



Cultural Capital Meeting
October 29, 2014
Iowa Department of Cultural Affairs
7:30 am

Attendees:

Mary Cownie, Brian Laurenzo, Sally Dix, Matt Harris, Lauren Burt, Bethany Wilcoxon, Chris Kramer, Amedeo Rossi, John Schmidt, Jeff Fleming, Justin Mandelbaum, Greg Edwards, Dave Stone, Matt McIver, Molly Pins

1. Welcome and Update of Recent Progress – Mary Cownie

a. Capital Crossroads Assessment and Adjustment Work

The group reviewed the Implementation Assessment and Strategic Adjustment completed by Market Street during the summer of 2014. These reports provide a look back at accomplishments as well as a direction for next steps for the region.

b. Capital Crossroads Coordinator – Bethany Wilcoxon

The Capital Crossroads Strategic Coordinator position is newly created after hearing the need for more coordination across the Capitals during the work on the Implementation Assessment and Strategic Adjustment.

c. Bravo Strategic Planning Update – Sally Dix

Bravo strategic planning is at a high level at this point. The organization is looking internally with board and staff as well as

externally. They are looking to marry the many pieces and identify major initiatives moving forward.

As a grant making organization, Bravo is looking at opportunities to be more strategic by increasing partnerships with cities and the organizations that it supports. Bravo also is looking at things the arts and culture sector will need.

d. Department of Cultural Affairs – Mary Cownie

The Department of Cultural Affairs (DCA) has been in a master planning process for the last ten months, looking at facilities, programming, and collections. As part of this process, DCA conducted 30 public meetings around the state and received greater feedback.

The Iowa Next program focuses on quality of life, with an emphasis on culture, tourism, and historical assets. The DCA will be working with the Governor and legislature to determine priorities.

e. Cultural Capital Notable Accomplishments

1. *DesMoinesArts, Inc. – Justin Mandlebaum*

Based on Lowell, Massachusetts, effort, the biggest challenge for the arts incubator has been securing the space. DesMoinesArts will close on space at 900 Keo on November 17, 2014. The organization now is working to raise the funds for the artist studios.

2. *Speakers Roster – John Schmidt and Matt McIver*

The speakers roster idea came out of the Cultural Capital plan. The committee researched existing speaker programs and found there are lots of them. The idea for the roster is to serve as a clearinghouse for arts and culture speakers and to get the word out about these experts.

3. *CatchDesMoinesCulture.com* – Greg Edwards

CatchDesMoinesCulture.com launched in the spring of 2014. The Greater Des Moines Convention and Visitors Bureau focused much of its advertising for this effort in the Kansas City area and also advertised on Pandora, NPR, and social media. In 28 days, there were over 32,000 hits. The CVB received the Outstanding Tourism Promotional Award for CatchDesMoinesCulture and continues to focus on growing this effort. There will be inserts in regional publications in the spring.

2. Cultural Capital Goal – Brian Lorenzo

We need to refine a clear objective: A cultural community where everyone is working together to identify priorities and working on successful initiatives that elevate the sector.

3. Review and Prioritize Goals – Sally Dix

It is time to look ahead and move forward. The group split into two groups to begin prioritizing. They both noted redundancies among some of the goals, so there is an opportunity to streamline. There is potential for competition with a standalone arts brand, so the group should leverage CatchDesMoinesCulture instead. We also need to promote a sense of regional ownership in the arts and culture sector.

The group would like to work with the Human Capital to include the arts in STEM education (STEM to STEAM). A discussion will be held with Human Capital and/or EDGE representative.

Diversity and inclusion should be interwoven among all the priorities along with collaboration.

4. Next Steps – Brian Lorenzo

The co-chairs will use this feedback and will come back with a more refined list of goals from the adjustment. The next meeting likely will be held in January and will focus on action items and implementation.