

November 8 meeting notes

City of Bloomington is geographically limited – can there be a larger, regional organization?
Sugar Creek Festival is a great example of collaboration – dance, music, arts, food, all together; arena has availability in winter
IWU music program is looking to expand, especially with African American community
More cooperation between cities and county
Increase school and community support for young artists
More outreach to black and Hispanic communities
Better communication between arts organizations – cross-advertising
Too many calendars
Lack of publicity: would like more news coverage; public TV
Need a staff coordinator to be liaison between organizations – advertise and advocate
Countywide?
City of Bloomington collaborate with Normal and County Board to create and fund this position
Library is a possibility as a community hub
Increase reach of arts: Collaborate with businesses; make BloNo a place where people want to live; economic impact is important but not end-all
Increase arts advocacy to the city: Send people to public comment; engage with council reps; more partnering with the arena
Collaborate on transit for event: county-wide; especially for late-night shows with alcohol
Pioneer with new ideas: example - Harry Potter movie concert
Collaborate with schools, help advocate for arts in schools: local, state, countrywide
Advertise events and get the word out
Could we advocate to the city for more publicity?
Increase reach to black, Hispanic, Indian, rural, schools, libraries

Event idea: Summer Arts Preview event
Helping coordinate on event dates and scheduling and priorities
Compile list/database to help facilitate communication between artists (link artists with venues)
Connect organizations and artists with grant funding

Designating space for rehearsals
Resources for finding space available
BCPA needs Vectorworks for use of larger companies (to manipulate lighting and design in order to entice companies to come here to rehearse) – Bloomington as “pre-tech” rehearsal spot
Can be used at IWU and ISU for Masters’ programs and training
Street festival to showcase ISU and IWU
Performing arts at multiple park settings

Recording studios needed: space, rental instruments, practice space
How to communicate: word of mouth, FB groups, network of musicians
City administrators walk their talk: where are they present today? People putting information together don’t know what’s going on
Normal – benefitted from Sugar Creek, Coliseum, and BCPA revenue
Voice from art council to help city council understand role art is already playing
Hierarchy of needs disregarded by commission – need to acknowledge and be aware of what arts is already existing
Commission do a field trip – visit places that are already here
Understanding of arts hurt by the coliseum and BCPA financial losses
If going to make a go – need investment from government and stakeholders
More information in Bloomington/Normal about arts activities – not just sports
Partner with Pantagraph when owned locally

Partner already with GLT – good advocate
Information is so splintered now
Mural project: Hurt by lawsuit; need standards to follow; communication lacking because murals don't last
City Council views arts as being free – artists can't eat "exposure" – paintings used when artists aren't compensated
Music growing with licensing in connection with commercial or visual
Mandolin group – felt like re-inventing the wheel in trying to publicize; takes forever and lots of leg work to take in and disseminate information; need a depository of BloNo activities
Look at neighbors: ArtsPartners in Peoria; WCBU – announcement on radio of local events
Work with both BloNo as both fund CVB
Limitations of staff – need money for staff - \$15,000 for someone to organize and publicize information on calendars for enrichment of arts: Peoria visitor bureau has paid position; ArtsPartners has foot in ALL aspects of the arts; WanaDo in Nashville - lots of variety; CoolCousin app
Hold CVB accountable: we work with someone at CVB, then that person moves on and we start over
Alternatively, talk with mayors and city managers – but if dividing the money, it's more doable
Why is BCPA under Parks and Rec?
Who isn't perceived as bipartisan when BloNo work together
Every ticket sold at Coliseum should have info on back to visit places in BMI
Arts Partners – funded but managed by BloNo – that's why it needs to be under CVB – contention on both councils – need to develop messages and goals together
Arts Council – communication and accountability
Need cultural of engagement with community
Civically no longer see "with affluence comes responsibility"
Mentorship opportunities – support of each other, not just your own form of art
Cultural Commission – know who partners are and visit those partners
Cultural Commission – where do your families go for cultural enrichment and where do they not go?

