



JUNE 21&22

CLAY CENTER FOR ARTS AND SCIENCES OF WV

Schedule at a Glance | Draft as of May 9, 2019

Register now at cplsummit.org/attendappalachia

THURSDAY JUNE 21

8:00 AM Summit Check-in / Continental

9:00 AM Welcome

9:45 AM Break

10:00 AM Period A

11:15 AM Break

11:45 AM Period B

1:00 PM Lunch

2:15 PM Period C

3:30 PM Break

3:35 PM Summary / Close Out

3:50 PM Travel to Social

6:00 PM Art After Dark Social Event

FRIDAY JUNE 22

8:30 AM Day 2 Check-in

9:00 AM Welcome / Community Breakfast

10:00 AM Period D

11:15 AM Break

11:30 AM Period E

12:45 PM Lunch

2:15 PM Period F

3:30 PM Break

3:45 PM Period G

5:00 PM Close Out

5:15 PM End



CPLS-APPALACHIA

JUNE 21&22

CLAY CENTER FOR ARTS AND SCIENCES OF WV

Preliminary Schedule and Session Descriptions

Draft as of May 9, 2019

Register now at cplsummit.org/attendappalachia

THURSDAY (DAY 1)

REGISTRATION / CONTINENTAL: THUR JUNE 21, 8:00am-9:00am

WELCOME PLENARY: THUR JUNE 21, 9:00am-10:00am

Plenary *Morning Remarks and Welcome*

Join us for an introduction to the region, key partners in the CPLS team, and a discussion of the themes presented at the summit itself.

Thomas Young

National Consortium for Creative Placemaking

Renee Margocee

Tamarack Foundation

David Stocks

Educational Foundation of America

PERIOD A: THUR JUNE 21, 10:00am-11:15am

A1 Workshop *Positioning Yourself on the Spectrum of Identity, Power and Privilege*

This workshop begins to build the framework of a community engagement practice that is to be enacted and reflected on regularly. We ask design practitioners to place themselves on a spectrum that identifies various societal privileges and distributions of power. This includes discussion of how practitioners might be perceived as outsiders in communities who have experienced a different social context related to power, privilege, and oppression. The goal is to establish a reference vocabulary for personal introspection while laying the foundation of an ongoing self-reflective practice. This interactive session aims to bring clarity to the challenges of a practitioner's positionality in a manner that reinforces learning when engaging with communities.

Shalini Agrawal Center for Art and Public Life

A2 Panel Discussion *Real-time Creative Placemaking that Honors Appalachian Culture*

All invited and accepting panelists are Appalachians that study, understand and apply their knowledge of culture. They are also all engaged in Creative Placemaking initiatives from downtown redevelopment, to spoken word and visual artistry to rural community development to supporting art and farm-to-market to social enterprises across sectors (woodworking, public art, etc.) and helping artists price and sell their creations. They are capable of compelling story-telling and weaving in Appalachian values and culture in examples of their CP work.

Leslie Stone Stone Strategies

Other Panelists TBD

A3 Workshop *Performing Our Future: Building Economy and Community with Cultural Assets*

This hands-on workshop, led by Appalshop staff, east Kentucky residents, and committed regional funders, will invite participants to learn and take part in developing the core methodology of Performing Our Future—a synthesis of asset-based community development, grassroots storytelling and cultural work, and broad-based community organizing, which we call Community Cultural and Economic Development (CCED)—and explore how it could open up new possibilities for development in the places we all live and work. Participants will learn techniques and principles through which they and their communities can unbound their imaginations, gain fuller awareness of their cultural assets, and begin turning those assets into community wealth, in the form of new jobs, businesses, markets, and opportunities for synthesis and synergy. Participants will also learn about opportunities to join and shape Performing Our Future as it grows into a new national campaign to support these local efforts and change the conversation about the arts, development, and the possibilities of public life: if residents of our most exploited areas can overcome their deep divides, organize themselves through their intrinsic creativity and create communities where we own what we make—well, then, why can't we all?

