
 - Empowering rather than owning
 - 1% for public art
 - Creating partnerships
- Where are the gaps?
 - Non-traditional partners
 - Technical assistance
 - Challenge arts organizations to find different funding models
 - Corporate support for the arts
 - All-ages music venue
 - Support for capital projects and upgrades
 - Connecting artists with each other
 - Building a network of support/collaboration/mentorship
 - Fostering cross-discipline collaborations
 - Requiring relationship-building between funded organizations
 - Barriers in marketing
 - Barriers in funding
 - transportation
- Who can we partner with?
 - Schools – public and private, primary/secondary/higher education
 - Chamber of Commerce

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- Libraries
- Small businesses
- Metro Parks
- Teen Tix
- Arts Anchor Fund organizations
- Broadway Center for the Performing Arts
- YMCA
- Local theaters
- Regional arts organizations
- Non-traditional partners
- Regional municipalities
- Tacoma Dome and Greater Tacoma Convention and Trade Center
- Neighborhood groups
- The Greater Tacoma Community Foundation
- Foundations
- Foss Waterway Seaport
- Sound Transit

Arts & Cultural Vitality – Embrace Tacoma’s diversity of people, places, and cultures

- What does it mean?
 - Voice of the people to express themselves
 - Inclusion of our Sister Cities as part of our diverse community
 - Includes seniors, people with disabilities, youth, military, students
 - Marketing plan – need to be visibly recognized at large events
- What are we doing?
 - Priority on outreach and inclusion
 - PA:ID artist training program
 - Festivals/events
 - Sponsorships
 - Performances
 - Tacoma Arts Month
- Where are the gaps/What are the barriers?
 - Access for all students Pre-K – 12th grade
 - Access for underserved, at-risk, business community
 - Language barriers
 - Access for people who work
 - Inbound/outbound
 - Sponsor nights for small and big businesses to add more access
 - Artistic stakeholder nights
 - Pop-up events in neighborhoods
- Who can we partner with?
 - Small and big businesses
 - Neighborhoods/community groups
 - Stakeholders

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- Sister Cities
- Tourism
- Schools – public and private
- Chamber of Commerce
- Churches

Arts & Cultural Vitality – Leverage and strengthen Tacoma’s arts and cultural assets

- What does it mean?
 - Cooperation
 - Outreach to communities/cultural communities
 - Marketing
 - Out-of-the-box events
 - Destination districts
 - Grants
 - Neighborhood identities
 - Listening to needs
- What are we doing?
 - Moved Tacoma Arts Month to October
 - TacomaArt listserv
 - Funding programs with free access
 - Facebook
 - Spaceworks
 - Arts Access passes at Tacoma Public Libraries
 - Arts and Cultural Coalition of Pierce County
 - Creative Space study
 - Advocacy
 - artTown
 - Cultural Access WA
- Where are the gaps?
 - More arts and economic development grants from outside sources
 - Infusion of arts in all neighborhoods
 - Awareness of opportunities available
 - Space programming
 - Business partnerships
- Who can we partner with?
 - Business districts
 - Neighborhoods
 - Chamber of Commerce
 - Funded organizations
 - Tacoma Public Schools
 - Arts-related businesses
 - Artspace
 - Metro Parks
 - Pierce Transit

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- Arts and Culture Coalition of Pierce County
- Travel Tacoma
- Higher education institutions
- Joint Base Lewis-McChord
- Casinos
- Media

8. Vision 2025/5 to 25 – Part II

There was not time to discuss this item.

9. Wrap-Up and Next Steps

2:53 pm

Further discussion about how the Arts Program fits into and addresses the remaining six focus areas of Vision 2025 will be presented as agenda items at upcoming Commission meetings.

Meeting adjourned at 2:55 pm

