

# CREATE Georgia

Shaping the future of the arts in Georgia

## Council/Staff Retreat Agenda

Friday, August 4, 2017

10:00 AM – 4:00 PM

Atlanta Botanical Gardens

1345 Piedmont Avenue

Atlanta, GA 30309

In Attendance: Barry Schrenk, Gladys Wyant, Gina Jeffords, Elizabeth Delancy, John White, David Morrow, Representative Valencia Stovall, Maxine Burton, Allen Bell, Tina Lilly, Karen Paty and Chrissy Marlowe

### Review of Current Strategic Plan, Accomplishments and Continuing Priorities

- Karen reviewed each goal of the current strategic plan, recapped accomplishments, new work begun in the last 5 years, and ongoing work.
- Chrissy led Council through a discussion of what still resonates and what needs to be done:
  - Economic Development through the arts
  - Community Impact of grants and GCA programs
  - Need to continue what currently doing-cut only what HAS to be cut
  - There is a lack of recognition of GCA's work beyond grants program. Messaging needs to change perception. Public relations/informational program needs begin to put emphasis on broader focus of GCA's work and messaging all programs/efforts/partnerships/etc. Marketing plan/campaign would be necessary. Start requiring local constituents to talk to legislators about more than grants, about anything that GCA contributes.
  - GCA should present on arts as econ devo to House Rural Study Committee
  - Sharing of best practices should be a priority

### Review of Create Georgia Survey and Regional Conversations

- Karen reviewed high level analysis of Create Georgia survey findings
  - Staff is working to do a deeper level analysis which will be shared with Council and with field via our website

# CREATE Georgia

## Shaping the future of the arts in Georgia

- Chrissy reviewed trends and themes from regional conversations
  - A summary of findings will be published on GCA's website

### Goal Setting/Priorities

- Chrissy led staff and Council through a discussion of what themes/work they prioritized over the next 5 years and how that aligned with public feedback
  - Mission should stay the same
  - Messaging – GCA must put concerted effort into messaging and sharing the work of GCA and value of GCA beyond grant making as well as continuing to message impact of the arts in the state
  - Access and Equity
  - Support for the role and work of artists (even if we can't give individual grants)
  - 2 principal focuses: agency itself/identity and the job it does
  - Arts as economic development
  - Arts impact on communities/citizens (how it impacts place and person)
  - Lifelong learning in the arts
  - Call out k-12 arts education in bolder way than in the last plan (which was written before GCA had an AE Manager)
  - Facilitating public access to arts, support and enhance economic development, education and community development/quality of life.

### Wrap Up

- Council will meet in the fall to review the draft plan

Meeting Adjourned at 4pm