

MARYLAND STATE ARTS COUNCIL

Strategic Plan

Advisory Committee Meeting

Reginald F. Lewis Museum
Monday, May 12, 2008

List of Attendees

Ms. Elizabeth A. Bentley-Smith
Fellow
Maryland State Arts Council

Ms. Dania R Blair
Board Chair
Maryland State Arts Council

Ms. Doreen Bolger
Executive Director
The Baltimore Museum of Art

Ms. Lora Bottinelli
Executive Director
The Ward Museum

Mr. Christopher J Brownawell
Executive Director
Academy Art Museum

Ms. Hannah Lee Byron
Assistant Secretary
Division of Tourism, Film and the
Arts

Ms. Janel Cohen
Executive Assistant
Maryland State Arts Council

Ms. Theresa Colvin
Executive Director
Maryland State Arts Council

Mr. Alonzo Davis
Artist

Ms. Lynn Deering
Arts Advocate

Ms. Nilimma Devi
Director
Sutradhar Institute of Dance and
Related Arts

Mr. J. Ernest Green
Music Director
The Annapolis Chorale

Mr. Peter Horowitz
Arts Advocate

Ms. Luwanda W Jenkins
Special Secretary of Minority Affairs
Office of Minority Affairs

Mr. Christian S Johansson
President & CEO
Economic Alliance of Greater
Baltimore

Mr. Andrew Kipe
Executive Director
The Maryland Symphony Orchestra

Mr. David K Lee
Executive Director
Governor's Office on Asian Pacific
American Affairs

Mr. Douglas R Mann
Chief Financial Officer
Maryland Institute College of Art

Mr. Baile McKnight
Baile's African Drum Works

Ms. Mary Ann E Mears
Artist and Arts Advocate
AEMS Alliance, Inc.

Mr. Paul Meecham
President & CEO
Baltimore Symphony Orchestra

Ms. Ana Astrid Molina
Director
Coral Contigas

Ms. Kara Norman
Executive Director
Downtown Frederick Partnership

Mr. Jim O'Connell
Board Treasurer
Garrett Lakes Art Festival

Ms. Philana Quick
Executive Director
Maryland Citizens for the Arts

Mr. Ronald X Roberson
Vice President of Academic Affairs
Howard Community College

Ms. Andréa Vernot
Deputy Assistant Secretary
Division of Tourism, Film and the
Arts

Ms. Claudia Wilson Randall
Development Consultant
Black Cherry Puppet Theater

Morrie Warshawski
Consultant
Maryland State Arts Council

The Maryland State Arts Council is in the process of developing a 5-year Strategic Plan. The plan will respect the Arts Council's mission and goals such as supporting the arts and artists, ensuring access to the arts for all Maryland's citizens, and promoting a state-wide awareness of the arts. The plan will reflect the diversity of the Maryland, identify opportunities and challenges, determine how best to invest our resources. Furthermore, the plan will enlist community input with the help and guidance of an Advisory Committee.

MSAC convened its first meeting of the Advisory Committee on Monday, May 12, 2008, at the Reginald F. Lewis Museum in Baltimore. During the meeting an environmental scan was completed by the Committee members to determine what is interpreted as a threat or an opportunity to arts and culture in Maryland within three distinct areas: Demographics, Technology, and Economics. The following are the notes from this analysis.

❖ **EXTERNAL ENVIRONMENT TRENDS ANALYSIS**

- The facilitator asked people to split up into three groups within the following categories – Demographics, Technology, Economics and to list what each group feels is a **threat** or **opportunity** from an international, national, regional, and state perspective; and determine the *top five* within each group

- **Demographics**

- ***Top Five***

- *Education → loss of funds = loss of participation = loss of exposure*
 - ◆ *Threat → cuts to educations = decrease in art experiences*
- *Geography → disposable income and time*
 - ◆ *Threat → arts consumption and new media → how is art(s) experienced?*
- *Diversity and cultural identities → American experience and adaptations*
- *Shifting population → caused by age or simply movement*
 - ◆ *Opportunity → military, older population, young professors*
 - ◆ *Threat → community fabric → insular*
- *Grass roots community arts*
 - ◆ *Related to population density and geography*

- **Full Demographics List:**

- Rural
 - Aging population
 - Mobility
 - Wealth
 - Resistance to change
 - Lack of pro????
 - Transplants
 - ◆ Bedroom communities
- Washington markets create suburban and rural c???

