

artMOB Strategic Plan 2014-2015

Goal 1: Define committee member roles and responsibilities

- Conduct annual retreat every winter at which goals are revisited and refined
- Finalize base committee member job description
 - Include expectation of members attending City project meetings and/or City Council meetings periodically
- Determine & Assign Committee Positions such as Grants, Outreach, Policy, Events, Volunteer Coordinator, NDA liaisons, Copywriting, Social Media etc.

Goal 2. Raise awareness of artMOB In the broader community, with key leaders and with artists:

- Continue to update website with fresh content that is cross-promoted via social media
- Continue maintaining email list and sending out monthly e-newsletter
- Continue scarecrow contest—explore expanding—maybe include parade? Get DT businesses involved
- Conduct networking events--such as those at our speaker series
- Develop partnership with other artists and arts organizations in the area
- Update marketing materials—Sculpture Garden brochure, stickers and other collateral
- Meet annually with all key leaders on matrix for a coffee or lunch meeting
- Meet annually with key business leaders for coffee or lunch meeting
- Define monthly themes for the year's work plan (e.g. policy month, volunteer month etc.)
- Conduct survey to determine what newsletter recipients want to hear more about

Goal 3: Establish and enhance Milwaukie's identity as a center and incubator for arts and culture:

- Conduct one arts event in conjunction with Light Rail/Adams St. opening—explore partnerships with TriMet and the Clackamas Arts Alliance in making this event BIG
- Continue rotation and selection of City Hall Sculpture Garden art work
- Conduct outreach to explore sponsorships from Dark Horse, Bob's Red Mill, Dave's Killer bread (e.g. sculpture pedestal)
- Explore collaboration with Pacific Northwest College of the Arts (PNCA) Masters in Collaborative Design program which would then lead up to the city/artMOB applying for a grant
- Research future grant opportunities—annual grants due October
- Advocate for arts to be integrated in other City Project such as the Riverfront Park, South Downtown, Library expansion, Adam's Street project etc.
- Survey broader community regarding Arts & Culture desires and patronage (May? At Farmer's Market?)

Goal 4: Establish City Wide Arts Program

- Finalize mural program 2014
 - Fundraise for grant program
 - See first mural completed by 2015
- Develop and adopt public art guidelines
- Research percent for art options and present to Council
- Explore partnership with First Friday—to cross promote
- Conduct annual speaker series in conjunction with First Friday