Joint meeting: Cultural Planning Subcommittee (CPS) and Portsmouth Committee on Arts and Nonprofits (PANC)

Public Meeting Agenda
Monday, July 10, 2023 at 12 noon
Meeting at Portsmouth City Hall, Conference Room A

Zoom Meeting Option

This meeting will take place in person. If a CPS/PANC member or member of the public wishes to participate via zoom, the link below (with meeting ID and passcode) will allow you to connect to a zoom waiting room. A meeting administrator will monitor the waiting room and enable your attendance.

Join Zoom Meeting
https://us06web.zoom.us/j/81046219666
Meeting ID: 810 4621 9666

MEETING PURPOSE

This is a joint meeting: Cultural Planning Subcommittee and Portsmouth Committee on Arts and Nonprofits. The CPS is leading the process in creating the next Cultural Plan by soliciting and engaging diverse stakeholder input and ideas across the broader Portsmouth community.

MEETING AGENDA

12:00 Welcome/Review of meeting objectives – Alan Chace/Karen Rosania and Russ Grazier/Barbara Massar

12:05 Approval of minutes from 6/12/2023 CPS meeting – Jeffrey Cooper

12:10 Questions following ACG kick-off meeting – Sean Clancy

12:15 Proposed City Arts Agency Ordinance – Councilor Kate Cook/Workgroup 2
- Review, discussion/questions, CPS vote

12:40 Other workgroup discussion/motions (~5 minutes each)
- Workgroup 4 - Communications Plan
- Workgroup 5 - Community Engagement

12:50 Other business/additions to agenda

1:00 Adjourn

Conversation opened. 1 read message.

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Re: DRAFT agenda for the July 10 joint CPS and PANC meeting - ple

Inbox

A

Alan Chace

to me

Here's the consolidated materials. Agenda, WG2,3,4, updated overall plan, updated matrix.

Thanks! Happy Fourth!

On Fri, Jun 30, 2023 at 9:51 PM Karen <olivetealarts@gmail.com> wrote:
Sounds good. I'll update agenda with everyone's comments. Can you please update workgroup 3 repo
send to be posted. Thanks have a great weekend

On Fri, Jun 30, 2023 at 9:38 PM Alan Chace <apcssnavy@gmail.com> wrote:
Thanks Karen - nice agenda.

I'd be shocked if we get outta there at 1! But can't hurt to try!

If Kate suggests a vote by us as soon as possible I don't see why we couldn't....might as well. The orc

Alan

On Thu, Jun 29, 2023 at 7:01 PM Karen <olivetealarts@gmail.com> wrote:
Hi All - please provide your input for any topics you'd like included at our July 10th joint meeting by Mo

Sean - this will be just a few days after our kickoff meeting with ACG (7/6) - I allocated 10 mins to disc
enough time following the 7/6 meeting? I know we want to keep things moving.
Kate - Tom suggested an updated review of proposed city art agency ordinance - followed by a discus

Barbara, Russ, Alan - anything else pressing you think we should include?

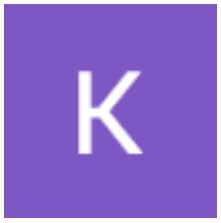
Everything above is flexible based on needs identified by this group.
Thanks

--
Happy Crafting!

Karen Rosania
Owner/Artist
Oliveteal Arts

https://www.olivetealarts.com

One attachment • Scanned by Gmail



Thanks, you too!
Have a great weekend too!
Looks great, thank you!
ReplyForward

Workgroup 2: Art Speak and Ordinance

Final Report June 2023

Section 1.4xx: ARTS AND CULTURAL COMMISSION

A. Membership and Term: The Arts and Cultural Commission shall consist of 17 qualified regular members and one alternate member. Of those 17 members, 5 members shall represent the arts and cultural institutions in Portsmouth, both for profit and nonprofit in nature, and their membership on the committee shall be on behalf of their institutions, rather than through individual membership. Those institutional members shall not serve consecutive terms, but their membership shall rotate among those arts and cultural institutions to foster participation on the part of various institutions. An additional 5 members shall be appointed from the community of artists within the City of Portsmouth. Five members shall be individuals with appreciation for community arts and cultural programming. One City Councilor shall serve in a term corresponding with his/her/their respective tenure of office. All members shall be appointed by the Mayor, subject to the approval of the City Council, for a term of three years. The City Manager or his/her/their representative shall serve as an ex-officio member of the commission.

B. Definitions: Arts and Cultural Institutions should be defined as those institutions engaging primarily in direct community work in visual arts, musical arts, theater arts, cultural community events, and historical preservation and education.

C. Powers and Duties: The Commission shall encourage support for arts and culture within the wider Portsmouth community, including, but not limited to the following.

1. The Commission shall foster the implementation of the Cultural Plan of the City of Portsmouth, and shall conduct other studies and planning processes, as necessary, focusing on the arts and cultural community.