Ben Fink	Appalshop, Inc.
Gwen Johnson	Hemphill Community Center
David Stocks	Educational Foundation of America

A4 Panel Discussion *ArtPlace Spotlight: Appalachian Strategies*

Learn about the region's most innovative creative placemaking work that caught the attention of ArtPlace America. How do people define creative placemaking? What are the barriers to this work locally? What does success look like?

Lyz Crane	ArtPlace America
Savannah Barrett	Art of the Rural
Robert Martin	Clear Creek Creative
Robert Gipe	Southeast Kentucky Community & Technical College

PERIOD B: THUR JUNE 21, 11:45am-1:00pm

B1

Workshop *Appalachian Culture: Our History, Beliefs and Transitioning to the New Economy*

Come explore Appalachia; from the formation of her mountains through the development of civilization in the region throughout time. Learn about research on the cultural beliefs that inhibit or expand the ability of individuals and communities to be economically successful. Review the sectors of Appalachia's new economy and think together about the application of this knowledge. How do we support growth that honors Appalachia's rich history and engages her people?

Leslie Stone

Stone Strategies

B2

Workshop *How Real Estate Crowdfunding Is Helping Developers Meet 'Urban Development' Demand*

Developers are often faced with numerous hurdles in delivering urban-oriented projects. Federal regulations that restrict the amount of commercial space in mixed-use projects, under Fannie, Freddie, or HUD's 220 and 221(d)4 programs, impede market development for urban product. Often, banks view mixed-use as adding risk rather than creating opportunity. Perhaps there aren't comparables in a given market. Could real estate crowdfunding help developers meet market demand? A result of the Obama Administration's 2012 JOBS Act (Jump Our Business Start-ups), real estate crowdfunding is a nascent industry that has grown from nothing in 2012 to an a marker of over \$3.5 billion in 2016. How can this tool and the platforms that use it be utilized to bring urbanistic projects to life? This session gives an overview of the current real estate crowdfunding regulations, and highlights how one platform, Small Change, is catalyzing the development of urban projects by issuing offerings that allow anyone over the age of 18 to invest in building better cities.

Kate Greene

Small Change

B3 Panel Discussion Appalachia Funders Network: Leveraging New Investments and Creative Economies

National philanthropy has largely ignored Appalachia for years and local philanthropy has had to out-punch its weight as a result. In a moment where some national attention is turning back to the region, this session will explore how building creative economies by leveraging new investments will strengthen mountain communities. Panelists will include local, regional, and national foundations as they discuss what Appalachia's place-based funders want national philanthropists to know as they enter this space and work to support local leaders.

Mary Hunt	Claude Worthington Benedum Foundation
Stephanie Tyree	WV Community Development Hub
David Stocks	The Educational Foundation of America
Gerry Roll	Foundation for Appalachian Kentucky
Lyz Crane	ArtPlace America

B4 Workshop TBD

Description TBD

Speaker TBD

Plenary **LUNCH WITH PLENARY: THUR JUNE 21, 1:00pm-2:00pm**

Description TBD

Brittany Javins FestivALL Charleston

PERIOD C: THUR JUNE 21, 2:15pm-3:30pm

C1 Workshop *Why is your town not "The World"?: Rural America's Next Bold Idea*

Every rural community has the same two problems – workforce development and housing stock shortages. Even if we are successful in convincing someone to move to town, we don't have anywhere for them to live. We love to incentivize companies to move to town – but then why are we not incentivizing people? Mannheimer speaks about his experience running theaters and restaurants in NYC to his 8-week, 22-city trek across the country in 2007 and settling in Des Moines, IA where he founded the Des Moines Social Club, to his current work in rural America. From the Mississippi Delta to northern Minnesota, utilizing creative placemaking, Mannheimer and his team work to revitalize small towns through cultural and entrepreneurial concepts to create innovative housing, cultural amenities and new jobs through their belief that new technologies like pilot-less cars and 3D printed buildings can leap over urban red-tape to impact rural America in meaningful and economic ways. Zachary Mannheimer, Principal Community Planner at McClure Engineering Company and founder and former Director of the non-profit Des Moines Social Club, works with communities to define their unique and use the arts as a catalyst to create unprecedented community engagement.

