

Minutes – May 15, 2023 -- Portsmouth Arts and Nonprofits Committee

Russ called the meeting to order at 12:03 PM

Members in attendance: Russ Grazier, Robin Albert. Renee Giffroy, Karen Rosania, Jason Goodrich, Ben Van Camp, Barb Massar. Remotely: Tina Sawtelle, Gina Bowker for PBHT. Not present: Beth Falconer, Courtney Perkins, JerriAnne Boggis, Genevieve Aichele, Councilor Kate Cook.

Non-members in attendance: Sean Clancy, Stephanie Seacord (recording secretary)

August, October, December 2022 and January, February, March, April 2023 minutes remain held over for approval.

1. **AFTA Update (Robin Albert):**

926 surveys completed (deadline extended to 6/23).

25 organizational financial surveys completed. Anxious to include NH Film Festival, Albacore, Athenaeum. Sail Portsmouth would be helpful. Portsmouth had 30 organizations last time.

After Committee pivots to Cultural Plan, the only remaining AFTA need is to finalize the AFTA Jan 2024 visit and events (Chamber breakfast, Portsmouth Rotary lunch.) Also, we'll have the data in October and could share before January.

2. **Cultural Plan (Karen Rosania) -- Lots of moving parts and progress. Alan Chace was voted co-chair last week.**

7 Phases: Have completed thru phase 2 – the review of best practices from other municipalities

Phases 3, 4, 5 may be handled by the consultant – RFP search closed last week. Interviewing the one respondent.

5 Work Groups:

1. 2002 Plan review to learn what worked and what didn't, including the format. Plan should be readable and engaging. Evaluated the Nashua plan as city of comparable size and recent effort.
2. Interviews with ArtSpeak members to define a City-integrated agency. Cllr. Cook drafting a City ordinance that would be ready for the City Council process in parallel with Phases 3, 4, 5. Committee will review at the Jun joint meeting. Want to avoid unintended consequences of writing ordinance too soon but want to get on the record before the committee sunsets in December and don't want to lose the work of the past two years.
3. "Management" team moving into advisor role. Two alternates bumped up to full membership on subcommittee: Suzanne Danforth and Kathleen Battles. Overseeing the whole process and all work groups needed. Prepared scope of work for RFP, working with Sean to take through City process.
4. Generating awareness of the subcommittee: press release, QR code leading to Cultural Plan Subcommittee page on the website. Also requesting feedback. Developing FAQs to provide definitions – "culture" is more than just the arts. Culture is what kind of town we want to have. Need to engage all aspects of our creative economy.
5. Community engagement efforts: developing questions to arts leaders, artists, general public with the intention to reach a robust, diverse audience. Seeking a variety e.g. 1100 Portsmouth High School students (and families) – met with principal to discuss engaging volunteers to include the voice of youth and shadow the work of the Cultural Plan subcommittee. It will be important to engage support from larger organizations who have a path to stakeholders and both intersecting and unique audiences to make sure everyone understands the plan is being developed now. Additional outreach to Citywide Neighborhood Committee, businesses. Jason: subcommittee creating a calendar for communication to major groups.

Committee agreed to meet jointly on Subcommittee schedule. Barbara suggested that Committee members who are unable to commit the Cultural Plan time can take “leave” and resume in October when the final Plan needs to be written.

Committee will also be preparing a final report, including that without the requested ARPA funding, the marketing campaign was just a pilot and did not advance.

Strawbery Banke representation on the committee is in process – checking if application from Linnea Grim, new president and ceo has advanced.

Meeting adjourned at 12:59 pm. **Next meeting, Monday Jun 12 at 12 noon (90 minutes) with Subcommittee. Future monthly meetings second Monday.**