QUESTION #1:

Think of a place in your community where arts, culture or storytelling makes the place better. What is it and what makes it work?

Jen Fletcher - Creative reuse store and workshop space feels like a great community building place; artists and folks coming in, that connect with each other, make the place; connecting people happens there;

Tuolumne County Arts was one of the partners that put that art in the empty storefront windows!

Bradley Booker - it doesn't really matter what it is, these moments in our public spaces are special.

January Riddle - Our Library Arts Shows make our Library better.

Elaine Kabala - Regarding arts/culture/placemaking in education systems - I would caution against using these terms interchangeably. A definition for placemaking would be useful for identifying partners who can meaninfully implement in this area. (Naomi Hart Johnson - in agreement)

Elevating C5, Sierra has started Art Walk; elevate artists in downtown space; creates a space for people to go downtown at night; supports small businesses; empty storefronts are a good use for art.

Allison McDonell - We do a live Shakespeare show every summer supported by Measure u funds. This will be our 16th year; Art is empty space program in Mammoth would be great and more public art; Agree with Naomi. Usually gorgeous tourist locations have amazing arts. Like Aspen and sun valley. It is a natural fit but we need to make it a part of the fabric. Make them unable to avoid it.

Chris Bubser - There are many places in Mammoth - our two theater companies provide a lot of opportunities, Mono Arts Council allows people to make art participate in dance, and learn traditional arts;

We have a wonderful music festival and resident group called the Felici trio, and we have a wonderful choir; I visited Montreal last summer and people were making murals in real time - it was fascinating to watch and then the murals live on. And it makes the city even more beautiful;

I feel like there are more opportunities for people to engage in personal storytelling

Agree with @John about interpretive programs, and also creating opportunities and spaces to learn the history of the land where they are visiting or living. I like what Naomi was talking about just now.

Definitely more public art - we sorely lack that;

I visited Montreal last summer and people were making murals in real time - it was fascinating to watch and then the murals live on. And it makes the city even more beautiful

John W. - There is a need for interpretive programs in federal campgrounds - they don't provide that any more - could be a great opportunity for communities with fed campgrounds nearby;

Agreed - extending to the public lands experience would look to be a great extension

Matt Galvan - creating spaces for people to be creative; open mic nights; empty storefronts in Sonora have been used by artists to fill vacant storefronts; makes place look more alive

Betsy Truax - Very excited about the new Wind Drift Studios space in Mammoth Lakes: https://www.instagram.com/winddriftstudios/ as well as Mono Arts Council's new gallery space and the forthcoming Dave & Roma McCoy Arts & Cultural Center theatre.

Naomi Hart Johnson - Sometimes people just come for extractive activities, but arts organizations are situated to encourage individuals to engage more deeply with these places; performance art opportunities; create deeper connection with places; more likely to want to no more when they are connected.

QUESTION #2:

Now think of a place where arts, culture, and placemaking is missing and you wish that it weren't. What would change if that gap were filled?

Elaine Kabala - we need to make places in our downtown and invest in them to tell the story of our place; built environment encourages people and is part of our economic development strategy; need to do more to invest in our downtown to make them inviting spaces; elevate visibility of tribal artists and first nation artists in our community;

Alison McConnell - They used to do the story tellers in the trolley. My son did it. Could expand on that. Through the historical society.

Need Leadership.

Laurie Livington - One of the missing pieces for many rural arts organizations. Dedicated building to mingle, gather, work, meet up and create with imagination.

Jen Fletcher - Funding.

Andie Stewart - These spaces exist; how can we connect people to these spaces; what is the cohesive strategy to make that happen and what's missing in the strategy?

Back to one of Naomi's comments, a lot of these spaces DO exist, but it becomes a messaging question? What do we need to do to get people to these beautiful spaces that already do exist? e.g. I'm thinking of the Paiute-Shoshone Cultural Center.

Chris Bubser - We have a new town building and a new arts center that will create more spaces for this;

We don't have a Downtown - we have a state highway which creates additional challenges for placemaking;

More space for tribal artists.

Larry Pace - Eastern Sierra Farm Fresh; We have a great opportunity on the Eastside, to revitalize the Tri-County Fairgrounds and a Storytelling space.

Allison McDonell - Need more public art; Mammoth is now building a theater but havent had one for awhile. Space is important. Agree that our buildings are not beautiful or inviting or cute;

There is no strategy in Mammoth... I don't think to make it an arts and culture town

QUESTION #3:

What does a *healthy* placemaking strategy need in this region that doesn't exist today?

Elaine Kabala - We need leadership to make this happen; we need to tell the narrative that supports art, and that arts are a pillar of economic development; we have to advocate for investments in art, and show that they have an ROI for our community; Santa Fe and Sedona both have significant art communities and economies.

Naomi Hart Johnson - it's about connectivity and awareness, and that folks making the decisions on investments know the value of arts; art is not ancillary but an important part of our story and connection.

Bob Burriss - We've seen success when communities start to look at investment rather than just pure funding; and all of the natural resources that support this investment; creates jobs/revenues/ investments for the communities; big challenge is to create the mechanism for sustainable resources to fund this work; you can blend economic development principles and look at how can outside orgs and industry can fund these initiatives; where we've seen outside resources to fund placemaking activities, we also see this yield better results; successful areas have mastered the art of getting folks from outside the community to open their wallets.

Laurie Livingstone - An actual strategic plan at the county and city level; Counties that have realized the value of the arts in economic development, have often given arts orgs. A building. It acknowledges that it means stability. It grounds the art in the community's life.

It takes WORK on policy at that level, in a consistent way.

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Allison McDonnell - Yes. Need to be much more front and center in the tourist pitch;

Jen Fletcher - I was just in hood river that is the same population size and it was oozing art. Where is Hood River?

Larry Pace - A healthy placemaking strategy for this region needs a shared framework that connects recreation and tourism to resident wellbeing. The Eastern Sierra does not need placemaking that only makes places more attractive to visitors. It needs placemaking that increases local belonging, local income, cultural respect, food security, youth opportunity, and stewardship; The region needs placemaking that reflects the whole life of the Eastern Sierra: not only recreation, but also food, water, land, labor, culture, memory, and care. Tourism should help visitors fall in love with the Eastern Sierra, but placemaking should help residents feel more at home.

Andie Stewart - Back to one of Naomi's comments, a lot of these spaces DO exist, but it becomes a messaging question? What do we need to do to get people to these beautiful spaces that already do exist? e.g. I'm thinking of the Paiute-Shoshone Cultural Center?

Jenny Kane - I apologize I didn't chime in sooner, but if it hasn't been said; govt and policy makers need to be educated about this topic and include language in county planning documents and then assign funding mechanisms, just like they do for every other sector; Also placemaking is more about place stewarding and acknowledging everything and everyone that makes that place what it is now, what is has been and what we would ALL like it to be/ become....; Truckee/ grass valley/Joshua Tree; and look at what Epicenter has done in Utah

Allison McDonnell - If we can show we are an artistic place then we will get more artists moving in and then there will be a force to be reckoned with; Need to be much more front and center in the tourist pitch;

And the story needs to be specific: without arts our towns are less than.

If we can show we are an artistic place then we will get more artists moving in and then there will be a force to be reckoned with.

Ken Etzel - Bellingham Washington. Paper Whale has done amazing work https://www.paper-whale.com

John W. - Local jurisdictions have unique opportunities to provide funding - community advocates have the opportunity to bring proposals to the voters - consider the voice of the community and the people in all of this, see if that can resonate locally; Eureka and Humboldt County