

DECEMBER 20, 2011 (ORIGINAL HANDOUT, WITH NOTES & THOUGHTS FROM MEETING ALONG WITH SUGGESTIONS FROM OTHER ECTD MEMBERS)

Next meeting January 17, 10:30 a.m. at Met Council, 390 Robert St. N, Saint Paul

○ BY MARCH: FINALIZE THE PROJECT NAME (MARKETING)

PROJECT NAME / theme: To be determined

Suggestion: Ribbons. Our City came to be thanks to a ribbon of water. Our future is being built upon a ribbon of steel. Our Cities current and future strength is built upon the ribbons of culture that weave a tapestry that excites, enhances and creates opportunity for all.

○ FOR JANUARY 17: FINALIZE THE PURPOSE(S)

PURPOSE: To strategically capitalize on the influence (celebrity, expertise and knowledge) of Charles Landry to help us ~~not~~ advance inclusive, creative and forward-thinking ~~city-building~~ economic development techniques at two/three station areas along the Central Corridor (or other stations on LRT in the twin cities?).

Additional suggestions:

- To introduce Charles Landry more fully to cultural communities in the process of developing cultural tourism presence in St. Paul: Little Mekong, the African American Cultural Corridor and the American Indian Family Center.
- To open a deeper conversation between Charles and key stakeholders about the steps and milestones in becoming Intercultural Cities.

✓ THREE MECHANISMS DIMENSIONS TO BE FULLY INTEGRATED-EXPLORED IN EVERY EVENT:

- ✓ Interculturalism in ~~city-building~~ economic development (growing and leveraging cultural capital) – *Spark creativity (catalyze)*
- ✓ Creativity in ~~city-building~~ economic development (growing and leveraging human capital) – *Nurture creativity (sustain)*
- ✓ Design of spaces and infrastructure in ~~city-building~~ economic development (growing and leveraging built capital) – *Manifest creativity (realize)*

✓ DECISIONS MADE:

- ✓ May 7 – 11, 2012 (Charles arrives May 6 and leaves May 12)
- ✓ Two ~~or three~~ (not enough time for three) station areas will be addressed. ~~The station areas shall:~~
- **Need criteria for selecting the station areas for Charles to work with:**
 - Have active groups “ready, willing and able” [with some support] to be strong partners in this project. **Need to develop this concept further – what does this really mean?**

- ✓ Call on unique built and/or cultural dynamics for each area that will help us all learn to “do development” more effectively in different communities.
- ✓ Engage unique and multiple stakeholders within each geographic area.
- ✓ Address issues in ways that are most relevant to that particular station area in both the short and the long terms.
- ✓ We will need to prepare the Station Area Partners and their stakeholder groups to contribute effectively to the event.
 - ✓ *What criteria do Station Area Partners need to meet?
- ✓ Every effort will be taken with all events to effectively integrate difference for the purpose of creating new solutions that will benefit everyone. Particularly, we will focus on direct integration and adaptation among:
 - ✓ Agencies, institutions, not-for-profits, businesses and residents
 - ✓ Ethnic American minority cultures, immigrant cultures and dominant American/Western European cultures
 - ✓ Informal leaders and formal leaders
- ✓ A “general session” will be held at both the beginning and the end of the week; the Great River Gathering will also be developed as a kind of general session to connect
- ✓ We recognize not every stakeholder can- or will want to- participate in every “event” during the entire week, so we will also ensure that each event stands on its own while contributing to the development of the whole.
- ✓ The events will help all stakeholders understand what their individual and group roles and responsibilities are in creating places that “work” for everyone while attracting diverse visitors.
- ✓ We will identify our learning from this week; we will commit to applying successes in other places.
- ✓ Reinforce that the outcome of creativity, inclusiveness and infrastructure investments needs to be economic development for everyone (make sure there is wealth building for all communities).
- ✓ Budget is expected to be \$100,000
- ✓ What specifically will be different as a result of this week?
 - *From the creative city index?*
 - *From the CCFC key indicators?*
 - ✓ Engagement on two specific [destination-building] projects is enhanced
 - ✓ Partnerships are formed on all existing stops (new relationships)
 - A good practice guide is created on how to engage, empower, vision, fund and navigate the systems to make a cultural corridor a reality. [A local version of Comedia’s *Planning & Engaging With Intercultural Communities* workbook?]
 - Create a partner guide of all those who want and are willing to make things happen.
 - Create a City, County and Region wide buzz around Ethnic Cultural Tourism Development
 - ✓ Individuals and organizations move from denial, defense and minimization of cultural difference or a multicultural (silo) approach to a better understanding of interculturalism (true integration) and how to develop those skills.
 - ✓ Individuals and organizations move from ... to directing investment in buildings and infrastructure for the purpose of supporting and sustaining growth

- ✓ Individuals and organizations move from viewing creativity as an “exclusive” and elite function of artists, architects, designers, etc. to recognizing creativity as one important contributor to, and function of, growth and that everyone has a role to play in it.
- ✓ Individuals and organizations move to an increased level of optimism across all stakeholder groups involved that they have found a path to achieve the goals of new hope, increasing wealth, and expanding choices.
- ✓ Each station area involved creates its own unique, inclusive and compelling story and has ideas about how that story can be manifested in its built and social environments.
- **Significant number of new ideas (innovations) for inclusive, creative and forward-thinking economic development activities at each station area addressed**
- **Beginnings of an implementation plan; clear next steps for placemaking; Take Station Area plans to the ‘next level’**


