

FINAL

ARTS & CULTURE TASK FORCE
Thursday, July 10, 2018
Lebanon Ballet School, Lebanon, NH
7:00 PM

MEMBERS PRESENT: Joe Clifford (Local Art Rep.), Robert Welsch (Heritage Commission Rep.), Sherry Fiore (Public Rep.), Devin Wilkie (Public Rep.), Chip Brown (Economic Vitality Rep.), Jessica Giordani (Local Art Rep.), Karen Zook (City Council Rep.), Susan Weber Valiante (Public Rep.), Suzanne Prentiss (Mayor/City Council Rep.)

MEMBERS ABSENT: None

STAFF PRESENT: Paul Coats (Director, Rec. Dept.)

GUESTS: Lisa Burk-McCoy and Casey Mason (NH State Council on the Arts)

1. **CALL TO ORDER** – Councilor Karen Zook called the meeting to order at 7:02 PM.

2. **Approval of Minutes: June 19, 2018**

Correct misspellings of Robert Welsch in the roll and the motion to adjourn.

Page 3, Line 1: Remove hyphenation of Weber Valiante

A MOTION was made by Jessica Giordani to approve the June 19, 2018 Minutes.

The MOTION was seconded by Robert Welsch.

** The vote on the MOTION passed (9-0).*

3. **Discussion Items:**

A. Presentation and Discussion with Lisa Burk-McCoy and Cassandra Mason of the New Hampshire State Council on the Arts

The group did introductions around the table. Mr. Clifford explained the mission of the Task Force. Mrs. Burk-McCoy and Mrs. Mason discussed the mission of the NH State Council on the Arts and the relationship between the Arts Council and the National Endowment of the Arts. The NH Arts Council is funded at the state and federal level. Mrs. Burk-McCoy discussed possible funding opportunities for Lebanon through the Our Town grant and partnership grants.

Mrs. Burk-McCoy presented a PowerPoint that contained information regarding the NH Arts programs, services, and grant opportunities. All grants from NH Arts are 1:1 matching grant awards. Mrs. Mason discussed the Poetry Out Loud program. Mrs. Burk-McCoy discussed the various grants and focus areas that NH Arts is involved with, including Moose Plate Conservation funds. Mrs. Mason talked about funding for historic theatre curtain restoration, as well as various outreach programs. Mr. Clifford and Mr. Welsch discussed the programs at DHMC. Mrs. Burk-McCoy discussed the Creative Communities projects and funding, up to \$4500 with a 1:1 match. Mrs. Mason noted that the Creative Communities funding is competitive but is most recommended for first time applicants. She provided examples of funded projects including one-time and recurring programs. Funding is provided between \$750-\$4500 and they must have the 1:1 match but in-kind donations are included. Mrs. Burk-McCoy noted that the format for this grant is more user-friendly than many grant applications. Both said that they would provide support by reviewing and

offering feedback on grant submissions. The Creative Communities funds are available to organizations and municipalities but are not available to individual artists. Mrs. Burk-McCoy encouraged the group to look at the Creative Communities toolkit that is available online.

Mrs. Burk-McCoy discussed the future goal of the NH Arts Council to provide examples of cultural planning to cities and towns. She discussed the work that has been done in Portsmouth and the success that they have had due to the cultural planning process.

Mrs. Burk-McCoy discussed the handouts that were provided to the Task Force. Mr. Clifford said that the Task Force is working through some of the issues surrounding development, data gathering, and community engagement. Mrs. Burk-McCoy suggested looking at changes in meals and room tax revenue that correspond to certain events, as it can be a simple yet impactful metric. The Task Force discussed how best to demonstrate the transferrable benefits to businesses beyond Colburn Park when promoting Lebanon and West Lebanon as an arts destination. The group discussed the challenges of writing grants and Mrs. Mason offered to put Mr. Clifford in touch with someone who wrote and received funding through the Our Town grant. Mr. Welsch suggested partnering with organizations that have experience writing similar grants. The Task Force talked about possible signature events being an opportunity that needs to be explored.

Mrs. Burk-McCoy suggested looking in to potential partnerships with Vermont, since Lebanon is right on the NH/VT border.

Mr. Welsch asked about how best to begin engaging with the NH Arts Council. Mrs. Mason said that piloting a signature event or having a one-time event, like an art walk, is a good starting point. Mr. Coats asked about how best to approach an art installation. Mrs. Mason said that an art installation that would benefit the entire community and encourage public participation would be reviewed more favorably. Festivals and interactive installations are looked upon most favorably. The group discussed possible opportunities for community engagement. Mrs. Burk-McCoy suggested looking at areas that are underserved or underutilized and involving the town planning office, as they often have the best understanding of how people move throughout a community. It was discussed that the Task Force only has one representative from West Lebanon, Mayor Prentiss, and the rest of the group is from Lebanon. Mrs. Burk-McCoy suggested trying to incorporate West Lebanon into future plans and the group discussed possible opportunities. Mrs. Mason suggested looking into other projects that are being done by other states for ideas.

4. **Future Agenda Items:** Not discussed.
5. **Next Meeting Date: July 17, 2018, Upper Valley Music Center**
6. **Other Business:** Not discussed.
7. **Adjournment:**
A MOTION was made by Robert Welsch to adjourn the meeting at 8:40 PM.
The MOTION was seconded by Jessica Giordiani.
** The vote on the MOTION passed (9-0).*

Respectfully submitted,
Brandy Sailors-Dow
Recording Secretary