Portsmouth Committee on Arts & Nonprofits
Portsmouth, New Hampshire

Public Meeting – Agenda
Monday, May 16, 2022 at 12 Noon
Meeting in Conference Room A, City Hall, 1 Junkins Avenue, Portsmouth, NH

ZOOM MEETING OPTION
https://us02web.zoom.us/meeting/register/tZEuc-urrjMvGtK_rQftWZXIlz7u_jD3X0_8

This meeting takes place in person and requires an in-person quorum of committee members. If a committee member or member of the public wishes to participate via Zoom, you are required to register in advance to join the meeting. A unique meeting ID and password will be provided once you register. Press on the link and follow the instructions. After registering you will receive a confirmation e-mail containing information about joining the meeting.

MEETING PURPOSE

Monthly meeting of the Portsmouth Committee on Arts and Nonprofits, designed to respond to the needs of arts, culture, and historic preservation nonprofits as well as artists of all disciplines and creative economy workers based in Portsmouth, NH.

MEETING AGENDA

1. Welcome
2. Approval of December 20 meeting minutes of the Blue-Ribbon Committee on Arts and Nonprofits (former name of this group), and February 14, and March 21, April 18 Meeting Minutes
3. AFTA Study Update
4. Marketing Project Update
5. Cultural Plan
6. Adjourn

LINK to register for information and updates from this Blue Ribbon Committee:
https://www.cityofportsmouth.com/city/brc-arts-nonprofits

Minutes – December 20, 2021 – BRC on Arts & Nonprofits

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

Members in attendance: Russ Grazier, Courtney Perkins, Robin Albert, Kathy Somssich, Nihco Gallo. Members attending remotely: Barbara Massar, Tina Sawtelle, Beth Falconer, Renee Giffroy.

Non-members in attendance: Ben VanCamp, Nancy Carmer.

Non-members attending remotely: Stephanie Seacord.

As there was not an in-person quorum, acceptance of the last meeting's minutes was not possible.

It was announced that this was the last scheduled meeting of the BRC on Arts & Nonprofits. However, interest in continuing this committee has been expressed by members of the new incoming City Council. A summary of the BRC's Year End Report will be presented tonight (12/20) at the City Council meeting. [Note: The full report is posted on the BRC webpage: https://www.cityofportsmouth.com/city/brc-arts-nonprofits]

A discussion of the process by which members of this Blue Ribbon Committee will choose to continue or end their tenure followed. It is assumed that members who are leaving the committee will be able to recommend others from their art, culture or history nonprofit organizations to replace them. However, the ultimate decision of who is on the committee remains with the mayor.

Russ took this opportunity to thank the members of the committee with whom it was an "honor to work." Further gratitude was expressed to Russ and Barbara for their leadership and to Nancy and Stephanie for their invaluable help.

Artist Relief Grants

Nihco reported that the subcommittee (Nihco, Courtney, and Nancy) met on Monday and reviewed their proposal for individual artist grants. Their next steps are to get it to the City Manager and present it to the City Council by the end of February or early March. The budget remains at $16,500 for 10 grants at $1500 each, and $1500 for a paid administrator. The key point is to promote inclusivity and diversity on the panel which will award the grants and also of the artists who will be the recipients of the grants. Grants will be radius-based and will not be awarded to Portsmouth residents only, but to those artists who impact Portsmouth's art scene, regardless of residence. He emphasized that the panel will not commission new public art but will review art that is already done based on merit and impact, will promote potential projects in the future, will create something that engages the community and will encourage the possibility of future funding. Although this proposal is not a relief program, economic need might be a consideration. He foresees the panel being a combination of sub-committee members, artists, and members of arts organizations.

Russ mentioned that the BRC on Arts and Nonprofits will ask the City Council for 4% of the ARPA funds that Portsmouth is receiving instead of an itemized list of suggested projects such as the $16,500.

Nancy reminded the committee that because the ARPA funds come to the city, city personnel must be involved in the approval and distribution of the funds as per city ordinance.

Marketing

Ben reported that the marketing campaign will have a March roll-out to accommodate Spring messaging promoting the upcoming arts season. The PR component, led by Martha Sullivan/Sullivan Communications (the Chamber's destination marketing PR agency), will start first, targeting media visits starting in February. Sullivan and Darci Creative plan to conduct a series of in-person/zoom meetings with performance venues, galleries and organizations to identify key messages and examples of Portsmouth's arts, culture and history. In the short term they are seeking images and videos that can be used on the marketing platforms such as GoPortsmouthNH.com and for pitching media. The Chamber will coordinate media visits: lodging, meals, performance tickets and visits to artists' studios and arts venues. These visits will include schools, individual artists, and small performance spaces.