Zachary
Mannheimer

McClure Engineering

C2 Workshop *Using the Arts to Strengthen and Sustain Small Rural Communities*

This session explores the philosophy, strategies and tools for using creativity and the arts to promote economic development and strengthen and sustain rural communities. The workshop will focus on two case studies spanning 30 years. The first one comes from rural New York Mills, Minnesota, (pop 1,199), twice named one of the 100 Best Small Art Towns in America and cited as a national model for rural arts and economic development work. The second one focuses on Lanesboro, Minnesota (pop 754), which was named one of the Top 12 Small Town Artplaces in America in 2013 and received a Bush Prize for Community Innovation in 2014. Rural arts leader John Davis will present the session, providing eight keys to transforming small-town adversity into success through innovation and the arts. A question and answer period will follow the workshop.

John Davis

Lanesboro Arts

C3 Panel Discussion *ArtPlace Deep Dive: Creative Workforce Development*

How can arts and cultural strategies be used to train our workforce? From Appalachia to St. Croix we will present new and innovative strategies to build a sustainable local workforce.

Lyz Crane

ArtPlace America

Brandon Dennison

Coalfield Development Corporation

Christopher Hope

The Loop Lab

C4 Mobile Workshop *TBD*

Description TBD

Speaker TBD

CLOSING PLENARY / SUMMARY, 3:35pm-3:50pm

Plenary Cap off the day with a reflection on what was learned, what connections were made, and what we're most excited about moving forward!

Thomas Young

National Consortium for Creative Placemaking

ART AFTER DARK SOCIAL EVENT, 6:00pm-7:00pm

Social Event Details TBD

FRIDAY (DAY 2)

REGISTRATION / CONTINENTAL: FRI JUNE 22, 8:30am-9:00am

WELCOME PLENARY / WORKSHOP: FRI JUNE 22, 9:00am-10:00am

Plenary	Description TBD	Thomas Young	NCCP
		Todd Dorcas	The Greater Kanawha Valley Foundation
		Instructor TBD	

PERIOD D: FRI JUNE 22, 10:00am-11:15am

D1	Workshop	<i>Building Just Communities: Framing the Communal Story through Playback Theatre</i>	
	The Workshop will:	Heidi Winters Vogel	Inside Out Playback Theatre
	• acquaint participants with the skills, forms, philosophy, and theory underlying the theatrical improvisation format called Playback Theatre.	Roger Foster	Inside Out Playback Theatre
	• introduce Playback Theatre as: - a methodology for "build[ing] awareness, connection, empowerment, and change [by] listening to stories with openness and responding with artistry." (Jo Salas, co-founder of the Playback Theatre form, in "Improvising Real Life.")	Amanda Chandler	Inside Out Playback Theatre
	- one method of building community narratives of truth and aspiration, i.e., generating, analyzing, integrating, and sharing community stories	Art Stoltzfus	Inside Out Playback Theatre
	- a tool for assessment prior to, during, and following interventions designed for community building; for addressing community and societal conflicts; and for building resilience in the face of psychosocial trauma	Matt Carlson	Inside Out Playback Theatre

D2 Workshop *Creating with Communities- Community Engagement Activities for Public Art Design*

The creation of public artwork in any community- particularly underserved or underrepresented communities- is an opportunity for community participants to amplify their voices and tell their stories. In this session, artists and organizers Candida Gonzalez and Greta McLain of GoodSpace Murals will lead participants in a series of activities designed to give communities opportunities to participate in and contribute to the design and making of a public work of art.

Candida Gonzalez

GoodSpace Murals

Greta McLain

GoodSpace Murals

D3 Panel Discussion *Building Bridges Between Policy and Placemaking on Vacant Properties*

Challenges of vacant, abandoned, and deteriorated property disproportionately affect low-income and minority communities. They have a devastating effect on property values, family assets, crime, psychological and physical wellbeing, municipal service delivery, and other aspects of community wellbeing. Entrenched, widespread disinvestment is the result of institutionalized, systemic forces. Most communities however, have no shortage of residents and others who have creative ideas for positive transformation. Too often, however, they run into barriers—financial, bureaucratic, or legal—that snuff out projects before they can begin. At the same time, government agencies, anchor institutions, and philanthropy have the resources and responsibility to support residents' priorities and help communities revitalize. Placemaking is one powerful tool that can bring all of these actors together to support equitable revitalization. This session will highlight public-private placemaking projects in distressed communities where resident voices were heard, creativity flourished, and profound positive change was reached far beyond aesthetic improvements. This session will equip local leaders with the knowledge, systems, and tools to transform vacant properties in ways that support equitable revitalization. Furthermore, this session will highlight an interdisciplinary field of leaders with the will and ability to overcome barriers to creative placemaking and integrate it into vacant property plans.

