

MARYLAND STATE ARTS COUNCIL
Strategic Plan
Advisory Committee Meeting
Maryland Historical Society
Friday, December 12, 2008

List of Attendees

Ms. Doreen Bolger
Executive Director
The Baltimore Museum of Art

Ms. Theresa Colvin
Executive Director
Maryland State Arts Council

Mr. Alonzo Davis
Artist

Ms. Lynn Deering
Arts Advocate

Ms. Nilimma Devi
Maryland State Arts Council;
Director
Sutradhar Institute of Dance and
Related Arts

Representative for Ms. Carol A.
Gilbert
Assistant Secretary & Director
Division of Neighborhood
Revitalization
Department of Housing and
Community Development

Ms. Nancy Haragan
Maryland State Arts Council

Mr. Peter Horowitz
Arts Advocate

Mr. E. Scott Johnson
Chair
Maryland State Arts Council

Mr. Andrew Kipe
Executive Director
The Maryland Symphony Orchestra

Mr. William Mandicott
Secretary/Treasurer
Maryland State Arts Council

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

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

Mr. Paul Meecham
President & CEO
Baltimore Symphony Orchestra
Joseph Meyerhoff Symphony Hall

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

Ms. Kathleen R. Sears
Executive Director
Arts Council of Calvert County

Ms. Andrea Vernot
Deputy Assistant Secretary
Division of Tourism, Film and the Arts
Department of Business and
Economic Development

Mr. Gregg A. Wilhelm
President & CEO
CityLit Project

Ms. Claudia Wilson Randall
Development Consultant
Black Cherry Puppet Theater

The Maryland State Arts Council (MSAC) convened its second meeting of the Advisory Committee on Friday, December 12, 2008, at the Maryland Historical Society in Baltimore. The meeting was called to order at 9:15 a.m.

After a recap of the strategic planning process, the MSAC imagine MARYLAND draft plan was presented to the Advisory Committee. Committee members then broke up into groups to discuss their thoughts and reactions of the plan. Notes from the group process are as follows:

Group I Comments and Suggestions

Highlights:

- i. Make sure the language is clear for everyone to understand.
- ii. Weave “arts” into the language more
- iii. Noted: The importance of partnerships
- iv. The “artists” should have a separate goal (Engage Community, Goal I)
- v. Engage Community, Goal I – This goal is so complex, you may want to re-look at it

Raw Notes:

- Group members applauded MSAC for their efforts to conduct a comprehensive plan that has provided for extensive input and resulting in the gathering of rich data.
- The group also recognizes the highly skilled staff of MSAC who is charged with implementing the strategic plan; we also recognized that this document is a living, breathing instrument that will be monitored, and evaluated annually by both MSAC Councilors and the staff.
- Given the current state of fiscal affairs in Maryland, MSAC should establish clear priorities within the strategic plan for implementation.
- Recognize importance of supporting physical space needs/issues for our constituencies (i.e. need for new presenting venues in southern Maryland; supporting space issues for Arts and Entertainment districts; recognizing arts spaces/venues are also \$ generators); suggest collaboration with other state agencies to identify funds to support these “art spaces’.
- The Arts and Entertainment District Program’s perspective seems to be missing from the document; review to ensure program needs are adequately represented.
- Alternate perspective on space: space issues as they relate to expanding or promoting new venues should not be part of the strategic plan- there is already enough competition for audiences, operating dollars, programming dollars, corporate support and MSAC \$ within the state already.
- Establish data base for artistic space within the State to encourage co-oping/sharing/leasing space with artists, presenters and other non-profit organizations.
- Provide support to arts organizations for planning and feasibility studies
- Affirm efforts to promote the concepts of collaboration, partnership and outreach; support convening of other related organizations and agencies to support strategic plan and access human and fiscal resources from other state and non-profit entities.
- We applaud the effort to enhance communications, recognizing the value of electronic communications without sacrificing critical face to face communications.
- Highlight the ten percent funding goal as recommended by both MSAC and MCA.
- Recognize need to explore establishing a Maryland Folklife Center- it s long overdue.

- Strengthen/emphasize the strategic alliance/relationship between MSAC and Maryland Citizens for the Arts.
- Add to the strategic plan preamble wording that recognizes these challenging economic times and how vital State support is to both MSAC and the arts community.
- Link the arts and arts education to economic development.
- Recognize that communications and marketing touches every aspect of the strategic plan; marketing and communications tools should be integrated throughout the plan.
- Recognize that residency activities/programs are much more effective than just showcasing Maryland artists; we should support programs that promote residencies.

Group II

Highlights:

- i. We have an appreciation for such a comprehensive plan
- ii. Concept of supporting need for physical space – we also need a space for artists, not just presenters
- iii. 10% funding was reinforced as a valuable and important goal
- iv. Reinforce the need for communications and technology across the board without losing the quality of face-to-face contact
- v. Going out into the community needs to continue
- vi. Arts and Entertainment (A&E) program and economic development – address how important arts are to the economy
- vii. Value of this planning process – it is a living breathing document to drive the action plan. This is an asset to the Council, staff, organizations, and constituencies. There is integrity to the process.
- viii. A&E district – include this in the list of core programs
- ix. There are a lot of requests in the forum notes for space – This could be taken off. Raising operating funds is lacking already. People don't realize the cost of maintaining space. MSAC could provide technical advice and mentors instead. MSAC could assist in feasibility study, act in a role to advocate to other state agencies to make it happen [help find/obtain space].
- x. Develop a database of people/places that have space.
- xi. Space – Collaboration could be addressed. MSAC could use stewardship to foster collaboration.
- xii. Make a "Space Bank" of rates and requirements.

