

Athens Creative Economies Town Hall Meeting Notes
12/10/07 – The Classic Center
Fay Tripp, Scribe

INTRODUCTIONS:

Lamb agriculture, glass, potters, sheep, Linda Erbele writing book about Georgia art trails, theater, painting, classes, bees, pumpkins, daylilies, photography, death experience.

Madison Art Guild

Georgia Piedmont Arts Center

OCAF

Athens Area Arts Council

ISSUES:

Joe, OCAF – how do we effectively work with downtown businesses?

Nonprofit/for-profit have different needs. Pricing is an issue. **Suggestion: Attend Lee Nelson's Entrepreneurial Artist Workshop for possible answers (go to www.thePointofArt.net, then Consulting, Business Workshops).**

What about Made in Georgia labeling? **Facilitator: We're working on guidelines.**

We need technical/marketing help – how to build a website

How to manage computer databases/email

Sandi, Mercury Gallery – Did not appreciate the idea of having students lend their hand at websites when there are for-profit businesses who do very competent websites.

Classes are available for technical issues at Athens Tech, for example. But, Artscentrics need directed help, not classes for weeks or months.

Athens Area Arts Council – We need quantitative Economic Impact information for the arts. In Athens, we need studies on arts' EI. And we need funding for this research. Where are resources? **Bruce Green mentioned Macon's and Savannah's Arts EI studies through Americans for the Arts and recommended looking into Co-op Marketing Grants for a possible source of funding.**

Non-exploitive use of students & community service volunteers

How do we find Foundations who offer art money

How do we better market performing arts beyond the local community? **Bruce- georgia.org website, theater listings; Leslie – college programs; Camille – Athens Tech programs**

Train Service from Athens to Atlanta worries some who believe locals will go to Atlanta to shop, but know the train also would bring new shoppers to Athens. **Camille – clustering is good. Artscentric communities are important tourist draws.**

Question about Governor's support of the Creative Economies... Georgia's Creative Economies Initiative is an official State program.

Concern about “creeping ugly” in our communities and the limited artistic contribution of developers. The Legislature should make ugly architecture illegal!

Liability insurance is a huge burden for potential agri-tourism venue owners. **Camille: tell your legislators. The 2008 session may address issues connected with liability insurance/agri-tourism.**

Camille urged attendees to add your legislators to your ebroadcast lists. They need to know you are a professional and contribute economic impact, as well as vote regularly.

Freewebs.com and artistsingorgia.com offer free web pages. Look into them if you don't have your own website yet.

Why haven't there been legislators at the Town Hall meetings?

A State website for artists could be great. It could be a central location for agritourism & art. We need a logo for our desktops.

Website building is a nightmare. How does one find a programmer who understands what artcentrics need? We need a list of good programmers, as well as other services providers. **Gilda: that's not going to happen in this phase of creating the Creative Economies initiative.**

Attendees expressed need for a “package” of help for artscentrics.

Gilda: Everyone will be invited to participate in the Statewide registry. Please complete & return a Craftmaker Survey. We want to hear where you are in business and what you need. (You can download a PDF of the Craftmaker Survey at . Please complete and email/fax/send it in ASAP.)