Danielle Lewinski

Michigan Initiatives, Center for Community Progress

Anna Roeder

Kalamazoo County Land Bank Authority

Taylor Bennett

West Virginia Community Development Hub

D4 Workshop Workshop TBD

Speaker TBD

D5 Mobile Workshop Bored with Strangers: Using Site-specific Museum Theatre to Connect Cultural Institutions, Artists, and Diverse Audiences

Participants in this hands-on workshop will learn about a site-specific museum performance piece created in collaboration with the University of Texas at Austin Cohen New Works Festival and the Blanton Museum of Art. Bored with Strangers was collaboratively devised in the spring of 2017 in response to the Blanton's Nina Katchadourian exhibition, Curiouser, and consists of a "campus tour," a walk across the university's campus from the Winship Drama Building to the Blanton Museum of Art, during which audience members encounter performative vignettes that utilize the architecture and ambient sounds of the campus space. The piece itself explores several guiding questions, including: How can experiencing performance in conjunction with visual art utilize the strengths and joys of each art form and an audience member's experience? How can site-specific performance invite us to reconsider elements of our daily environments that we take for granted? During the workshop session, participants will learn about the piece's context and development process, including specific information about partnership-building between the Blanton Museum of Art and the University of Texas Department of Theatre and Dance. Additionally, the session will cover the step-by-step process the leadership team used to engage deeply with the artwork, build a cohesive performance ensemble, lead that ensemble through a collaborative devising process, and finally refine and share the piece with an audience.

Christine Gwillim University of Texas at Austin

Lauren Smith Triad Stage

Samantha Provenzano University of Texas at Austin

PERIOD E: FRI JUNE 22, 11:30am-12:45pm

E1 Workshop *Art-Based Economic Development in Coal- Reliant Counties: Lessons Learned in the East and West*

The contraction of the coal industry over the past several years has resulted in tens of thousands of good paying jobs lost across Appalachia and in the West. As federal and state officials continue to grapple with how best to respond to this downturn, local leaders in traditionally coal-reliant communities are taking bold action. Specifically, many county governments have begun to pursue creative placemaking as a major strategy for ground-up economic diversification. Local officials understand that their community's cultural and artistic assets can be preserved, developed and showcased while also providing a significant return on their investment. This session will highlight the stories of two rural counties - in Kentucky and Colorado - that have embraced their local arts heritage and have begun reinvigorating their main streets, bringing their communities closer together and turning their luck around.

Jenna Moran

National Association of Counties

Jack Morgan

National Association of Counties

E2 Panel Discussion *Creative Placemaking in Pittsburgh's Monongahela Valley*

In the Spring of 2018 Rivers of Steel Heritage Corporation will unveil a new arts and heritage initiative entitled the Mon Valley Creative Corridor (MVCC) designed to spur economic development and creative placemaking in post-industrial communities across Pittsburgh's Monongahela River Valley. The MVCC concept was developed to help Monongahela Valley communities leverage their historical, cultural, and natural assets into economic opportunities and begin re-branding the Mon Valley as an ideal location for artisans and creative businesses being priced out of the city. During the initial phase of MVCC this Spring, Rivers of Steel will be working closely with graduate students and faculty from the arts management and public policy and management programs at Carnegie Mellon University on a Systems Synthesis project intended to help Rivers of Steel establish best practices for success in the MVCC. Systems Synthesis is the second-year capstone project for Heinz College graduate students wherein they partner with a select regional organization, under the guidance of specialized faculty, to assist in the realization of a new project or program for the partnering organization. This three-person panel discussion will focus on the development of the MVCC as well as the findings of the systems synthesis project. Chris McGinnis, is Director and Chief Curator for Rivers of Steel Arts will be the panel moderator along with co-presenter Kathryn Heidemann, Director of the Master of Arts Management Program and a select student representative from the project.

