IOWA ARTS SUMMIT

AUGUST 10-12, 2022

VIRTUAL + IN-PERSON CONFERENCE
MAINFRAME STUDIOS, DES MOINES

IOWA ARTS COUNCIL
IOWA DEPARTMENT OF CULTURAL AFFAIRS
WELCOME

WELCOME TO THE 2022 IOWA ARTS SUMMIT!

This year’s summit recognizes the vital roles that artists and creatives, arts organizations, and civic leaders play in building culturally vibrant communities.

The summit theme, program and location also shine a light on the incredible potential that exists when the individual talents and creativity of diverse members of our arts community are brought together for collective impact.

Over the three-day conference, you’ll hear from leading voices in the arts, each with a unique perspective on building a creative career, supporting artists and arts organizations, and advocating for the arts. You’ll also hear from Iowa communities that have undertaken major projects to support their creative workforce; from Iowa artists who have built a creative life in Iowa; and from arts and cultural leaders who have launched new and innovative programming.

The Iowa Arts Summit offers you a chance to step away from your busy day-to-day routine and refresh your skills while gaining inspiration and ideas that you can take back to your community, organization or creative business. The conversations, learning and connections that happen at each Iowa Arts Summit, along with the seeds of collaboration that are planted, help us grow and advance together as an arts community.

We’d like to thank our conference host, Mainframe Studios, and sponsor, Bravo Greater Des Moines. Our appreciation extends to all of our presenters, arts and cultural partners, and featured speakers for being a part of this year’s summit, and to the dedicated Iowa Arts Council staff who made this day possible.

Finally, we’d also like to thank the Iowa Arts Summit Advisory Committee as well as the Iowa Arts Council Board of Directors, for contributing their time, talents and expertise.

Chris Kramer
DIRECTOR
Iowa Department of Cultural Affairs

David Schmitz
ADMINISTRATOR
Iowa Arts Council

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GET ENGAGED
The 2022 Iowa Arts Summit brings together creative entrepreneurs, nonprofit arts professionals, local government leaders, and creative community builders for networking, learning and celebrating the arts in Iowa. Take advantage of the opportunities below to get engaged and stay connected with colleagues statewide.

SPARK CONNECTIONS
Join the Hopin virtual event platform a day before the virtual summit to network, browse sessions and speakers, and help kick off this year’s summit. After the summit, log in to Hopin to view session recordings, revisit your messages, and keep networking! The virtual event platform is available to attendees Aug. 9 through Sept. 25.

JOIN THE CONVERSATION ONLINE
Share thoughts and inspiration from the 2022 Iowa Arts Summit by using the hashtags #IowaArts and #IowaArtsSummit and tagging @IowaArtsCouncil and @IowaCulture on Facebook, Instagram and Twitter.

KEEP IN TOUCH
Post-summit materials will include a list of summit attendees. Stay in touch with your colleagues after the conference ends and help keep Iowa’s arts network strong.

SHARE YOUR FEEDBACK
Your feedback is important to us! Please complete the evaluation form in person or online after the summit to let us know what you enjoyed about the summit and what could be improved.

To share feedback online use the QR code or visit: surveymonkey.com/r/2022IowaArtsSummit

GENERAL INFORMATION

QUESTIONS
For any questions about the virtual or in-person summit, please contact a member of the Iowa Department of Cultural Affairs:

Call or text: 515-635-5246
Email: lindsay.keast@iowa.gov
In person: Registration table in the Mainframe Studios atrium

ACCESSIBILITY
The Iowa Department of Cultural Affairs is committed to providing reasonable accommodations to Iowa Arts Summit attendees, presenters, and performers. ASL interpreters and live closed captioning will be available for virtual and in-person sessions, and program information can be accessed online at iowaartssummit.com. Additional in-person accommodations include wheelchair-accessible tables and restrooms, and a quiet room located on the 3rd floor for anyone who needs space for a break.

If you have questions or would like to request additional accommodations, please contact our team’s accessibility coordinator, Lindsay Keast, at 515-281-8352 or lindsay.keast@iowa.gov.
## 2022 Iowa Arts Summit
### Schedule-at-a-Glance
**August 10-12, 2022**

