



Brainstorming Session – (Seven Category Tables) 1 February 2014

1) FUNDRAISING & GRANTS

1. PB for Arts, Beautification, Community Events - 2x/year

Tom Arie-Donch suggested

2. Create a group to research grants for art programs

Solano Arts Council has a library in Vacaville that houses grants and teaches; Kathy & Trevor to research this group with Erin

Talk to Sallie about this too

3. Vallejo Community Arts Org (501c3) as umbrella fundraising

Around for 22 years

Might be a good umbrella for this fundraising?

4. SF Foundation Center

5. Community Foundation Grant

6. Creative California Communities grant

7. Crowd-funding

Gofundme. -Kickstarter, -Indiegogo

8. Corporation sponsorship (Blu Homes, 6 Flags, Lowe's, Target)

Tax incentives

In-kind donations

9. Youth Art programs

10. HUD Our Town Grant

11. 1% for Art from new development

Portland based model

12. A *new* Hotel Tax Fund / Grants For The Arts (Like San Francisco... except less \$)

13. Annual Event for the ARTs

Art auction

Collaborative

Funds raised shared between the Indy arts orgs

14. Grants to help homeless through art programs

ART grants to help work with homeless population (especially downtown)

15. ARTS for Vallejo Pay Pal Button

16. Partnership with CVB to go to the arts

Kiosk at Ferry Building with postcards for the artists

Joint grant opportunities with CVB

17. Vallejo-ish stickers project

Funds raised to a communal arts fund

18. Music CD with art cover from local artist; proceeds to benefit art group



19. Tithing by artists, downtown businesses, individuals

20. Lemonade Fund

(Based on Theatre Bay Area's model) \$ for terminally ill artists.

21. Weekly "artist market" (like farmer's market or flea market)

Look into how to get the "arts" involved with it.

Sophia will follow up on this item

Flea Market model

22. Tour of Vallejo Bikes Project

Grants for the project

Bikes for kids

Art bikes etc.

23. ART Vallejo T-shirts

24. ARTS Thrift shop with % going to community arts fund

2) EVENTS & SCHEDULING

1. LEADER: Marian Swanson

2. Mare Island Bridge to Bridge Triathlon (www.irecreate.org)

May 25th, 2014 Starts and ends at the waterfront (www.irecreate.org)

3. Paddle fest

4. Art Summit for youth

5. Bike tour/Expo

6. World's Record Pie Fight for Peace

May 17th

7. Strange Love (Puppet Cabaret) Feb 15th

8. Art Walk

9. Wine Walk every second Sunday of the month Feb 9th

10. Visions of the Wild Festival...Sept 3-6th 2014 Downtown Vallejo

11. North-Bay Drummm Circle

Monthly Every 2nd Sunday 3:30 -5pm 717 Marin St

12. Vallejo Choral Society

March 30, 2014

13. Schedule events around ferry service times

14. Poet Laureate Program

15. Writers Workshop

16. Vallejo Symphony and Vallejo Choral Society Brahm's Requiem May 10, 7 pm

17. Youth Art Walk Downtown

18. Artwork on utility boxes (wraps)

19. 4th of July parade puppet makers



20. National Day of Puppetry April 26,2014

21. Dance Festival

22. Merchant Street Fair

Vancouver, Canada has this event twice a year

23. William Sievert Studio Gallery

700 Marin Street, Open Sat 11-5, 2nd Friday other events

24. Ballroom dancing for the youth after school

25. Waterfire (Rhode Island)

Huge festival in Rhode Island

26. Flyway Festival

Friday 7, 2014 5pm

27. Decorations for events - inflatable lamps

28. Empress theater for events

Event planning

forums

29. rolling voice activated application for different locations (stores) through out Vallejo

For schedule events coming up

30. Family days for downtown

Close a few streets down so kids can play, Oakland does this

3) COMMUNITY OUTREACH

1. LEADER: Sean Gutierrez

2. What Community Outreach Means to you?

3. Hexagon Project - Schools

Shape of hexagon

1 student paints one tile surrounding by other 5 students - 6 sides

Different themes/colors

Each person connected to

6 degrees of separation

Mosaic art programs targeting students

Variety of instructors at different skill levels, backgrounds

Anthony Pearce endofvisual@gmail.com

Hella Artsy (t-shirts) - Facebook

(510) 610-9292 - best to text

4. After school program

Talent Show for the community

Connect with the schools, bring talent shows to the schools

Need to work out legalistic things, like being finger printed, etc...



