

IMAGINE IOWA NEWS

The official newsletter of *Imagine Iowa 2010: A Cultural Vision* • Iowa Department of Cultural Affairs • www.culturalaffairs.org



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Imagine Iowa 2010: A Cultural Vision is a statewide cultural planning process for the arts, history, sciences and humanities. The purpose of *Imagine Iowa* is to provide:

- regional public hearings to gather input from Iowans
- fulfill Iowa Cultural Caucus legislation
- provide information and education to legislators from local constituents

April 2001

Dear Friends:

Please make plans now to participate in **Imagine Iowa 2001: A Cultural Vision**. This is one of the most important things you can do to assure that Iowa is a culturally exciting place for people to live, work and raise a family.

Imagine Iowa 2010 is your opportunity to talk about the future of art, history, the sciences and humanities in Iowa. How can we strengthen our cultural organizations? How can we make sure every Iowan is enriched by history and the arts? How can we make Iowa a state where people can earn a living in a cultural occupation? How can we make Iowa a destination for people seeking a rich cultural environment?

Come to the *Imagine Iowa* Forum nearest you and share your ideas, your questions and your concerns about Iowa's future. If you cannot attend your forum, log onto our Website at www.culturalaffairs.org for another opportunity to provide input.

Your voice is important. Your comments and ideas will become part of **Imagine Iowa 2010: A Cultural Vision** which will determine the initiatives the Iowa Department of Cultural Affairs and its partners will develop and implement in the next 10 years. Those initiatives will be unveiled at Iowa's Cultural Caucus, June 8, in Des Moines.

Take time to read this newsletter. It will help you find the *Imagine Iowa* forum in your region. It also explains how you can become an elected delegate to the Cultural Caucus.

Whether or not you wish to become a delegate, please plan to attend the statewide Cultural Caucus, June 8. Registration information is included on page 7.

Help shape Iowa's future at an *Imagine Iowa* Forum and become part of the future at the Cultural Caucus.

A handwritten signature in black ink, appearing to read 'Anita Walker'.

Anita Walker, Director
Iowa Department of Cultural Affairs

A handwritten signature in black ink, appearing to read 'Sandy Boyd'.

Dr. Willard "Sandy" Boyd, Chair
Imagine Iowa Steering Committee

p.s. Send in your Cultural Caucus registration today!



Imagine Iowa Steering Committee

The members will lead the visioning and strategic planning process of Imagine Iowa 2010

The *Imagine Iowa* Steering Committee is comprised of 38 members appointed by Governor Thomas J. Vilsack for the purpose of leading the visioning and strategic planning process for the *Imagine Iowa 2010: A Cultural Vision* initiative. Steering Committee members will create a statewide cultural plan with goals and also establish an active statewide cultural partnership and advocacy group.

The Steering Committee will guide the work of the 36 delegates elected from the six regions across the state in composing a document highlighting their statements, which will be presented to the governor and legislators. The recommendations will also be used in the Department of Cultural Affairs budgeting process and will include ideas that any community in Iowa could implement.

Steering committee members volunteered for focus groups, which met earlier this year to make specific recommendations. (See *Imagine Iowa* Focus Group Report, page 3.)

The steering committee's role is to:

- ❖ Define the mission of *Imagine Iowa 2010*
- ❖ Set the agenda of the regional caucus events

- ❖ Participate in the regional caucus process
- ❖ Encourage participation by members of the public at the regional caucus events
- ❖ Convene the statewide cultural caucus on behalf of the Iowa Department of Cultural Affairs
- ❖ Receive the recommendations of the elected delegates to the statewide caucus
- ❖ Participate in the development of the final report

The final report will become



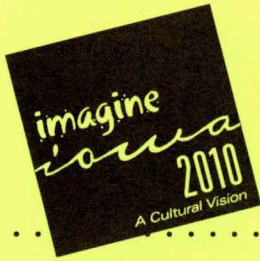
Anyone who is interested in the future of culture in Iowa, will be able to say, "Yes, I can help make this vision a reality."

the document that contains the vision of what the cultural environment will be in Iowa in the year 2010. It is a vision that each and every cultural organization, or anyone who is interested in the future of culture in Iowa, will be able to look at and say, "Yes, I can help make this vision a reality."