2. The Commission shall support the establishment of arts and cultural institutions in Portsmouth and the surrounding area, promote the welfare of existing arts and cultural institutions, and support coordination and communication between local artists, arts and cultural institutions.

3. The Commission shall make recommendations to the City Council concerning arts and cultural needs within the City, and shall create a plan for attracting and retaining artists and arts and cultural institutions in Portsmouth.

4. The Commission shall work to increase and sustain the arts and cultural appreciation of all residents of this community while protecting and maintaining the quality of our arts institutions and historic and cultural assets. This process should consist of the encouragement of a broad, productive community effort to coordinate and enhance the utilization of all community resources involved in any respect with arts and culture.

5. The Commission shall identify municipal funding sources, including state and federal funding resources designated for Municipalities, to support its work. The Commission shall not raise funds in direct competition with arts and cultural organizations within the City of Portsmouth.

6. The Arts and Cultural Commission shall work in coordination with, and in support of the Public Art Review Committee to promote Public Art in the City of Portsmouth.

Why?

Economics:

The Economic Impact of Nonprofit Arts and Cultural Organizations and Their Audiences in the Greater Portsmouth Area (Fiscal Year 2015 – From Americans for The Arts)

Total Industry expenditure 58M (up from 41.4M in 2011)

Event-Related Spending by Arts and Cultural Audiences Totaled $36.6 million (excluding the cost of admission)

Nonprofit Arts and Cultural Event Attendees Spend an Average of $30.18 Per Person (excluding the cost of admission)

Spending by Non-Profit Arts/Cultural Organizations 21.5 million which supports 1825 FTEs

Art Speak Member suggestions as pertains to an ordinance/commission:

A city commission would give better continuity from year to year.

A city commission would "guarantee" representation from the various arts/culture communities

The commission can apply for grants that are geared toward municipalities.

More transparency for the public.

Commission should have individual visual artist, individual musical artist, and people from the public. Also representation from profitable and non-profit organizations.

A non-profit was not recommended:

It competes with other Arts non-profits.

It is confusing as a quasi-government agency – to donors and the public.

Too much time spent fundraising.

No formal membership process.

Overtime membership tended to become "one sided" or friends.

What we did?

Before Sub Committee formed:

Interviewed Chris Dwyer who was instrumental in the 1% for Art on Public Project

Interviewed Nancy Pearson about her experience trying to get a % of parking fees for art.

Interviewed Russ Grazier about his work with ordinances and Art Speak. .

Worked with Legal Department on Wording of Draft Ordinance

After Sub Committee Formed

Interviewed 10 former Art Speak Members who represented all years and all positions from regular board member, to president to Executive Director.

Spoke with member of Rochester Arts/Culture Commission

Reviewed Rochester, Dover, and Nashua Ordinances

Spoke with Lisa Burk-McCoy, Creative Community Mgr. with the NH State Council on the Arts

Reviewed Art Speak Documentation from Scott

Reviewed original Cultural Plan

Reviewed Portsmouth Economic Development Ordinance

Essex County, MA - Creative County Initiative – nice events calendar

Boston Cultural Plan

And many other documents and city websites.

What we considered?

The makeup of the commission:

How do we include the about 18 arts/cultural organizations? Representatives from various types of organizations? The "theater" commissioner would represent all the theaters.

Need individual visual artist, need individual musical artist, and need people from the

general public and representation from profit and nonprofit. Ad Agency/graphic artists art?

Do we have a residency requirement (no)? Many organizations are run by non-residents.

Staggering terms to maintain continuity?

City staff and how it needs to be invested.

Art Speak had up to 18 Committee members at one time.

Suggested Commission composition from Art Speak Documentation (2002 Cultural Plan):

- up to 13 members who represent such entities as the arts and cultural community, education, business, city government, Chamber of Commerce, Pease Development Authority, and community residents,

- All members would have a personal, professional, and/or financial stake in the City,

- At least 50 percent would be City residents,

- Members will serve for no more than two consecutive three-year terms.

Other Considerations:

Murals? Public art in non-public spaces?

How does this commission work with the public art review board?

Work Group 2 Art Speak and Ordinance

Commission Suggestions

Arts and Culture are the building blocks of community. We recognize that arts and culture come in many forms: non-profit and profit, big and small institutions, individual artists, cultural events, etc. The more the arts and cultural community collaborate the better for all.

"Portsmouth has an amazing arts community. It's a precious resource."

Our group interviewed 10 former members of Art Speak. These members covered the life of Art Speak from its beginning to its end in 2020. The members included all roles from regular board member, president, executive director, and city liaison. Our interview included a question on what the role or roles of a new arts commission should be, and we captured several suggestions. All our interviewees would be happy to be contacted in the future for further input. Here is a list in priority order based on the number of times it was mentioned.

