

Grow Grand Island Arts & Humanities Committee Planning Summary

**February 1, 2018
12:00 p.m. – 2:00 p.m.
Dinsdale Auto**

Participants

| | |
|------------------|-----------------|
| Charity Adams | Chelsey Jungck |
| Sharena Anson | Charity LaBrie |
| Tricia Beem | Cara Lemburg |
| Vince Boudreau | L.J. McCormick |
| Ralph Brown | Tammy Morris |
| Mandy Burkett | Karen Nepl |
| Kristen Eckhardt | Susan Nickerson |
| Steve Fosselman | Fred Roeser |
| Kansas Franzman | Kaila Roeser |
| Ken Gnadt | Carol Schooley |
| Taylor Jones | Curt Vodehnal |

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Arts & Humanities Committee Background

The meeting began with an overview of the origins, purposes and operating history of this committee.

In 2014 the community undertook a strategic planning process. This resident-driven, inclusive effort resulted in the development of a comprehensive approach to community growth and progress.

With the input of thousands, five pillars - the foundation of Grand Island's approach to growth and the foundation of our Grow Grand Island initiative - were identified (Existing Businesses, Entrepreneurs, Image, Workforce, Community Assets). Intersecting these five pillars is the glue that holds the community's pillars together - collaborative, cooperative and effective partnerships.

The Arts and Humanities Committee falls under the Community Assets pillar and is an important aspect of the quality of life in the area, but also has the potential to significantly contribute to the economic vitality of the community. While initially called the Arts and Entertainment Committee, the name changed based on the significant focus of the members of the committee and existing efforts in the community that were addressing entertainment.

This committee started meeting in June of 2015 and met every other month to highlight existing community assets, current obstacles and outline future goals and highlight two-three year priorities.

The top priorities identified were: 1) hire a staff to champion and lead arts efforts, 2) increase communication and collaboration among arts organizations for better promotion to existing residents and visitors and 3) increase the presence of public art in the community.

The committee met every other month in 2016 and formed sub-committees to focus on the three priorities and presentations from community arts efforts. In 2017 the committee met monthly and engaged in monthly presentations and collaborative sharing.

Purpose of the Arts & Humanities Committee: How can we support the awareness, development and empowerment of arts and humanities efforts in Hall County?

Accomplishments to Date

The committee discussed accomplishments that have occurred since the inception of this committee. Those accomplishments included the following items:

- Increased communication and collaboration
- Increased awareness and support of the arts and humanities
- Rebranding of downtown to Railside
- Two public art sculptures valued at \$250,000
- Two grants from Grow Grand Island totaling \$22,500
- Principal received Outstanding Corporation Award by the Association of Fundraising Professionals for their leadership of public art projects
- Hear Grand Island Concert Series and public art activities before the concerts
- Inspired additional public art (sculpture benches donated by Ray O'Connor, sculpture project at the courthouse, conversations about public art at the new hospital, etc.)
- Increased marketing and visibility of committee meetings and events (radio, newspaper)

Committee Survey Summary

A seven-question survey was sent via survey monkey to the entire committee. Twenty five committee members responded to the survey which was a very successful response rate.

Survey response summary:

Q1. Most valuable aspect of participating in this committee?

Growing arts in GI was first and monthly presentations was second

Q2. Those involved in the Initial process?

65%

Q3. Suggested frequency of meetings?

Over 65% expressed every other month

Q4. Aspects that influenced meeting attendance?

The most significant barrier to attending meetings was a conflict with other meetings and the second highest response was that committee members were too busy to attend.

Q5. Aspects of the meetings that did not provide the desired value?

Members want less presentations and more focus on the goals and objectives of the committee.

Q6. Suggest others who could be invited to participate?

Individuals and groups were suggested to be invited.

Q7. Share suggestions you have for this committee moving forward?

Common suggestions included focusing on goals and objectives, using the committee to participate in the work being done and increased collaboration and communication among committee members.

The committee reviewed the surveys in full and identified these following as the most important suggestions for the coming year:

- 1) Focus meetings on the goals of the committee
- 2) Promote the community calendar
- 3) Promote public art
- 4) Find an advocate/paid person
- 5) Committee meetings will occur every other month and sub-committees will set their schedule

Review of Original Planning Summary

The group reviewed the prior planning session summary. Some items to be added to the asset map that did not exist at the time included:

- public art sculptures at College Park, Railside Plaza and the airport.
- Hear Grand Island concerts and community art projects prior to concerts
- Happy Brush and Arts & Drafts
- More individuals and businesses committed to art
- The website is in progress
- Arts & Humanities Facebook page

The group looked at the obstacles identified originally and several were noted to be improved:

- Communication/central location to share information improved with the coming of the CVB calendar
- The perception of “nothing to do here” is less, partially due to downtown developments and Hear Grand island concerts in Railside
- Creating entertainment districts (ex. Haymarket, Old Market) has been overcome with the branding of Railside downtown. Additionally downtown has a stronger vibe and has added housing
- Name brand entertainment at an affordable rate has seen progress with Heartland Events Center and Nebraska State Fair
- The group felt the “mentality of doing what has always been done” was a barrier that was improving

