

Healdsburg Arts and Culture Master Plan

CREATIVE LEADERSHIP TEAM MEETING

SEPTEMBER 5, 2019



Today's Meeting

Introduction to Creative Sonoma

Recap of July 31 CLT Meeting Notes

Branding

Roundtable Discussion

- Field Trips
- Community Members/Organizations to Contact

Upcoming Meeting Dates

Homework

Welcome & Introductions



Creative Sonoma

Kristen Madsen, Director

[Creative Sonoma Video](#)



Recap of July 31 CLT Meeting

Current State Vs. Desired State

- Strengths, Barriers/Gaps, Vision
- What did we miss?
- What needs to be included?

Healdsburg: State of the Arts

What are the notable strengths and resources?

- Number and quality of art galleries and nonprofits (Voigt Foundation specifically mentioned)
- Diversity of population – (seniors - free time and interest)
- Plaza,
- Music concerts
- Visual artists
- Tourism
- Beautiful environment/Landscape
- City support of the arts
- Jazz Festival, Farmers Market, Culinary arts, Raven Theatre, Día de los Muertos (Day of the Dead), library and museum, music scene, Coyote and Elephant In the Room,
- Remarkable strength of art appreciation and nonprofits, FFA parade, Boosters, artist in residencies,
- Alexander Valley Film Festival/Society

Healdsburg: State of the Arts

Barriers, gaps in the cultural system

- Diversity of the arts (inclusion)
- Affordable spaces
- Lack of community marketing of arts
- Cohesion of arts community
- A need for edgier arts
- Underrepresentation of youth
- Lack of strategic leadership
- Empirical data and evidence of benefits
- Community vision
- Lack of arts identity
- Wayfinding
- Existing facilities
- Meeting spaces
- Showcasing existing programs
- Lack of artist residency
- No organizing group or arts council
- Lack of outside awareness
- A need for Central calendar of events
- Accessibility for all, inclusion
- Difficult to coordinate and connect nonprofits (grant writer)
- Diminished arts education opportunities (in school)
- Cross-collaboration cross pollination of arts
- Lack of arts gathering spaces
- A need for intergenerational maker spaces
- Lack of engagement of marginalized communities

Healdsburg: State of the Arts

In a few words, describe Ideal Vision.

- Unified branding
- regular schedule of events and programs
- Inspired collaboration and communication about the arts
- Improved communication between city and sectors –
- Maker spaces and expression spaces woven throughout city
- Accessibility, engagement in education (across demographics)
- Professional arts center space – multi-use/flexible
- 2A community actively engaged in the arts – attracts visitors – top notch facilities
- Platform for artists to be known and succeed as the city succeeds.
- Magnet for the arts. (Santa Fe, Laguna Beach, Mendocino)
- Higher scale galleries and arts

Branding of the Process(es)

Arts & Culture Master Plan

Parks, River, Connectivity Master Plan

ELEVATE

our community

ELEVATE

our arts & creativity



ELEVATE

our parks and connectivity



ELEVATE

our arts & creativity

ELEVATE

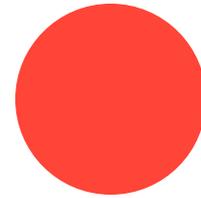
our arts & creativity



ELEVAR

nuestras artes y creatividad





Round Table Discussion

- Field Trip Ideas
- Art/Culture Connections

Future CLT Meeting Dates:

- **Sept 24 or 25:** Community Public Art Discussion, 6:00pm
- **Thursday, September 26:** CLT Meeting, 5:30pm
- ***October TBD: Field Trip Date***
- **Thursday, October 24:** CLT Meeting, 5:30pm
- **Saturday, October 26:** Community-wide Engagement
- **November 7:** Potential CLT Meeting, 5:30pm
- **November 14:** Design Healdsburg, Villa Chanticleer

Homework

- Review Interactive Plan Pages
<https://cherrycreekgreenway.com/>
<https://colfaxareaplans.konveio.com/east-central-area-wide-workshop>
- Review Cultural Plan Examples
- Review Public Art Year in Review Document
- Think BIG – October 26 Community Engagement

Thank you!