Imagine Iowa Steering Committee Members

Dr. Willard Boyd, Iowa City, *Chair*
 Anita Walker, Des Moines
 Billie Bailey, Waterloo
 Julie Bailey, Des Moines
 Dan Baldwin, Cedar Rapids
 Kathy Bartelli, Le Mars
 Ron Bernier, Sioux City
 Wally Chappell, Iowa City
 Charles Edwards, Des Moines
 Joseph Giunta, Des Moines
 Teri Goodmann, Dubuque
 Carl Heinrich, Council Bluffs
 Charles Helsell, Fort Dodge
 Laura Hoover, Amana
 Catherine Howe, Greenfield
 Peggy Huppert, West Des Moines
 David Hurd, Des Moines
 Sarah Grant Hutchison, Des Moines
 Senator J. Kibbie, Emmetsburg
 Richard Koontz, Iowa City
 Brad Lang, Cedar Rapids

Dick Leet, Mason City
 Sandra Leininger, Corning
 Kent Mauck, Des Moines
 Judy McCoy Davis, Des Moines
 Joseph McGill, Cedar Rapids
 Lennis Moore, Mt. Pleasant
 Tom Morain, Ames
 Art Neu, Carroll
 Henry Neuman, Davenport
 Bob Neymeyer, Parkersburg
 Patricia Ohlerking, Des Moines
 W. Thomas Phillips, Des Moines
 Lynette Pohlman, Ames
 Rep. Scott Raecker, Urbandale
 Chris Rossi, Iowa City
 Dorothy Schwieder, Ames
 Nancy Senn-Kerbs, Bettendorf
 Rhonda Taggart, Des Moines
 John Viars, Des Moines
 Christie Vilsack, Des Moines
 Peggy Whitworth, Cedar Rapids



Imagine Iowa Focus Group Report

Five focus groups identify key goals for the success of culture in Iowa

The *Imagine Iowa* Steering Committee members participated in focus groups to identify specific goals. Five groups were formed: Advocacy, Youth and Senior Audience Development, Research, Cultural Workers as Entrepreneurs and Publishing. The focus groups compiled a list of recommendations that will be presented for discussion during the six regional meetings. For additional information on the focus group reports, please contact Julie Bailey at (515) 281-4018 or julie.bailey@dca.state.ia.us.

Imagine Iowa Focus Groups Compilation Report

Proposed Vision Statement

To educate Iowans about how important the arts, humanities and sciences are to our everyday lives; to serve as active advocates on behalf of the arts, humanities and sciences; and to encourage support for an environment that will allow the arts, humanities and sciences to thrive.

Advocacy

- ❖ Creation of a Cultural Trust
- ❖ Creation of a State Cultural Alliance
- ❖ Establish DCA partnerships with state/federal/private agencies to integrate culture into their programs
- ❖ Creation of regional cultural field offices
- ❖ Creation of a national Center for Rural Culture
- ❖ Implement a statewide marketing campaign to promote Iowa's cultural opportunities focusing on increasing participation and raising awareness
- ❖ Creation of a Cultural Tourism program

Youth and Senior Audience Development

- ❖ Establish Young Iowans Cultural Council
- ❖ Develop tools to link youth and seniors with cultural programs
- ❖ Develop tools for school administrators, teachers, guidance counselors, college faculty, mentors and parents to use to inform students about career options in cultural fields

Research

- ❖ Develop methodology to produce a Creative Economy Study
- ❖ Develop baseline research to assess the current state of culture in Iowa

- ❖ Develop a cultural "scorecard" for tracking cultural growth through 2010

Cultural Workers as Entrepreneurs

- ❖ Encourage self-sufficiency and entrepreneurship for cultural workers and organizations (non-profit and for profit) to enhance Iowa's economy
- ❖ Create a business incubator and/or cooperative initiative for emerging artists
- ❖ Work with the Board of Regents, Iowa Department of Education and private college/universities to establish business education requirements for students in cultural fields

Publishing

- ❖ Establish publishing partnerships between university presses and the State Historical Society of Iowa to publish scholarly and popular books on Iowa
- ❖ Establish the *Imagine Iowa* project to make Iowa the strategic leader in the electronic availability of government and historical resources.
- ❖ Create tenure-track professorships at the state Regents' institutions for teaching and research on Iowa history and culture



Imagine Iowa Forum Agenda

Participation in a regional meeting will help shape Iowa's cultural future

Your input is vital to help determine the role that culture will play in Iowa in 2010, how it will affect the people who live here and how to help the state become more culturally diverse. Plan to join us for the *Imagine Iowa* Forum in your region (please see map of regions on page 5).