Chris McGinnis

River of Steel Arts (RoSA)

Kathryn
Heidemann

Carnegie Mellon University

Elizabeth Kane

Carnegie Mellon University

Paul Moscoso
Riofrio

Carnegie Mellon University

E3

Workshop *Past is Present is Future: How Community Development Does Creative Placemaking*

Across the United States, growing movements focused on equitable development and community-centered arts and culture are uniting to strengthen the equity impact of their work. The equitable development movement—which brings a racial and economic equity lens to the community development field—depends on the engagement of communities of color and low-income communities in prioritizing, designing, and implementing their aspirations for the futures of their neighborhoods, cities, and towns. The community-centered arts and culture movement—made up of social justice artists, arts and culture agencies focused on racial equity, and cultural centers that serve communities of color and low-income communities—leads in securing cultural assets, building greater social cohesion, and feeding economic vibrancy. Over the last decade, increasing collaboration between these two movements is yielding transformative and creative change. Arts and culture are critical elements of an equity framework; they reflect the assets of communities and enable cohesion in a pluralistic nation. Without equity, community redevelopment can improve a physical place but leave the people behind, stifle broad creativity, bring economic benefit only to a few, lead to a homogeneous community, or displace many. The tools of arts and culture can accelerate equity, build communities of opportunity, and design for broadly shared prosperity. Listen in on and then participate in a discussion among three long-time community development corporations and how they're incorporating arts and culture into the core of their work.

Jeremy Liu

PolicyLink

Panelists TBD

E4 Panel Discussion *You're Welcome: Feminist Placemaking in Rural America*

In the current social and political climate, the story of a bright future for rural places is a story of feminist leadership and creativity. Across the country, in small towns that are typically dominated by white male leaders, women artists are challenging the status quo, creating crucial spaces for marginalized voices, promoting wellness, re-imagining new community narratives and serving as connectors across urban-rural misconceptions. Despite this leadership, and the change and optimism it is influencing, women in rural communities are still vulnerable to sexism, and are under-recognized and underpaid, and the work requires significant resiliency, courage, and strong support networks. Using stories from ArtPlace-funded projects as a launching point, including the Southwest Minnesota Housing Partnership's Partnership Art, and Springboard for the Arts Hinge Arts residency program, this session will explore the common experiences of women artists leading creative placemaking and social justice in rural communities, and will invite participants to co-create a call to action for the future of rural feminist leadership and how the arts can lead and support a new approach to leadership in rural places.

Michele
Anderson

Springboard for the Arts

Ashley Hanson

Public Transformation

Mary
Rothlisberger

Citizen Artist

Sarina Otaibi

Preservation Alliance of Minnesota/City of
Granite Falls

Plenary **LUNCH WITH PLENARY: FRI JUNE 22, 12:45pm-2:15pm**

Performance from Riff Raff Collective / Create Your State

Performers TBD

PERIOD F: FRI JUNE 22, 2:15pm-3:30pm

F1 Workshop *Thinking Beyond The Festival: Creating An Arts Series*

Let me begin by stating that I am the founder and creative director of the Speak Story Series, a monthly storytelling concert series based in the eastern panhandle of West Virginia. We believe that storytelling allows people of different backgrounds to listen to the words of diverse tellers, learn about cultures and beliefs, and bond over deep emotional experiences. The Series is finishing its fifth season (and will be in the midst of its sixth at the time of the Appalachia convention). During the course of its existence, Speak has presented nearly 40 public concerts and 25 school concerts. This workshop is based off of the knowledge learned in founding and running this series. Session: This hands-on workshop will engage participants in the methodology of creating a storytelling or other arts series (based on experiences gained from creating and running the Speak Story Series). The workshop will be 60% lecture/discussion and 40% audience participation. Initial considerations will cover arts voids in small communities, reasons for those absences, and what populations aren't being served or reached. Further considerations will include the trials and errors learned through the first five seasons of the Speak Story Series in Shepherdstown, WV, as well as growth, struggle, and success. All sections of the presentation will include questions and directives for participants to examine these considerations in the context of their own communities. The final considerations will include future plans and goals of the Speak Series as fit for its own community.

