Minutes – February 14, 2022 -- Portsmouth Arts and Nonprofits Committee

Russ called the meeting to order at 12:02 PM.

Members in attendance: Russ Grazier, Jason Goodrich, Tina Sawtelle, Renee Giffroy, Nihco Gallo, Councilor Kate Cook. Remotely: Barbara Massar, Beth Falconer, Courtney Perkins, Robin Albert. Not present: Larry Yerdon, JerriAnne Boggis, and Martha Fuller Clark

Nominated new members: Jeff Barraclough/Portsmouth Historic Sites Associates and Genevieve Aichele/NH Theatre Project (remote)

Non-members in attendance: Nancy Carmer (ex officio), Ben Van Camp (Chamber Collaborative), Stephanie Seacord (recording secretary). Remotely: Darci Knowles (Darci Creative), Elizabeth Favini (Darci Creative), Meghan Mitchell (Darci Creative)

Russ reported that since the last Committee meeting, he and Barbara reported on the Committee's work at the Council's last meeting in December.

Jason made the motion to accept the minutes from December 21, 2021, seconded by Tina and accepted unanimously. However an in-person quorum was not present for that vote to be official.

<u>AFTA Survey</u>

Renee reported that AFTA has pushed the national study back, from March to May and that materials are not yet available, so training is on hold. The AFTA Study Coordinator (Lauren Rosen) is also on hold. As a result of this delay the final national report will not be available until Sep 2023. Robin reported that the subcommittee expects AFTA to hold internal training in April (note: school vacation week is last week of Apr) and then the committee will provide training for participating nonprofits, possibly in early May, with data collection starting at the same time.

<u>Marketing</u>

Jason and Ben reported on the status of the marketing program. Subcommittee has met and reviewed with Darci Creative multiple concepts to provide a broad umbrella covering a wide range of stories depicting that Portsmouth is a great arts and culture destination. The 3-month pilot program is scheduled to launch in March so time is very short. Chamber has good outreach to arts and culture members but needs help in collecting images from independent artists and entities that may not be included in the member list. Possibly starting with the AFTA list but also including for-profit arts.

The Darci Creative team presented two design variations: the "heART" brand icon and a "Go Out Portsmouth" campaign for print and digital advertising. The color palettes (blue and orange) and fonts were designed as sister brands to the Chamber Collaborative's GoPortsmouthNH.com destination marketing brand.

heART logo is based on bricks to indicate the history. Heart at the bottom points to the word “ART.”

Iconography – like the heart icon. Additional comments:

- Barb – replace fork with theater masks, microphone?
- Renee – reverse the blue and orange – emphasizing “art” in blue?
- Tina – what is the connection? Logos competing?
- Robin – history icon?



Two examples: digital on left, print ¼ pg on right.

Using Heart icon without slogan. Emphasis on Go Out message as a headline.

Reference to MONA is an example if campaign wanted to highlight one venue, but campaign is designed to cover everyone.

- Beth – Use “Feel the beat” slogan in Go Out – call to action. “Concerts” rather than “musical performances”. Replace culinary.
- Barb – do not highlight one group and slight others
- Tina – Use “Feel the beat” not “creative” slogan. Caption the images so people can identify what/where they are to find them. Replace culinary arts with film (festivals: Telluride, etc.)
- Nihco – Heart looks a little clunky. “Go Out Portsmouth” has more energy.
- Nancy – reference history in the text. If decision is to include culinary, include craft brewing.
- Russ – funding for this campaign is COVID recovery, coming out of pandemic. Rework ‘What are you waiting for?’ with ‘We’re ready for you to come back out.’ Concern that organizations have a return of audiences.

Ben – shows the challenge of the campaign: many messages. How do we convey all of it?

Next Step in review process: subcommittee, including co-chair Barbara finalizes and moves forward.

Additional Proposed Projects for 2022-23 included in End of Year Report

Committee requested $480k in ARPA funding to move work forward.

Councilor Cook – City Council asked for ARPA briefing and options. Will take place after Finance Dept reviews 400 pages of rules and guidelines. Right now Council is focused on CIP (Mar) and Budget (May-Jun). I am your advocate to City Council for funds and making any funding requests to support the arts.

Russ – origin of this Committee specific to helping City helps arts, culture and history organizations and sector to come out of pandemic. We’re looking at a 5 yr recovery, we’ve got a long way to go.Want to be sure organizations in 2025 are intact, and healthy. City recognizes value of cultural economy and its importance to City economy. ARPA not the only options – want to find best opportunities.

Russ and Barb will make Dec City Council presentation to Economic Development Commission on Mar 11. Their support is important news for Committee.

Cultural Plan

Critically important. Most important publicly-facing thing this Committee could do. 2002 Plan had high impact. Now, we have right people at the table. Done once before and will take some time.

1. Identify those involved in last process 2002 plus this Committee and City staff (Nancy with Ellen Fienberg, Chris Dwyer).
2. Did not include outside consultant in 2002. Once Council authorized creation – people applied to participate. 11 members. Based on UMass Amherst models and course. Russ: Maybe worth including paid assistance this time?
3. Portsmouth Listens did not yet exist. Worth asking.
4. Circle back to City Planning (Beverly Mesa Zendt) as Cultural Plan should dovetail with Master Plan. Russ and Barbara to meet with her to learn timing.

Councilor Cook – a ballpark cost would be useful to get Cultural Plan in CIP.

Nancy – Gen Aichele was a 2002 advisor. Surveys on the street. Hardest to get input from independent artists. Recommend Committee review last plan: historic preservation, education, art workspace.

Russ – If Committee is to become a permanent version, like ArtSpeak should grow out of creating the Cultural Plan.

Direct Support to Artists

On hold until funding identified. Subcommittee met. Presentation included to Council and will be in EDC presentation.

Arts Organization Collaborative Projects

2020-21 “historic levels of coming together and working at higher level and more deeply.” Encourage cultural leaders to think about which collaborations meet standard of reviving local economy, cultural economy and impact the community. Bring ideas to Russ and Barbara for more specifics for ARPA funding and support bringing audiences back.

- Tina – eg citywide Juneteenth aspirations for 2023 as an additional Legacy event. Needs someone to advocate and coordinate meetings, action items, programming space, etc. to get calibre of local, regional and national artists.
- Barb – reminder to get PNH400 on the calendar (application at PortsmouthNH400.org).
- Beth -- Challenge is setting event dates – not all 2022 set yet as some spring events moved to fall and may or may not keep that timing.

Workforce Housing for Creative Economy

Important to state and local. First step – open conversation with Craig Welch, Portsmouth Housing Authority. What is synchronicity, especially for arts and culture employers?

Councilor Cook – City Council Land Use Committee with PHA, EDC. Appropriate for Committee to approach. Feb 15 Communities & Consequences film at The Music Hall (Chamber, PlanPortsmouth, State Sen Kwoka).

Parking Situation

Courtney – Hanover garage project impact on that end of town. Foundry not a solution for PPAF. Development parking waivers impacting arts community.

No public comment offered.

Meeting adjourned at 1:10 pm.