### Wednesday, August 10
<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
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<tbody>
<tr>
<td>9:00-10:15 a.m.</td>
<td>Creative Communities: What’s Next?</td>
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<tr>
<td>10:45 a.m.-12:00 p.m.</td>
<td>Valuing Creative Work</td>
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### Thursday, August 11
<table>
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<tr>
<th>Time</th>
<th>Session</th>
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<tbody>
<tr>
<td>9:00-10:15 a.m.</td>
<td>Centering Creatives in Community Planning and Local Government</td>
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<tr>
<td>10:45 a.m.-12:00 p.m.</td>
<td>Arts Advocacy in Action: Connecting the Grassroots and Grasstops</td>
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<tr>
<td>5:00-7:00 p.m.</td>
<td>Self-Guided Tour and Meet-Up</td>
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### Friday, August 12
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<tr>
<th>Time</th>
<th>Session</th>
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<tr>
<td>8:00 a.m.</td>
<td>Check-in and Registration Open</td>
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<tr>
<td>8:30-8:50 a.m.</td>
<td>Welcome &amp; Opening Remarks</td>
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<tr>
<td>8:50-9:25 a.m.</td>
<td>Flashes of Innovation</td>
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<tr>
<td>9:35-10:25 a.m.</td>
<td>Breakout Sessions - Block 1</td>
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<tr>
<td>10:40-11:30 a.m.</td>
<td>Breakout Sessions - Block 2</td>
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### Friday, August 12 Con’t
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<tr>
<th>Time</th>
<th>Session</th>
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<tr>
<td>11:45-12:45 p.m.</td>
<td>Lunch Program</td>
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<tr>
<td>1:00-1:50 p.m.</td>
<td>Breakout Sessions and Workshops - Block 3</td>
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<tr>
<td>2:00-2:50 p.m.</td>
<td>Breakout Sessions</td>
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<tr>
<td>3:00-3:15 p.m.</td>
<td>Closing Remarks</td>
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<tr>
<td>3:15-4:00 p.m.</td>
<td>Tours of Mainframe Studios</td>
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### Virtual

### Valley Junction

### Mainframe Studios

### Learn More About the Presenters!
Scan the QR code for more information about the 2022 Iowa Arts Summit presenters and artists. If you don’t have a QR reader, visit your app store for options or stop by the summit’s registration table on August 12 for a paper copy.
9:00-10:15 a.m.  
**Creative Communities: What’s Next?**

**Presenters:**  
- Torrie Allen, President and CEO, Arts Midwest  
- Pam Breaux, President and CEO, National Assembly of State Arts Agencies

As communities of all sizes seek to attract creative workers and position themselves as hubs for the creative economy, many are recognizing a need to strengthen the systems that support and empower creative workers. In this session, we’ll hear from two national leaders that are refocusing their efforts on this area and considering how to build resilient and equitable creative communities.

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10:15 - 10:45 A.M. BREAK

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10:45 a.m.-12:00 p.m.  
**Valuing Creative Work**

**Presenters:**  
- Denise Brown, Executive Director, Leeway Foundation  
- Andrew Simonet, Founder and Director, Artists U and Author of Making Your Life as an Artist

As an artist or creative, how you value your time and work can have a significant impact on your ability to sustain a creative practice. Similarly, it’s critical that organizations and communities offering opportunities to artists understand the value of creative work in order to promote a healthy creative ecosystem. In this session, two leaders from Philadelphia, a city nationally-recognized for supporting its creative workforce, will share their thoughts and offer practical advice, with an emphasis on working within limited budgets, trading services, and partnerships.

Facilitated by Veronica O’Hern, Iowa Arts Council

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9:00-10:15 a.m.  
**Centering Creatives In Community Planning And Local Government**

**Presenters:**  
- Michele Anderson, Rural Director, Springboard for the Arts  
- Teva Dawson, Founder/Owner, Group Creative Services  
- Sally Dix, Executive Director, Bravo Greater Des Moines  
- Amber Lynch, Executive Director, InvestDSM

Creatives can be valuable collaborators in planning efforts and partners in local government. In this session, we’ll explore ways of thoughtfully engaging artists to enhance civic dialogue and participation, identify creative solutions to community challenges, and spark projects that help build or preserve a sense of place. We’ll also hear an Iowa perspective from several organizations that partnered to launch Des Moines’ first municipal artist in residence program.

10:15 - 10:45 A.M. BREAK

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10:45 a.m.-12:00 p.m.  
**Arts Advocacy In Action: Connecting The Grassroots And Grasstips**

**Presenter:**  
- Nina Ozlu Tunceli, Chief Counsel of Government and Public Affairs, Americans for the Arts and Executive Director, Americans for the Arts Action Fund

At the start of the pandemic, live music venue owners, promoters and presenters came together to launch the National Independent Venue Association, which led the charge to establish a federal relief program that helped stabilize the industry. We’ll examine the lessons from this successful effort and how they can be applied in the future. We’ll also look at current initiatives in other states that involve collaboration among artists, arts organizations and creative industries.

