

**TWIN CITIES CULTURAL PLANNING COMMITTEE**  
**Minutes from February 14, 2006**  
**Meeting held at Dyer Library, Saco**

**Attendees:**

Tammy Ackerman  
Peter Morelli  
Andrea Strassner

Lynn Bivens  
Diane Noble  
Nora Tryon

Diane Bowie Zaitlin  
Dave O'Connor  
David Versel

Meeting opened at 3:00

**Review of 1/31 Meeting**

- David reviewed comments made on 1/31 regarding Milling About. No one had anything to add.
- David reviewed vision statement and goals and discussed need to continue to build effort to implement the plan. Comments:
  - Andrea: It's OK that we don't yet know how the plan gets implemented. Process needs to keep going.
  - Peter: don't single out Pepperell for funding of mills—make comment more general “industrial wealth led to cultural institution.”

**Implementation Actions: Comments**

David presented 19 proposed implementation actions. Comments follow.

- What other organizations are out there in Maine to build on?
  - Portland Arts Council—just arts?
  - Brunswick, Midcoast REACH is good model for it.
- Take a look at out of state: Coordinating Arts Councils, Cultural Committees
- Hold revenue generating events
- HOB/Saco Spirit—how to plug in to those?
  - Need to take it to both organizations—how do they see it?
  - Need to stick to Main Street model in order to be part of state/national program
    - Main Street program—requires four committees
    - If two programs merged, Organization, Economic Restructuring would need to merge, but design could remain separate
    - Cultural Committee could be added to both organizations—**joint committee of both?**
    - ED can't do fundraising, has to be done by board
  - They can't do it themselves—they need assistance with putting it together
  - Could make all four committees have elements of creative economy
- Chamber of Commerce—what is their role?
- We do have \$8,000 available to get started—that can start building new effort
  - Museum/Library, McArthur, City Theater—can help incubate the effort
- Who can be the person behind the effort? Need to find someone with arts/fundraising experience
- NYFA.org—New York Fine Arts, advertise for posting positions, does have New England listings

- Massachusetts and Connecticut have cultural committees in small towns
- Branding
  - Not really an immediate action? Maybe can be pushed back a year or two? Other immediate actions don't really need the organization to be fully operational, but this one may
  - But maybe you need the brand identity before you start rolling out events?
    - VP of Swardlick Marketing lives in Saco, may be willing to be part of it.
  - Branding is crucial—needs to happen early—without it, collaboration may not happen effectively
    - Can't just be done in three hours—very delicate balance, need to put a lot of thought into it
    - Who are we? Who is our audience?
  - Decision: **keep as immediate action**, but acknowledge that it will take several months.
- Website: is \$2,000 enough to get started? Yes, but it needs a lot more work to be more professional. Maybe say \$2,000 to \$5,000?
  - Need to put money into development of more capability later.
  - Should we hold off on website work until brand development is done?
    - Yes...keep it more or less as it is.
    - Website—part of branding strategy—make it more of year 2 action.
    - Immediate—maintain existing website and keep it current. Don't let it get stale
- Networking events
  - Monthly is too much—need to be more on a quarterly schedule for the time being. Maybe jump to monthly at some point, but you need greater capacity.
  - Setting calendar—coordinate with Saco Spirit and HOB
- Open studio
  - Even more work than networking—could just do two in first year, then move to quarterly. As with networking it could grow, especially if you move the events around to different locations at different times of year.
- Brochure—aimed at helping people find things, don't make it all inclusive
  - Maybe do interim online brochure, downloadable PDF—then do printed brochure in 2008.
  - We did agree to do online directory.
  - Is it more useful to name individual artists or just places where you can see/buy art
    - Galleries, antique dealers, cultural centers, museum, dance studios, theaters
- Action 8—facilitating, not providing technical assistance (can include providing)
- Action 9—can be addressed by econ restructuring committees of Main Street programs—this is clearly part of their mission
  - Few tools, little public will to be involved in management of the market
- Annual theme development
  - Probably can't happen until entire effort is off the ground and network of volunteers has been built. Maybe 2009 is a more realistic target? It can take up to two years to plan for it. Move it back a year.
- Economic development efforts
  - EDC has been looking at loan fund for downtown areas with more relaxed terms. Could add sub-action to have Creative Economy Fund—maybe move to Action 8?
- Action 15: Promote and sponsor, change order of them

- Could need subcommittee for it eventually, need criteria
- Main/Elm site—looking into do public charrette on it, will do in March
- Creative workforce: few York County students are going to UMaine schools—it means that we have good access to schools outside of the region. There is institutional capacity nearby, but we have great access to other institutions in the region.
  - Center for Technology—disconnect between it and YCCC, making it more liberal arts oriented, less technical oriented.
  - Do have regional fine arts programs at high school level—music, dance, theater, visual arts, but students have to leave classes. There could be a need to have more alternative education at younger ages.
  - Lots of programs offered in summertime, but need to have better networking and organization—could create scholarship fund for such
  - Technology—not a cohesive push in that direction from public schools
  - Marine trades industry—boatbuilding, engines/propulsion, a lot of that taking place in area. Need for more people in this industry

### **Organizational Issues**


- Small corporate presence in area, but strong individual wealth. Need to tap into individual wealth.
- Creative economy talk often misses recruitment of businesses that can continue to support creative individuals—do goals need to be more clear about that aspect of it?
  - UNE Pharmacy school would create that synergy—economic engine, continued support for the arts and culture.
- York County Delegation—local state reps need to be part of this group
  - They are trying to create economic development agenda for the whole region. Talk to Don Pilon, Linda Valentino or Barry Hobbins.

### **Other Notes**

- Next meeting 3PM Tuesday 2/28 at Dyer Library.

Meeting closed at 4:45 PM.

Respectfully submitted,



David E. Versel