

Meeting Record & Notes

Meeting Information

Project	Creative Economy
Facility	Randolph Town Hall
Location	Randolph, VT
Date	02/03/16
Time	5:30-7:10

Michael Kane

Stu Rosenfield
Stephen Michon

Bob Hayes

- 1) Green Mountain Economic Development
- 2) Like action and getting things done

Caitlin Christiana

- 1) Springfield Regional Development Corp)

Bob Haight

- 1) Windsor Zoning Administrator

Katie Troutz

- 1) folk music school
- 2) Every town is unique and has its own character

Carol Lighthall

- 1) Wants creative economy on Main St. in Springfield)

Julie Iffland

- 1) We are too small to fight over crumbs
- 2) focus on school and kids especially getting them into community development

Anni Mackay

- 1) Wants to hear how to support artwork in VT especially in rural areas)

Dave Brown

- 1) wants to encourage work knowledge transfer

Paul Haskell

- 1) TRORC Board of Directors
- 2) Vice Chair ECfiber
- 3) fears that if local economy is shifted we will lose economy

Elliot Kautz

- 1) Painter & Sculpter
- 2) Has experienced a lot of initiatives similar to creative economy

Pete Fellows
TRORC Staff

Frank Tegethoff

- TRORC Board Member
- Works at King Arthur Flour

Monique Priestley

- 1) Wants to see how business can benefit from a focus on creative economy

Kathy Spear

- 1) used to own gallery in Woodstock

Zon Eastes

- 1) VT Arts Council
- 2) Wants to follow farm to plate project

Bridget Taylor

- 1) Works on preventing trauma through expressing art

Chris Wood

- 1) Desire for Common Community space
- 2) loves collaboration & networking

Joan Ecker

- 1) Worked on Made in VT cache
- 2) Also supports aspiring artists through free housing
- 3) Wants to focus on how to provide a place for artists to flourish

Linda Brian

- 1) Newbury
- 2) adjunct photo instructor @ Lyndon State
- 3) Loves small communities

Walter Martone

- 1) interested in maker spaces for economic development

Michelle Ollie

- 1) Wants to work on bringing young people to the area

Loralee Morrow

TRORC Staff

Louisa Jackson

- 1) part of craft shop in Chelsea

Chris Damiani

TRORC Staff

6:15

Overview of Team and Power Point Discussion

Challenges and Opportunities of Creative Economy
Locations of work done on Creative Economy

This is still the discovery phase (no preconceived notions)

Focus on making Creative Economy a viable base in full economy

Creative Economy Definition:

Creative Economy Diagram segments:

Stu Rosenfeld: Creative Economy covers so many areas

- Looked at NAIC's code
- Started with core artistic centers and branched out
- Emphasis on looking at support structure in creative economy
- Look at workforce economy and other creative occupations in other industries
- Creative Industries contribute to a regional economy - there are many overlaps in the creative economy
- Impact is much greater than scale of the creative economy

Project Overview

Stephen Michon: Data

- Need to combine quantitative and qualitative data to tell story
- Creative economy 4th largest section on economy in region
- 7.4% of total regional economy

Key Issues in the Power Point

Question: Anni Mackay: Does this include the entire state?

Answer: No, Just the 40 towns

Question: Julie Iffland: Where did data come from?

Answer: Different sources (IRS, Census data, EMSI, BLS, etc.)

Question: Elliot Kavitz: Do they capture age

Answer: With a small population area there is less confidence for that kind of data

Question: Joan Ecker: Can the survey go out beyond myself?

Answer: Yes 5-7 minute survey will be online and it is encouraged to distribute survey further, with help from the Steering Committee.

Bridget Taylor: Creative economy people are working 2 or 3 jobs

-going to several little jobs and hope it works out

Elliot Kavitz: This plan is an opportunity to find something that appeals to younger audience

Katie Travitz: As a musician I tended to lean towards music oriented jobs and sometimes 2 or 3 at a time

-It is expectation now that balancing many jobs is status quo

Michelle Ollie: Is it the Vermont mentality in regard to last point about the expectation of people having multiple jobs?

Julie Iffland: You have to do a lot of things well to be a good entrepreneur

- how to market goods is similar to small farmers programs
- Its not possible that everyone who does these things can do everything well
- people who possess those different skills would love to share their knowledge but there isn't any forum for it.

Joan Ecker:

NH League of Crafts: If you don't make everything from beginning to end you couldn't be in show. They changed rules similar to industrial revolution. NH league of crafts said you can be artist person and business

Michael Kane: We are hoping to crack the idea of connecting people in business to creative businesses

- Is there a way to share our ideas and experiences in selling product and marketing it?
- Try to make the notion of multiple jobs and info exchange to make the process of making income and running a business easier

Anni Mackay: There is a process of development

Canada & Germany have embraced arts: subsidized portions of everyday life. America doesn't embrace. Everyone together has all the pieces and has advice to give -- how do we do that here?.

Julie Iffland: VT State Farm viability program

- Small farms apply for classes like(quickbooks, social media etc.)
- helps give paychecks to peers who can help.
- Creative economy needs similar kind of system

Caitlin Christiana: Joseph Gordon Levitt has a concept website that connects artists work. Hitrecord.org

Carol Lighthall: Business right now are having a hard time finding high-skill employees, such as those with good technology skills

Anni Mackay: A challenge in small business environment is that you have to stay on top of technology so there isn't a knowledge loss if an employee leaves

- fantasy in her mind to have interns fresh out of college to help fill tech section and learn programs quickly.
- Another idea is to have an apprenticeship program such as going from Flynn Center then to Middlebury Town Theatre working on production. It gives them different kinds of training which equals experience as well as exposure to different areas of Vermont – can we expand upon this and discuss this further?

Joan Ecker: possibility for growth if we can keep people in VT

- young artist need help and support

Bob Haynes: we don't want to live in place where real estate taxes fund everything. We need to focus on workforce development
Talk to head of Hopkins Center (former head of admissions @ Dartmouth

If you would like to help or orchestrate a focus group let him know
Think about key people

Next Steps

1. Organize another focus group or two in the region.
2. Conduct more key one-on-one interviews
3. Refine research and data
4. Send out and analyze the survey
5. Send out a list of the people we've met with to date to the Steering Committee
6. Collect information on enterprises, businesses and creatives in the 7 segments.