Raw Notes:

- Terrific
- Consciousness good – but terminology and org. problem
 - Language/lingo – what do "goal, objective, strategy" mean
 - Mission = purpose (why exist?)
 - Vision = mission (what do we want to do)
 - Strategic intent or alliance = partnership development – use same
- Goal 1 – content based, density packed
- Strategic intent subsets
- Response from list:
 - Physical venues site – not an MSAC issue – maybe statewide inventory
 - Partnership development

- Set tone for State
 - Foster collaborations
 - Connectivity between CAC + Organizations
 - Convening
- Focus Group → Get groups together with tentacles across state to give action ideas considering economic scene.
- Get brainpower together
- Do not artificially separate –like the large direction of engage community
- Identity is part of Goal I
- Needs more emphasis:
 - Individual Artists (will artists see themselves in the plan)
 - Emerging artists
 - Public art and public spaces
 - Access is important → core value but doesn't appear in goals
 - Ecostress
 - Economically
 - Disability
 - Geographical
 - Outreach, more proactive as folks begin to pull back
 - Initiating arts experiences (Free fall still doesn't reach all)
 - Partnerships to make initiating happen
- Apply Access filter to everything in plan
- 2nd pass to appropriate groups for their ideas
- Leverage partnership
- Artists – go to them and see how each goal engages IA's & Row talk to IA
 - Environmental impact
- Artists on low end as far as their visibility
 - Organizations come to table with force (power), artists don't but have magic and genius - how to capture?
- Doesn't highlight role of IAs in MD enough
- Separate goal to support artists (not part of artists and arts organizations)
- Partner with orgs made up of artists (MAEA, BSO, etc)
- A&E – artist based
- Importance of entrepreneurial artist action
- Young artists creating spaces and presenting
 - Visibility
 - Message that these artists are valued
- Baker site – testimonial to great artists and activities in Maryland
- Highlight:
 - Strategic partnerships within state government
 - Promote artists through tourism office and other economic development activities of DBED (AEMS and State Department of Education)
 - More emphatic – provide services and support to artists and arts organizations
 - Engage community different than the above, so should be another strategic direction
 - No better example of engaging than what we've just done during the *imagine* process
 - If too dense to understand – self defeating

- Create statewide culture of appreciation
- What does “Engage Community” mean exactly?
- MSAC is about arts coming through state
- MSAC potential greater than the money it can give
- NOW preservation of arts organizations/objects/traditions in state
- Opera et al – how to help faltering organizations to stay in existence

Group III

Highlights:

- i. “Bravo” – The plan is clear, achievable, and comprehensive
- ii. The Preamble should include the economic climate. Create a sense of urgency about arts at stake.
- iii. Preamble should manage expectations and address how the operating plan will come into play.
- iv. Create a FAQ about MSAC programs.
- v. Engage Community – Goal I and III work well together. Goal III (Strategic Alliances) could be moved up to Goal II.
- vi. It’s time for arts councils to create strategic alliances with other state agencies.
- vii. Green and housing issues are important and arts have a role in revitalization.
- viii. Think about how arts and economic vitality are organic processes. Ask business “how do you think arts will move your agendas forward.”
- ix. Invest in technology now to benefit the agency. Investing in technology doesn’t necessarily mean equipment, but time to twitter, Facebook, etc.
- x. We can’t leave out face-to-face contact.
- xi. Call out the “under 30” community specifically
- xii. 10% goal – need to make this case. Times may not be right for it this year, but it’s still a priority. It’s not just an arts message, it is economic development.
- xiii. Get out more – convene and encourage others to convene to create a sense of community.
- xiv. PSA to all citizens. Now is a perfect time.

Raw Notes:

- Bravo – Achievable – Feeds into County Arts Councils
- Clear/Comprehensive
- Acknowledge current environment
- In Preamble:
 - Need arts and stability
 - Distill to essentials to allow us to operate
 - Create a sense of urgency re: survival – Makes planning more important; limited resources = FOCUS
- Plan has solid foundations
- Get out more – convene, encourage convening by County arts Councils
- Communicate broadly to all citizens of Maryland
- PSA for MSAC programs and arts generally
- Think about how re: arts economic centrality be part of an organic process with businesses – agencies – etc.
- Invest in technology now!

- (For under 25, efficiencies and also future)
- We mean social networking, i.e. Twitter, Facebook (intern)
- Engage Community, Goal 3 → Specifically call out
- 10% → We need to make this case, not just an arts message, in context – important over time
- In Preamble:
 - Manage expectations for annual operations
 - FAQ? On next steps – under Secretary of DBED or Governor
- Top priority of next 12 months
 - #1 Okay, move #2 to #2 → Lifelong learning #3
- Strategic alliances → make connections with other state agencies → convene to make arts central to all aspects of lives → new citizens → green issues → housing

Next Steps:

- Please help us spread the word about the strategic plan. The draft is available on our website at www.msac.org and is available for public comment until January 23, 2009.
- The MSAC Council and staff will meet again to review all comments and prepare the final draft through March 2009.
- Coffee rushes in your communities to present the final plan will begin in March 2009.

- Thank you for attending -