3CVT Strategy/RBA meeting - 6/11/2019

Discussion 1: What has worked, and what has not?

Worked:

- Building awareness of the group (successful Mashup events)
- Committee members well connected

Didn't work:

- No clear, unified message for steering committee to rally around
- Possible disconnection between arts/govt understandings
- Role of Zone Agent not fully defined
- Never actually tracked work using RBA framework

Discussion 2: Suggestions for addressing what didn't work.

- Reevaluate vision statement (Currently "To boost the economic prosperity and interdisciplinary connections for the creative sector in the east central Vermont region")
    - May want to craft a 3-word tagline
- Split up the work between committee members
    - "job descriptions" for roles
- Remember to celebrate successes and thank people for their efforts

Discussion 3: Went over results from the All-in Gathering event survey.

They want help with:

- Connections (networking)
- Promotion (marketing and branding)
- Resources (workshops, trainings, etc.)

Discussion 4: Strategizing projects for those 3 needs (connections, promotion, resources)

Brainstorming: Connections

- CreativeGround as promotion tool
- Partner with Chambers of Commerce
- Networking events
- Keeping up with email list, social media, newsletters
- Intentional committee seats to reflect diversity of artists
- Connect to art students/faculty
- Leverage other existing networks

Brainstorming: Promotion
- Press releases
- Calendar
- Existing state sites
- Local access tv
- Radio
- Print ads/posters
- 1 year branding project
- Member highlights
- Phone chain
- Local newsletter – version of VAC
- Legislative arts breakfasts
- Creative attention grabbing project (good publicity)

Brainstorming: Resources
- Grant announcements
- Communications workshops
- Grant workshops
- Event sponsor workshops
- Mentor program
- Find other capacity builders – resource list
- Support group – peer-led mentorship
- Events at galleries

Discussion 5: Prioritizing the projects we brainstormed
Note: those of us who were at the meeting did this as an exercise, but will revisit and prioritize again together as a full group.

	Project	Impact on system	Doable right now or with a bit of manageable effort	Sustainable for the long term
Connection	Networking Events	High (if they have a specific purpose); Medium (if purely networking)	High	Medium (need funding)
	Email list - grow and use effectively	High	Medium/High	Medium/High
Promotion	1 year Branding Project	HIGH!	Low	High
	Event Calendar	High	Low	Medium
	Creative Attention Grabber	High	Low/Medium	Medium
Resources	Workshops	High	Medium	Medium
	Capacity builders/Resource List	High	High	High

Discussion 6: Operational Strategies
- Recruit for projects, create subcommittees
- Identify and describe potential projects (goals, timeframe/commitment, etc.)
- Celebrate successes and thanks for contributions
- Prioritizing surveys
- Clear communications
- Define roles and responsibilities, structure
- Determine rules of engagement