

Milwaukie ArtMOB Planning Meeting July 16, 2008

In a brief 75-minute meeting facilitated by *Clackamas County Arts Alliance Executive Director Cheryl Snow* and *Program Manager Elizabeth Klein*, members of the ArtMOB committee began a dialogue about the group's purpose, vision and values.

The meeting's work was driven by two leading questions. The first focused on personal beliefs and passions, intended to uncover why people believe arts are a community-building tool. The second question generated concepts the group believes characterize ArtMOB as a change-agent.

These notes summarize meeting conclusions, and include a brief list of immediate action tasks and next steps.

1) **What exactly does ArtMOB mean to me personally?** (*underlined phrases indicate multiple similar responses*)

- all-encompassing
- inclusive
- not just for/of/about artists or patrons
- actions, ideas 'outside the box'

- art as an everyday part of Milwaukie life, core of our community
- chaos, energy, frenzy, movement, alive, irreverent, not hampered by societal convention, dionysian spirit
- information, resource, helpful, vehicle for connection, and connection across time

- amplify and broaden awareness
- cause change
- parent group that inspires others
- bring us together, create community through creativity and through the arts

- a group that represents *all* that art means
- art in all its forms for everyone, a wide range
- everyone doing and sharing

Specific Quotes:

I've come to believe that the arts are powerful – for those who provide their talents and those who experience those talents. The arts can change perspectives, inspire lives, solve problems, and connect across time. This committee offers me an opportunity in a small way to be a part of a greater process, one that I think is important to this community and beyond, and I find that very exciting. It is also a risk for me to take a leap that I've never done before – so it's also good for me. – Coral

Art is a big deal for me. It's big, juicy and alive, so putting it into words feels a bit stilted. I see artMOB as a vehicle for connection within the community, in an inclusive way, which can amplify and broaden awareness and meet specific human needs. These can be as direct as the need for beauty and communication with one another, or as keys which can open nuanced portals that can lead us beyond our conditioned mindsets into emotional, intuitive and spiritual realms; those intangible realities which give our lives meaning and depth and which can also challenge us and lead us to grow – Eric

The core of our community to ensure that the arts, in all its forms, becomes an everyday part of life in Milwaukie.

- *Art blurbs in the Pilot – what's happening art – use in NBA*
- *City owned art in public spaces*
- *Gathering a volunteer base by talking to people at the farmers market booth*
- *Sponsoring art programs in the local schools*

2) How would Milwaukie be changed if ArtMob was a driving force in 5 years?

> A thriving arts community would exist downtown with galleries, cafés, artist studios. Artists and “creative” businesses would occupy storefronts and buildings. People outside the area would think of Milwaukie as a cultural destination....there would be murals on ugly walls, public art visible everywhere, and general beautification. Milwaukie would be a cool place to hang out, and to visit! Arts are fully integrated into schools (not an option). Art is a part of their culture.

> Local kids would be an important element of ArtMOB, and they would be more aware of their world. There would be something (kid-driven activities) for them to participate in and be part of. Some coordination mechanism would exist to reach kids. They would be involved with art, and adults would follow the kids. Art in all its forms would be fully integrated into the education system and our community.

> *Everybody* in town would have an idea of what ArtMOB is and would get something from it. There would be high public awareness of ArtMOB because all types of activities would be visible. ArtMOB would be known for doing things that pop up around town -- not necessarily expensive and time-consuming but simple and *visible* -- “flash-mob” art! On the other hand, why not think big? A world-class performing arts space to bring people into Milwaukie, the new cultural destination. ArtMOB would be a resource – people would know where to go for information related to arts.

3. Consider the various ways you think ArtMOB, and your commitment, could alter the Milwaukie equation: what immediate actions could you take to start the change?

(ideas listed in priority-ranked order - names indicate willing to work on idea)

1. Develop mission statement, slogan / tagline, branding and image (5 votes) - Beth, Jeff, Eric
2. Engage kids in a central, meaningful way (5 votes) - Liz
3. Get potential tenants into the buildings (5 votes) - Alicia
 - work with owners to negotiate reduced rent for artists in vacant buildings
 - work with owners for donated space for brief ArtMOB events
4. ArtMOB guerrilla activity (2 votes) - Mark Gamba
 - the “roll down your window” initiative: music, performance accompanied by sign saying “Brought to you by ArtMOB”
5. Create a mystery to drive curiosity -- culminate in an event (1 vote) - Nancy

4. Next Steps

1. Address mission & branding in a meeting on Thursday August 14, 4 - 6 pm
2. Develop a strategic plan including: tasks, timelines, responsible parties, budget
3. Arts Alliance staff returns for September meeting (*date?*)