- 6:30 p.m. Reception and Registration
- 7 p.m. Opening Session: *Overview of Imagine Iowa 2010: A Cultural Vision*
Anita Walker, *Director, Iowa Department of Cultural Affairs*
Dr. Willard "Sandy" Boyd, *Chair, Imagine Iowa Steering Committee*
- 7:15 p.m. Breakout Discussion Sessions (held concurrently)
- 7:30 p.m. IMAGINE IOWA if.....
(small groups continue for open discussion)
- 8:15 p.m. Small Group Reporting Session
- 8:45 p.m. Election of Cultural Caucus Delegates
- 9 p.m. Door Prize Drawings (*must be present to win*)

Reception Sponsors

- Bluffs Arts Council
(Council Bluffs, May 10)
- Cedar Valley Cultural Alliance
(Waterloo/Cedar Falls, May 31)
- Charles H. MacNider Museum
(Mason City, May 17)
- Iowans for the Arts and the Des Moines Civic Center
(Des Moines, April 26)

Did you know?

❖ **Save buildings, create jobs.** \$1 million spent on rehab creates five more construction jobs and three more permanent jobs than the same \$1 million spent on new construction. – *Richard Moe, National Trust for Historic Preservation/U.S. Department of Commerce*

❖ **Social involvement.** Participation in cooperative arts activities, like band or chorus, is a "proven means to increase civic and social involvement in later life." – *Robert Putnam, author of "Bowling Alone: The Collapse and Revival of American Community"*

❖ **Cultural tourism.** Almost half of the 199.8 million U.S. adult travelers included a cultural, arts, heritage or historic activity while on a one-way trip of 50 miles or more in 1997. Of those,

more than a fourth (26.7 million) added extra time to their trip because of a cultural activity or event. Cultural travelers spend more (\$615) per trip than the average U.S. traveler (\$425). – *Travel Industry Association of America*

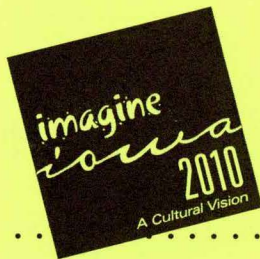
❖ **Music and minorities.** A study of 811 high school students shows the proportion of minority students with a music teacher role-model was significantly larger than for any other discipline. Thirty-six percent of these students identified music teachers as their role models, as opposed to 28% English teachers, 11% elementary teachers, 7% physical education/sports teachers, 1% principals. – *D.L. Hamann and L.M. Walker, "Music teachers as role models for African-American students," Journal of Research in Music Education, 1993*

❖ **Arts spending up, but Iowa stays behind.** State spending for the arts

nationwide rose 12 percent (to \$445.9 million) in fiscal 2001. The average per capita spending is \$1.56. Iowa continues to trail the pack, ranking 40th. Our per capita spending for the arts is just 58 cents, which is lower than all surrounding states except Wisconsin. A majority of the states commit at least a dollar per person to the arts. – *National Assembly of State Arts Agencies, 3/8/01*

❖ **Big demand, big leverage.** The Historical Society awarded \$1.6 million in grants in FY2000, compared to \$5.7 million in requests. That \$1.6 million generated more than \$10 million in local match. – *State Historical Society of Iowa*

❖ **Big demand, big leverage (Part II).** The Iowa Arts Council awarded \$724,000 in grants in FY2000, compared to \$1.6 million in requests. That \$724,000 generated more than \$4.7 million in local match. – *Iowa Arts Council*



Iowa Cultural Caucus Delegate Guidelines

The role of the 36 delegates is critical to the success of the process

Delegates from six regions of the state will be elected to participate in the statewide Cultural Caucus, June 7-8, at the State Historical Building in Des Moines.

The 36 delegates – six from each region – will be chosen during six public forums that kickoff April 26 in Des Moines.

The delegates will be responsible for ensuring that the issues and goals identified during each of the public forums are brought forth to the Cultural Caucus. Delegates will meet with the *Imagine Iowa* Steering Committee to finalize the *Imagine Iowa* planning document.

“The role of the 36 delegates is critical to the success of the Cultural Caucus process,” said Anita Walker, director of the Iowa Department of Cultural Affairs.

Anyone interested in being elected as an official *Imagine Iowa* delegate should carefully review the following guidelines:

1. Elected delegates must officially reside in that respective region. See the regional map for determination of your specific region.