Collaboration between BloNo schools; ethnic resources very different in the two libraries; different audiences
ISU like another township within BloNo – and more focused on Normal than Bloomington
IWU Art Galleries – difficult to get public to attend and participate; bring artists to daytime classes
Lack of education non how to appreciate artists' works – either like art or you don't
Educating children
Design activities for children and families together and combining ethnic groups
Introduce book club for teenagers, especially Spanish book club
College of Fina Arts at university levels not well funded
Questioning legitimacy of Technology Arts
Everyone is in competition
Everyone understanding that everyone is valuable
Collaboration – program with, not program for
Events not fully attended – even when free and open
Arts technology/creative technologies - growing field including gaming - can bridge gaps
Arts education for children – how they are taught
Family experience – diverse curriculum
Communication in scheduling events – flexible calendar
Plan events around themes – join force intentionally
People want to do what they want to do – how do we convince them that the art/event is what they want/are willing to do?
Transportation is big barrier: especially students
Need calendar collaboration
Family education at early stages of learning to teach value of art
Getting parents to participate

Art project like painting, sculpture, origami, technology
Winter season – people need things to do
Showing a movie at Normal Theatre and handing out an art project for attendees to create
Listening to something while doodling
Working groups need to be educated as to what they could do with children once a month basis
BloNo “invisible divide” competition

Connect – encourage all organizations to toot their own horn
Continue to plug into the templates of the school. Bring the arts back to the schools
Elderly – get the elderly to support the arts in vital roles
Young adults and college need to be used in the arts as leaders
Teen programming
Potential to build in BloNo
Arts as a business
Increase artists population
Build an artists use space
Create a cultural hub in this area
More collaboration between groups/common focus
BloNo needs new ideas for business growth
Build it and they will stay
Affordable for small arts org and individual
Incentives and resources
Moving organization support; rumors and nepotism
What you have may be nothing but may be beneficial to others

Bring the arts to the people using modern technology and new ideas
Streaming: Like Vail churches – streamlining services
Arts are understaffed in this community
Tie arts benefits to health and fitness

Not enough collaboration between arts entities (many don't know each other)
Note the difference between "attractions" and "individuals or groups"
Music especially could form consortiums
Partner with a goliath to gain awareness (like BCPA, David Davis, Shakespeare)
Common calendar would help greatly
More conferences like this one!
Have a mid-year gathering/meeting (between arts conversations
Attractions could be venues to educate
Use more social media
Partner more with DBA
Commission should be a facilitator/clearing house
Resource website needed (perhaps with calendar)
ISU has an "arts station"
Use "eye candy" of one event to get people to another
Employ the Pantagraph more
Have cookies at all events

Storytelling function
Awareness

Everyone markets to their own audience
How do you grow?
Media website? Video? Central place?
Area Arts Roundtable Initiative?
Cool stuff is one thing, how do you reach others, grow and evolve?
Very affordable programming
Pathogram-type sharing
November First Friday - bad attendance
Things exist but no one knows about: Artist tour, studio maps, art trail options
No staleness; art is self-generate and continues
Is art thriving and successful? Thriving - yes; Successful? Need more people attending, sharing, people coming in from out of town
Collaboration: art embedded; art at business; children during performances; CDM & University galleries; circus plays and art (Eaton Gallery); Snowman/ballet - ISO
Cross-pollination: "You may also like..."introduce programs to like-minded groups
Need format for sharing: Monthly? More regular information, networking, partnerships
TedTalk format
Need leadership for supportive culture and evolution: chamber, city councils, CVB, EDC = set better examples
Cemetary walk - history museum, theaters, actors
BPL/NPL - teen programming
Staff change/turnover - ripple effect?
Arts and CC directory of groups - of value? Musicians, artists, actors, groups, path directory
Advocacy: report to council, open comment, highlighting wins, staying relevant