Identifying New Priorities

The group divided into 4 groups to go through the following steps:

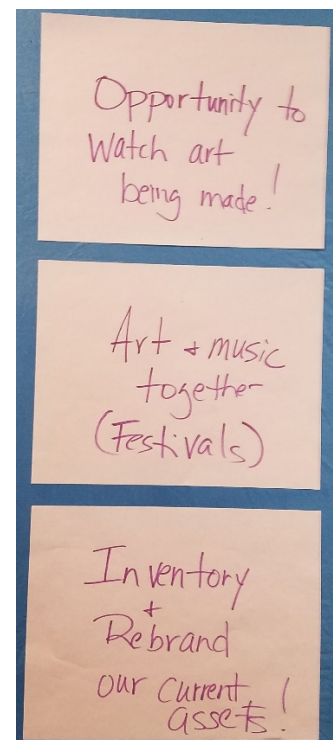
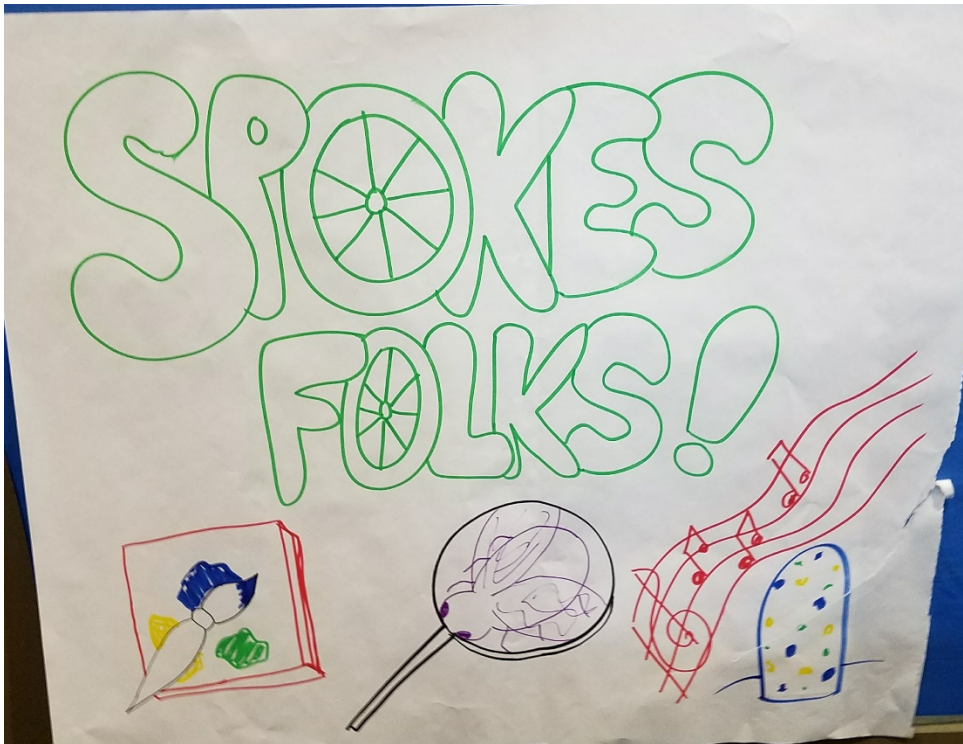
- review and update the current priorities
- review the immediate, intermediate and long-term priorities identified by the group in 2015
- prioritize the existing priorities based on what is relevant today
- add new priorities that have emerged since the original plan was created

Team #1: Spokes Folks

Members: Kansas Franzman, Karen Nepl, Steve Fosselman, Susan Nickerson, Carol Scholey, Curt Vodehnal

Priorities identified by this group:

- Opportunity to watch art being made
- Art & music together (festivals)
- Inventory & rebrand our current assets

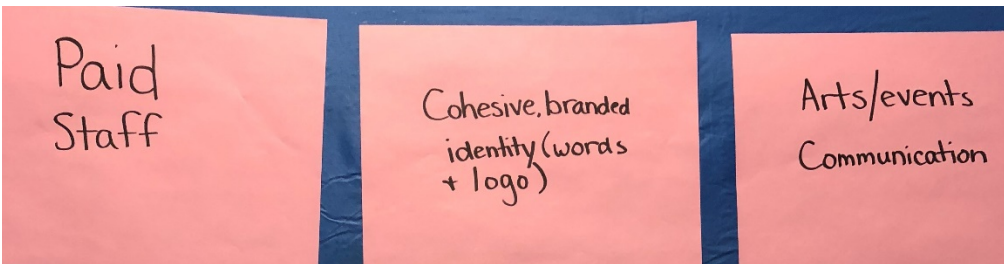


Team #2: Bandwagon

Members: Kristen Eckhardt, Ralph Brown, Tricia Beem, Vince Boudreau, Kaila Roeser

Priorities identified by this group:

- Paid staff
- Cohesive, branded identity (words and logo)
- Arts/events communication

