

## Arcata Strategic Arts Plan (ASAP) Listening Session 04.29.21

*On April 29<sup>th</sup>, 2021 at 5:30 p.m., City staff and Local Arts Agency (LAA) Playhouse Arts partners hosted a public meeting on the Arcata Strategic Arts Plan (ASAP) over Zoom. There were roughly 40 participants at the meeting, most of whom stayed for the full hour-and-a-half meeting and took part in four smaller breakout room discussions. The session was intended to provide staff with an understanding of whether or not the proposed goals of the ASAP aligned with public aspirations. The proposed goals discussed were:*

1. Public arts are increased equitably throughout Arcata
2. Every Arcata resident has access to a quality arts education
3. Arcata works to become a financially feasible place to live as an artist
4. The arts function as an avenue of connection between HSU and the broader community
5. The ASAP is used as a tool to secure funding for the arts in Arcata
6. The City and Playhouse Arts as Arcata's Local Arts Agency (LAA) have a more formalized relationship and work to achieve identified Plan goals in partnership

*The meeting started with an introduction of the City team from Community Development Director David Loya, an introduction of the Local Arts Agency by Director Jacqueline Dandeneau, and introductory polling before moving into a presentation of the goals. Following the presentation, four separate breakout room discussions were facilitated around questions related to the goals with notes taken by staff and Playhouse partners. The meeting ended with more polling, a discussion of next steps, and Q & A. A post-meeting demographic survey was shared with participants, and nineteen surveys were returned. Results from the survey are included in this summary.*

Watch the recorded video here: <https://youtu.be/FmOmtNhNeM0>

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### Stay in touch with us!

Call us: (707) 825-5955

Email us: [comdev@cityofarcata.org](mailto:comdev@cityofarcata.org)

Visit our site: <https://www.cityofarcata.org/945/Arcata-Strategic-Arts-Plan>

Sign up for e-notifications by emailing Gillen Martin at [gmartin@cityofarcata.org](mailto:gmartin@cityofarcata.org)

## Compiled notes from breakout groups

Questions: *How do these goals rise to meet the challenges that face Arcata in the realm of arts & culture? How would you like to see these goals implemented in practice? Who/what in the community seems to be well-represented in these goals, who/what is missing from these?*

### Common themes

**Accessibility and the arts** – Accessibility to the arts is important to bridging different communities in Arcata. “People with privileged backgrounds have time to make things.”

**Additional stakeholders** – Participants noted an interest in seeing broader participation from TK-12 grade youth, HSU students, and BIPOC artists from all age groups.

**Compensation for artists** – The City should pay artists for their work and participation. Increasing opportunities for artists is key to helping them thrive in Arcata.

**Desire for a shared directory/liaison** – It would be beneficial to have a main point-person to act as a community point of connection, and/or an interactive database of projects, resources, and space (studios, performing arts venues, businesses that want to hang art etc.) that people can go to find who has what; this could be maintained by a City or Playhouse staff member who could connect the dots.

**Funding and capacity toward implementation** – Funding is key for the success of this Plan. The City should consider designating 0.5%-1% of Transient Occupancy Tax toward implementing the ASAP. The City should have a designated staff member to act as an arts ambassador to the LAA and other community arts partners. This Plan is thinking long-term, but the needs it describes are current.

**Housing** – Encourage development of affordable artist housing opportunities. Affordable housing = more artists. Some difference of opinions related to subsidized vs. market rate artist's housing. Making Arcata a fiscally feasible place for artists to live is essential for keeping artists in the community. Work exchange programs can also provide artists a way to contribute. Can those moving to Humboldt County from more well-off areas contribute to arts funding/are there creative ways to help minimize gentrification as newcomers arrive? Houseless populations and service providers have not been engaged yet in the ASAP planning process.

**Local Arts Agency** – Playhouse Arts as the City's Local Arts Agency should take on projects, facilitate grant needs, and find partnering organizations for projects. Strategic plan=overarching long-term goals, Local Arts Agency keeps things immediate and efficient. Being a small, rural community is an advantage because our community has shorter lines of communication to decision-makers, which creates more opportunities for collaboration. Playhouse Arts as the Local Arts Agency can also work with more immediacy than the City. Interest an arts council or other body in place or planned (similar to Eureka).