- FOR JANUARY 17: DECIDE
 - Which two/~~three~~ station areas will be addressed? What stakeholder groups need to be involved and who can help us with that most effectively?
 - West Bank Station Area (Multicultural or Institutional (U of M) / Residential)
 - Prospect Park [29th Avenue] Station Area (Industrial / Institutional)
 - Westgate/Emerald station (Industrial / Institutional / Residential)
 - Western Ave Station Area (Little Mekong / World Cultural Heritage District / Rondo)
 - Union Depot Station Area (Lowertown)
 - Victoria Station (Rondo / World Cultural Heritage District)
 - Franklin Ave (American Indian Cultural Corridor)
 - Franklin Station (American Indian Cultural Corridor)
 - Other suggestion: Rather than pre-select, conduct this opportunity with Charles like a grant award. Send out a brief RFP to groups along the Central Corridor (and other corridors?) and select recipients based on responses. Some issues that would need to be addressed with this activity:
 - ✓ Objective criteria established to develop the RFP and help select the station area
 - ✓ Decide who will review/select the winners
 - ✓ Enough time for groups to complete the RFP, for the judges to read and decide; and for the winners to be notified/prepared
 - ✓ Ensure that all the informal and formal groups with a stake in the development receive the RFP
 - ✓ Be careful to seek out and err on the side of underrepresented/under-invested/disenfranchised groups
 - ✓ *Other issues?*
 - How will we measure the differences we want to see?
 - What programming/events will be developed for the week?

- What will be the process to ensure a high level of involvement from stakeholder groups
- How will we support the engagement-generating processes so that they are also very efficient?
- What will each of us be able to do to get this done?
- What gaps do we still need to fill?

✓ **TIMELINE:**

- ✓ December 2011 ~~finalize program outline, budget (high-level), timeline~~
- ✓ January 2012 Finalize program outline, budget (high-level), timeline. Secure funding, hire event planner, secure project manager, recruit and orient station area partners
- ✓ February 2012 Finalize program schedule and content with station area partners, plan stakeholder group preparation activities, discuss with Charles; secure consultants and tools for helping prep stakeholder groups
- ✓ March 2012 Conduct stakeholder group prep activities; set up event webpage & registration; launch event marketing & promotion; oversee event planning
- ✓ April 2012 Complete stakeholder group prep activities, finalize program and content with Charles; event marketing & promotion; oversee event planning; set up data collection system/evaluation system.
- ✓ May 2012 Produce events; collect measurements/data; evaluate; report/recommend; share
- ✓ June 2012 Hand off projects

PROGRAM DRAFT

	Monday, May 7	Tuesday, May 8	Wednesday, May 9	Thursday May 10	Friday, May 11
AM		(Corridor – M. C.) Workshop with about 15 persons as follow up to tour <i>Ramsey County Board Meeting 9 a.m.</i>	Workshop with about 15 persons as follow up to tour <i>CCFC Annual Meeting 8 – 10 a.m.</i>		Program culmination celebration Have stakeholder groups share outcomes/report out
PM			<i>Saint Paul City Council Meeting 3:30 p.m.</i>		Build and reinforce the macro picture of how each contributes to the whole corridor
EVE	Program kickoff orientation (6 – 9 p.m.) <ul style="list-style-type: none"> Connect stakeholder groups in a fun environment Demonstrate <u>multicultural-ism</u> via food/entertainment (where we are) Build and reinforce the macro picture of how everyone contributes to the whole corridor 			Great River Gathering (6 – 11 p.m. at Saint Paul RiverCentre) <ul style="list-style-type: none"> Connect stakeholder groups to other groups in a fun environment Build and reinforce the big picture of citywide growth Increase diversity of event attendees Highlight this effort in the exhibit hall (have community stakeholders help) 	Demonstrate <u>interculturalism</u> via food/entertainment (where we want to go) Connect stakeholder groups in a fun environment Evaluation and specific next steps with planning team
	<p>FROM:</p> <ul style="list-style-type: none"> Denial, defense and minimization of cultural difference / Multicultural approach Buildings and infrastructure ... Creativity as an “exclusive” and elite function of artists, architects, designers, etc. (assumed) Mixed state of optimism across stakeholder groups that they have a path to achieve economic development goals of new hope, increasing wealth and expanding choices Single/individual stories (I...) 		 <p>Developmental Progress</p>	<p>TO:</p> <ul style="list-style-type: none"> Better understanding of interculturalism and how to develop those skills; more people are “enrolled” in the “movement”; they are motivated and capable of connecting to individuals from other cultures. Buildings and infrastructure that support and sustain growth Creativity as one important contributor to, and function of, growth Increased level of optimism across all stakeholder groups involved that they have found a path to achieve the goals of new hope, increasing wealth, and expanding choices. Shared/joint stories (We...) 	

