



Action Plan Development Process

Form 1: Visioning (September)

MARKETING COMMITTEE

Meeting Date/Time: **September 30, 2009**

Scribe: **Noelle DeBortoli**

Attendees: Chair: Garry Maisel, Barbara Dolder, Bob Stanley, Hennessey Christophel, Jack Mootz, Jan Geiger, Gordon Fowler, Marisa Gutierrez Carreon, Mary Wesley, Rachael Lankford, Rick Heron, Roberta McClellan, Roderick Bedingfield, Sally Rice, Sandra Kopp, Shirlee Tully Fong, Sofia Lacin, Steve Yee, Veronica Delgado

Common Questions

In announcing the “For Art’s Sake” initiative, Mayor Kevin Johnson stated, “I envision Sacramento as a world-class city known for great arts, but for that to happen; we have to start thinking bold.” He challenged us to look beyond our individual interests and think about the following questions:

1. What do we need to do in order for Sacramento to be a world-class city?

- More downtown development
- More cohesive “regional” development plan
- Better publicity strategy(ies)

2. How do we want Sacramento defined as an arts community inside and outside the city?

- Break out / expand 2nd Saturday and use it’s popularity to be a vehicle to expand interests beyond
- Define Sacramento’s strengths and use them in the publicity strategy to attract artists and the audience – integrated, approachable, good weather
- Play off the great diversity Sacramento has – pull together all the aspects of Sacramento that make it so great

3. What is going to be our niche?

- We don’t want to have a specific niche – too confining – we want an *image*
- We need to change the image – define what sets us apart
- Improve on and publicize the image(s) that already exist
- Group needs to define what we want our image to be

Please email the reports from your meeting to Sharon Gerber at sharongerber@sixdegreesz.net

General Discussion & Comments:

- Create a city wide calendar of events showing what is going on everyday in any art capacity throughout the region that is accessible to everyone
- Better media coverage – NY Times and SF Chronicle both have tremendously popular Arts & Leisure sections that include a community events calendar – we need a strategy to get our media outlets more involved
- Create a “common” ticketing system – universal ticketing
- Build on Sacramento 365 (www.sacramento365.com)
- Artists living and working here – bring artists and the audience will follow
 - Develop a plan for how to attract artists to the Region – tax incentives, subsidies
 - Create artisan housing/neighborhoods in the artistic center (downtown/midtown) – where top part is housing and bottom area is studio and retail space.
- Suggested web site for creative artisan housing/studio/retail space development:
http://www.torpedofactory.org/start_an_art_center.html

Committee-Specific Questions

1. Can we develop a unified message about the arts? What are the compelling stories and how do we best communicate them to the public?
2. How can we align communications with what policy makers and the public value? Do we articulate what we do in terms of value to the receiver?
3. Does “social networking” change the definition of “community”? If so, how? And how do the arts build “community”?

Comments:

- Find a way to connect the digital and social aspects of culture today
- Realize that identity comes from the image we want to project – we choose the image, the identity is formed by the public as a result
- Develop and enhance presence on the internet
- Turn perceived weaknesses to an advantage – a play on weaknesses to make them strengths
- Integrate art experience throughout town/city/region
- Use Europe as an example of how effortlessly they have integrated art into all aspects of the community experience
 - Small, uniquely positioned exhibits throughout the community showcasing a particular artist.
- Identify and then maximize our strengths – find things people already identify with Sacramento and build the message and stories around those to better align marketing strategies around.

Three Focus Categories Identified:

- Define our image
- Increase coverage of arts in our region
- Develop strategies designed to help artists and organizations be successful in our region

Next Steps:

- Read strategic plan
- Choose a city from the link provided to Marisa – Noelle will resend to group
- Prepare to talk about chosen city – create talking points around the three focus categories above and look for strategies within these cities that we can utilize going forward

Meeting Schedule:

- Wednesday, October 14, 2009 – 3pm to 5pm
- Wednesday, November 4th, 2009 – 3pm to 5pm