Identify strategies to partner with the schools

TJ Walker

STEAM Curriculum (Science, Technology, Engineering, Arts & Math)

5. Spin Jam

Body is an artistic instrument

After school for youth

Intro to circus practice

Music and jams, dance

If you know how to do something teach it, if you want to learn learn

Tyler Pearce, Hydra Fire ninewaters@gmail.com

6. Interactive Art Programs

7. Healing the violence

Most diverse community in us

Violence prevention, training cops

Training social service agents

Health service

8. Healing Arts -

Survivors of domestic violence, abuse

Incarcerated youth & re-entry program

Homeless youth & families

Training programs for police officers

Foster care

Health & Arts programs

Target hospital, mental health facilities, etc.

9. Bullying

Don Frazier donfrazier2009@yahoo.com

All Bullying, sexting, texting

Go to schools, youth led workshops

Presentations to parents/community

Youth events focusing on anti bullying

10. Community Collaboration outside of Vallejo

Sema has connections sema@inspiresmiles.net

RYSE Center in Richmond has the most amazing model for Youth Development

San Francisco parades, festivals and farmer's market

Arts & Crafts in Oakland

Benicia art programs

Local colleges



Targeting Solano, Sonoma, Napa Counties
4 counties meeting?
Create win-win situations
Sharing resources (i.e. facilities, equipment, etc)
Not reinventing the wheel

11. Targeted Cultural Outreach

12. Puppeteer

Looking for volunteers to make puppets
Drop in centers
Valeria Magical Moonshine Theater
www.magicalmoonshine.org
(707) 363-4573
Use recycled materials (local thrift stores)

13. Publicity

14. Youth Book Clubs

African American Book Club
International Book Club
Freedom Book Club
Nicole
littleyani08@yahoo.com
707-655-5614

15. Poet Laureate Program

Poetry Program (Special Emphasis Calendar)
Genea Brice - gsbrice@pacbell.net

16. Get Youth Involved via Social Media

Social Media
How do you get them involved??
Create ways to getting them to The Hub or Artiszen CAC
Creating some kind of web site, blog, social media
Connect them to downtown
Create space for them to get on line, learn how to creat web sites, learn/read script
Create a program (like the one we are using today) the youth can work on, share ideas
Don Frazier donfrazier2009@yahoo.com

17. Intea Tea Youth Art Space Available

Made sock puppets
Creating safe hang out space

18. Youth Progressive Hang Out



Event where different venues have activities for youth and the youth can go around and do stuff at each event in one night

19. Ballroom Dancing for youth

Natalia Clarke Dance Unlimited 707-694-7401

20. Art through...

Art through - Science, Music, Gardening

Steady - ravengirl.com

Lunar project

water colors

sketching

summer programs

Establishing age appropriate activities through K - 12

STEAM Curriculum (Science, Technology, Engineering, Arts & Math)

21. Parent Involvement with Youth

Getting parents involved in what the youth are doing

Have youth plan and put on events that they can invite parents to

Don Frazier donfrazier2009@yahoo.com

Dominique Burgess dnburgess89@gmail.com

22. Transportation

Van/ Bus to shuttle youth

Partner with Soltrans and other county transportation options

Partner with schools, churches and senior organizations

BART / AMTRAK

Possible sponsor opportunities

23. Food & Farm Expo

A 2 day exposition with workshop to make others aware of urban farmers (Expected Summer 2015)

Based off the Heirloom Festival

24. Loma Vista Farms for youth

Summer program

Spring Festival

Fall Festival

Non Profit

Open during the week

\$5 a kid if you bring organized group

School District's Farm - Barbara Velasco, Board Member, 150 Rainier Ave, www.lomavistafarm.org

Cooking program

Sell produce to the school district,... clean prepare and serve to students



25. Arts & Entertainment in Vallejo

Promote family friendly activities

26. McCree Goudeau Gallery

930 Marin St @ Florida St

jmgoudeau8@att.net

707-246-4991

27. Housing Programs

Target HUD to promote art projects at housing developments throughout Vallejo and Solano County

28. Outreach to Incarcerated Youth

29. working with incarcerated families: youth, parents, violence prevention programming integrated with arts

4) DOWNTOWN BEAUTIFICATION DEVEL

1. LEADER -Tom Arie-Donch

2. BEAUTIFICATION...

Arts Playground for Bringing Families downtown

How do we get vacant buildings filled

list in the hub of the landlords with rental specs

Lighting the streets extending to Marin

Organization that has events to light streets (dark up to Virginia) to encourage traffic Contact: Fred

How do we move public up Marin Street- Angela

CRONHARDT

MOVING LIGHTS, Lighting of trees up Marin Street

Signage, Update map,

Mosaics Sophia Sunfish artworks

Walls etc.