Adam Booth

Storyteller and Musician

F2 Panel Discussion *Our Creative Placemaking Journey in Appalachia*

After being inspired by the work of cities like Asheville, NC and Chattanooga, TN, a diverse group in Charleston, WV has been on a journey to transform the city through various creative placemaking strategies. This panel session will include artists, civic leaders, and local government officials who are working together in an unprecedented way. Panelists will share their experiences on the journey and the lessons learned from this grassroots effort that is being convened by a local community foundation.

- Michelle Foster The Greater Kanawha Valley Foundation
- Rod Blackstone City of Charleston
- Susie Salisbury Charleston Area Alliance
- John Inghram Bassist
- Christopher Vincent Musician
- Brittany Javins FestivALL

F3 Panel Discussion *New tools for community artmaking*

A panel of 5 people from Coshocton County Ohio (pop. 36K) representing public education, industry, economic development and community arts will individually share their experiences as contributors to a project based learning program called ART CONNECTS. ART CONNECTS is a cross curricular community artmaking program led by professional artists embedded in a high school setting that explores local manufacturing materials and processes as a key component. After sharing their stories panel members will each facilitate a breakout discussion audience members choose a breakout group according to their personal interests). The session will end with a reconvening to share thoughts generated.

- Anne E Cornell Pomerene Center for the Arts
- Max Crown City of Coshocton
- Dan Erb Jones Metal Products
- Chuck Rinkes River View High School
- Dorothy Skowrunski Coshocton County Port Authority

F4 Workshop *NEA Our Town Grant Workshop*

Since 2011, the National Endowment for the Arts has made nearly 500 Our Town grants, investing more than \$37 million in creative placemaking projects that take place in communities of all size across the United States and its territories. In this workshop, we will provide an overview of the program and the application process, examine case studies of successful past Our Town projects, and analyze the components of an excellent Our Town grant application.

Jennifer Hughes National Endowment for the Arts

PERIOD G: FRI JUNE 22, 3:45pm-5:00pm

G1 Workshop *Sharing the magic of special places through community treasure hunt "quests"*

This session explores an award-winning model for place-based education that can be replicated in any community. Building on the English letterboxing tradition and New England's Valley Quest program, we'll explore ways of celebrating special places in our communities through educational community treasure hunts, known as "quests." Each quest helps participants explore a given location—for example, a historic building, cemetery, or nature trail in your community—through a series of rhyming clues. These clues guide participants to a hidden treasure box and teach about sights encountered along the way. Combining poetry, arts and crafts, history, and other subjects with hands-on exploration, questing offers a powerful framework for connecting participants of all ages to both the ordinary and extraordinary places all around us.

Sara Cottingham Downstream Strategies

G2 Workshop Workshop TBD

Speaker TBD

G3 Panel Discussion *New Visions for Economic Development*

Cultural life and economic well-being are deeply intertwined in low-income communities and communities of color, from successful small businesses in traditional arts and crafts to arts and culture districts that advance equitable local economic development. Perhaps never before has it been more important to fully tap and invest in the nation's vast, diverse cultural riches to spur economic growth where it is needed most and to ensure that all families can achieve financial security. Arts and cultural organizations can play an important role in breaking the cycle of poverty. "The arts are a formidable business presence and broadly distributed across our communities," observes Americans for the Arts; the group calculates that 702,771 businesses are involved in creating or distributing the arts, and these businesses employ 2.9 million people. However, these numbers do not include small ethnic restaurants, grocery stores, and countless other businesses that create local jobs, boost neighborhood economies, and enrich cultural life. These four organizations will share their new visions for economic development and how they are devising these approaches.

Jeremy Liu PolicyLink
 Panelists TBD

G4 Knowledge Exchange *Knowledge Exchange: TBD*

Description TBD

Speakers TBD

CLOSING PLENARY / SUMMARY, 5:00pm-5:15pm

Plenary Cap off the summit with a reflection on what was learned, what connections were made, and what we're most excited about moving forward!

Thomas Young National Consortium for Creative Placemaking