Introduction by Matthew Mclver, Iowa Cultural Coalition Board of Directors

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5:00-7:00 p.m.  
**Self-Guided Tour And Meet-Up**

Explore the many shops and creative small businesses in Historic Valley Junction, a vibrant Cultural and Entertainment District and historic neighborhood in downtown West Des Moines.

- 6:00 p.m. - Meet at Historic City Hall (137 5th St.) to learn more about Historic Valley Junction and meet fellow summit-goers  
- 4:00-8:00 p.m. - Experience the Historic Valley Junction Farmers Market, including open studios and galleries  
- 6:00-8:30 p.m. - Avey Grouws Band will play at Music in the Junction at Railroad Park (425 Railroad Ave.)
### SCHEDULE | FRIDAY, AUGUST 12, 2022

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<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Presenters</th>
<th>Facilitator</th>
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<tbody>
<tr>
<td>8:00 A.M.</td>
<td>CHECK-IN, REGISTRATION &amp; CONTINENTAL BREAKFAST</td>
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<tr>
<td>8:30 A.M.</td>
<td>WELCOME AND OPENING REMARKS</td>
<td>• Chris Kramer, Director, Iowa Department of Cultural Affairs</td>
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<td>• Sally Dix, Executive Director, Bravo Greater Des Moines</td>
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<td>• Debra Marquart, Iowa Poet Laureate and Distinguished Professor of English</td>
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<td>• David Schmitz, Administrator, Iowa Arts Council</td>
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<tr>
<td>8:50 A.M.</td>
<td>Flashes of Innovation</td>
<td>• Amber Danielson, Executive Director, Marshall County Arts &amp; Culture Alliance, Marshalltown</td>
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<td>• Paula Neuhaus, Chair of the Arts &amp; Cultural Affairs Commission, City of Dubuque</td>
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<td>• Jenni Petersen-Brant, Arts &amp; Cultural Affairs Coordinator, City of Dubuque</td>
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<td>• Lauren Terrell, Oskaloosa Great Places and Studio Osly, Oskaloosa</td>
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<td>• Adam Van Osdel, Creative Director, Pottawattamie Arts Culture and Entertainment, Council Bluffs</td>
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<td>9:35 A.M.</td>
<td>Block 1: Creative Community Building Through Youth Projects</td>
<td>• Sarah Blais, Director of Development, NewBo City Market</td>
<td>Veronica O’Hern, Iowa Arts Council</td>
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<td>• Rachel Gulick, Executive Director, Gris’ Rock! Des Moines</td>
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<td></td>
<td>How can artists and arts organizations create a positive climate for attracting talent to our state and provide future pathways for younger Iowans? Hear from two Iowa arts leaders who are creating opportunities for Iowans through youth-centered and led projects.</td>
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<td>9:35 A.M.</td>
<td>Block 1: Recruiting Volunteer, Staff and Board Leadership</td>
<td>• Kelly Lao, Executive Director, German American Heritage Center &amp; Museum</td>
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<td>• Liz McNea, Executive Director, Spencer Community Theatre</td>
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<td>• Taylor Woodcock, Director of Volunteer Engagement, College of Liberal Arts and Sciences, Iowa State University</td>
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<td>Recruiting new and diverse volunteers, staff and board members is a top need for many arts and cultural nonprofits, particularly in light of current changes and transitions. In this session, a panel of Iowa arts leaders will explore approaches to attracting and cultivating the next generation of leadership at all levels of the organization.</td>
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<td>10:25-10:40 A.M.</td>
<td>NETWORKING BREAK</td>
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<td>10:40 A.M.</td>
<td>Block 2: Activating Cultural Districts with Artists and Creatives</td>
<td>• Robin Anderson, President &amp; CEO, Mason City Chamber of Commerce, Downtown Mason City Cultural and Entertainment District, and Arts Advocate</td>
<td>Jon Berg, Iowa Arts Council</td>
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<td>• Nancy Mayfield, Board Member, Maquoketa Arts Experience</td>
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<td>• Deb McGinn, Tower View Team Chair; Jefferson Matters: A Main Street &amp; Chamber Community</td>
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<td>• Zoeie Papouchis, Service &amp; Operations Director, Mason City Chamber of Commerce and Professional Artist</td>
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<td>10:40 A.M.</td>
<td>Block 2: Growing Your Audience and Community Support in a Pandemic</td>
<td>• Adam Knight, Producing Artistic Director, Riverside Theatre, Iowa City</td>
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<td>• Kevin L. Maynard, Kevin L. Maynard, Executive Director, Quad City Arts, Rock Island</td>
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<td>• Katie Roche, Development Director, Englert Theatre, Iowa City</td>
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<td>Growing your audience and funding base is challenging during the best of times, but what about during a pandemic? Hear from several arts organization leaders that completed successful campaigns and/or grew their audience between 2020-21 and what they learned from a community engagement perspective.</td>
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### SCHEDULE | FRIDAY, AUGUST 12, 2022

