



# SUMMIT SUMMARY

## ARTS & CULTURE SUMMIT MARCH 9, 2019

On March 9, 2019, over 100 people met at River's Edge Medford to imagine the next steps for Malden's arts and culture community. Led and hosted by MATV, Malden's Media Center, the program included performances, talks, and a break out discussion using a problem solving tool. Participants left with enthusiasm to continue the conversations and work on implementing some of the next step action ideas about cultural space development, community arts programming, and arts infrastructure. In the words of one attendee, "this summit was an important step toward finding and creating spaces for the arts, building community through the arts, and taking action together."

### THE PROGRAM

#### WELCOME

**Ron Cox**, Executive Director of MATV, Malden's Media Center, greeted a crowd with several translations of "Welcome" and set the stage for the Arts & Culture Summit as

"an opportunity to bring people together, focus on building and nurturing arts and culture in our city, and creating change through our civic involvement."

**Shikha Vyas**, a member of the planning team, greeted the attendees with Namaste. In Hindi and English, she described Malden and its perfect mix of different cultural and traditional flavor as a "splendid song of togetherness."

अंत में, मैं कुछ शब्द कहना चाहूंगा कि विभिन्न संस्कृति से ताल, जब एक साथ रचे गए एक साथ एक शानदार गीत बन जाते हैं।

**Anne D'Urso-Rose**, Associate Director of MATV, Malden's Media Center provided more detailed context into MATV's current interest in expanding offerings to include support of arts and culture. She also emphasized the importance of honoring what makes Malden unique – that is its incredible diversity.

*"We would like to sell our property and find a new space where MATV can thrive in a new incarnation. We envision an entity that celebrates the arts, cultural diversity, civic engagement, and lifelong learning, but*

*that is also financially sustainable. We can envision perhaps a mix of major grant funding, crowdsourced funding, philanthropic donations, along with for-profit offerings and services and valuable resources such as a black box theater—a theater space that maybe holds 70 – 100 people and has a flexible design so that it can accommodate plays, speakers, music performances, dance, film screenings, and more, and brings in money to support this larger entity. “*

**Ose Schwab**, Owner of Malden Creates, LLC and Director of The Gallery, shared briefly about the learning from The Gallery, a year-long extended popup gift shop and art gallery. Before introducing a slide show of current and future event highlights in Malden, she emphasized the need for skill diversity as Malden builds its arts and culture ecosystem.

## PERFORMERS



**Erin Wu, Voice and Ziping Wang, Guitar**, provided background jazz music as people registered and greeted one another



**Vivek Sonar, Indian Classical Flute**, played classical Indian flute



**Mcebisi Xotyeni**, Jean Appolon Expressions Company Dancer, performed an excerpt from *Vwayaj*, a dance performed to spoken dialogue about the experience and shame of immigrating to the United States.



**Jeantilus Gedeus, Saxophone**, delighted the audience with an instrumental version of the Beatles' "Let it Be".

## ART STORY: JEAN APPOLON



**Jean Appolon**, Choreographer, Teacher, Artistic Director and Co-Founder of Jean Appolon Expressions, shared his own story of dance and impact as someone who found dance as a way to survive the effects of personal tragedy and later to offer dance as a source of hope and life for others – especially youth.

<http://jeanappolonexpressions.org>

Photos by Emily Goldhammer Photography, [www.emilygoldhammer.com](http://www.emilygoldhammer.com), @emilygoldhammer

## KEYNOTE: CREATING AN ARTS CENTER — THE WATERTOWN EXPERIENCE

**Vincent J. Piccirilli, Jr.**, Treasurer of The Dorothy and Charles Mosesian Center for the Arts, Watertown Town Council Vice President



Photos by Emily Goldhammer Photography, [www.emilygoldhammer.com](http://www.emilygoldhammer.com), @emilygoldhammer

delivered a featured presentation about the creation of The Dorothy and Charles Mosesian Center for the Arts in his city. Decades ago, the building operated as a military arsenal and then as a mall until 14 years ago when the Mosesian was founded. Now, the

performance space includes a theatre, as well as multiple restaurants and shops.



