

**Cultural Planning Subcommittee (CPS)
of the Portsmouth Arts and Nonprofit Committee
Minutes of the Noon – April 10, 2023 meeting
In Conference Room A at Portsmouth City Hall**

Attending: John Mayer, co-chair, Karen Rosania co chair attending by Zoom, Jeffrey Cooper taking minutes.

**Alan Chase, Ellen Fineberg Gerardo Gonzalez, Tom Kaufhold, Rus Grazier, Jason Goodrich, Karen Battles, Suzanne Danforth, Sean Clancy city staff, City Councilor Kate Cook
By Zoom Amanda Kidd-Kestler, Robin Lurie-Meyerkopf, Emma Stratton, Barbara Massar, Beth Falconer**

- 1. Check in question: What gets you excited about participating in this project?**
 - a. A sampling of the answers, Participating in interviews and focus groups, analyzing the information gathered, seeing the endgame come together, seeing the public get enthused about the work being done, getting to know the movers and shakers in the arts community.**
- 2. Minutes were approved unanimously**
- 3. Group 1 reviewing the 2002 plan,**
 - a. The plan was aspirational outlining what the goals were but didn't specify who would carry out the objectives, set a timeline for accomplishing them, or designate resources for the task.**
 - b. The plan needs to align with the City's Master Plan**
 - c. Because of the tight timeline completion of the task will need to be handed off to the new arts agency, assuming that is put in place by this Council.**
 - d. Goals need to be prioritized**
 - e. Six different goal categories were set, but they were very different from each other, requiring different skill sets for the Who will accomplish that particular goal. This made oversight difficult**
 - f. Group 1 is reviewing culture and arts plans adopted by other cities.**
- 4. Group 2 reviewing Artspeak and thinking ahead toward a new arts agency**
 - a. Tom K is chair of this work group, presenting their report. Robin LM secretary**
 - b. What exactly an arts agency is needs to be clearly defined. With measurements of success with review more often than at 20 year intervals.**
 - c. Whatever it is, it needs to be established by ordinance.**
 - d. They are planning to interview former Artspeak members**
 - e. They plan to review the ordinances that have established arts agencies in other cities**
 - f. They want to create a draft ordinance and show it to cultural leaders for feedback. Counselor Cook cautioned that this needs to be done with the legal department, and that to pass an ordinance of this kind takes 3 readings.**
- 5. Group 4 Publicity**
 - a. Objective is to coordinate with the consultant when hired to create an overall plan targeting specific audiences**

- b. Group 4 met with Stephanie Secord and Monte Bohanon, City staff to coordinate use of city resources including keeping the CPS page on the city website up to date
 - c. Will create a QR code for people to easily access the page.
 - d. They will circulate press releases to local media, and Howard Altshiller at the Herald has already expressed an interest in covering our endeavor
 - e. Info tables at events like PPAF and Farmer's Market will be part of the publicity mix
 - f. We have no funding in terms of cash dollars for our publicity campaign, however Councilor Cook pointed out that use of City resources and staff are indirect funding.
 - g. Schools are also a tool for this, as teachers of relevant classes can include it in their lesson plans
 - h. Branding – we could develop a logo. Suzanne has graphic design experience or a graphic design class at PHS could work on this.
6. Group 5 Public input
- a. Partnering with Group 4 is also critical to generate participation in our efforts
 - b. The consultant will be critical to our portion of the project, but we understand the delay in getting them onboard. The question arose What can we do between now and when that happens? We identified the audience in 3 general buckets
 - i. Organized non-profits and stakeholders
 - ii. Non organized artist community
 - iii. The general public including tourists
 - c. What we can do now is develop a set of questions by which to conduct interviews with the organized stakeholders, of which we have created an extensive list. Emma and Amanda will work together on this, since they are both directors of such organizations.
 - d. We discussed the question of whether our efforts are to be directed solely at Portsmouth residents or take a regional approach. Our sense is regional considering that
 - i. The documented impact of the cultural community on the local economy is great,
 - ii. Portsmouth is a regional culture hub, meaning that such impact comes from a wide radius
 - iii. Several of the stakeholders are in Kittery and Eliot
 - e. Our formats for gathering public input will include a mix of formal focus groups, the interviews mentioned above, and spontaneous pop-up events
7. Group 3 Steering Committee
- a. The RFP will be circulated on April 11 to agencies and consultants that have been put forward by members of our subcommittee. It will be advertised through various online outlets on April 18. Submission deadline is May 5, after which the Steering Committee will prescreen the applicants for those that seem outstanding, which will be presented to the whole committee. Group 4

asked to have a representative on the pre-screening process since they are likely to have a close working relationship with whoever is chosen.

- b. The Steering Committee has developed a rough timeline in prose form and as a spreadsheet, both of which will be circulated.
 - c. John Mayer has resigned as co-chair effective April 11. Karen made an appeal for someone to step up to that role, or perhaps as a vice chair, whichever title seems most appropriate.
8. Other business
- a. In order for everyone to have a heads up on what other groups are doing, each committee is asked to submit to Karen a brief summary of their work during the intervening weeks, seven days in advance of each meeting. She will consolidate them into one report for circulation to the group by Sean ahead of each meeting.
 - b. Press releases will be drafted by Group 4 but subject to review by Karen, Kate and Sean before being sent
 - c. Question was raised about who is eligible to do radio interviews or be a spokesperson for the group as part of our publicity campaign. Some people thought any one of us could be called upon which would show that we are a volunteer effort and we are individuals as part of a team. Others felt that a single spokesperson for the group would insure consistency of message. As of this writing we don't have a clear answer.
 - d. All meetings will take place at Conference Room A at City Hall at noon and the second Monday of each month. Next meeting will be May 8

Respectfully submitted

Jeffrey Cooper

CPS Secretary