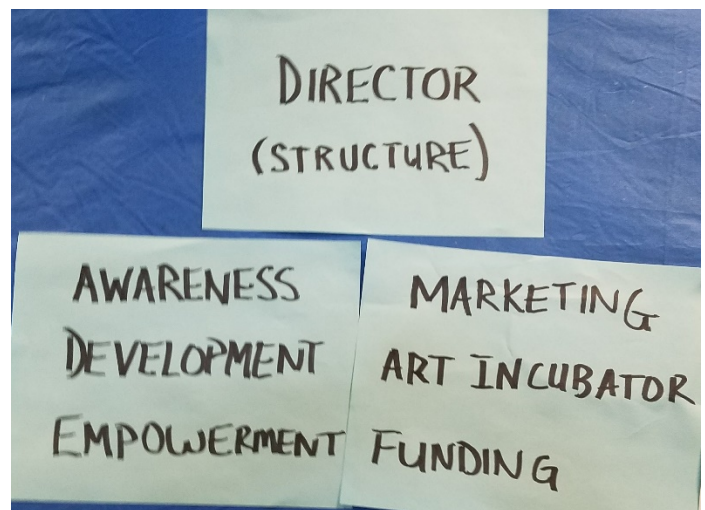
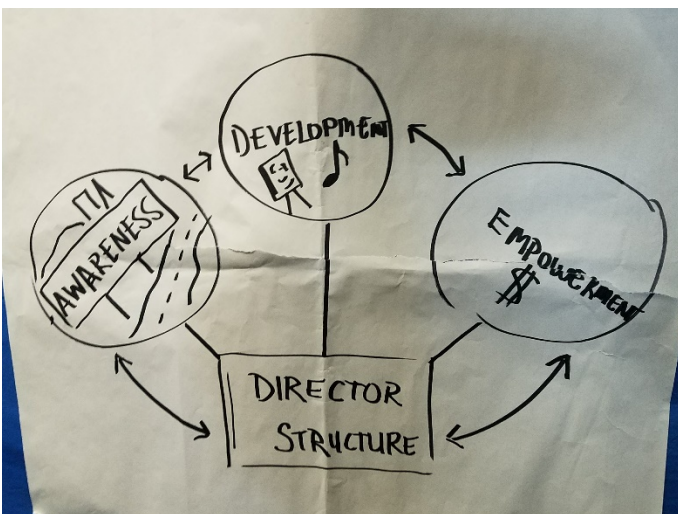


Team #3: Team Infrastructure

Members: Taylor Jones, Sharena Anson, Taylor Jones, Chelsey Jungck, Charity Adams, Fred Roeser

Priorities identified by this group:

- Director (Structure)
- Awareness, Development, Empowerment (support for artists, arts organizations, connect people to arts)
- Marketing, Art Incubator, Funding

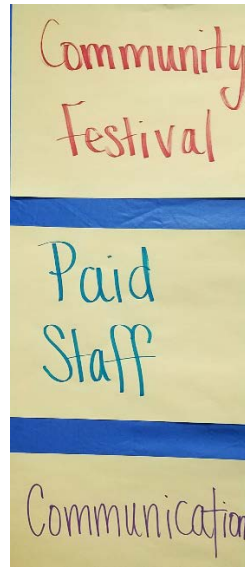
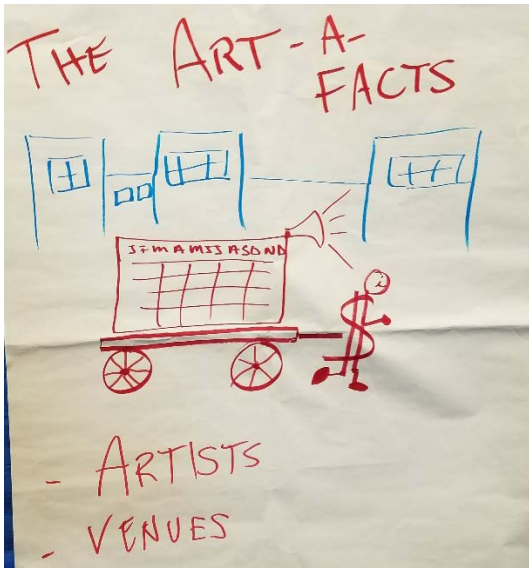


Team #4: Art-A-Facts

Members: Charity LaBrie, Cara Lemburg, Ken Gnadt, L.J. McCormick, Mandy Burkett

Priorities identified by this group:

- Community Festival
- Paid Staff
- Communication



The group ended by identifying advice for themselves as they move forward in working toward their goals:

- Bring vision
- Have defined timelines and steps
- Commitment from committee members
- Clear goals
- Realistic goals
- Accountability
- A champion per effort
- Impact v. effort
- Movers and shakers
- Explore (job share)

The A (Arts) Team Pic!



Sitting: Karen Nepl, Kansas Franzman

Middle Row: Sharena Anson, Mandy Burkett, Steve Fosselman, Curt Vodehnal, Carol Schooley, Tricia Beem, Charity LaBrie, Cara Lemburg

Back Row: Vince Boudreau, Fred Roeser, Kaila Roeser, Tammy Morris, Ralph Brown, Ken Gnadt, Kristen Eckhardt, Charity Adams, L.J. McCormick, Taylor Jones