**Opportunity for Humboldt State University (HSU) students** – HSU students are here for limited time. If they do not see opportunities for employment and connection in Humboldt County, then they leave. Opportunities must be visible annually for student retention; many students want to stay and find work in Arcata. Part of this plan could be as retention for students in our community.

**Public art** – Arcata has a lot of public infrastructure with which to create/apply art. Arcata residents need more art in everyday life. Visual arts are well represented in public spaces, but what would community performing arts look like?

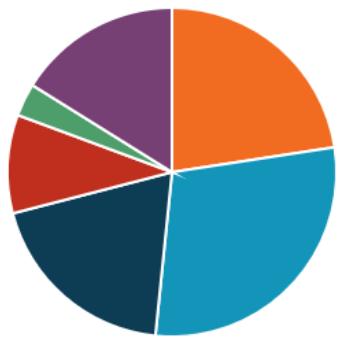
**Racial equity** – Black, Indigenous, and People of Color (BIPOC) community members often feel uncomfortable in/have difficulty inhabiting Arcata's public spaces. Emphasis should be placed on developing BIPOC spaces and BIPOC shows ("You cannot create space as a white person for people who aren't white. You have to put BIPOC people in positions of leadership"). Guiding principles for arts curation/administration should be developed through lenses of equity and accessibility; these principles could be used as a guide when putting on events, curating shows, etc.; "equity should inform projects from the onset, not at the end."

**Spatial equity** – Art needs to be spread throughout the community and into new neighborhoods—not only concentrated around the Plaza or the Creamery District. Art can reflect the culture of each neighborhood. There is a huge difference in the amount of arts & culture available on the Plaza vs. in Valley West (even though Arcata is only 5 miles south to north). Bring art into the Valley West/north Arcata community; this would make positive change toward addressing equity with Latinx and student populations. Also, art would improve the experience of those staying in Valley West hotels/motels.

**Supporting Arcata's children** – Some families have more resources available and can afford private art education; the majority cannot. Children, especially those from families with less resources, need something to do during the summers. The City of Arcata already offers a summer Art Camp with 30% scholarships available to enable children from families with limited resources to participate. However, this opportunity for children does not support local private arts businesses.

Who are you representing today?

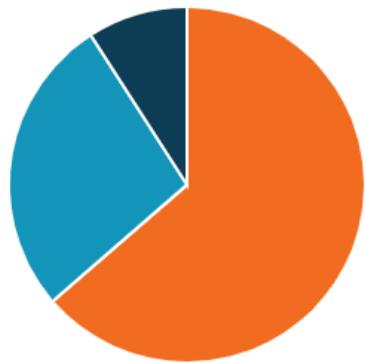
duration: 00:01:08



- Myself, I am a resident - 23%
- Arts/Culture Serving organization - 29%
- Local Government - 19%
- Local Educator (not HSU) - 10%
- Local Educator (HSU) - 3%
- Local business owner - 16%

Have you been engaged by City staff in the Arts Planning Process so far?

duration: 00:00:58



- Yes - 64%
- No - 27%
- Playhouse Arts has engaged me, not City - 9%

## If you make art, what mediums do you work in?

duration: 00:01:57

### Participant Input

- Performance Arts
- Painting and drawing
- Watercolor and music
- Dance
- Sculpture, installation
- Music
- Theater/directing/design
- Theater
- Fiber
- Murals and public art
- Painting, photography, ceramics
- Music
- The future
- Literary and visual arts, literary publishing
- Dance, theater, performance, installation
- Painting
- Theater/Performance
- Sculptures
- Circus arts, healing arts, performance, community
- Education
- Social practice oil and watercolor painting video poetry performance art
- Video, poetry
- Parades
- Trends
- Watercolor
- Painting, watercolor, crayon
- Collage
- Digital & illustration

- Beading/leather
- Watercolors /multi media
- Stories
- Dance theater
- Social practice
- Painting
- Live art
- Fiber, set painting, lighting deisgn, music design, sign painting