Constituents may attend regional forums outside of their home region but cannot be elected to serve at the cultural caucus from another region. Staff and board members of the Iowa Department of Cultural Affairs and members of the *Imagine Iowa* Steering Committee are *not eligible* to be elected as delegates.

2. Delegates must attend caucus meetings during the afternoon of June 7 and all day on June 8 in Des Moines. The Iowa Department of Cultural Affairs will provide mileage and lodging reimbursement to elected delegates who attend the Cultural Caucus.

3. Delegates should be the messengers of their region, carrying forth the issues and goals identified within the region.

4. Elections will be held after the public forum discussion is completed. This provides an opportunity for each participant to hear the viewpoints of their colleagues prior to the election. A standard verbal nomination from the floor will be requested, with all forum participants having one vote to cast.

The Iowa Department of Cultural Affairs will issue regional news releases announcing the delegates.

If you have any questions regarding these guidelines, please contact Julie Bailey at (515) 281-4018 or julie.bailey@dca.state.ia.us.

Regional Meetings

Region 1:

Le Mars, May 3

Region 2:

Mason City, May 17

Region 3:

Waterloo/Cedar Falls, May 31

Region 4:

Council Bluffs, May 10

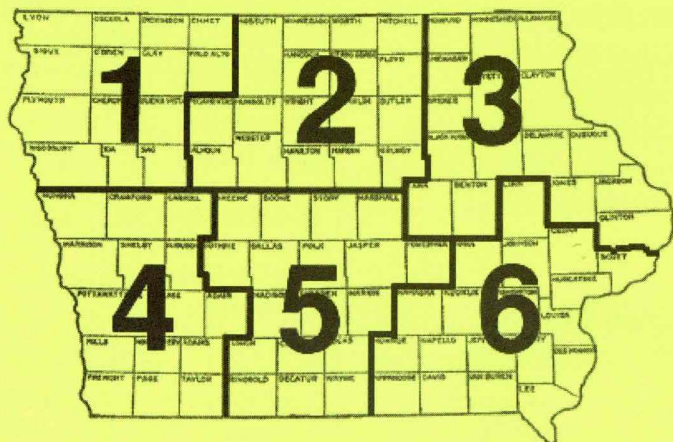
Region 5:

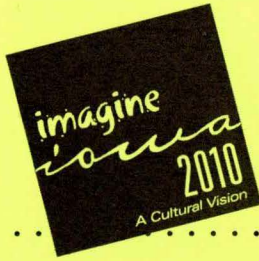
Des Moines, April 26

Region 6:

Quad Cities, May 24

Regional Districts





Iowa Cultural Caucus Agenda

On June 8, delegates, committee members and the public will help develop a plan for Iowa's cultural future

Imagine Iowa 2010: A Cultural Vision will determine the initiatives the Iowa Department of Cultural Affairs and its partners will develop and implement in the next 10 years. Those initiatives will be unveiled at Iowa's Cultural Caucus, June 8, 2001, at the State Historical Building in Des Moines.

The delegates and Imagine Iowa Steering Committee will meet on June 7 and 8 to discuss the goals and recommendations identified during the six regional forums. The afternoon of June 8 is set for public participation in work sessions. Please plan to attend and be a part of Iowa's cultural future.

Thursday, June 7, Des Moines

Delegates and Steering Committee Members

- 3-5 p.m. Meeting of Delegates
- 6 p.m. Delegates Social Activity and Dinner

Friday, June 8, Des Moines – Morning

Delegates and Steering Committee Members

- 8 a.m. Continental Breakfast
- 8:30 a.m. Work Session for Delegates
- 10:00 a.m. Delegates and Steering Committee Meeting
- 11:30 a.m. Break

Friday, June 8, Des Moines – Afternoon

Public participation (please see registration form, page 7)

- Noon Caucus Luncheon
 - Lt. Governor Sally Pedersen, keynote speaker
 - William H. Jackson Scholarship Awards
 - Unveiling of *Imagine Iowa 2010 Vision*
 - Signing of *Imagine Iowa* banner
- 2:30 p.m. Workshops (by goal)
- 4 p.m. Reports from goal sessions on implementation
- 5 p.m. Adjournment