Mosaic murals/ *mosaic planters: art destination needs completion. funding for materials, public, community building project.

Continue Promoting the open studios

expand into 2nd Fridays

Funding for public community built mosaic projects

Get businesses to stay open longer

Mural of Map of Vallejo Arts- Erin Bakke and Chris Hub

Community Build for storefronts, signage, streetscapes, chris mural

Youth zone/building for arts, beautification and youth empowerment activities- Sima Dudum

More graffiti street art

Graffiti/ street art area for kids and artists to contribute to.

2nd Fridays: Pop up restaurants: food trucks,

More outdoor dining and cafe lifestyle



Pop up restaurants, food trucks,=Karen McVkevitt
A place for public sculptures with concrete pads- Davis has a program " Transmeridian art walk" good model.
Place for rotating sculptures in public areas
Skate park south of the waterfront.-Jeff Snell interested
Integrate Solano student work in downtown,
Real Theater with American Classics
Inflatable sculptures-for events and celebrations - Stan
Graffiti on arts sculpture on the waterfront
Work on marinating public art and our spaces.
Color palettes for blocks
Waterfront add sculptures for spaces
Chalk art in the parks-
Nice Bike racks (i.e. in front of Gracie's and downtown Long Beach CA)
Sidewalk imprints, murals, Sculpture and more
Fire hydrant art, Bicycle art, sidewalk art, Beut street stairs art walk, Community murals,
Creative anti graffiti campaigns - Define graffiti vs. "Art" (permission) promote this idea in schools
(City of Palo Alto allows "graffiti" on and in their community skate park)
Sheppard Ferry coming to Vallejo for publicity and art opportunities
Video and photos about Vallejo
Vallejo Dollars for Vallejo Businesses

3. Public Art

5) PUBLICITY & COMMUNICATIONS

1. LEADER - Gretchen Zimmerman

2. P.R. MEDIA...

Facebook, Intsatgram, Twitter, Vine
Wordpress submit directly to social networks
E-mail list --calls for artists, events, news, - inherit lists from VOS, vallejo music theatre
Positive PR
Event videos from mark Garman, etc... on web site
Transit system - Soltrans - and Ferry signage
Ferry videos
Advertising at theaters
Ozcat-- public broadcasting
VCAT
Flyers at ferry terminal, Discovery kingdom
Wine festivals



Bingo game for visiting art galleries
Waterfront event art walk, Open forum at waterfront
Convention center - recording - like they have at museums
Post office, library
Cable station targeted commercials
Sell art through web site
Sponsored links to commercial site, Ads
Business entity
QR code with location of clicker
Giftworks database Vallejo music theaters
Farmer's market flyers & booth
Flyers handed to people at ferry -by homeless
Fund to give homeless jobs passing out flyers
Local business support - cross posting sign in store directing to website
Sponsorship from featured established businesses
Shop locally campaign, Discount coin local currency (like Fairfax program),
Coins cost .90 cents - worth 1.00
East Bay express, Pacific Sun, Bay Guardian,
Collage papers - Solano college paper
Downtown tip jar, Donation button
Touro & Maritime shuttles to downtown
Zombie walk on Mare Island (publicize it)
Street signs

6) ORGANIZATION COMMITTEE

- 1. LEADER: Erin Bakke**
- 2. Represent the Universe, or at least all creative disciplines including visual, spoken word, poetry, music, etc.**
- 3. As a group, to support and manifest all the activities proposed tonight**
- 4. Creation of or inclusion in an existing 501c3 in order to get grants and funding opportunities. We might consider VCAF as an umbrella, or consider merging with original Art Guild. (VCAF currently does Art in City Hall, sponsored Art Windows.) x**

Misty: concern that they are so focused on the Empress that they aren't able to give attention to other issues.
- 5. Representation and liaison capacity with City.**
- 6. Provide means of collecting and disseminating Art Opportunities**
- 7. Finding places and opportunities for sculpture, art in public places, find locations to do this, library or waterfront to rotate sculptures**
- 8. Community Art Resource Center**



9. Be an organization that can help to provide or facilitate arts education, either extracurricular or within schools. Creating forward momentum. Collaboration between artists and schools.