## Word Cloud



## What desired outcome led you to attend this meeting tonight?

duration: 00:48:58

### Participant Input

- arts funding for artists
- Information gathering
- How to work together
- Wanting to gain an idea of how I can take advantage of what arcata wants to offer
- Be involved. Connect with other Art people
- Knowledge
- I would like to be involved
- Curious what your plans are
- My voice be heard; funding and opportunities
- Understand the plan and the city's role moving forward
- Increased arts scene in Arcata
- Guerilla pop up art
- How to be a part of this community
- Involvement
- Connecting students with city and other arts projects
- How to support local artists
- help to teach and paint public murals
- Arts incorporated into City planning & design
- To make sure that all parts of Arcata benefit from the Arts
- Seeing the best way forward
- The crucible can be a great modrl
- More public art and funding
- Possible collaborations with Toyon Multilingual Literary Magazine and community arts
- New business owner in arcata... want to support the arts!
- Curious about city support
- Murals
- Support for and partnerships with the arts for local 9-12 grade students
- After school programming
- More public art!!!
- Understand the strategic plan and need participation, sustainable growth, arts as vehicle for growth
- diversity in decision makers
- Visioning with artist community
- Information gathering
- Bring tourist
- Food and art pairings with csnnabis
- Cannabis tourism

## Word Cloud



What is the #1 outcome that excites you most/ could most benefit you or your organization?

duration: 00:02:14

### Participant Input

- Free art, funding
- Increase in human rights awareness
- Work opportunities
- Civic collaboration with LLAs and other cities/county government
- teach new artists
- Accessible art for the community
- Students connecting
- More collaborations
- Public art in the areas around HSU and in valley west
- Increased funding for artists
- Equity/ Tourism and connecting HSU
- Equity in the Arcata community arts
- Education
- Listening
- streamlining relationship between city and arts
- Grants liaison
- Humboldt on the map continued innovators
- Covering up massive amounts of ugly fencing at my business with art
- Janette's goal!
- Mire collaboration
- Art education/teaching
- Goal number 2
- Creating connections
- Community coming together
- Funding and employment opportunities for artists
- Arts valued and prioritized in our community
- Connections between organizations
- Increasing affordable housing, would help more than just artists
- More art education jobs
- More art education jobs
- Solidify sustainable funding opportunities
- Funding
- Additional funding for individuals and organizations
- Guerilla pop up art
- Scholarships

## Word Cloud



Do you agree the identified goals will be a good start for the first Plan term (3 yrs)?

duration: 00:01:44



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sunshine!

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Always listen to Libby

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sift.ly

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parks and recreation=partner with redwood parks to

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From Nanette ██████ Kelley to Everyone: 06:48 PM

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From Benjamin Goulart to Everyone: 06:48 PM

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perfect!

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Atlanta had an incredible Art event called Flux. It was an evening of art that included GSU, artists, educators, performers... It was a huge hit.

From Sarah to Everyone: 06:55 PM

Flux has been an event in many cities.

It's fluxprojects.org. I thought it was an Atlanta organization.

Thanks all! capturing all of this

From Sarah to Everyone: 06:57 PM

Oh cool. Theres alot of art movements in the name of Flux.

From Julie Fulkerson to Everyone: 06:57 PM

This was a great session and thought I would stay for 30 minutes, but have to sign off. weird, but I have to sign on to a parking meeting in Eureka.

Marfa, Texas (they have a massive foundation so not commensurate but might be similar in some ways)

Birmingham's arts plan-Lisbon? Alex to get Grand Junction-

California Arts Something Integration.

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From Gillen Martin she/hers to Everyone: 06:53 PM

gmartin@cityofarcata.org

From kimberley White to Everyone: 06:54 PM

perfect!

From Daphne Osell (she/hers) to Everyone: 06:55 PM

Atlanta had an incredible Art event called Flux. It was an evening of art that included GSU, artists, educators, performers... It was a huge hit.

From Sarah to Everyone: 06:55 PM

Flux has been an event in many cities.

From Daphne Osell (she/hers) to Everyone: 06:56 PM

I did not know that!

From Sarah to Everyone: 06:56 PM

Yup! It may be based on the Fluxus movement.

From James Woglom to Everyone: 06:57 PM

maybe checking some arty rural towns like Asheville, NC

From Daphne Osell (she/hers) to Everyone: 06:57 PM

It's fluxprojects.org. I thought it was an Atlanta organization.

From Gillen Martin she/hers to Everyone: 06:57 PM

Thanks all! capturing all of this

From Sarah to Everyone: 06:57 PM

Oh cool. Theres alot of art movements in the name of Flux.