AFTA Study

Robin announced a Zoom meeting for participating organizations on January 26 at 10 am to discuss the AFTA plan and hold a Q & A session. The meeting and Zoom link will be on the calendar on the City website. There will be two orientation and training sessions: February 23 in person at the Portsmouth Public Library and on February 24 as a zoom repeat on how to conduct the survey and submit information to AFTA. Nancy reminded the committee that the City has already transmitted $6000 to AFTA to undertake the survey, analyze the data and prepare a report and has budgeted the fee for an AFTA speaker to travel to Portsmouth to present the report. The City Manager has approved the budget to hire a project manager for 200 hours. There will be other small expenses such as brochures, refreshments, ID buttons for those conducting the survey.

Russ and Barbara have used information from the last AFTA survey in the Year-End Report and a request of funds for this project should be the easiest ask due to the importance of the data it provides.

It is not known whether the City Council will make any decisions about funding at tonight's City Council meeting. The next years are critical because federal funds for COVID relief won't be available.

Additional Topics

Courtney brought up the recent demonstrations by 12 to 15 neo-Nazis at Seacoast Repertory Theatre in protest of SRT's production of a family-friendly show featuring a performer in drag. Courtney expressed her dismay at this demonstration and recommends that all of us be aware of this hatred in our midst. Russ reiterated our commitment to access, equity, diversity, and inclusion at all of our venues and organizations all over the state, country and world and noted that the demonstration elicited a lot of support and donations for SRT.

Barbara reported, in a similar vein, that despite the destruction of ice sculptures in Dover, Pro Portsmouth will have ice sculptures and fireworks for First Night Portsmouth this year.

Russ adjourned the meeting at 12:55.

Submitted by Kathleen Somssich

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.

Minutes – March 28, 2022 -- Portsmouth Arts and Nonprofits Committee

Russ called the meeting to order at 12:10 PM.

Members in attendance: Russ Grazier, Renee Giffroy, Jason Goodrich, Councilor Kate Cook, Genevieve Aichele, Nihco Gallo Remotely: Barb Massar, Robin Albert, Tina Sawtelle, Ben Van Camp. Not present: Beth Falconer, Larry Yerdon, Martha Fuller Clark, Courtney Perkins

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

Guests: Former Cultural Plan Chairs: Chris Dwyer, Ellen Fineberg

Purpose of the meeting: To learn about the creation of the first Cultural Plan in 2002, the process, the early stages and what the next steps in creating a new Cultural Plan might be.

Chris Dwyer provided the pre-history:

The start up occurred during Mayor Sirrell's tenure when Portsmouth participated in the Art Builds Community project with a grant from the Greater Piscataqua Community Foundation. Three sites in NH were involved: Newport, Manchester and Portsmouth. Both Manchester and Portsmouth ultimately developed Cultural Plans. Portsmouth's was the most extensive, with the most robust process.

The process received a Wallace Reader's Digest grant, thanks to the evidence of the Shipyard Project, with Chris Dwyer, who administered the Wallace grants nationally, shepherding the successful application.

In March 1998, 8 focus groups convened with 80 participants. Each meeting of 8-10 group members lasted an hour, asking the group specific questions to determine "What would you like to see – what is your vision for Portsmouth?"

Ellen Fineberg coordinated the project to create the Cultural Plan, with a committee of artists, Portsmouth Public School administrators, High School students, business people, nonprofits and City staff.

Initially, Mayor Sirrell was not a supporter of arts & culture, believing the arena to be elitist, but through the process heard the value of arts and culture – that it is something woven into the fabric of Portsmouth schools and neighborhoods.

Originally, the idea was to incorporate Arts & Culture in the Master Plan 2000, but instead, to gain the broadest input, the Mayor determined time should be spent creating an Arts & Culture Plan and created a Blue Ribbon Committee to do it. That set the stage for other community involvement.

At first there was no budget. Councilor Grasso was tasked to be liaison. Chris Dwyer identified UMass Cultural Planning best practices and resources and brought them to the task, with staff assistance.

The resulting Cultural Plan recommended the creation of Art Speak as a stand-alone nonprofit instead of the City BRC and recognized that half of the people engaged in arts and culture were not Portsmouth residents but saw Portsmouth as their community.

Russ – That was a lot accomplished in one year. How did that happen?

Meetings every other week

Lots of trust in 15 different people who took on different challenges, eg Lars Trogden who did the writing, Chris/Elln brainstorming; someone to coordinate the art featured in the published Plan; someone to plan the publication reception.

Tina – Noticed there were no arts or cultural organizations in the process. Was the result not what the artists wanted?

Members of the committee did have arts involvement – architects, editor, marketing.

Tina – Was there anything in the plan that was not completed, objectives not met?

