

**Houston Arts and Cultural Plan
Community Advisory Committee
January 21, 2014
4:00 – 6:00 p.m.**

1. Opening Remarks

Philamena Baird and Rick Lowe

2. The What and Why of Cultural Planning

Jerry Allen, Cultural Planning Group

3. Group Discussion Question

Given how the city is changing, what are the factors that have implications for the well-being of the arts and cultural sector and how might the plan address this?

4. Breakout Groups - Working Session

5. Community Engagement

6. Closing

Philamena Baird and Rick Lowe

Committee Meetings will be held the second Wednesday of the month at 4:00pm.

Next Meetings: February 11

**Houston Arts and Cultural Plan
Advisory Committee Meeting 01/21/2015**

Arts and Cultural Plan Comments

- What is the status of the 1993 plan – what was implemented?
- What will be the baseline? That should be the starting point.
- What are Houston's benchmark cities?
- Need to understand the demand side of the budgets. Add all of the other arts organizations and the prioritization and look at the gap in the funding.
- Lots of organizations have tax authority in Harris County.
- Define the scope of arts and culture for this plan.
- Houston Arts Alliance has the updated figures on the creative economy.
- Rice University a big art center and other universities also have a share of the arts sector with facilities and programs.
- We need to understand what other organizations are doing with large projects because they may address some of the needs that emerge during our investigations of the planning process.
- The agency I work with now serves 21 percent Anglo people on site and we serve zero percent in the community.
- The demographic changes in the community will change the face of the arts in Houston.
- The best description I have heard of a city's role in arts and cultural development is to create the conditions where every citizen can lead a creative and expressive life on their own terms. It's wonderful that artists and arts organizations get supported on the way to that goal, but the beneficiaries of our effort should be the citizens of the city and how to improve their lives.

Comments on Group Discussion Question (Deferred)

Comments on Breakout Working Session

Group #1:

What are some common beliefs about Houston (whether or not you think them true)?

- Can do city
- Open city – welcoming
- Sports more than arts
- No planning/regulations
- Tear it down – preservationists
- Major arts are self-sustaining
- Arts and culture for white community
- Short-termism – quick return on the investment
- Arts and culture in central city
- Nice – but not a business
- Arts are a luxury
- Arts do not respond or reflect the Houston

Group #2: What are the critical planning issues?

- City's History and built environment – unique to Houston
 - Have not been good stewards – historical preservation
 - City actions – Freedman Town's bricks
 - Must stop destruction of history
- What is Art? How does the city decide?
 - Ethnic demographics
 - Immigrants – are we going to enable their art?
 - What does it mean for legacy organizations?
 - How do you deliver arts services/authentic
- Must preserve openings and availability of the arts
 - Open to other cultures/ethnic groups
 - Spirit – anything is possible – that sense is going away -> misaligned resources
- Embrace 21st energy at grass roots level
 - Lots of development (restaurants, etc.)
 - No zoning with Chapter 42 Development Code
 - Need support systems – affordable housing, places to meet
- To deal with #4, need a new tool – arts reinvestment agency
 - Can use community reinvestment act § (CRA)
- Two “arts”
 - “in the city”
 - Other (outer) neighborhoods
- Misaligned resources
 - Growing number of organizations
 - Old formula
 - Make the case to the city with metrics what budget ought to be
- Funding
 - \$1B for Arts (\$450M for MFAH)
- Education
 - Make art available to students
 - NAU is wonderful but can't just centralize
- Houston needs a city museum
 - “about” the city (history, arts, culture), life and culture of

Group #3: Community engagement process

- Topics that have come forward so far: participation, stewardship/workforce, advocacy, money/funding systems, engagement
- Plan components: Policies & Programs | Research & Studies | Benchmarks | Community Engagement

- Community engagement: multi entry points, many community voices, different methods of outreach
- Entry points: focus groups, interviews, survey, online, large meetings, small meetings, public events and meetings, presentations
- Outreach: email (shared lists, forwarded through Advisory Committee and other community partners, social media, Council Member offices, existing events (i.e. festivals)
- We are trying to move beyond the entities that have a direct relationship with the plan elements into a broader conversation with the community. These are individuals, but also organizations like the Greater Houston Partnership.
- We're talking about Houston today, but 20 years from now the City is going to be very different.
- We need to reach out to the market that is going to be the next majority for Houston and have those people engaged. Is there an important group we should be sure to include?
- i.e.: Hispanic Chamber of Commerce events or is there an individual leader, trusted influencer? In the Heights there is, Macario Ramirez, Casa Ramirez. A vendor, but does Day of the Dead Celebration and Posada celebrations – anyone that wants to know about Hispanic culture knows to go talk to him. We are encouraging all of you now, if you know those people and talk to people we know as members of the Advisory Committee to get beyond usual suspects to those "Hidden Heros." Advisory Committee members need to identify those people so the professionals working on the project can contact them. All you need to do is send them an email with the name and contact information. They know the big ones.
- There are a whole bunch of others that you can help identify and encourage to visit the online engagement site byyoucity.org and you can send it out in your newsletter and if you know someone that can send out to a massive email list.