From Julie Fulkerson to Everyone: 06:57 PM

This was a great session and thought I would stay for 30 minutes, but have to sign off. weird, but I have to sign on to a parking meeting in Eureka.

From James Woglom to Everyone: 06:58 PM

Marfa, Texas (they have a massive foundation so not commensurate but might be similar in some ways)

From David Loya - Arcata to Everyone: 06:58 PM

thanks, Julie!

From Cherie Newell to Everyone: 07:00 PM

Thanks for all the info!

From David Loya - Arcata to Everyone: 07:00 PM

thank you, Cherie!

From Maya Makino to Everyone: 07:02 PM

Thanks everyone!!!

From crystal henson to Everyone: 07:02 PM

Many thanks. Have a good evening

From kimberley White to Everyone: 07:02 PM

thank you!

From Marcos Hernandez (he/him/his) to Everyone: 07:02 PM

Thank you for inviting me to this conversation. Nice meeting everyone!

From laura muñoz she/ella to Everyone: 07:03 PM

Gracias!

From Jackie Dandeneau she/her/hers to Everyone: 07:06 PM

[jackied@arcataplayhouse.org](mailto:jackied@arcataplayhouse.org)

From Benjamin Goulart to Everyone: 07:06 PM

I have a paint a mural day video with kids on my site : Mural-Man.com

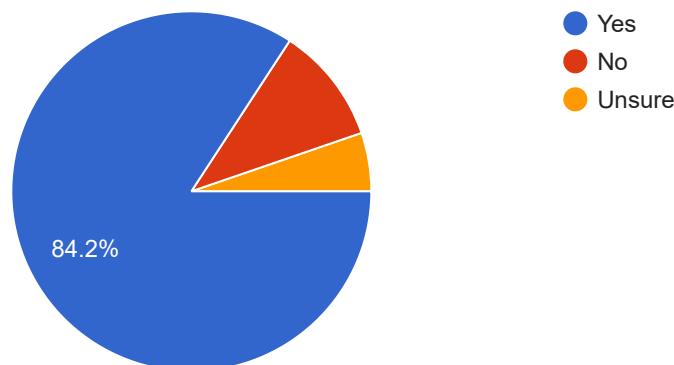
# Arcata Strategic Arts Plan (ASAP) Community Listening Session #1 - Demographic survey

19 responses

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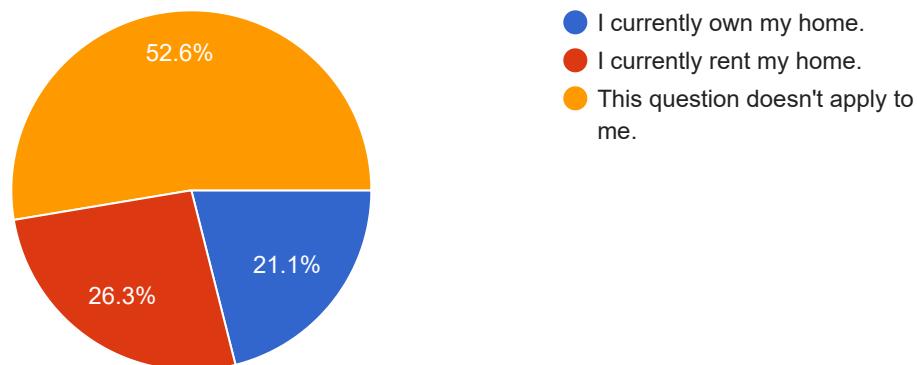
Have you been engaged by City staff in the ASAP planning process so far?

19 responses



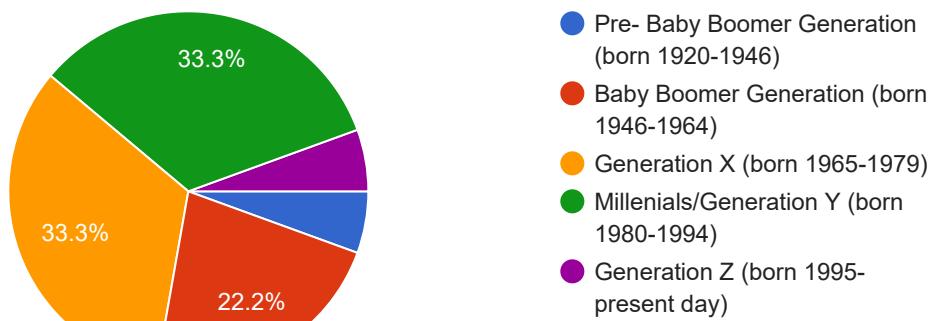
If you live in the City of Arcata, do you own or rent your home?