There were some specific ideas unrealized – zoning for artist live/workspace (though there was an encouraging example of MIT and Harvard building re-use. But some cultural spaces were achieved.

Also the "% for arts" concept was partially achieved – yes at the Fire Station, maybe at the Wastewater Treatment Facility; not yet at the Middle School (those funds as yet unspent – Barb M: maybe the funds can be redirected to Portsmouth NH 400?)

The Plan did reinvigorate arts and culture, giving the community agency that might not have happened without an arts plan. Perhaps a broader cultural plan with "% for arts, culture, history."

Barb – It's a different world now, 20 years later. Volunteers are different – would you use Portsmouth Listens (which didn't exist then) for the focus groups?

CD: The cultural plan must be its own brand. You can hire out some things to be perceived as neutral (artists feared the Plan would result in their being told what to do by City government). Neutrality and brand distinction are key.

EF: It was vital to have City support (Nancy Carmer) and access to services and awareness. We weren't "out there," we were "in here." Key for understanding how to fit the arts into City land use and planning processes.

Jason – For this plan process, we have strong arts organizations and opportunities in our collective social media for citizen engagement.

CD: Be careful about 'initiative overload.' Many of the ideas that came out of the original planning for Portsmouth NH 400 were the same – people don't want to be asked the same questions again. The PNH400 focus group input and themes could be synthesized to plan for the next 5-10 years. Then a committee could select a group to take the plan on.

Russ – The 2002 plan selected 6 goals and 10 themes from the Arts Build Community survey. Most plans have lists of 'wants' – this has actionable, prioritized items. One example: public art was documented for the Smithsonian's Save Our Sculpture national effort.

Nancy – It is still a challenge to get to individual artists.

CD: It's important for people "not in the beltway" to participate – to engage in brainstorming with the committee on themes that led to actions. Some goals were aspirational; others were actionable, eg. the creation of an Arts Center which Discover Portsmouth came to be.

Another idea was to create neighborhood arts centers along with parks, that the city could use opportunistically.

Renee – Maybe the survey in the GoOut Portsmouth marketing could assist in developing themes?

Ben – The majority of those seeing the ads are outside Portsmouth.

CD: Recommend you start with the themes and add. What wasn't accomplished? Why? What's next? Half-day retreat could generate an internal report on the Plan.

Barb – Now with the Chamber and Portsmouth Listens we can take a different route. Tap the community at large but this group contribute to the content, too. The first broad call for data to a wider audience.

Russ – The 2002 Cultural Plan has had influence longer than the 10 years it was intended to last. Why has it lasted – how is it used?

CD: The goal was to create ArtSpeak to implement the plan and the timing was good. It had a broad base on support. When I first ran for City Council the plan was used to denigrate my candidacy. By the second time, every candidate had an arts component. Everyone wants this and wants to participate.

The AFTA survey was transformational – for the first time we had quantitative values. It remains so.

The Mayor did not at first believe the neighborhoods cared about arts, not you could involve the Citywide Neighborhood Committee, brainstorming community centers like the Plains School and Pontine – a different branding that connects them with the downtown arts institutions.

The Cultural Plan saw an important change from the "Od Portsmouth" to a way to help more people network and to realize this is "your Portsmouth."

Timeline:

Rollout AFTA

Perceived that arts are for locals – not outsiders. How many of us take advantage of what's here?

Blend Portsmouth NH 400 + AFTA survey + next Master Plan.

Barb – Leverage the PNH400 efforts, the upcoming Rec Needs Survey, use of the Community Campus to create art/gather space – the way the old Connie Bean Center once was, or Discover Portsmouth was intended as a cultural hub.

CD: Recreation and leisure are certainly part of the Cultural plan. The building re-use committee made Players Ring, Children's Museum, Discover Portsmouth happen. During the Prescott Park Master Plan effort it was important to survey people using the park.

Russ – What would you have done differently? Unexpected things you learned?

CD: We probably had too many objectives. Would coalesce them into fewer ideas within the themes, with a clearer definition of who would accomplish them. And clearer timelines: 1-2 years vs. aspirational. Always get people to talk to each other.

NEXT MEETING: April 18, 2022 at 12 pm.

Meeting adjourned at 12:50 pm.

Minutes – April 18, 2022 -- Portsmouth Arts and Nonprofits Committee

Russ called the meeting to order at 12:05 PM.

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

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

In the absence of a quorum, minutes were not approved.

AFTA Update: Robin reported on the Apr 14 Q&A session. Though there were not as many attendees as hoped, that may be because others have done the AFTA survey before and felt they had no questions. But there were some new people.

Robin, Renee and Lauren will be participating in the AFTA training on Apr 21, then will conduct training for the participating nonprofits on May 12 [location?]. Arts Committee, etc. encourage to call the AFTA Committee with any questions.

