

## Notes from Arts Meeting: 7.9.2019

### SCUPPERNONG BOOKS

"Books Wine Community"

#### Welcome/Introduction: Laura Way, ArtsGreensboro, President + CEO:

- **Reminder: Next Arts Meeting will be August 13, 8:30 AM, at GreenHill Center for NC Art.**
- About Scuppernong: Mission- To try and build a writing and book centered community in GSO through relentless programming – most events are free. Likewise, they are a space that is invested and interested in GSO as an arts community and also wants to partner and collaborate.  
<https://www.scuppernongbooks.com>

#### MENTORSHIP & COLLABORATION:

**Laura Way:** Mentorship is important. How can we provide this to each other and provide artists with professional practices? How can we connect small emerging arts organizations with larger organizations, and develop a mentorship "hub"? We can partner with DGI for First Fridays, keeping in mind that artists should be compensated for their efforts and work?

**CAN-NC:** Very excited about collaborating with other organizations to help support older artists in the area.

**IDEA:** Could we partner with Ben Singer Greenway for a GSO Fest? For example, ArtFields takes place over a weekend. An organization manages the weekend, pop up galleries, and coordinates existing arts organizations and spaces. We could use this model but would each organization organize something both inside and outside of the organizations?

#### FOCUS AREA:

**Laura Way:** How do we as an arts community, promote organically locally grown arts? How can we make this authentic and drive traffic to art in unexpected places around the city? Is there an opportunity to speak to who we are as a community and highlight our unique creativity? How can we organize a task force to combine the emerged and the emerging artists in GSO?

#### Discussion:

- 17days was an attempt but lacked intentionality. 17Days was too long and did not draw from outside. The marketing was just a listing of what they were already doing.
- **Sarah Healy:** GCAMP website to include a list of artists, arts groups, and arts organizations? DGI? Promoting 17days through the city was too vague and broad. The language was not intentional. How do we effectively invite folks to participate?
- 3 to 4 days centered on a focus would be better. Drawing? Visual? Performing and literary arts? We can look at other models for ideas: Kansas City Plaza Art Fair, ArtFields Lake City, SC.
- Charlotte-Mecklenburg Arts and Science Council will be voting on a ¼% sales tax to be on ballot, with benefit education and arts, flow through Arts and Science Council, efforts to get folks to vote and public support. (<https://www.artsandscience.org>)
- Laura: Economic impact calculator available on Americans for the Arts website  
<https://www.americansforthearts.org/by-program/reports-and-data/research-studies-publications/arts-economic-prosperity-iv/calculator>.  
ArtsGreensboro's 22 grantees organizations can generate \$17 million in economic impact – we should be promoting collective impact and prove it by using data.
- ArtsGreensboro should not be in the programming business, but should infuse the events with energy to elevate, amplify, and support the arts in GSO.
- Core group of people needs to help make sense of this. Greenway is very defined. We could expand or organize the space by separating it into quadrants. Group would need to coordinate events and programs. Should there be a main stage?

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- **Travis:** What is the why? Look at Spoleto, there is a reason. We need a purpose and a goal in order to pull the public to the events.
- **WHY?** Audience excited about what is happening, keep it weird, similar to the next supper idea <http://thenextsupper.com>
- Maybe, it is not always known what will happen, but something artsy and unexpected will take place
- Opportunity to take us outside of own space, other organizations are working together that may not have collaborated before, need to plan this to sell for support, benefits the impression of city, other entities can pick up on it if packaged well enough and marketed
- How can we address an issue and make it better? How can art solve a social problem?
- The idea of working together, internal marketplace where organizations can get in the planning stages, 3 – 4 organizations could get together instead of all with one theme
- What is the why, could have a social justice issue, collectively what does this look like, what do we want it to look like, how do we actualize it? What do we accomplish and how do you measure it? How do we grow future audiences?
- This is the future discussion for this group, bringing awareness to community, connecting art to what is not being paid attention to. Art can make people look.

### Announcements:

**Creative Aging Network-NC:** Has a new location of Artist Studios on Summit Avenue. Currently looking for arts organizations to partner with for programming, outreach, and additional locations

**Studio 503:** Has open house every 2<sup>nd</sup> Saturday from 1 PM to 5 PM. 205 Collective holds their open house from 10 AM to 4 PM. Entertainment and live music.

**Center for Visual Arts:** CVA mini-golf designed by artists is open from July 16<sup>th</sup> – August 18<sup>th</sup>

**Scuppernong Books:** Aug. 2<sup>nd</sup> First Friday: Ben Singer and Scuppernong Books will collaborate for a music projection show across from Triad Stage in an effort to activate spaces downtown.

**ArtsGreensboro calendar:** Continued need for calendar. We are making progress towards the app; Looking to find sponsor to help develop it by January. The first Friday calendar (will include 2<sup>nd</sup> Saturdays) and The 336 (sent out on the 15<sup>th</sup> of every month) is sent to approximately 9700 people. Contact [Olivia](#) for assistance.

**Moore Music Company:** 1<sup>st</sup> Saturday ukulele, space open for workshops, collaborate with arts groups, currently has display from Morehead Elementary of student artwork, wants to be community art space. Grow the arts in this area – Moore Music Company, <https://mooremusiccompany.com/about-us/>