



**Economic Development Board
Creative Sonoma Update
April 2024**

ADMINISTRATION

Professional Development

- Creative Sonoma staff attended the [CALED \(California Association for Local Economic Development\) Annual Conference](#), taking place in Santa Rosa April 10-12, and assisted with co-leading one of the walking tours, featuring The Mural Project Inc. murals in Roseland.
- Staff attended the annual (virtual) WESTAF (Western States Arts Federation) [Creative Vitality Summit](#), April 9 & 10.
- Staff attended and co-presented at the SLP (State and Local Partners) Convening in Sacramento April 14 & 15. Participation is required for all organizations receiving the SLP grant from the California Arts Council, and the conference is mostly peer-led.
- Staff attended the [2nd Annual CA Arts & Culture Summit](#) in Sacramento on April 16.

PUBLIC ART

Fire Memorial

At their March 26 meeting, the Board of Supervisors approved Nagasawa Community Park in Fountaingrove as the preferred site for the Fire Memorial Public Art Project. The Fire Memorial Task Force conducted an analysis to identify a suitable location, starting with an extensive list of 32 potential sites. Nagasawa Community Park was identified as the preferred site after careful evaluation to ensure suitability, including consideration of the following project goals: emphasize tranquility, natural beauty, emotional resonance, and a significant connection to the events of the 2017 fires. The next steps for the project include working with the City of Santa Rosa on the use of the park for the project, as well as preparing and publishing a RFQ for artists qualifications.

ARTS EDUCATION

Workforce Development Committee

An Arts Education Workforce Action & Implementation Committee will begin meeting in late April to create a plan for arts ed workforce development. Members represent AEA leadership, SSU education and arts deans and faculty, SRJC arts and education deans, LBC, Positive Images, CTEF and EDB.

Artful Conversations – A Community Engagement Project

The first Artful Conversations will be held via Zoom on May 14. The conversation will be focused on a foundational (and exciting) literary work called YOUR BRAIN ON ART: How the Arts Transform Us by Susan Magsamen and Ivy Ross. Experiences will be planned over time that community members can participate in as relates to the book.

Arts Educator of the Year

Luther Burbank Center for the Arts and Creative Sonoma presented the first Sonoma County Arts Educator of the Year Award to Jolene Johnson, Analy HS dance educator. Jolene was acknowledged at the AEA Mixer and SCOE's Festive Thought Art Open House. Honorable mentions were also recognized at the Mixer: Efrain Nava from Elsie Allen HS, Jessica Martin from West Side ES, Kyle Thompson from Cesar Chavez Language Academy, and Yoshi Makino from Geyserville New Tech Academy. [Press Democrat article 4/4/2024](#)

Support of District Arts Plans

A Community of Practice for District Arts Leadership Teams on April 8 will bring together district representatives with arts plans for learning, sharing, and discussion. Debbie will be presenting to a parent's group in Geyserville as they begin their planning process.

Research & Reports

Counties on the Move is 4-year report from the CA County Superintendents Arts Initiatives on the work in 58 counties across the state. Sonoma County and Creative Sonoma are featured on pages 28-29. https://cacountyarts.org/wp-content/uploads/CCS_CountiesOnTheMove24_Web-FINAL.pdf

GRANT MAKING & PROFESSIONAL DEVELOPMENT

2024 Arts Impact Grants for Organizations

Thirty-five organizations (out of 48 applicants) were notified of grant awards in March. The funding from the National Endowment for the Arts will be applied to the 2025 funding pool for this program, so the final funding pool for this year was \$150,000 from our regular county budget.

2024 Arts and Cultural Equity Grants

Announcement of the 2024 program – the third cycle of these grants – will be available later in April.

Professional Development Partners

Sebastopol Center for the Arts and Raizes Collective are partnering with Creative Sonoma to present professional development series for individual artists and creatives. **Upcoming:** Sebastopol Center for the Arts is hosting four free in-person lunchtime workshops during April and May for artists.

- 4/19 - Storytelling and Branding
- 5/10 - Social Media Mastery
- 5/24 - Financial Literacy and Planning
- 5/31 - Curatorial Guidance

Learning Cohort

Amy Kveskin of Artsightful is in the midst of presenting a six-session series for our Community-Based Arts Centers for them to explore tools and methods to create (or refresh or explore) sustainable business and revenue models as well as operations plans. The series occurs bi-weekly February 29 – May 9, 2024. Five arts centers are participating and are truly excited to be in communications and discussions with one another for the first time! They are:

- Cloverdale Arts Alliance
- Healdsburg Center for the Arts
- Petaluma Arts Center
- Sebastopol Center for the Arts
- Sonoma Community Center