

4.10.20 Adirondack Nonprofit Network (ANN)
COVID-19 Response Meeting III Minutes
Topic – Arts & Culture

Attendees: Baylee Annis (ACW), Logan Brody (MLPBS), Christine Bush (AARCH), Mike Carr (ALT), Jim Carroll (Strand), Nolan Cool (AARCH), Sue Montgomery Corey (Indian Lake Theatre), Matt Donahue (Adk Foundation), Michele Drozd (Craigarden), Robert Engel (Sagamore), Steven Engelhart (AARCH), Becky Jones, David Kahn (AdkX), Tony Kosteki (Seagle Music Colony), James Lemons (LPCA), Sarah Lewin (AdkX), Emily Marz (Sagamore), Sara McNamara (AdkX), Tyler Merriam (AsRA), Jill Serrano Michalsky (Pendragon), Paula Michelsen (Eagle Island), Kara Page (Cloudsplitter), Christine Pouch (ALCA), Bill Powers, Kim Reilly (Depot), Mark Salsbury (View Arts), Janine Scherline (Adk Foundation), Nina Schoch (AdkLoon), Alison Simcox (LPCA), Martha Spear, Bernadette Sunderlin (View Arts), Nathalie Thill (ACW), Erin Walkow (LPCA), Naj Wikoff, Holly Wolff (Pendragon), Darren Woods (Seagle), Lindsay Yost (Adk Foundation).

Welcome (Lindsay and Janine)

Guest Speakers – James Lemons, LPCA and Emily Martz, Camp Sagamore

What are you doing during this time that your doors are closed to keep your mission going?

- Seagle - holding pattern waiting until May 1st to make a public announcement about whether or not full season or truncated version will take place
- Depot theatre – holding pattern, board meeting next week to determine outcome of season, will make public announcement on May 15th
- AARCH – moving to the fall, trying to think about smaller group sizes, will be making announcements in the next few weeks
- AdkX – already called their season off, not opening in 2020 for economic reasons. Working on online initiatives for families, adults, collecting stories, photographs materials on impact COVID-19 has had on the people here
- View Arts – announced continue closure until May 20th, taking an incremental approach with a few other timetables. Hopeful, optimistic view. Online activities and building more of an online presence going forward. See a continued heavy online presence into the future.

Some discussion about partnership opportunities to showcase and link to different types of online education happening in the region. Other orgs, like Eagle Island have a page for parents and students, open to adding links to other orgs.

What are your concerns around mission?

- Future, maybe not going back to the way things were, what is the new normal?
- Anxiety and fear from artists, can't physically do their craft, mental health issues
- Writers who are freelance or work in schools lost a lot of income, depends on how it comes in. Teachers are busier than ever, don't have time to do other things, others, losing \$\$
- Not likely to do things out of intimate space, which is directly in their mission (Depot), challenges potentially are in the venue... "in a historic train station"
- Right now, lots of content is free, but can't do that indefinitely, when to pull that plug? Will have to charge eventually

- How to reengage and have audience feel safe?
- How do we argue our relevance for our work when people are dying every day? Arts extremely important to help people realize they're not alone, strengths of experiences
- Dependency on state funding for research and conservation, will we be able to conduct in-person presentations and field trips? Online is not the same as in-person contact
- Challenge is how to survive
- When things do reopen, what will the limitations in group size mean for organizations?

Using our strengths as a sector, how can we creatively collaborate to stay relevant?

- Strengths identified: depth and breadth of Adirondack organizations present in ANN and beyond as a great part of the capacity to heal
- Discussion on sharing of content, showing how much there is to do here in the Adirondacks
- Also insourcing - sharing of resources, collaborative hiring and shared services
- Great traction and interest around the idea of joint communication, positive messaging to visitors and people outside of the region, and media including:
 - Newspaper columns to help tell our story, locally and beyond (New York Times)
 - Video spot to show the diversity of orgs represented as well as camaraderie and collaboration of our region
 - Engage ROOST, Adk Coast Visitors Bureau, other tourism offices including Franklin Country Tourism (<https://www.franklinida.org/living-here/tourism-and-recreation>)
 - Also MLPBS, NCPR and other on-air media

Resources, articles, inspiration:

- “The arts are essential to any complete national life. The State owes it to itself to sustain and encourage them,” – Winston Churchill
- <https://cdn.charcoalblue.com/files/News/Performance-Buildings-in-the-Post-Pandemic-World.pdf?mtime=20200401150717>
- Jim Carroll has offered his services to assist with a video using zoom feeds, which can be curated with a moderator face. Advance scripting can be done to keep the message on target
- Nolan Cool shared the following example of a collaborative video done with museum practitioners and public historians <http://afuture4thepast.com/>
- MLPBS is working on a blog that highlights what local orgs are doing online/virtual to connect with audiences, contact Logan at: lbrody@mlpbs.org

Next Steps:

- Continue with other ANN workshops as scheduled, James will send out formstack survey and distribute through ANN listserv.
- Next Meetings:
 - **Friday, April 17th, 2- 3 pm** “Survival Strategies for Nonprofits in the Age of COVID-19” with Kathleen Colson
 - **Friday, April 24th, 2-3 pm** “Stronger Together: Collaborations, Shared Services, and Joint Fundraising” with Andy Robinson