[Mosesianarts.org](http://Mosesianarts.org)

## BREAKOUT SESSIONS

Daniel Koff, Regional Arts and Culture Planner, Metropolitan Area Planning Council, introduced a discussion tool



Photos by Emily Goldhammer Photography, [www.emilygoldhammer.com](http://www.emilygoldhammer.com), @emilygoldhammer

“Innovator’s Compass” which groups used to share insights, ideas, and potential next steps in four key areas: **Collaborative funding**: Using funding sources for collaborative projects, programming, or space; **Programming**: events, festivals, and inclusion; **Municipal Capacity**: availability and flexibility of city properties, staff, policies, resources, funds, and processes for the sake of arts/culture growth in Malden; **Cultural space development**: utilizing, buying, sharing, and/or leasing available spaces in Malden for the use of Arts and Culture entities, projects, players.

The tool, Innovator's Compass, provides five questions that serve as prompts to explore new possibilities.



Led by volunteer facilitators, participants formed five groups and identified next step experiments within programming, municipal capacity, cultural space development, and collaborative funding following lively discussions over lunch. Results of these breakout sessions are listed here by topic. The next step experiments are listed below.

## EXPERIMENTS

List of next step experiments recommended by the five groups. These experiments are concrete recommended next steps that could be acted upon immediately. The following table lists the experiment, which team proposed it, and whether anyone expressed interest in helping on the promise cards.

| Experiment  | Proposing Team                      | Promise Cards |
|---|-------------------------------------|---------------|
| Start a media campaign covering positive activities in Malden (Note: The Boston Globe cut back on Regional section.)                                    | Collaborative Funding               | Yes           |
| Use MaldenEvents.com to publicize events(Ari Taylor, <a href="http://maldenevents.com/">http://maldenevents.com/</a> )                                  | Collaborative Funding, Programming1 | Yes           |
| Form a Committee to flesh out a Collaborative Funding Plan  | Collaborative Funding               | Yes           |
| Push for art support with elected officials in time for coming election and final budget. (Mass Creative offers Create the Vote)                        | Municipal Capacity                  | Yes           |
| Propose Art-Culture Liaison in City Government: an arts person on mayor's staff to support arts and community (Culture).                                | Municipal Capacity                  | Yes           |
| Add affordability requirement to developers (trying to pass currently). Watertown has gone from 10% to 15%. In 2010 it was 10% in 2020 will be under 10 | Municipal Capacity                  |               |
| Add ballot question about affordability housing   | Municipal Capacity                  |               |
| Department of Public Works could be RFP (Request for Proposal)  | Municipal Capacity                  |               |
| Form Advocacy-coalition artist/cultural groups  | Municipal Capacity                  | Yes           |
| Start an arts commission  | Programming 1                       | Yes           |
| Use Commerce Place as art exhibit space for more than 3 months  | Programming 1                       |               |
| Initiate a Cultural Asset Mapping: identify all artists, spaces, and venues   | Programming 1                       | Yes           |
| Festivals   | Promise Cards                       | Yes           |
| Regional outreach/study what other groups are doing outside Malden, especially on North Shore   | Promise Cards                       | Yes           |
| Develop cultural / arts spaces  | Promise Cards                       | Yes           |

## NEXT STEPS

**Complete Promise Card:** A survey of what you can help with and what you need. Click image for link to card.

**Summit Sessions:** MATV, will propose a series of “**Summit Sessions**” that will gather interested parties to discuss and plan further steps. These summit sessions will take place around Malden – at local restaurants and businesses. The aim is to involve a variety of stakeholders, including artists, planners, city leaders, elected officials, performers, consultants, academicians, and interested residents of all ages and backgrounds to help form this very important arts and culture ecosystem.

**Publicity:** articles published in various media outlets about the summit and the next steps taken

**Form project groups:** based on expressed interest, gather teams to work on experiments identified in breakout sessions

Check [MATV.ORG/Summit](http://MATV.ORG/Summit) for updates



Malden Arts & Culture Summit

Name: \_\_\_\_\_

Site: \_\_\_\_\_

Event: \_\_\_\_\_

What will you work on? \_\_\_\_\_

What help do you need? \_\_\_\_\_

## ACKNOWLEDGEMENTS

Special thanks to many individuals and entities that helped make this Arts & Culture Summit and follow-up possible.

**Preotle, Lane & Associates (“PLA”)** generously offered the beautiful conference room overlooking the Malden River as the site for this Arts & Culture Summit. “This magnificent 30-acre mixed-use project developed by Preotle, Lane & Associates (“PLA”) including “green” office/lab buildings, luxury housing, retail, including a specialty food market and a restaurant, fronting on a spectacular river park, minutes from Boston and Cambridge just north of the Wellington MBTA station in Medford, MA.”