Suggestions For Role of an Arts and Cultural Commission (i.e. include in a Cultural Plan)

Advocate for the Arts and support all Arts and Cultural resources. (Support individual artist)

Help arts and cultural organizations gain resources/funding.

Educating all on the financial impact of the arts and culture. (It's economic development.)

American for the Arts study

Serve to implement the Arts and Cultural Plan. Act on and update the plan.

Improve access to the Arts like a ticket kiosk.

Develop a strong tie between artists and community.

Focus on policy making, education and planning.

Protect what allows artists to reside here. Be sure they have what they need.

Work on more space for artists – co-working or public.

Engage the public. Awareness of impact from arts/culture.

Communicate successes and actions to community and internal city government.

Annual reporting

More Public Art

Suggestions from other sources:

From Boston Cultural Plan:

Create fertile ground for a vibrant and sustainable arts and culture ecosystem.

Keep artists in the city and attract new ones.

Cultivate a city where all cultural traditions and expressions are respected, promoted and equitably resourced.

Integrate arts and culture into all aspects of civic life.

Mobilize likely and unlikely partners…collaborate across institutions and sectors.

Work Group 2: Art Speak and Ordinance

Questions for Art Speak Raw Data from 10 Interviews

Notes: There are not ten responses on each question. Some interviewees had multiple answers or no answers to some questions. Spacing is done to provide clarity on responses that went beyond a single line. The order of responses has no relevance.

1. How long were you involved in ArtSpeak? Dates?
   2014 to 2018
   2-3 years 2018 to 2020
   2013 to about 2019
   From Inception
   2012
   1990's involved in Arts/Culture
   Served for 6 years; 2 terms
   Late 2002; 8 years overall
   From 2010 and for 6 years
   From 2010/11 through a year before it closed – two terms.

2. In what capacity? Chair? etc.

   Chair 2017 2018
   President for less than a year by default
   Regular member
   City Liaison
   Board Member for first 2 years, then 2 years as Vice Chair, and later 2 years as Chair
   Board member, Secretary, Executive Director
   Board Member

3. Tell me about your interaction with the City Government.

   Liked the mix of public private.

   Terrible. It was tough to get commitments in writing, and there was a go between with City Manager

   The City didn't give money.
   When council changed there was no support
   Monthly Meeting

   City provided funding per year but wanted to severe tie due to it wanting to be a non-profit, then had to raise own funding afterwards.

   Nancy C. was liaison with the City then Sean replaced her
   Included perks and privileges with an office; 1 staff person,

Monthly meetings with City Hall
Production of an annual report to the City
What interaction we had was excellent – Nancy Carmer was representative.

4. Tell me about your interaction with the Arts Community? Galleries, Artists, etc.

Mixed bag
Generally it was very good.

We tried initiative to create buying consortium, interesting early effort to make easier to buy ground insurance, etc., consolidate purchasing supplies. Ran into logistical problems.

Challenge of the relationship between Artspeak and arts community is that they couldn't figure out what Artspeak doing for arts community. We couldn't figure out what to do for the arts community.

There used to be a meeting of Artists in the city but corporate artists vs "regular" artist.
Coalition of Arts Group (Piscataqua Area Arts Coalition? PACA?)
Overseeing Economic Development
Support Businesses and non-profits
Independent artists – e.g., New Hampshire theatres etc. hosted:
Host workshops as with how to develop a new website
How to photograph artwork for the internet as this was new back then to artists;
Professional development opportunities

Overnight art pop-ups outdoors
Paid artists to create temporary art for the City.
ArtSpeak didn't interact with Arts community.
Artists created guidelines and procedures.
Created an Arts Calendar

5. Tell me about your interaction with the Cultural Community? Straw. Banke, Historical Society etc.

Was always very good – Strawbery Banke a little stand-offish, but the Music Hall was particularly that way due to its size.

More communicating with them – did not do much with them
None we were more focused on helping individual artists
Interacted with Historical Society and Pro Porsmouth
Not direct interaction and more administrative

People on the Board who were connected to the Arts community, Music Hall, and other Arts organizations

Debated whether ArtSpeak should be purely advocacy/conservation on Arts profession versus housing for Artists; purpose for use of City development projects.

6. Tell me about your interactions with the public in Portsmouth. Beyond Ports.?

   Not much just through AFTA
   Very little public interaction with Artspeak because community not directly involved.

   Was an occasional outreach to the public. The interactions most successful around public art process.

   Interacted with public; every 5 years surveys with public and American with Arts survey;

   Artwalk and maps; no direct work but created opportunities for artists (public), e.g., Overnight Arts

   Not much interaction with the public and more so with others who advocated for artists and art organizations as well as focal on artist housing, vetting artists, how to incentivize development for housing for artist; old property development and assessment of old property for artists to incentivize artist development

7. What about the structure/makeup of the group worked well for the group?

   Good mix of people
   AFTA Study
   Asked people to join.

