

Creative Economies

Georgia Music Hall of Fame

Macon, Georgia – January 10, 2008

Scribed by Andy Williams

1:05pm

Welcome: Fay Tripp

Gilda Watters:

Spoke about the definition of creative economies, i.e. music, dance, theatre, art, art advocates, agri-business and agri-tourism.

Stressed the importance of creative economies since it provides influx into the economies and shows that local artisans and their products are an industry. Spoke about the creative economies initiative.

Announced that the State is in its sixth listening session and that there is a focus on Georgia-made, Georgia-grown products.

-Want to connect the artisans with corporations who will want to purchase these products.

-Want to facilitate a business-to-business relationship.

1:18pm

Camille Ronay: Started introductions around the room, asking each individual for his or her **best asset and #1 issue concerning the arts or creative economies.**

-Concerns range from discounted memberships and involvement in the Chambers of Commerce to decreases in sales in product to getting product online.

-Gilda expressed that the State would like to create a website in which people could search for Georgia-made, Georgia-grown products. She also asked if the artists would utilize this resource. Feedback from the audience was positive.

-Camille expressed interest in locally grown food and used the Greenprint Ramble in Morgan County as an example in which a tour was laid out of the county which ended at a dinner with food that was raised/grown in Morgan County. Could other counties do this?

-Kathy Senft of “1 Screw Loose” Jellies expressed concern about getting website traffic. *Needs search engine optimization.

2:27pm - Break

2:43pm – Return

-Camille handed out a Georgia Made, Georgia Grown gift idea list. The list consists of a sampling of local companies that sell, ship, and showcase online or in their shops GM, GG products (only a partial list).

-Gilda expressed that networking will play a key role in the success of artisans with the creative economies initiative.

-Several artisans with privately-owned for-profit businesses have expressed concerns about getting state funding.

-www.art-support.com was recommended for those interested in “the business of art”.

-www.websitesinfive.com was also recommended for those looking to create a website for their business.

-Gilda expressed that the State will be mindful of how people get information on artisans and product.

-Pat Daniels expressed her concern that the room was not full, which sparked an additional concern in regards to a lack of local support.

-How do you get local support? How do you build that support base locally?

-Furthermore, many of the baby boomers are beginning to inquire about where they can go to do these pro-art activities, such as knitting, painting, etc., and can the artists take an extra step to assist with this?

-Janice Lam expressed that she makes a good product, but doesn't know how to market herself.

-Gilda announced that notices will be sent out with updates and information.

What would attendees like to see?

-Searchable database

-Technical and E-Marketing classes

-Festivals with only Georgian artisans

-Keep the website and its content user friendly

4:00pm – End meeting