MEETING NOTICE

TO: Cultural Plan Committee Members
   Larry Ansin
   James Campbell
   Sandy Walter
   Chuck D'Aprix
   Trish O'Donnell
   Paul Marion
   Dan Schay
   Mark Winetrout
   Louise Abbott
   Anne O'Brien
   Catherine Goodwin
   Dr. Hai Pho
   James Milinazzo
   Maire Sweeney
   Nancy Donahue
   Jack Bates
   Ann Schecter
   Dalia Calvo
   Kay Petruzziello
   Normand Ayotte
   Carol Durand
   Catherine Quinn
   Leo Donahue
   Charles Gargulo
   Rico Zenti

FROM: Phil Hyde

RE: APRIL 9 MEETING DATE

As you know the next meeting of the Cultural Plan Committee will be on April 9, 12:00-2:00, at the new Center for Field Studies on West Campus University of Lowell. The campus is the site of the old Middlesex Training School. A map is enclosed.

At this meeting we will discuss:

1. Work on the project to date.

2. The organization of our future work:
   a. Assignment of responsibilities
   b. Breakdown of Task Forces

3. What are some of the key results we will be looking for as a result of this study?

To facilitate the meeting I have asked Lyle Kurtman, President of Management Resources Group to join us. Lyle has been involved in the strategic planning efforts of a number of organizations in the Boston area and is terrific. I look forward to seeing you all there. Snacks will be provided.
THE CULTURAL PLAN
MEMO

TO: THE FULL PLAN COMMITTEE

FROM: PHIL HYDE

RE: MINUTES FROM SEPT. 9 MEETING

- THE MEETING WAS HELD TUESDAY, SEPTEMBER 9 at 4:00 pm in the Veteran's Wing of the Lowell Memorial Auditorium

- ATTENDEES: Louise Abbott  Paul Marion  Marie Sweeney
Peter Aucella  James Milinazzo  Mark Winetrouth
Mary Bacigalupo  Jack Nicholson  Fanny Moore
Pat Crane  Mary Noon  Arva Clark
Chuck D'Aprix  Anne O'Brien  
Leo Donahue  Kay Petruziello
Nancy Donahue  Dan Schay  
Charles Gargiulo  Ann Schecter

- GUESTS: Lynne Abell, The Burlington Group
Chris Connaire, Connaire & Co.
Robin Wheeler, Performing Arts Consultants
Tony Fusco, Fusco and Four
Carol Leary, Northern Middlesex Area Commission

MINUTES

4:15 -- Welcoming remarks by Phil Hyde; brief discussion of project timeline; -Introduction of consultants

4:20 -- Chris Connaire
Discussed her study of Greater Lowell's Individual Artists:
I. There are approximately 600 artists in the area,
yet only a handful (ie: about a dozen) are self-supporting professional artists
II. The major over-riding problem is a lack of communication between the artists and the community

- Chris approached this study from three basic questions:
  1. What can artists do for a community ?
  2. What activities can artists provide ?
  3. What can Lowell do for artists ?
Minutes (-continued)

a. Artists can change perceptions of a city, making a depressed area chic and desireable;  
   -- However, they must be guaranteed some kind of protection.  
   Too many artists are evicted from, or priced out of an area that they have improved by their presence. One way is to make the artists into developers and help them to purchase their own living/working spaces.

b. Street performers can change the character of an area by their presence;  
   --- Merchants and ordinances have to make this kind of activity accessible.

c. Artists are necessary for the grass roots preservation of our cultural heritage; they can be the educators

Chris elaborated briefly upon various ideas through which artists may receive technical assistance and support. Some of these ideas include:
   1. The centralized office of cultural affairs  
   2. Some working center, eg: a literary magazine  
   3. Some centralized live/work space

4:30- This was followed by a short question & answer period.

4:45-- Carol Leary  
   Discussed the NMAC's Economic Impact Study  
   This study will attempt to illustrate the following:

   I. The arts create jobs  
   II. They have direct impact: through salaries, leases, etc.  
   III. There is an indirect impact: the multiplier effect of salaries, ticket sales influence other spending, etc.  
   IV. There is an Earnings Gap; that is, that minus the state subsidies, these organizations raise much of their own operating costs

   The NMAC has sent surveys out to various cultural organizations in the area. After receipt and analysis of this survey, a second survey will go out to the audience. The audience survey will try to determine the total (approx.) money spent on cultural activities; as well as the differences between local and out of town consumers.

4:55-- This was followed by a brief question and answer period.

5:00pm-- Lynne Abell  
   Discussed the Marketing Study  
   The following studies were being conducted:  
   I. 4 Focus groups  
      a. Live in Lowell, are consumers of Cultural Activities  
      b. Live in Lowell, are not consumers  
      c. Don't live in Lowell (but the area), are consumers  
      d. Don't live in Lowell, are not consumers  

   II. Mall intercept survey, sample size, 500
-- Over-riding issues:
   1. Large and Inconsistent lack of awareness of what is being offered to the public.
   2. Perception problems
      a. safety issues
      b. elitism of the revitalization

-- Lynne discussed some commonalities that appeared among the groups, eg: they desire convenience, more variety of mid-priced activities, poor downtown image, etc.
   A sample of the mall intercept survey was passed around.

5:10 -- question and answer period

5:15 -- **Tony Fusco**
   Discussed his study of the Business of Cultural Organizations.
   This took into consideration their long-range planning efforts and the business operations of the organizations.

   I. Short of the Federal and State Agencies the is basically a cottage industry of cultural organizations. They need some agency-type help in skills development and resource procurement.

   II. The help provided must be educational. After which there is room for agency-wide services, eg: printing, health insurance, capital development, etc.

5:25 -- question and answer period

5:30-- **Robin Wheeler**
   Discussed space analysis and programming project.
   Two major parts:
   I. Space inventory
      - what types and how much is available
   II. Programming

   Robin is conducting a series of interviews and questionnaires. There are various issues that have come to the fore.
   1. Types of spaces needed:
      Galleries, Theaters, mid-sized performance spaces

   2. Concerns:
      a. programming may be too exhaustive of the present audiences
      b. local artists may be left behind
      c. renovation of performance spaces is a must
      d. cohesive events calendars would be helpful
      e. skills development is necessary for individuals

5:40 question and answer period

5:45 -- **Phil Hyde** talked briefly of writing the document.
   Closing remarks by Mr. Hyde.