   There was a strong head of the organization, even though there was only 15K/year for admin., but that didn't cover 15 hours/week.

   Good governance was helpful and a clear set of activities that we were working to drive.

   Cast a wide net for members, had test meetings to see how everyone interacted with one another.

   On the Board; some were workers, others for ideas and influence; it was definitely a working Board

   Early years appeared to work well and had a seat on Economic Development Committee
   Passing of an ordinance was a big victory.
   Artists in development workshops

8. What about the structure/makeup of the group didn't work well for the group?

Visibility was a challenge.
Too many marketing people on the board.
Too much to do by volunteers.
Lots of confusion around quasi government agency, shackled by it too.
Spent a lot of time figuring out their role.
No formal membership process
No money

Didn't want to be a standing committee or commission, but that ended up causing problems.

Competing with others for funding,
messaging got lost over time,
morphed into a marketing group (comfort level of board)
not establishing the agency as part of the city.
Competitor with local nonrofits.
Spent much of the time fundraising.
It seemed to always be on life support

In the last iteration, the mission became cloudy, and we were scrambling for something to do.

The Chamber not a fan of advertising plan, not much collaboration/coordination outside Artspeak with others.

Structure (quasi governmental) was confusing.
The city did not seem to take the work of ArtSpeak seriously.
It didn't work well when it broke from the city because it was no longer a City entity;
New people with new ideas on Board with no way to implement their ideas.
When some proposals worked, others didn't, resulting in creating animosity.
Dynamics at end were not good in some personal relationships with other members.
Advancing community with broad audience was a challenge.
Maintaining an Arts Calendar – needed to pay someone, funding was a problem so this aspect of the Calendar went to Facebook as Calendar (didn't need to pay)

9. What do you consider your greatest accomplishment?

Tiny Bit Huge,
Nancy Cramer was a great asset but often tapped out
A plan for a cooperative space for artists
The coalition of artists.
AFTA.

That it was even formed and lasted nearly 20 years.

Arts and culture became a central part of the "civic vocabulary." Portsmouth evolved into a "different place" because of this.

AFTA
Writing the Public Arts Guidelines as part of a committee.
Creating a way for artists and businesses to showcase public art.
Created a process for an outreach program, which grew into other things and expanded
Worked in groups to promote arts.
Greatest accomplishment was the "One Percent for Art"ordinance

10. What programs/activities did you feel were appropriate for the group?

Street Canvas
Good connection to Portland Me. They were willing to share with Art Speak.
Coalition of artists
Advocacy, programs that assisted artists and organizations – financial seminars.
Overnight Art was great but wasn't sustained.
Creating a walking tour of public art.
Advocacy for Arts, policy for Arts
Liaison for non-profits and the city
Running AFTA every 6 years

Wish had done more advocacy; should've been able to sell banners on streetlights – some had great ideas as with sponsorship as with Eversource but was never adopted; determined to stay away from projects unless it's strictly advocacy

11. From your perspective - what was the most important role for ArtSpeak during the time you were involved?

AFTA
AFTA Study
Advocacy
Advocacy is most important.
Tha AFTA study was important.
Marketing and lobbying for funding.
The goal of ArtSpeak was to get people in seats
Artspeak helped with art policy in the city.
Advocating for the arts at a municipal level, AFTA as an important tool that indicated real financial impact of the arts.

The most important role for ArtSpeak was advocacy, policy, State of the Arts Report every year for the City.

12. What made ArtSpeak a success?

Street Canvas – got artist and business talking together.
AFTA

Some arts organizations found permanent spaces, there was a connection between business and the arts.

Built Cultural Plan – that was fantastic. Outsourced it, but it should have been a city commission. Because Stand alone, there was an emotional dislike of having to go through city purchasing process for anything. Pushed for more autonomy.

The energy, knowledge of the Board and its dedication to the organization
A success inasmuch as the City was supportive of having it; autonomy and independence.
City Council was a plus or minus.
1% Ordinance, Public Park Guidelines and Procedures grew out of ArtSpeak
Included procedures for donations for ArtSpeak

"a tiny bit huge" – members of ArtSpeak community brought together people from different areas which lead to "We're Portsmouth, A Tiny Bit Huge" and its logo

13. What were the challenges or failings?

Communication.
No succession planning for next "board"
PR needs focus.
HUGE: need to communicate with the Community
Clear limits on positions (who does what).
Tiny Bit Huge – controversial – difficult
It was hard to get the board to participate.
Tiny Bit Huge hogged resources
Art wasn't defined the same way by board members etc.
No clear role defined.
Lack of energy, and or knowledge of the Board and its dedication to the organization

Meant to be an umbrella organization; didn't work (project) as a coalition of Arts organization to bring together the arts community in a formal way – e.g., formal membership that organization would pay for a Coordinator (for example);

