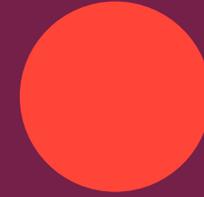


ELEVAR

nuestras artes y creatividad



Creative Leadership Team Meeting

August 5, 2020

ELEVATE

our arts & creativity

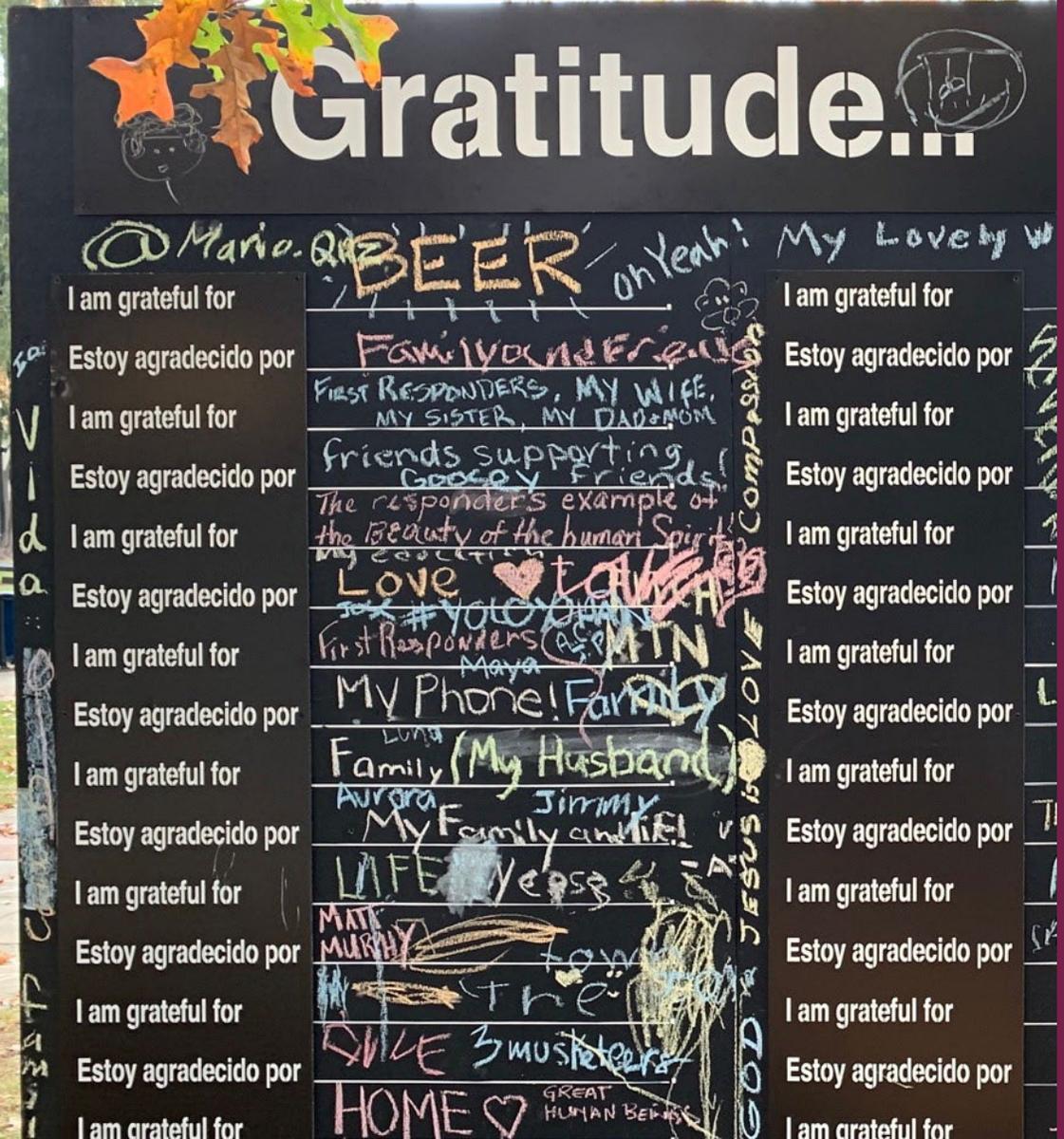


AGENDA

Engagement Highlights

Discussion of Updated Plan Areas

Next Steps





Engagement Highlights

Critical issues: What we heard...

Cost of living

Attracting and retaining workers

Family flight

Homeownership (rising % of 2nd homes)

Housing

Diminishing cultural and economic diversity

Changing demographics

Climate change/ Fire safety

Balance of cultural tourism with cultural needs of residents

Activities that are accessible and/or affordable

Limited youth arts exposure

Events and activities for young people and diverse groups

Equitable opportunities for whole community

Quality cultural events

Lack of music venues

Limited cultural facilities

Limited role of City in the arts

No public art ordinance (public or private development)

Key Opportunities: What we heard...

Multiple arts and cultural spaces throughout Healdsburg

Expand role of City government

Expanding public art for more impact and create policies

Creating cross over experiences with the arts and other sectors

Leveraging the generational and cultural divides for good

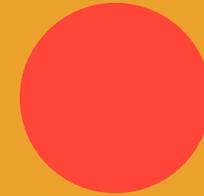
Letting artists play a larger role community planning

Facilitating collaborations with arts organizations (spaces, programming, youth programming, etc.)

Developing opportunities for public/private partnerships

Addressing accessibility and affordability

Taking advantage of other planning efforts (activation of parks)



Recommendation Outline

Build the structural foundation for arts and culture

Strengthen arts and cultural leadership in City of Healdsburg

Structural Support

Commitment to achieve plan goals

Programs and Policy

New support for the arts and review of current policies and codes

Funding

Future commitment of City funds, percent for arts, collaboration with partners

Advance art in the public realm

Activating spaces and places

Public Art Plan (Long-term)

Future comprehensive plan

Public Art Plan (Short-term)

Focus on implementing national best practices and percent for art ordinances

Work with local business, developers, and partners

Integrated Cultural Tourism: Creating a balance

Respecting Healdsburg's history and residents

Cultural Tourism Partnerships

Create cross-sector experiences and year-round experiences

for residents and visitors

Work with Chamber and local hoteliers

Spaces and Venues

Providing artistic opportunity and excellence

Multiple interconnected venues, facilities, and districts – a whole community of current and future arts place-based spaces.

Feasibility study for a centralized cultural/performing arts center

Be a convenor for existing potential arts spaces

Next Steps:

- Community Survey to test priorities (including specific questions about centralized cultural arts center)
- Expansion of outline to draft plan
- Vetting of plan with City leadership and CLT (Late September/October)
 - Onsite meetings