New this year: the survey is offered on paper (which the organizations must compile with cover and report) and digitally via a QR code (which are tabulated automatically). The survey must be answered in person, on-site. Data will be collected between May 1, 2022 and April 30, 2023.

Russ noted it's important that the organizations on the committee are prepared to conduct the surveys as the highest number of their performances with live audiences take place in the next 6 months. We're hoping for strong reporting in May-Sep so there's no needed to scramble for data in Nov-Jan when holiday demands interfere.

Councilor Cook asked if the basic information would be provided before the May 12 training so organizations could start surveying as of May 1.

AFTA reports that the financial data reporting from each participating organization is simplified. Many participants had difficulties in providing information that was out of synch with their fiscal years.

GoOut Marketing Campaign Update (Ben Van Camp): Campaign is ongoing. Expect the first monthly report by May 16.

Digital ads and Google AdWords were focused on supporting Restaurant Week and will shift to the GoOut campaign. Because the target audience for these is outside the area, we may not see the ads.

Cultural Plan Update: Actively involved in creating a Plan committee and determining best practices/best process to do so. Russ asked if maybe a small technical committee of 2-3 Committee members might form the working group to report to the full committee.

Met with Howard Altschiller at Seacoast Media Group, involved in the 2002 Cultural Plan and interested to be involved again.

Next step: identify and formalize members of the working group to create a call for community participation: not exclusively arts group executives but a broader base so all voices are heard and a true community plan is the result. How big is the committee? 16-20 last time, but volunteer bandwidth is limited. City has identified funding for the plan – is a coordinating consultant included?

Meet once a month for the duration of the 2-year plan timeline (aligned with the current City Council term)? 2002 Plan took 4 years but this one might be faster, with the framework in place. Just as the 2002 Plan came out of what had started on the arts scene, this Plan will come out of the collaborations generated by the pandemic. Nihco noted it's very inspiring to feel the impact of their work. More confident in the state of the arts after the 20 intervening years.

Robin suggested a smaller group could engage with the consultant to create a process that would include the wider community. (2002 Plan Focus Groups involved 60 people.)

Barbara agreed: "Start small and go big." Participants in that group must be committed, can't miss a meeting. Think we need guidance on how to proceed.

Russ suggested the logical path is to secure the City funding to bring in a consultant – as happened with the GoOut Marketing effort: 3-6 months of funding to launch the process.

Councilor Cook reminded the Committee that the Council approved the Cultural Plan project and gave the City Manager authority to identify available funding. She is happy to serve on the working group as the liaison with staff and Council.

Russ suggested that the Committee and Councilor prepare and issue an RFQ for a project consultant with the City to vet applicants within 2-3 months.

Larry noted that the steering group can ensure representation by different cultural components and work with the consultant on a plan to identify all the stakeholders, then bring that plan to the Arts Committee for review.

Russ: we can work with SMG to reach a broader base, using their online reach to get responses through print inserts and digital forms. Nihco offered the idea of using the outreach of the marketing campaign, but then realized that campaign is not directed "to Portsmouth."

Genevieve noted the importance of involving the young people who will be fulfilling the goals of the new Cultural Plan in 20 years, as this group is realizing the 2002 goals.

Robin emphasized the important of having an inclusive group of stakeholders.

Genevieve commented on the new opportunities of social media and the geographically widespread audience experienced in livestreams. Who is our arts community?

Russ noted that Ellen Fineberg and Chris Dwyer are both willing to provide feedback.

PNH400 could serve as a rallying point for listening groups and collecting visioning date for a 5 or 10 year cultural plan. Ask PNH400 to send someone to the May meeting.

PNH400 Legacy Committee Update (Barb Massar): The way to be recognized as part of the 400th is to complete the program application. That gives you permission to use the logo as an official PNH400 partner. Partners receive the marketing toolkit. Suggested incorporating a line in press releases and other marketing materials: "X is a proud member of Portsmouth NH 400" to keep it in people's minds. Signature 2023 Events: June 3 Parade & Riverfest. Aug 28 Community Dinner. Sep Air Show (announced late June 2022.) Additional events: June 15-19 Black Heritage Trail Juneteenth Festival.

ARPA Funding Update: Nicho's artist grants included in the Arts & Nonprofits Committee recommendations for using ARPA funds on the arts. Extending the marketing campaign – under the specific guidelines for the use of funds – can emphasize the post-pandemic effort to build audience confidence to return.

Current marketing campaign focused on awareness not individual brands. Still challenging to project 2023 plans – hard to project fall 2022 plans.

Other Business: Discover Portsmouth is now open. Bring your rack cards.

NEXT MEETING: May 16, 2022 at 12 pm.

Meeting adjourned at 12:50 pm.