14. If you were to develop a new arts council or agency in Portsmouth, how would you structure it? Who would be on it?

Need 2-3 artists (visual, musical)
Funding Plan,
City Council Liaison
City Needs to run it!
People need to be well connected to the A/C community and the city political realm.
Great Organizer.
NEED committed city person
Needs to be commission of the city. Not going to work as a non-profit
No to a non-profit

Make a place within the city structure – perhaps ala the Econ. Dev. Com. – and to secure funds to support it

Model like the Econ. Dev. Com. Secure staff support from city (5 hrs/wk?).
Entity of the City and having a budget, having a person(s) running it, etc.;
New Agency should be a City Commission;
Requires funding; no fundraising at all; funding yes, as a City line item;

No interest in representation (Board Members) were from profitable organizations versus Music Hall, Prescott Park, Strawbery Banke; interest with local non-profits were not optimal and were challenging from a direction as an Agency (e.g., marketing campaigns) and didn't align with artists versus alignment with the business community.
ArtSpeak became "disconnected" with marketing and actual art scene and ultimately moved away from its mission

Agency should be a permanent commission with a budget that would bring economic value and a lifestyle value for the community and Portsmouth – stressed there should be a permanent Arts Commission as a permanent agency to include its funding streams to meet goals

15. And what would be the primary role of that agency?

Protect the fuel that allows artists to reside here. Be sure they have what they need.
Communicate Successes and actions to internal city and general public,
Educating on the financial impact of the arts – the importance of arts.
Who is here now and how do we leverage them?
Primary role is to work on more space for artists. Co-working or public space.
If part of the city there needs to be financial, legal support from city.

Big and small organizations need to be involved as well as individual artists (all perspectives) and the general public.

There was a Ports. Youth Coalition.
Check with other cities.
Advocacy for the ARTS
Help Arts and Cultural Orgs. Gain resources
Improve access to Arts/Cult.
Boost resources – funding sources
Ticket Kiosk
Action/updates on cultural plan,
Running of the AFTA study.

Engage the public, have a true application process to join.
Annual reporting.
Making sure there are recognition financial contribution of the arts.
Focus on policy making, education, advocacy, and planning. (Coordinating / managing a calendar is tough and handled by others).

Advocacy is important. When we think of arts, we think of the entities providing it. We don't think about the artists, the hundreds of people in button factory – creatives. They need more of a voice. They are the artists. They are not always business people. Awareness is the other.

AFTA study, working with the Chamber to promote the arts as a destination for arts, not just food and drink.

We need to make sure there are rules/regs/ordinances/policies that recognize value and support the arts. More creativity – more public art – more buskers – how do we drive that side of things.

Serving as an "implementing body" for the cultural plan would be a good thing.
Avoid competing with existing arts groups.
Look to Nashua and Dover for good public art programs

The primary goal of the Agency should be to support all non-profits for Arts & Cultural Commission, as well as identifying how to support individual artists, to develop a strong tie between artists and community, and economic development and quality of life.

Random Thoughts :

There was a Ports. Youth Coalition.

Very competitive, very diverse needs for all the different groups
Maria Solari of Good Works a good resource – felt the board was always dysfunctional.

Ports has an amazing arts community. It's a precious resource. But artist can't afford here anymore. Need to promote Arts

Artist need a resource…place to go for help with their "business"

The more the arts community collaborates the better for all. Build Partnerships/bridges.

? How many groups/organizations does the city need?

Need a practical organization.

Economic piece is valuable/critical for people to understand.

Where are the places where artist can display? Use parking garages to promote artists?

A map of public art would be nice.

Need to reach out to neighboring communities – Durham has a museum – UNH resource

We really need to clean out the old ArtSpeak office, could be lots of important material for this CP process.

Sample Ordinances from Manchester, Rochester and Dover might be helpful. Every community is different and the arts agency serves a different role. Portsmouth is unique with the many arts groups.

Dover would be worth meeting with – they are a commission of the city of Dover. Created the first cultural plan of the city in 2021. They have an artist in residence program, provide public art funding. It is a voluntary commission…no staff.

Debated whether ArtSpeak should be purely advocacy/conservation on Arts profession versus housing for Artists; purpose for use of City development projects.

Very competitive, very diverse needs for all the different groups

The problem with Portsmouth is you can't necessarily look at other cities that don't have the same cultural aspects without the theatres, outdoor venues, children's activities, etc

Need funding from the city to represent that – need someone in a department dedicated to working on this. Responsibility and budget for working on this.

