

LACCD Steering Committee Meeting

Monday, October 18, 2010

1:00 PM

Present: Holger W., Suzette F., Kevin H., Carol M., Emiley B., Gerry S., Heather M., Ken N., Karen W., Linda D., Paul M., Nancy B., Ron W., Nona B., Carolyn M., Scott F., Katy K.

1. Introduce C+PG and have them introduce themselves.
 - a. C+PG has been in existence for 15 years and worked on cultural plans for different cities and communities.
 - b. Jerry has been involved with 3 arts and cultural districts: Dallas: Yerba Buena district in San Francisco; and SoFA district in San Jose.
 - i. Involved in creation focused on marketing, economic development, tourist development.

2. Review and complete C+PG draft proposed timeline:

Phase 1:	Project Initiation & Initial Research	November 1, 2010 – January 1, 2011
Phase 2:	On-site Assessment/site visit #1	January 19 – 21, 2011
Phase 3:	Draft District Plan Development	January 22 – March 18, 2011
	Site visit #2	March 17 – 18, 2011
Phase 4:	Final District Plan Development	March 19 – April 30, 2011
Follow-up Consultations		May 1 – July 31, 2011

- a. Jerry said that it would be useful for C+PG to have one-on-one meetings with the council
 - b. Timeline could be shortened during phase 4 depending on how much work they have to do after the 2nd site visit.
 - c. C+PG will create a work plan and questions for the sub-committees before their January visit.
3. Discuss C+PG sub-committee recommendations and requests (descriptions on following page).

- a. Passed around a sign up sheet for the sub-committees. Members can be on more than one.
 - b. Members volunteered to chair each of the four committees:
 - Heather, chair – Marketing, Branding and Audience Development
 - Katy, chair – Programming
 - Ron, chair – Physical Development of the District
 - Carolyn, chair – District Structure and Management
 - c. C+PG will create a work plan and questions for the sub-committees to work with.
 - d. They would like each of the sub-committees to have two meetings before the 1st site visit in January. (Jerry and David are available by phone.)
4. County Strategic Planning coming up Nov. 20, Dec. 3 and 4.
- a. Caroline, Ron and Kevin will attend the meetings and act as representatives/liasons for LACCD.
 - i. Jerry would like to see a copy of the requests that are being made and what is being approved.

Los Alamos Creative Cultural District Steering Committee Sub-committee Work Plans

1. Marketing, Branding and Audience Development

The initial purpose of this sub-committee is to develop draft vision and mission statements for the District. As such, this committee should contain representation from all of the key stakeholder groups. Working with the Programming Sub-committee, this group will identify branding and marketing strategies and target audiences for activities in the District. This group should be augmented with tourism and marketing specialists.

2. Programming

This sub-committee will begin with the UNM Inventory of Cultural Assets and will work with local artists, creative sources, innovators, event organizers, and cultural organizations to identify new and expanded program initiative to ensure that the District will be animated with arts and cultural activities throughout the year. Artists and arts providers should be represented on this sub-committee.

3. Physical Development of the District

This sub-committee will examine the physical characteristics of the District, including District boundaries and new or renovated arts venues, including performance, exhibition and live-work facilities. Zoning issues should be discussed to ensure that activities that promote the development of creative businesses are encouraged. Working with the Marketing sub-committee, issues of identity and signage should be considered. City planning staff and local business interests should be represented on this committee.

4. District Structure and Management

This sub-committee will consider different options for the management and administration of the District, including City management of the District, assignment to an existing non-governmental organization and creation of a new nonprofit organization. It will examine funding strategies to support the District, including City and County appropriations and provision of City services (i.e., street closure for festivals, security, etc.) City elected officials and administrators should be represented on this committee, in addition to local business leaders. The consultants will provide the

committee with a “menu” of alternative funding strategies for consideration.