

Salisbury Cultural Council Arts and Cultural Initiative
Subcommittee Meeting
Thursday, Jan. 13, 2022, 6:30pm
Salisbury Public Library Meeting Room

AGENDA

I. Introductions

II. Approval of meeting minutes Dec. 18, 2021

III. Survey questions

Review and discussion:

- Easy to follow and complete?
- Is the purpose clear to an audience who is just learning about the initiative?
- Revisions to questions, additions, omissions?
- Will the answers generated from the questions provide enough information for addressing the five categories?
- Pretesting survey. Who to send it to for understanding the aim of the survey, introduction, and questions?
- Distribution channels, method, and contact for disseminating the survey
- Ideas for offering a gift certificate?

IV. Arts and Cultural Initiative Goals

Review and discussion:

Copied below are two versions, a long version, and a short version.

Please bring your edits and revisions for combining into one set of project goals

V. Next steps

VI. Next meeting: Feb. 17, 2022

The Arts and Cultural Initiative Goals 2022-2027:

1. Identify and preserve buildings and open spaces that contribute to the unique character of Salisbury
2. Establish public art policy that integrates arts into planning and community development, recognizing the economic power of the arts and culture to promote tourism and attract new businesses
3. Engage young people in arts and cultural opportunities

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4. Expand and support spaces for cultural activities and events with a commitment to economic development for creative enterprises, affordable artist spaces, and performance, exhibition, storage spaces
5. Build partnerships among municipal and civic stakeholders with the arts and cultural community to support events and programs with public and private funding
6. Cultivate various funding streams to support an array of public arts initiatives
7. Develop and enhance Salisbury Square and Salisbury Beach Center as business and cultural destinations implementing parks and open spaces, cultural attractions, special events, restaurants, shopping, and streetscapes that result in vibrant, lively spaces with year-round daytime and evening activities

Salisbury Cultural Council Arts and Cultural Initiative Goals 2022-2027:

1. Build civic engagement, pride, and attraction of Salisbury as a destination through its unique character and identity by preserving and enhancing historic buildings, open spaces, public art, cultural events, and streetscapes that result in vibrant, lively spaces with year-round daytime and evening activities
2. Establish a public art policy that integrates public arts and cultural programs into planning and community development to enhance economic development, tourism, new businesses, and infrastructure development
3. Engage young people in arts and cultural opportunities through activities in-and after-school, in parks and open spaces, library, and partnership with the arts and cultural community
4. Support the expansion of spaces for cultural activities and events with a commitment to developing creative enterprises, affordable artist spaces, and performance and exhibition spaces
5. Cultivate various funding streams to support arts and cultural events and programs through partnerships among municipal and civic stakeholders with public and private funding

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