19 responses



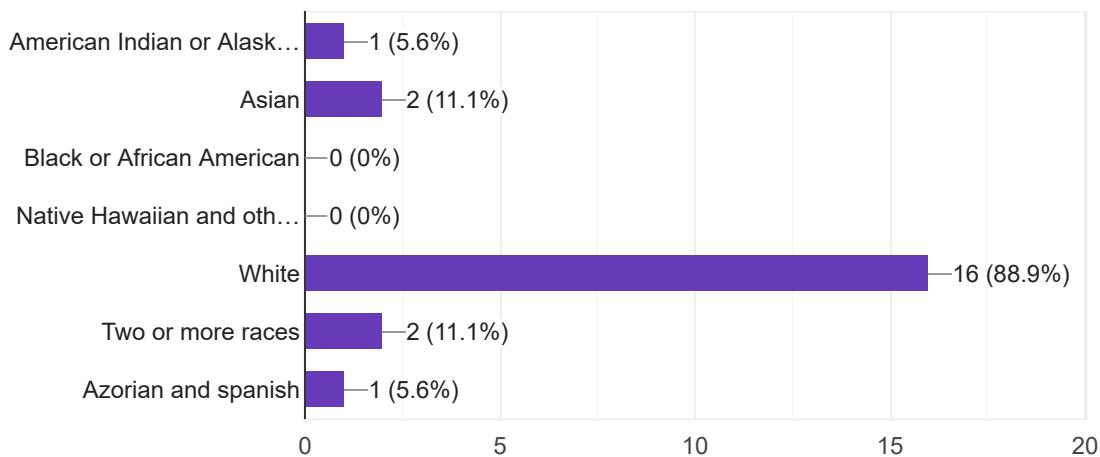
## What generation best represents you?

18 responses



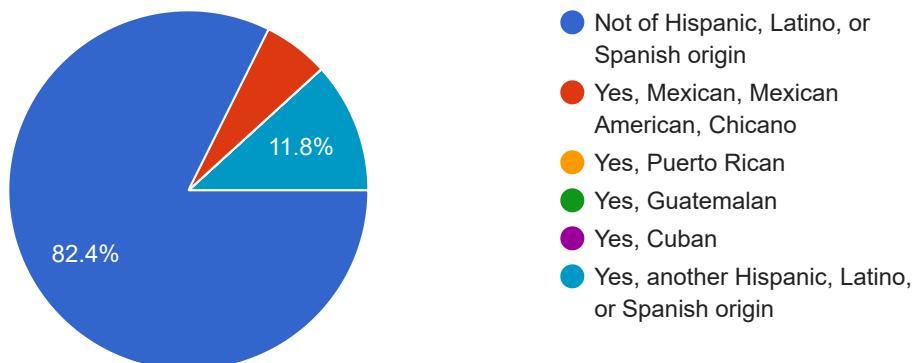
## What race best represents you (based on US census definitions)? Check all boxes that apply to you.

18 responses



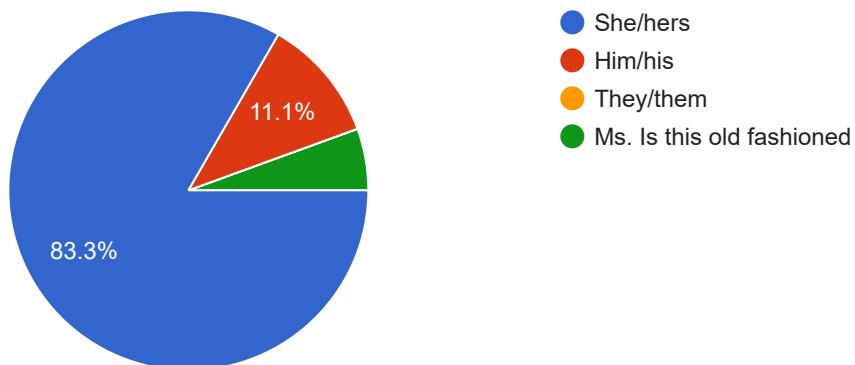
For this survey, Hispanic ethnicity is separated from race. Which of the following categories best represents you? (patterned after 2010 census categories)