- Retiring population
- Aging population
 - Potential education gap
 - ◆ Leads to economics → level of access → opportunity to participate
 - ◆ Statewide range and variation from urban to rural
- BRAC
- Consumer and technology jobs
- Education
 - Multiculturalism
 - Disposable income
 - ◆ Desire to pursue for leisure, money, cultural reasons
 - Lifestyle choices
 - ◆ Expectations, public support
- Growing diversity
 - Ethnicity, traditional arts, vibrant and diverse arts
 - ◆ Ex. → music not disposable in some cultures
- Arts/culture
 - Definition → what's what?
 - ◆ What makes you who you are vs. who performed for others?
- Seeking culture when culturally rich vs. consumable arts and costs
- Community art
 - Fabric of community
 - ◆ Now found on stage as a producible package
- Generation gap
 - Who is being served?
 - Sense of belonging and community
- Participatory
 - More in previous generations
 - What's available to youth?
 - ◆ How are the arts experienced by youth?
 - Level of exposure
 - Education of range of arts experiences
 - Live vs. studio → experience vs. "download"
 - Changing expectations

➤ **Economics**

- ***Top Five (note: all were considered both threats and opportunities)***
 - ***Shift in the economy from a global point of view***
 - ***Shift in philanthropic giving***
 - ◆ ***Corporate vs. Individual vs. Foundation***
 - ***Changes in government funding***
 - ***Relationship of arts and artists to/in the community***

- *Shift in paradigm (new) and the discussion of entrepreneurial actions of the U.S. and the arts globally*

➤ **Full Economics List:**

- Globalization
- **Costs of energy**
- Transportation
- Volatility of the markets
 - Food/water shortages
- Inflation costs
- **Funding, endowments**
 - **Financial support systems**
 - ◆ **General fragility of arts organizations**
- **Widening gap between the haves- and have-nots**
- **Loss of film industry due to lack of incentives**
- **Disappearance of corporate community in Maryland**
- **Shift of marketing from corporate to philanthropy**
- Arts not considered vital to community
- **Growing importance of knowledge industry**
 - **Innovation**
- Arts destination cities
 - NYC vs. Baltimore
 - Funding costs of museums and other arts orgs → free, pay as you go, etc.
- Longer life leads to more leisure time
- No foundation in Maryland like Pew
- People returning to urban areas
 - More community awareness
- Arts districts
- Issues with communication → what is going on in Maryland?
- Individual philanthropy
 - “thinking big” = big giving
- Everyone who earns enough should give 5% to non-profits
 - Low giving rates
- Competitive position of the U.S. in the world
 - Competitive position of Maryland in the U.S.
- State tax dollars via a check-off box on income returns designating funding preferences
- State budget
 - Constant questioning and volatility
- Need to think of more financial paradigms for other funding
 - Somewhat self-absorbed actions of arts organizations
 - ◆ i.e. tendency to stay in the box rather than look outside of it
- Seeking other sources of income for operating costs
- “Outside of the box” funding opportunities

- Relevance of the arts to the community
- Entrepreneurial thinking by the individual artists
 - High levels of fluidity
- Electronic funding opportunities and transactions
- Upwardly moving younger generation
- Waning of government support/actions
 - Trickle down effect to younger mind-sets
 - ◆ i.e. effect of no arts education

➤ **Technology**

▪ ***Top Five***

- *How does it affect revenue/cost?*
- *How does it affect inter-activity with audiences and the understanding of audiences?*
- *How does it transform how art is experienced?*
 - ◆ *Fear of art reduced due to technology (although technology can be art)*
- *How does it allow us to expand our audiences/advocacy?*
- *How to recognize and present new art forms?*

➤ **Full Technology List:**

- **Led to competition and distractions from the arts**
 - i.e. computer games, video games, etc.
- How technology can impact the arts?
 - How we access audience and vice versa?
- Allows for distribution in different ways and cost of delivery down
 - i.e. just use broadband
- **More money required to sustain technology**
- Money once used on “snail mail” being used elsewhere
- Use of words → “live” → how to define arts now?
- **Online access deter from actual visits**
- Web advertising
 - Market to new audiences
- **Challenge for smaller organizations to keep up**
- Stronger ties to audiences
- **High start-up costs**
- Allows better outreach
- Younger audiences used to faster technology
- Expanding the arts → digital art
- Opportunity to tailor art to difference users
- Resources spent outside of state because of easy on-line access
 - More competitors for MSAC/MD
 - Can reach out-of-state for donors/audiences
- New audiences to identify
- **On-line artwork doesn't give full experience**

- Communicate vs. transformation of art
- Allows user to pick/choose what they want to see/hear
- Expectation of “on-line” access to be free
- Live streaming allows users to listen out of state