**Proposed Event Dates: April 11th, 12th or 13th 2014 (for the first day)**

**Goal: 65 to 100 people**

**Meeting started at 7:35**

Attendees:

Beverly Brown

Becky Hoffman

Lee Levine

Terri Neuner

Robyn Stratton-Berkessel

Mory Thomas

Nick Caballero

Irene Borngraeber

**Naming our task**

Is it a community gathering tasked with…

The Arts In Jersey City Heights

-Bringing Riverview Arts District to Life

Envisioning and Enacting Height’s River View Arts District

Bringing to life Height’s River View Arts District

Goals:

1. Protection without being prohibitive
2. Identify policies and practices that need to be in place to protect our community.
3. Development doesn’t compromise our values.
4. Responsible redevelopment – attract the types of commerce and amenities we need and want.
5. Artists excited because of the live work portion of the district
6. Community Center
7. Consideration of what the built environment will look like, how to accommodate them
8. Need ordinances and laws adopted by the city
9. There is a shared vision and then the immediate needs of the community
10. Define what success looks like.
11. JCH unique because there are a lot of homeowners here

**Main Stakeholders**

(Categories:private business, residents, City Planning, artist, government) PR:

Is it a collaboration between City of Jersey City, WPA, Riverview Neighborhood Association, Farms In The Heights and ….?

Are there others we should include and what’s their connection? ProArts, Art House

E.G. residents and Artists of the Heights

Are there other sponsors - businesses, artists, media, Hudson County Cultural Affairs, etc.

**What’s the scope of the task gathering?**

1. Do we stop at having a shared vision? Ex. Name of arts district and goals
2. Do we also begin the design process - the how-to’s; begin a plan to operationalize the vision?
3. Do we want specific actions and accountabilities and timeframes, budgets for initiatives?

If option 3; would these days need to be consecutive?

Timeframe

1 and 2 above can be achieved in one day

3 would require a second day, or maybe half-a-day

We’d like to try to keep it to 1 longer day with plenty of food and drinks to keep people happy. Maybe the second session following dinner break and those who can’t stay can leave at that time.

**Resources and Budget items**

Need a metaphor for the arts district: Bring something that you see in the arts district. A collage of art. Involve some artist to create this.

**3 legs of the stool:**

Continuity piece?

What’s the novelty piece?

What is the transition? What does it look like? It’s the change, the letting go of something.

So they can be itemized in the proposal - eg. large space (St. Nick’s or St. John’s Church, both have large auditoriums; need to check on table/chair options at each or rent)to set-up as cafe with lots of useable wall space; natural light; catering; materials such as chart paper, markers;

Catering: Orange and Olive, BBQ, Sandwiches, Mexican

Do we want a videographer, photographer, graphic recorder, data entry person(s)? Yes

Do we want street maps as last time? Yes, district map, artist density, Palisade R2 strip

And, identify industrial and warehouse spaces in the district.

**Planning Team**

How to allocate roles and responsibilities for the three phases –

1. Pre-planning
2. Day of event
3. Post event

Example: Lead design team and sub teams to take care of logistics, promotion, catering, audio visual, technology, data harvesting, public and media outreach, and what else.

Do we want speakers or to show videos? Someone to add historical context and maybe someone from another arts district we like.

Budget: some organizations are willing and able to chip in financially. Others will give plenty of sweat equity.

We’re thinking the entire budget could be around 5 or 6K.