17 responses



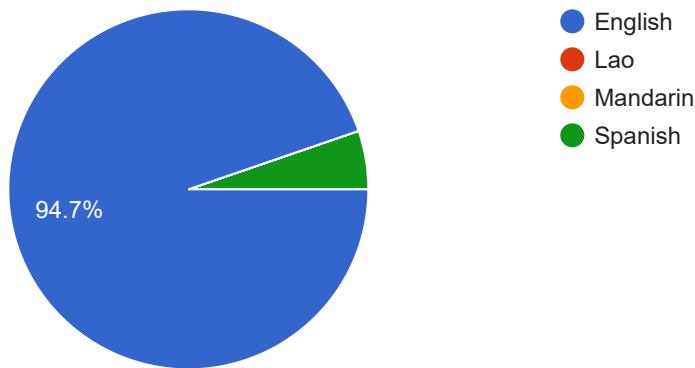
If you feel comfortable sharing, please let us know your preferred pronouns.

18 responses



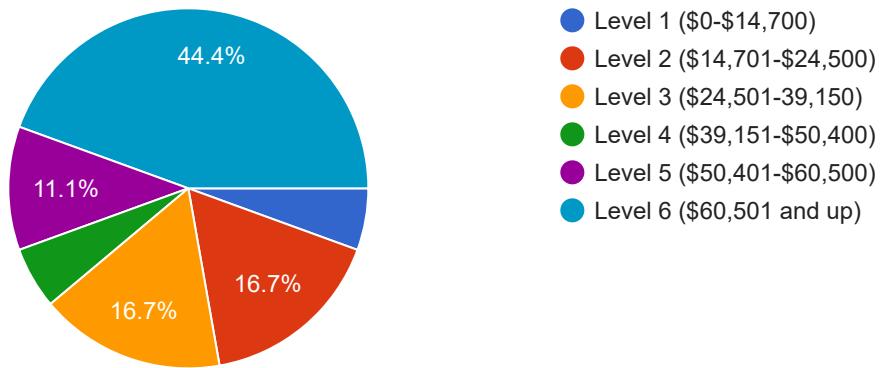
### What is the primary language spoken in your home?

19 responses



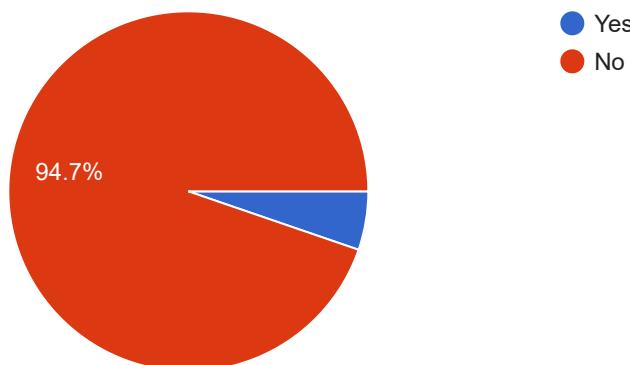
### What income bracket best represents you?

18 responses



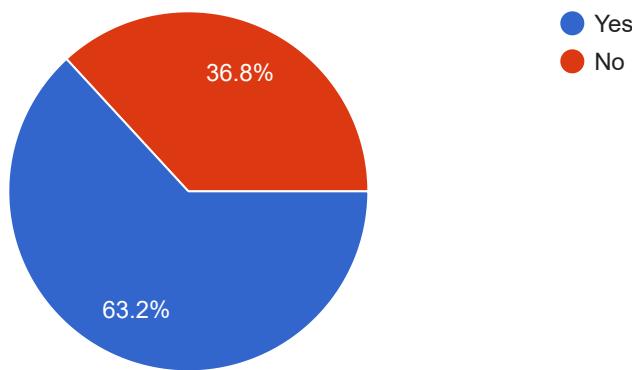
### Are you currently an enrolled Humboldt State University student?

19 responses



Have you ever been an enrolled HSU student?

19 responses



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