Cultural Planning Subcommittee (CPS)
Workgroup Report
Workgroup 3 Overall Cultural Planning process
Date: July 10th, 2023

Workgroup meeting date: Ongoing

In attendance: Alan Chace, Karen Rosania, Tina Sawtelle (advisory role)

1.) Status Update –

- Workgroup 3 is following an Overall Cultural Planning step-by-step process which includes some best practices from other municipalities.
- Revisions to the Overall Cultural Planning process are made based on progress updates from other Workgroups (shared during monthly zoom calls and live CPS meetings). The CPS can expect a revised document monthly following live CPS meetings.
- The 2023 Portsmouth Cultural Plan Consultants contract has been awarded to Arts Consulting Group (ACG). ACG held a kickoff meeting on July 6th from 1:30 to 3:30 pm.

2.) Upcoming Activities, Events:

- To be determined following coordination with ACG

3.) Topics/Recommendations requiring broader discussion with CPS (during upcoming live CPS meetings) – including any formal motions for CPS consideration:

- To be determined following coordination with ACG

4.) Date of next Workgroup meeting - TBD scheduling underway

Form updated 6/30/23

Cultural Planning Subcommittee (CPS)
Workgroup # 4 Report
Communications
Date 06/30/2023

Status Update – Please summarize any key findings, activities, accomplishments:
—The group photo with press release has been sent to city communications for approval and distribution.
—A link to FAQ sheet went out with the city newsletter. It was also sent out to members of the Citywide Neighborhood Committee and will be posted on various bulletins boards throughout the city.
—An invitation to volunteer with CPS initiatives over the summer was sent to Portsmouth High School students along with a link to sign up on our web page.
—CPS member short bios can be found on the web page below the list of members.
—We asked the city communications team about CPS members posting and tagging photos of Portsmouth on social media. The following hashtags were suggested:
#portsmouthlove #nh #portsmouthNH #NHLife #nhseacoast #seacoastnh and any venue-specific @mentions or hashtags.

Upcoming Activities, Events:
—We are looking forward to working with the Arts Consulting Group to create a comprehensive communications plan for the CPS.
—Jason Goodrich will speak at Rotary about CPS goals.

Topics/Recommendations requiring broader discussion with CPS (during upcoming live CPS meetings) – including any formal motions for CPS consideration:
—We would welcome additional workgroup members to help implement the communications plan.

Date of next Workgroup meeting July 6th

Cultural Planning Subcommittee
***Overall Project Plan* – 2023 Cultural Plan for Portsmouth**
DRAFT – July 3, 2023

The ***Overall Project Plan*** lists tasks, responsibilities, and progress needed to develop a Cultural Plan for the City of Portsmouth, NH. This plan is based on a literature review and conversations with various members of the Portsmouth community, and input from Workgroups 1 &2. A list of references and sources is included at the end of the narrative **(Exhibit A)**. This draft is a working document. Revisions, additions, and more are welcome and necessary. Most importantly, the Cultural Planning Process will involve many community members. Involving others in the development of the plan will insure there is buy-in to the cultural planning process and guarantee a diversity of perspectives and details that will be essential for a successful Cultural Planning Process.

Purpose
The ***Overall Project Plan*** is a coordinating document outlining the work needed to complete a Cultural Plan for the City of Portsmouth. The plan includes a sequence of work, a list of various work groups **(Exhibit B)** or individuals with associated responsibilities, the tasks to be completed, and the outcomes or documents to be developed.

Groups and others involved in the Cultural Planning Process

- Portsmouth Cultural Planning Subcommittee CPS **(Exhibit C)***
- Portsmouth Arts and Nonprofits Committee
- Portsmouth City Council and the City Manager
- City staff in Economic Development, Planning Department
- Arts Consulting Group

* Leading planning process

A successful plan will involve all segments of Portsmouth's community including (but not limited to) members of the business community, nonprofit organizations, schools and educational organizations, social agencies, neighborhood groups, established and informal arts and music groups, residents, tourist, and hospitality groups, and more. Including all segments of the community in the process and insuring there is diversity and equity in project goals, will be essential for a meaningful and successful report.

The Cultural Planning Action Sequence

This is an outline of activities and a sequence of work for the Cultural Planning Process. Attached is a spreadsheet **(Exhibit D)** illustrating the planning sequence.

I. Preparation
During this period, the framework for the Cultural Planning Project is established. The framework will coordinate activities, assign responsibilities, and define project goals, plans and details.

- A Cultural Planning Subcommittee is formed. Subcommittee duties, responsibilities and other details will be established **Completed**

- Workgroups established based on Cultural Planning requirements – and then matched with subcommittee member interests/skills. Monthly recurring zoom calls scheduled. **Completed**
- Work duties will be determined – including the role of consultants and their scope of work. **Completed**
- Project goals defined – **Pending** – will be partially dependent on Community Engagement feedback
- An overall project plan is developed. This document will describe the sequence of work and responsibilities for completing the Cultural Plan. **Updates Ongoing**
- An RFP will be developed based on the Overall Project Plan. The city's Economic Development Coordinator will prepare and publish the RFP. **Completed**
- Consultants are hired. Proposed duties outlined in Scope of Work for RFP. **Completed**

II. Information Gathering and Research

During this period, with the input from consultants, the project plan is finalized.

