

Houston Arts and Cultural Plan
Community Advisory Committee
January 21, 2015



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INTRODUCTIONS

Name and affiliation



Houston Beer Can House

Consulting Team:

City of Houston

Minette Boesel, Mayor's Assistant
for Cultural Affairs

Debbie McNulty, Lead Consultant
Radu Barbuceanu

The Cultural Planning Group

Jerry Allen, Partner

Linda Flynn, Research Director

MJR Partners

Margie Reese

PLACES Consulting

Gary Esolen

Valerie LeBlanc

Outreach Strategies

Mustafa Tameez

Black Sheep

Aimee Woodall

Monica Danna

Lauren Tennet



Today's Agenda

Opening Remarks

Co-chairs Philamena Baird and Rick Lowe

The What and Why of Cultural Planning

Jerry Allen, The Cultural Planning Group

Group Discussion Question

Given how the city is changing, what are the factors that have implications for the well-being of the arts and cultural sector and how might the plan address them?

Breakout Groups – Working Session

Community Engagement

Systems Mapping

Critical Planning Issues

Report Out of Working Session

Next Steps

Adjournment

Co-chairs Philamena Baird and Rick Lowe



“Walking to the Sky” Jonathon Borofsky



Wortham Center

Planning Goals:

- Arts stakeholder engagement
- Cross-sector engagement
- Public engagement
- Shared community vision
- Develop a *Summary of Place*
- Enhance quality of life with the arts

- Alignment with City General Plan
- Consensus among cultural stakeholders
- Outcome-based performance measures
- Clarify cultural role of the City
- Adoption of plan by City Council
- Implementation of the plan

Purpose of the Plan:

The City has many programs, practices and regulations to advance arts and cultural activities. The City would like to create a common vision with coordinated implementation strategies, which are integrated with the overall City vision of a general plan to guide future development and City investments toward an intended future. An arts and cultural plan that assimilates the city’s identity and sense of place with arts and cultural priorities can best leverage the city’s vast cultural assets to enhance everyday life throughout the city and further the development and economic impact of Houston as a global arts center and cultural destination of choice for current and future residents and visitors.

Current City Arts Support

HOT Grants: \$85 million over 5 years

\$15.7 million in 2014

Civic Arts Program: 1.75% of capital projects

Management of City-owned arts facilities

Library arts & cultural programs

Historic Preservation Ordinance

Partnerships (i.e., school-parks - SPARK)

Resource development (i.e. Our Town Grant)



Planning Process

1. Project Initiation
2. Literature Review
3. Stakeholder Engagement
4. Community Engagement
5. Analyze Existing Strategies
6. Benchmarking Study
7. Summary of Place Component
8. Leveraging Cultural Assets Component
9. Performance Indicators Development
10. Implementation Strategy



Ai WeiWei, "Circle of Animals/Zodiac Heads"
Houston Arts Alliance Exhibit

Advisory Committee Role



- Attend: 6 - 8 meetings
- Prepare: review meeting materials
- Identify: key informants and stakeholders to be consulted during planning
- Advise: provide information and opinions about the community and planning issues
- Discuss: identify key planning issues and potential solutions
- Review: draft and final plan documents
- Advocate: during the planning process and for the final plan

Discussion Question:

Given how the city is changing, what are the factors that have implications for the well-being of the arts and cultural sector and how might the plan address them?



Shifting Social Norms

20th Century

21st Century

Large

Small

Slow

Fast

Stable

Agile

Receiving

Participating

Prescriptive (to, for)

Suggestive (by, with)

Enclosed

Porous

Content Provider

Creative Platform

Visit

Meet

Historical


Future Oriented

Stand Alone

Collaborative

Professional

Amateur



SO YOU'RE SAYING
PEOPLE WILL
"TWEET" WHAT
THEY'RE EATING FOR
BREAKFAST?

AND "UPLOAD"
PICTURES OF THEIR
BREAKFASTS TO A
"FACEBOOK"?

AND OTHER
PEOPLE WILL LOOK
AT THE BREAKFASTS
AND MAKE
COMMENTS?

SORRY TO BURST
YOUR BUBBLE,
DUDES, BUT YOU
ASKED. YES, THAT'S
THE FUTURE.

NO OFFENSE,
FUTURE MAN, BUT
IS EVERYONE IN
YOUR TIME
RETARDED?