**Freerange Café**, 325 Rivers Edge Dr. Medford, For the **Coffee & Snacks generously donated by**

**Daniel Koff**, Regional Arts and Culture Planning, Metropolitan Area Planning Council and member of Board of Directors for Jean Appolon Expressions, helped identify and facilitate an excellent group discussion tool, the Innovators Compass.

Daniel Solomon Koff is a design consultant who creates shared social, cultural, and multi-sensory experiences. His work ranges from urban placemaking to interactive installations, from the downtowns of old industrial cities, to the galleries of contemporary art museums. Koff has a Masters in Design Studies with a concentration in Art, Design, and the Public Domain from the Harvard Graduate School of Design. In college he earned a dual bachelor’s degree in Social Design and History with a minor in Architecture from Washington University in St. Louis.

**Elena Martinez** — Designer-Founder of Artfort Design Studio, Malden, encouraged a no paper green approach and created the web pages and helped design the program posters.

20+ years of experience working in a wide range of environments, that include large-small consulting firms, single-startups, personal brands, and product companies. Our design approach includes proven methods such as UX (User Experience), IA (Information Architecture) and CD (Circular Design) to clarify the needs of users / usages and the nature of your project.

Every request that comes to the studio . . . branding for a new business, developing corporate materials, websites, flyers, business cards, event branding or just idea visioning . . . is received with the intention of designing a piece that uncovers extraordinary possibility for IMPACT and ACTION toward building the healthy and valuable future for your product or service. <http://www.artfortdesignstudio.com>

## LEADERSHIP TEAM

- Ron Cox
- Anne D’Urso-Rose
- Shikha Vyas
- Ose Schwab

## VOLUNTEERS

### Facilitators

- Dan Koff, Lead Facilitator
- Bob Greene, Coach & Consultant, <http://www.bgcoach.net/>
- Felicia Ryan, Writer, MATV Board Member, <http://www.feliciaryan.com>

- Marcel Schwab, Analyst Consultant, The Gallery CFO
- Janette Santos, Artist
- Natasha Kayulu, Consultant

#### **Arts & Culture Summit Planning Team**

- Anne D'Urso-Rose, Associate Director of MATV, Malden's Media Center
- Ron Cox, Executive Director of MATV, Malden's Media Center
- Shikha Vyas, Diwali Festival Malden Event Coordinator
- Ose Schwab, Owner of Malden Creates, LLC and Director of The Gallery

#### **Registration**

- Laretta James
- Christine DeRosa

#### **Ushers**

- Donaita Anglade
- Jihane El Balaoui

#### **Media Production**

- James Mudge, Director of Programming & Production
- Hailey Hao, Educational Access Coordinator
- Claire Foley, Emerson College Student

#### **Audio Visual**

- Guillermo Hamlin, MATV Membership & Outreach Coordinator
- Terlonzo Amos, MATV Director of Operations

#### **Video/Photo Documentation**

- Masio Dotson
- Ansie Similien
- Josephine Royal, MATV Office Manager
- Diti
- Marcel

## MATV, MALDEN'S MEDIA CENTER

..a vibrant community center, a gathering place for people of all ages and backgrounds in the city to meet, to learn, and to work together to make media and engage with the city!

The mission of MATV, Malden's Media Center, *is to connect community, promote civic engagement, and nurture arts and culture in the City of Malden.*

Malden Access Television (MATV), Malden's Media Center  
145 Pleasant Street, Malden MA. 02148  
Telephone: (781) 321-6400  
Fax: (781) 321-7121  
Matv.org

### Staff

|                    |                                      |
|--------------------|--------------------------------------|
| Terlonzo Amos      | Director of Operations               |
| Ron Cox            | Executive Director                   |
| Anne D'Urso-Rose   | Associate Director                   |
| Josephine A. Royal | Office Manager                       |
| Christine DeRosa   | Receptionist                         |
| Guillermo Hamlin   | Volunteer & Outreach Coordinator     |
| James Mudge        | Director of Programming & Production |
| Hailey Hao         | Educational Access Coordinator       |

### Board of Directors

- George Manfra, President
- Jordan Shapiro
- Frank Molis
- Diana Jeong
- Lori Ardai
- Ed Lucey
- Felicia Ryan
- Ari Taylor
- Jenelle De Vits