- The consultants are engaged, meets with CPS and verifies the project plan. **Underway**
- Research is conducted, information is gathered, and background material is organized to validate and confirm planning goals – Workgroup 1 primarily responsible for these tasks **Underway**
- The focus for community surveys is determined, interview questions are established and a survey plan is created including the scope, type, and focus of interviews and listening sessions. Workgroup 5 charged with these responsibilities and coordinating efforts with any other workgroups conducting community interviews. **Underway**
- Volunteers to assist with surveys are identified, organized and trained. **Identification stage underway**
- A PR / communication strategy is developed with a timetable for implementation. Workgroup 4 is established to begin PR and outreach. **Underway**

III. Assessment and analysis

During this period the broad range of community engagement activities are implemented.

- The consultants hold and completes the community engagement plan. In addition, they produce a report describing the engagement process and community findings. The information gathered is organized for review. **Underway**
- Volunteer teams hold interviews with stakeholder groups and provide reports to the consultant team. **Interviews pertaining to proposed city arts agency complete. ACG interviews underway**
- Multi-level outreach via social media and other means. **Underway**

IV. Organization and consultation

During this phase and based on the information gathered from listening sessions, the goals and strategies for the cultural plan are identified. The focus of the cultural plan takes form.

- Based on information gathered from the community, goals and actions are developed by the entire project team and ACG
- CPS develops a mission statement for Cultural Plan

- The consultants develop a preliminary written outline of goals for the new Cultural Plan
- The CPS reaches out to stakeholders (including City council and government), shares the preliminary findings, and builds interests and commitment to the plan
- Feedback from stakeholder conversations is shared with the consultants
- Implementation strategies are developed

V. Writing the plan

During this phase the Cultural Plan is drafted, reviewed and finalized.

- The consultants develop a preliminary draft of the Cultural Plan
- The CPS reviews the draft. The document is shared with key stakeholders – including key members of City Council and city government - for comment
- Based on feedback, the consultants produce a final version of the Cultural Plan

Note – Workgroup 3 will determine if the Cultural Plan is a printed document or only available in on-line format and assess available options – including using components of previous Cultural Plan to save on overall potential costs. **Underway**

VI. Finalization and adoption

During this phase the Cultural Plan is presented to City Council for approval. The project is completed.

- The Co-Chairs of CPS presents the Cultural Plan to City Council.
- City Council reviews and adopts the plan
- The Planning team presents the Cultural Plan to the community. This phase of the project is complete

VII. Implementation and beyond

Success of the project will be determined by the way goals and plans identified in the plan are acted on.

- Throughout the process – key stakeholders have been engaged and included in the process. Duties for these segments are highlighted in the plan
- Plans for a new arts agency assessed and potentially established – with duties to coordinate the Cultural Plan
- The Cultural Plan is intended to have a 10-year life. The new arts agency will be positioned to initiate the next Cultural Plan

Exhibits

Exhibit A - References for the *Overall Project Plan*
The following materials were used to develop this conceptual Overall Project Plan

Publications and on-line resources:

1. **Mayor's Blue-Ribbon Committee on Arts and Culture, Community Life and the Arts; Portsmouth, New Hampshire Cultural Plan, 2001**
   - see also Ellen Fineberg, "A History of the 2002 (sic) Portsmouth (NH) Cultural Plan", unpublished 2023 report.
2. **Legacies Now! and Creative City Network of Canada, Cultural Planning Workbook, 2010**
   https://www2.gov.bc.ca/assets/gov/sports-recreation-arts-and-culture/events-hosting/hosting-toolkit/cultural_planning_toolkit.pdf
   This report provides an excellent outline of the Cultural Planning process and explores the variety of Cultural Planning efforts.
3. **Office of Arts + Culture, Community Cultural Plan, City of Boulder, Colorado, 2015**
   https://boulderarts.org/wp-content/uploads/2015/11/Community-Cultural-Plan-11-17-2015.pdf
   This document is excellent – it includes an overview of the process, a Cultural Plan, and implementation strategies. In my opinion – this is a model to follow.
4. **Chicago Metropolitan Agency for Planning, Arts and Culture Planning: A Toolkit for Communities, 2014**
   https://www.cmap.illinois.gov/documents/10180/76006/FY14-0006+ARTS+AND+CULTURE+TOOLKIT+lowres.pdf/f276849a-f363-44d4-89e1-8c1f2b11332f
   A helpful overview of the Cultural Planning Process with useful keywords and descriptions.

Interviews
Members of the Cultural Planning Subcommittee have met and discussed the project, and several experts with knowledge about community engagement projects were interviewed.