5 PM September 3 1967 Sweden changed from driving on the left side to the right the result

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Japanese Pictogram:

Change = “dangerous opportunity”



Erik Johansson
Go Your Own Road

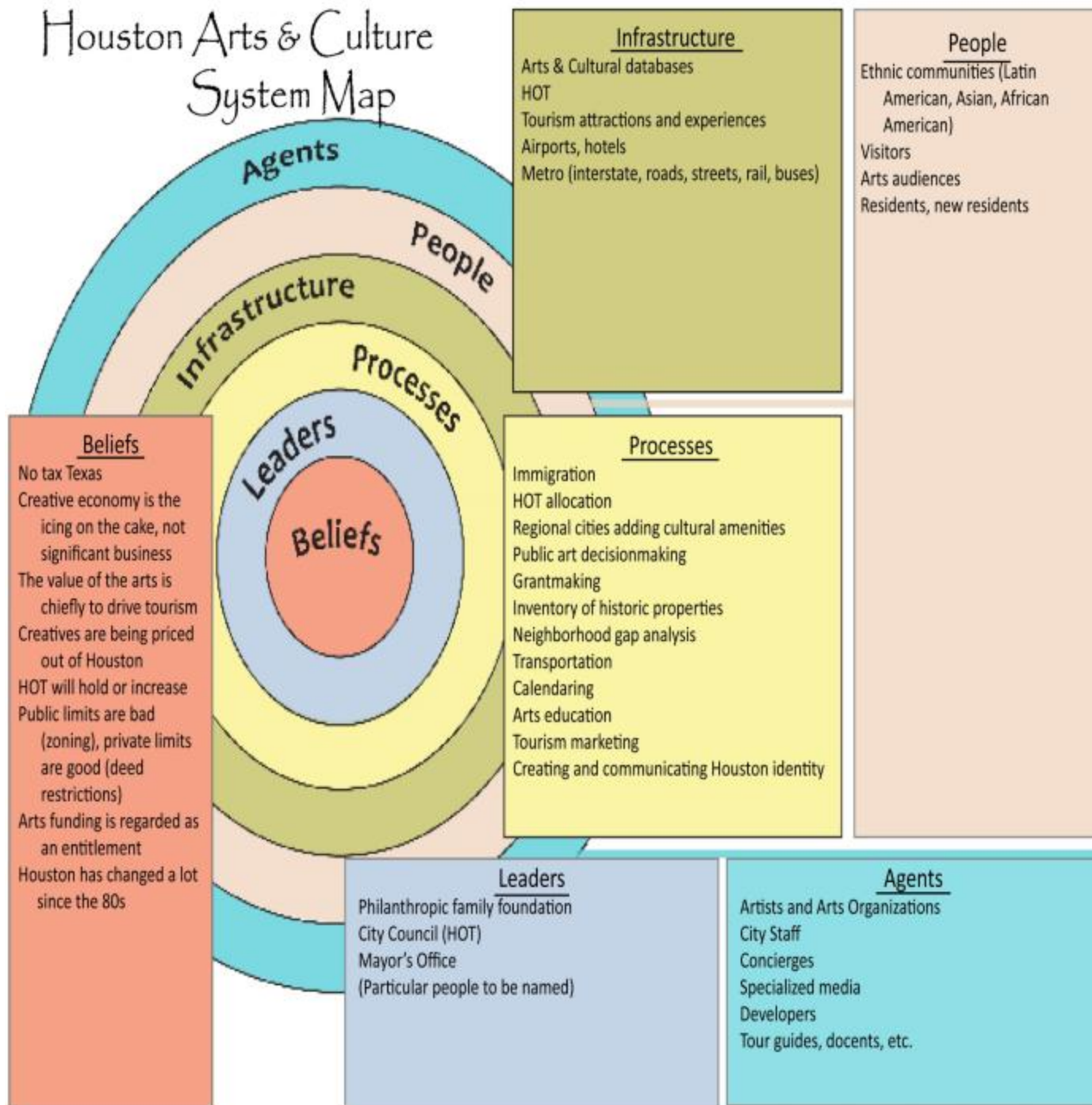
Next Meeting:

February 11, 2015

Houstonian

"Reflections on Identity"

Houston Arts & Culture System Map



Beliefs

No tax Texas
 Creative economy is the icing on the cake, not significant business
 The value of the arts is chiefly to drive tourism
 Creatives are being priced out of Houston
 HOT will hold or increase
 Public limits are bad (zoning), private limits are good (deed restrictions)
 Arts funding is regarded as an entitlement
 Houston has changed a lot since the 80s

Infrastructure

Arts & Cultural databases
 HOT
 Tourism attractions and experiences
 Airports, hotels
 Metro (interstate, roads, streets, rail, buses)

People

Ethnic communities (Latin American, Asian, African American)
 Visitors
 Arts audiences
 Residents, new residents

Processes

Immigration
 HOT allocation
 Regional cities adding cultural amenities
 Public art decisionmaking
 Grantmaking
 Inventory of historic properties
 Neighborhood gap analysis
 Transportation
 Calendaring
 Arts education
 Tourism marketing
 Creating and communicating Houston identity

Leaders

Philanthropic family foundation
 City Council (HOT)
 Mayor's Office
 (Particular people to be named)

Agents

Artists and Arts Organizations
 City Staff
 Concierges
 Specialized media
 Developers
 Tour guides, docents, etc.