

**Houston Arts and Cultural Plan  
Community Advisory Committee  
August 25, 2015  
3:00 – 5:00 p.m.**

1. **Welcome**  
Philamena Baird and Rick Lowe
2. **Project Status**  
Minnette Boesel  
Mustafa Tameez
3. **Revised Vision Statement & Recommendations**  
Debbie McNulty
4. **Plan Indicators**  
Jerry Allen
5. **Closing**  
Philamena Baird and Rick Lowe

August 25, 2015

Arts and Cultural Plan Advisory Committee Meeting

Comments on revised vision statement and recommendations:

- “To create an environment” could we just say “support an environment?”
- Or “cultivate”
- Clarify “horizontal construction” – many people probably do not understand what that means.
- Could we make this statement about the scope of the plan in the plan? I think it should show up on the two-pager.
- Economic development and facility development left out.
- Under “Enhance” - #7 are we trying to define this? It seems to already defining what this is.
- Our central issue is that we are underfunded and need to focus on this.
- The mayor said from the beginning that this process is not about new money or money period. It is a process of getting to that point.
- The plan in the end is dependent on that in a lot of ways. There is still a disconnect between reality.
- It has come up in every meeting. It is on the forefront of everybody’s conversation.
- Do you think people have the attention span to read through this document? “P-E-A” vs. “E-P-A” Enhance, Promote, Advance would be a better organization- and would push the funding more to the forefront without being threatening.
- I think the first statement under “enhance” can suggest additional funding and priority on the arts.
- At the candidate forum – did not support new taxes. It can’t be about money. It has to be about what we are going to provide. Naturally, money becomes the how. Money can’t be first.
- Under point 1 under enhance, are we trying to create a department?

Comments on indicators:

- Arts and cultural events participation - Fitness/athletic events? That has not been a part of this discussion...
- Median revenue of cultural organizations - The amount of money as a ratio to the combined budgets of the organizations. Ratio analysis [re: expenditures on art].
- Yes, this would be a different metric, such as net income.
- There is a better indicator if we talk about creative economy.
- We need to look further into wages and benefits.
- Satisfaction – How do we get information re: satisfaction?
- Look at successes.
- Do we have comparison indicators from other cities?
- Will this only be a base line? What are we looking to try and do using these metrics? What happens to the indicators?
- It is difficult to do- the data is so different depending on the venue. Have to be very careful about how you measure things. The data can say many different things.

- The indicators are for the entire city- not just one institution or another. The aggregate settles it. How do we measure ourselves as a city?
- If this group of measurements go forward- will these be the tools used for the next 7-10 years to measure the arts community.
- Corporate support?
- It goes to the number one point on the sheet about providing access.
- Changing the number of cultural nonprofits- there is activity happening outside of that from corporate to individuals. How do we measure that? They are pushing against the wall but have not come in yet...
- The discussion of indicators needs to show up in the two page document.
- We don't want the nonprofit sector to grow- but rather cultural vibrancy. There is the whole question what culture is being reflected in our cultural facilities, etc.
- It's a plan- not an absolute. It's a guide.
- Just to articulate why we have been so happy to contribute to this effort: let's assume the plan is endorsed and approved. Then what? It seems to me so much of this aspirational plan will be dependent on cohorts to create change.
- How do we organize ourselves to create the indicators and funding, etc?
- We will identify what we can accomplish this first year after the plan is adopted. When we go to council they want action- that is what we are trying to find out.
- Will this limited number of initial steps end up in the document?
- I would like to make it clear there are next steps- 4
  - *Expand art in neighborhoods*
  - *Update civic arts ordinance*
  - *Enhancing oversight*
    - *tracking indicators, grants process (making sure the city has clearly articulated the goals for the grant funding),*
  - *Identify strategies for new funding for revenue for the arts (leadership from the private sector, etc)*
- Leadership must come from the big arts.
- One of the things not mentioned- convening and promotion of arts constituencies. So important that we continue to meet.
- It is also important to the community to see this group is still working together.
- This group was put together in a particular way for a particular purpose. Moving forward we need to know what the new group will look like to carry out the plan.
- We have come a long way in this process. We are happy to help lead the process for funding. Distrust of large orgs/anglo telling people how to spend money. We need a committee reflective of the community.
- Should not come out of the City. We have HAA outside that can advocate and bring people together.
- In speaking with NY stakeholders- their complaint was the only time we get together is if a funder is talking. I think it is the role of the City – and NOT HAA- to bring the parties together and bridge the gaps.

- There are so many efforts in the city that are not in this room...artists who don't want to be a part of the system...need a stronger presence of those smaller artists/groups.
- Needs to happen formally.
- I want to support the earlier comment- the city needs to be the facilitator. This is a city document. There is a lot of talk about getting art into neighborhoods- the Super Neighborhoods are a city sponsored group. All the org do a good job on many things but neighborhood outreach is not one of them.
- We can't just say we are going to let the City do it. We have to make sure this plan actually lives instead of going on a shelf. It is our responsibility.
- The City works on the demand of the community- I am not saying the City is fully responsible. Just that they need to be the facilitator.
- Suggest the research for the indicators be on the Near Term Actions