1. Feb. 10, 2023 - Zoom meeting - Nate Bernitz, Field Specialist, Community & Economic Development, University of New Hampshire Cooperative Extension
2. Feb. 16, 2023, in-person meeting with Michele Holt-Shannon, Director, New Hampshire Listens, Carsey School of Public Policy, University of New Hampshire

Exhibit B

Sign-up Sheet

2023 Cultural Planning Subcommittee

Work Groups

Updated 4/24/23

Work Group 1: Conduct a review of the 2002 Cultural Plan/other municipal cultural arts plans

Beth Falconer, Ellen Fineberg, Russ Grazier

Work Group 2: Conduct a review of Artspeak/and possible structure for new city-arts agency

Councilor Kate Cook, Gerard Gonzalez, Tom Kaufhold, Robin Lurie-Meyerkopf, Barbara Massar, John Mayer

Work Group 3: Steering Committee to manage overall project plan

Alan Chace, Karen Rosania, Tina Sawtelle (advisory role)

Work Group 4: Communications team to develop and implement Communications Plan

Karen Battles, Suzanne Danforth, Jason Goodrich

Work Group 5: Research and Plan all forms of Community Engagement

Jeffrey Cooper, Amanda Kidd-Kestler, Emma Stratton

Work Group 6: IT group or person to help with all IT related tasks pertaining to subcommittee

Alan Chace, Councilor Kate Cook

Exhibit C

Cultural Planning Subcommittee
Member Contact list
May 23, 2023

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Alternate Members:
TBD

Subcommittee Members from the Portsmouth Arts & Nonprofit Com
***** Advisory Role

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Cultural Planning Subcommittee - Meeting dates for 2023 are:

February 6
March 13
April 10
May 8
June 12
July 10
August 14
September 11
October 2
November 13
December 11

Exhibit D

2023 Cultural Plan for Portsmouth, NH

Draft 7/03/23

Cultural Planning Action Sequence

Activities	Who does what	Desired outcome	March	April	May	June	July	Aug	Sept	Oct	Nov	Dec	Status
1. Preparation													
Leadership established	PANC / City Council	Subcommittee (CPS) formed	X										Complete
Project goals defined	CPS	Goals, definitions, duties - other supporting docs	X	X									
Project plan established	CPS / Econ Dev	Overall project plan	X	X									
Scope of Work generated for RFP	CPS/Team 3	RFP can be developed	x										Complete
RFP developed	CPS / Econ Dev	RFP is issued	X										Complete
Subcommittee engaged	CPS	Outline of project duties	X	X									Complete
ACG identified and hired	CPS / Econ Dev	ACG are hired.			X								
II. Information Gathering and Research													
ACG guide project planning	ACG	Project plan refined					X						
ACG develop survey plan	ACG	Survey strategy and questions developed					X						
The focus for community surveys is determined, interview questions are established and a survey plan is created including the scope, type, and focus of interviews and listening sessions.	ACG/CPS						X						Underway
Subcommittee trained to conduct interviews	ACG / CPS	CPS is trained. Outreach plan developed						X					
PR plan established to develop community interest	ACG / CPS	Communication strategy in place			X	X	X						Underway
Research is conducted, information is gathered, and background material is organized to validate and confirm planning goals	ACG / CPS	Data collected and analyzed						X					Underway
III. Assessment and analysis													
Community engagement sessions held	ACG	Engagement sessions held				X	X	X					
Social media and other outreach implemented	ACG	Multi level outreach via social media and other				X	X	X					
Information compiled and analyzed	ACG	Information is recorded and organized						X	X				
Report from engagement written	Entire team	Information is organized to inform cultural plan							X				
IV. Organization and consultation													
CPS develops a mission statement for Cultural Plan	Entire team	Mission statement		X									
Goals from cultural plan are identified	Entire team	A draft of goals is developed for review							X	X			
Strategies for implementation explored	Entire team	Implementarion strategies are developed								X	X		
Stakeholders are informed and engaged	CPS	Preliminary goals and initiatives are shared with stakeholders								X			
Feedback from stakeholder conversations is shared with the ACG	CPS/ACG	Feedback incorporated into collected data								X			
V. Writing the plan													
ACG develop 1st draft of plan	ACG	Ist draft of Cultural Plan developed									X		
Draft is circulated and reviewed	Entire team	Comments, edits, feedback provided									X		
Review by key stakeholders	Stakeholders	Comments, edits, feedback provided									X		
Final version is completed	ACG	Final draft developed									X		
Print or digital or both?	CPC	Fiscally prudent but effective distribution									X		Underway
VI. Finalization and adoption													
Cultural Plan presented to City Council	CPS / PANC	Presentation / approval from city council										X	
City Council reviews and adopts the plan	City Council	Approved plan										X	
Cultural Plan presented to community	CPS / PANC	Presented plan										X	
VII. Implementation and beyond													
to be determined following plan approval													