

Cultural Plan post-it feedback

August 22, 2018

1. Building the Brand

- EXCITES US:
- It's essential!
- One coordinated identity and brand!

- IDEAS:
- Let the adopted plan run through 2025
- Focus on increased tourism - work with CVB - it's their primary concern!
- Make online videos of Northfield accessible (check out Paul Krause's work)
- City needs to invest if it wants to see these goals achieved on its own behalf
- Quality of Life for everyone is most important
- *Develop and share a vision of what Northfield values culturally. Share with the public schools, especially, so the school leadership understands community priorities.*
- We could facilitate the development of a city-wide events calendar
- We think there is a major weakness for information in town about things and getting the word out regionally
- Have scroll of events in places like the motels and the library
- Lodging Tax - insist on payments being made within 30 days or face fine.
- Food as a "art"
- Sharing cultures
- Face to face communications
- *As an artist, it is helpful to know/see the arts growing and Northfield branded as an arts community... this encourages people to come here and invest in the arts.*
- How about a monthly Arts/Culture coffee hour that brings people together and is covered live by the local radio ("Meet the Press?") - lots of questions opportunities for guest speakers.
- New downtown banners, NDDC logo and promotion to support the one brand
- Design of brand needs to be top quality
- Needs to be inclusive - this is an opportunity to explicitly express the need to include diverse populations in a brand.
- The Human Rights Commission can help make sure that at every step the Cultural Plan reaches out to the 10% of Nfld community that are immigrant and people of color.
- Communicate our brand and activities to a wide community via different verticals:
 - Age-conscious strategies (Facebook, Twitter, & options for elders)
 - A coordinator who could keep all the arts and culture events calendared.
 - Brand would have to be apparent on multiple websites

- QUESTIONS:
- What is the brand?

- What is contentment?
- How do we involve the large corporations in the area to “buy in” an support?
- How do we get all the event creators to use the same brand/symbol or motto that is identifiable as Northfield? If multiple organizations and entities are using the brand, how do you make it consistent, clean and usable?
- How could there be a social media clearing house/calendar that goes back out to all interested organizations to get posted?
- Will there be publicity in multiple languages to reach the growing 10% of our population?
- How are we reaching... non-middle class, rural, other ethnic/racial groups? (Remember that not all Northfielders have access to Downtown, News, or the internet) How can we reach them?
 - Communicate with diverse community leaders
 - Communicate with townships, churches
 - Involved sub-culture leadership

2. Working Together

- EXCITES US:
 - The new combo location of the Chamber/CVB
 - Sidewalk Poetry
 - The Northfield Experience
 - So many arts events in the community!
- IDEAS:
 - Latino inclusion
 - Ethnic culture is not the only culture - there is sports culture, bike culture, etc...
 - Affordable studio space... think NE Mpls warehouse district.
 - Diversity of represented cultures in arts community
 - Link the downtown community to the farming community
 - Enhancing arts awareness through tourism
 - Arts walking tour
 - Partnerships and getting students more involved in the town
 - Focus on relationships with individuals at the colleges rather than trying to connect with colleges as institutions
 - Updating city website with arts and culture events
 - Performing arts space for the community
 - Guild could be a meeting place for working together
 - Let's keep events /attractions going beyond the busy season
 - Engaging landscape that inspires creativity
 - Creative process for developing plan (always include an artist!)
 - Role of risk
 - Captivate audience

- **SHARING RESOURCES::**
- Community studio space - local forms like the Organic Compound
- Maker Spaces - wood studio, other studio spaces
- Master website for all Nfld Arts - community event calendar for clubs, organizations, to refer to for event planning purposes and to avoid crossover.
- Arts/Culture pass - a cultural card to cross-market promote other like organizations/events
- Quarterly meetings between arts/cultural stakeholders (involve college students)
- Don't try to build (theater??)... cooperate with the Colleges!
- Share resources and expertise about grants. Have a central repository for SEMAC grant so others can look them over. Have a way to publicize grant opportunities Northfield Artists and organizations know. Maybe once a year, host a grants workshop... maybe coordinated by the colleges or in part by them.
- **QUESTIONS:**
- How to connect all areas - cohesivity?
- How to work with ALL cultures in Nfld? (Look around the group on Aug 22!)
- Where is the connection with the business community? ...with the Chamber of Congress? ...with the NDDC?
- How to leverage others, members and supporters?
- Can arts/cultural groups offer open houses to partners/boards/stakeholders?
- Assist/Create more intersections - dialogue between the colleges and local community. HOW is this happening? Are there specific persons who coordinate community service from the colleges? (Boston College example)
- Not sure that artist/creative affordable housing is attractive based on the regional art market. Affordable housing IN GENERAL is a good thing, though!

3. Placemaking, Products and Projects

- The plan seems heavy on Arts and not so much on Culture.
- **IDEAS for improving Northfield:**
 - No changing our slogan!!!
 - 5 minute cultural highlight of Northfield on The One 95.1
 - Developing the Riverwalk
 - Blow up the Dam
 - Town Festival - a nod to history on the river
 - Name rooms in new hotel after famous Northfield People
- **What "SAYS" Northfield:**
 - Historic Aspects

Heritage
Variety of Cultural Opportunities
Striving for Inclusion
Striving for Diversity
Bring Groups together

- CHALLENGES on how to define Northfield
 - Proximity to Twin Cities
 - Nursing Home/Retirement Community
 - A wealth of college activities connecting to the community
- QUESTIONS:
 - What does Commission mean by Culture?
 - What does Diversity mean?
 - What is meant by Placemaking? Whose Place?
 - De-center Northfield. Does it all have to happen at Bridge Square? ...go to other neighborhoods and have cultural arts activities?
 - Cultural Kiosk in Northfield... in Region?
 - Affordability for artists to live here - a real question! Is there another project to pursue affordable studio housing for unestablished artists?
 - How many City Council declarations relate to Arts and Culture?
(declaration of special day - 2 more than previous year / seasonal 4 x per year?)

4. Guiding Implementation

- EXCITES US
 - We're excited about sustainable funding for the arts (1% for the ARTS!)
- QUESTIONS:
 - Does any % of money from ticket sales (for shows and events) fo back into investing \$ to implementing arts into the the town?... that would be a good idea.