Cultural Caucus Hotel Reservations

The following hotels have rooms available for Thursday, June 7, for participants of the *Imagine Iowa* Cultural Caucus. Rooms have been reserved under "Iowa Department of Cultural Affairs." For information, contact the hotel direct or Barbara Jay at (515) 281- 8837 or barbara.jay@dca.state.ia.us

Ankeny:

Heartland Inn
1-800-334-3277 or 515-964-8202
25 rooms; May 30 release date

Holiday Inn Express
515-965-2400
10 rooms; May 14 release date
Confirmation group block #63415615

Super 8 Motel
515-964-4503
20 rooms; May 24 - release date

Country Inn
515-965-2646
4 rooms; May 24 - release date

Des Moines:

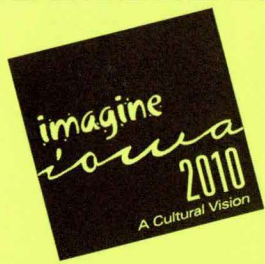
The Hotel Savery
1-800-798-2151 or 515-244-2151
20 rooms; May 17 release date
NOTE: Shuttle service provided.

Indianola:

Apple Tree Inn
515-961-0551
15 rooms; May 7 release date

West Des Moines:

Candlewood
515-221-0001
30 rooms; May 17 release date
Confirmation group block #6100017



Iowa Cultural Caucus Registration Form

June 8, 2001, State Historical Building, Des Moines
Lunch and Workshops

Seating is limited! To register for lunch with the Lt. Governor and the breakout sessions, complete and submit one form per person along with the \$15 fee by Friday, May 25, to: Imagine Iowa Cultural Caucus, Attn: Patricia Ohlerking, Iowa Department of Cultural Affairs, 600 East Locust, Des Moines, Iowa 50319-0290. Registration questions: contact Patricia Ohlerking at (515) 281-8824, or email patricia.ohlerking@dca.state.ia.us

Name _____

Street or Box Number _____

City/State/Zip _____

E-Mail Address _____

Phone _____

Method of Payment: Check Credit Card: MasterCard Visa Expiration Date _____

Credit Card Number _____

Signature _____

Payment Policy: Please make checks payable to the Iowa Department of Cultural Affairs. Please return payment with your registration form postmarked no later than Friday, May 25, to receive lunch. *No lunch tickets will be sold at the door, but you are welcome to join us for the afternoon breakout sessions at no cost.*

Cancellations and Refunds: All cancellations and requests for refunds must be submitted in writing and received by Friday, May 25. No refunds will be made after May 25.

Help Make *Imagine Iowa 2010: A Cultural Vision* a Reality!

You've read all the details about the opportunity you have for input into what the cultural environment in Iowa can look like in the year 2010. But then what? How do we take a "vision" and make it "reality?" Here is another opportunity for you to participate in making Iowa the place we all believe it can be.

Please join us June 8 for lunch with Lt. Governor Sally Pederson as we hear about her week-long cultural tourism tour that concludes that day. Join us for the official unveiling of the *Imagine Iowa 2010: A Cultural Vision*

goals, presented by Dr. Willard "Sandy" Boyd, chair of the *Imagine Iowa* Steering Committee. Be part the historic signing of the *Imagine Iowa* banner that will become a visual reminder of the hopes, dreams and goals Iowans developed through the cultural caucus events held throughout the state. And maybe even more important, be one of the first Iowans to make the vision become reality!

You are an important part of what happens any time a vision, with goals, is created. Please join members of the *Imagine Iowa* Steering Committee and the 36

elected cultural caucus delegates to talk about what each of us, as individuals, members of cultural organizations, members of the creative economy, and as Iowans who care about our state as we begin the next phase of *Imagine Iowa*. The *Imagine Iowa* vision and goals belong to each of us. Each of us must take part in making the goals become reality. Plan to participate in at least one of the breakout sessions to be held after lunch on June 8. Bring your neighbor, your colleague and your family as we take the next step in Imagining Iowa.



Imagine Iowa 2010: A Cultural Vision
Iowa Department of Cultural Affairs
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Des Moines, Iowa 50319-0290

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What Can You Do?



Bring your creative ideas to an *Imagine Iowa 2010* forum in your region and to the statewide Cultural Caucus on June 8 and start imagining what Iowa culture could be in 2010.

What if Iowa...

...had a cultural trust?



...was a national center for rural culture?



...had a cultural tourism program?



...produced a Creative Economy Study?



...had initiatives to assist emerging artists with business skills?



...had a _____ in your community?

(You fill in the blank!)



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