

**Cultural Resources Sub-Committee**  
**Monday, April 28, 2014**  
**2:00pm – 3:00pm**  
**City Hall Auditorium**

**Meeting Notes**

**Members in attendance**

Elena Bachrach, Beth Falconer, Lois Honegger, Melissa Volkey Sarah White, Ghlee Woodworth

**Summary**

The April 28<sup>th</sup> meeting focused on loosely defining the five key areas of cultural resources identified during the March 31<sup>st</sup> meeting. Members also discussed the need for a Newburyport tourism/marketing position within city government and including this as a short-term goal within the Master Plan.

The following reflects the thoughts of the sub-committee members regarding each of the five key cultural areas identified during the March 31<sup>st</sup> meeting:

**I. Artistic Institutions**

- Performing Arts (dance, theatre, music))
- Visual Arts (art, film)
- Literary Arts

**II. Historic Institutions**

- Preserve
- Promote
- Educate
- Research
- Local history (and linking it to national history)

**III. Natural History**

- Conservation
- Preservation
- Protection
- Research
- Education about the natural environment in the Merrimack River estuary area.

**IV. Creative Economy**

- For-profit
- Non-profit
- One-off events

## V. Architectural History

- Visual infrastructure
- Lynch-pin
- Stage
- Driving force
- Visual story of us
- Hub
- Sense of home/place

## VI. Goals

Initial thoughts from sub-committee members:

- Overall goal is for the city to support and promote cultural resources within the annual budget starting FY 16.
- “Support” includes, but is not limited to: creating **and funding** an office of arts, tourism and cultural affairs with at least one full-time staff person. This position would include marketing, in-depth tracking of economic data, creating and implementing strategic marketing campaigns, and creating inclusive, positive, and constructive working relationships with the multiple cultural entities within the city.

## VII. Miscellanea

- All of the resources identified shall have access to city calendar
- Institute city-wide use of Google analytics
- Institute city-business-cultural resources collaborative effort to cross-promote cultural institutions.
- Promotion of cultural districting.
- A Cultural District Committee should be created to identify and create a funding stream to help support the cultural institutions which help contribute so much to the economic base of the City.
- **Investigate:** Was providing Destination Salem with money from parking fees within the Salem Master Plan? Destination Salem has been hugely successful in marketing the city and bringing in huge amounts of funds from tourism dollars (note: they don’t just promote “witches”). They are funded in part with a portion of city parking fees.