Look at Hatch program in Houston, workshops

10. Conceptual phrase of "the new Vallejo", the "art of Vallejo" as the heart of Vallejo, to localize and help define what is happening here.

William Sievert

11. Poet Laureate work - Program to set criteria to fuse music and art -

Genea Bryce, poetry and spoken word

12. Utilize Sister Cities org: will take donations of art to represent Vallejo and get it out as gifts to other sister cities. Way to Connect Civically

Plaque

13. An artist whose responsibility is to go out in the community as art laureate or poet laureate to visit schools, non profits to share their work.

14. Susan MacDonald: something like SF heart foundation sculptures /art auction

Like cow parade. Follow up with Susan

15. Poetry readings at the hub and Artiszen, gathering of the tribes

16. April 5 JFK Library Poetry Reading

17. Feb 14 first art walk

18. Celebration of black history month, McCree Goudeau - have female authors thru feb 2-mar 22

19. Empress has comedy on Valentine's Day

20. Sallie: 2nd weekend of Feb; Flyway Festival Art Show

21. Forest Service celebrates 50 anniversary of Preservation act and will have a week long week in Sept

22. Howard and Sallie and William, Tom, Diane, Don Bassey, Elaine will continue to serve or act as liaison

Haley Mosher add to committee

23. Could we merge the Artist guild and VCAF, to create a membership program. If under VCAF would benefit all. check into what Harold has talk about merging with them.

Misty

24. People getting together have much more power.

25. Charter school has arts program and they have to fund raise all year long to fund teachers who do arts and dance. All the kids participate in arts 1x a week.

Shaana Keller

26. Elaine: Youth have a disconnect. Exposing kids to arts in the schools will do wonders and will keep this movement going. Propose that we connect with school district. Look for collaboration between artists and schools.

Has facilities that can be used through after school programs.

27. Town Hall Meeting at Townhouse

28. Maria_ We love Vallejo, we are Vallejo with Sol Trans



7) GRAB BAG WILD CARD

1. LEADER: Steve Sousa

2. Bike

Bicycle Tour of Vallejo -and Expo

Raise awareness of, and funds for, safe, convenient bicycle access and to promote a culture of alternative transportation and recreation.

Additionally, to showcase the City of Vallejo as a center of diverse and unique opportunities for residents, businesses and visitors alike.

"Loop d Guadalupe"

3. Kayaking Vallejo waterfront

We propose a club of folks interested in Kayaking the beautiful waters of the Vallejo waterfront. Let's advertise and see who may be interested!

4. high speed fiber optic

Why are we not utilizing the fiber optic line we currently have in Vallejo?

We need this band width for the existing art community to facilitate the display and sale of art

High speed internet coupled with a historic downtown would be a great attraction to software business. Such a major backbone should be utilized since it is already an existing city asset.

5. Blues, Brew and BBQ

Suggestion for a Vallejo summer event!

6. Affordable Community Performing Arts Space

The Fetterly is closing. Mira charges 2,500. to rent space for an event. Empress is also not available for small community events or performances and may not be cost effective.

Establishing a venue for affordable performing arts events for the community.

7. Island for All My Toys - creating storage for art - large pieces

8. Renovation of Vallejo streets back in time. Buried beneath existing streets are unique and beautiful red clay pavers. Restoring these to their original charm would be a lovely addition to the historical downtown.

9. BUSKING ZONES

Wouldn't it be great to have an artist performance spot in the downtown area and/or the waterfront, like a bus stop, but only meant for performance (on the street performance)!!

10. MORE PARKING IN DOWNTOWN!

What about more diagonal parking spaces? Once the downtown starts getting busy we'll need more parking! Better signs that would direct folks to the parking lots along York street. The city owned parking lot along York should have sign indicating "Public Parking".

11. Submarine races

12. More LGTB activities

13. Art sculpture kiosk at Ferry BLD

| Postcard distribution

14. Concerts on the Dry Docks-Mare Island

End of Report