#### MAINFRAME STUDIOS

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**10:40-11:30 a.m.**
**Block 2: Reducing Barriers for Creative Entrepreneurs**

**Presenters:**
- Marquas Ashworth, Developer, Center @ Sixth
- Dr. Bruce Corrie, Economist, Concordia University
- Jessica Pfahl Paisley, AMIDST
- Geneviève Salamone, Violinist, Producer, Composer and Activist

This panel discussion will shine a light on the experiences of creative entrepreneurs and culturally-specific organizations, while highlighting inclusive resources and networks that help reduce barriers, increase awareness and improve accessibility.

Moderated by Lindsay Keast, Iowa Arts Council

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**11:45 A.M.-12:45 P.M. LUNCH / PROGRAM**

- Performance by Geneviève Salamone, Violinist, Producer, Composer and Activist, featuring Josée Gros-Louis, traditional Huron-Wendat dancer

**Program**
- Amber Danielson, Iowa Arts Council Board of Directors
- Siobhan Spain, Mainframe Studios
- Lesley Wright, Iowa Cultural Coalition
- Creativity & Innovation Initiative Update
  - Chris Kramer, Iowa Department of Cultural Affairs
  - Jeff Weld, Ph.D., Chair, Governor’s STEM Advisory Council

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**12:45 - 1:00 P.M. BREAK**

**BREAKOUT SESSIONS AND WORKSHOPS - BLOCK 3**

**1:00-1:50 p.m.**
**Block 3: Session | Making Space: Expanding Opportunities for Artists**

Arts and cultural organizations are an essential part of the support system for artists and creatives. In this session, we’ll explore how arts organizations and festivals are going beyond traditional ways of engaging artists and generating new opportunities that help attract and retain creatives in our state, all while advancing their mission.

- Daphne Dickens, Des Moines Arts Festival, Des Moines
- John Engelbrecht, Public Space One, Iowa City
- Mel Stockwell, Villages Folk School, Keosauqua
- Kaimia Strong, Public Space One Center for Afrofuturist Studies, Iowa City
- Niq Thomas, Pop Art Festival, Cedar Rapids

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**2:00-2:50 p.m.**
**Block 3: Session | Cultivating Arts Learning Partnerships**

- Beau Kenyon, Interdisciplinary Artist and Arts Consultant
- Miera Kim and Carey Bostian, Red Cedar Chamber Music, Marion
- Myron McReynolds, Orchestra Iowa, Cedar Rapids

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**1:00-2:50 p.m.**
**Block 3: Workshop | Regional Arts & Culture Strategy Lab**

Workshop leader:
- Dr. Bruce Corrie, Economist, Concordia University

Conversation facilitators:
- Jon Berg, Iowa Arts Council
- Mat Greiner, Twin Rivers Council on the Arts

During this interactive workshop, participants will apply what they have learned from earlier sessions and develop strategies for strengthening support systems for the creative workforce in their region. Participants will focus first on identifying all of the assets in their community and, second, on filling gaps through partnerships and resource sharing. Additionally they will identify a key community need to address and problem-solve ways that creatives, nonprofits, and local governments can collaborate to address their issue.

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**1:00-2:50 p.m.**
**Block 3: Workshop | Artists Working in Community: Expanding Your Opportunities and Impact**

Workshop leader:
- Jun-Li Wang, Associate Director, Programs, Springboard for the Arts

Now more than ever, there are growing opportunities for artists to develop projects and work at the intersection of arts, culture, and community development. Join us for a workshop centered around the Handbook for Artists Working in Community, a practical manual for artists of all disciplines at any stage of their career who are seeking to center communities in their creative practice. The handbook is a compendium of insights, practices, and tools from Springboard for the Arts’ collective experiences as artists and arts practitioners. In this workshop, Jun-Li will take you step-by-step through various grounding practices that will equip you to position yourself as a catalyst for your community. This interactive session will include clarifying values and goals as an artist, setting collaborative decision-making intentions, and more tools to use in your practice.

Facilitated by Veronica O’Hern, Iowa Arts Council

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**3:00 - 3:15 P.M. CLOSING REMARKS**

**3:15 - 4:00 P.M. TOURS OF MAINFRAME STUDIOS**

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**Cultivating Arts Learning Partnerships cont’?’**

Many arts and cultural organizations have well-established partnerships with K-12 school districts around hosting field trips, sharing visiting artists, and developing learning resources. In this session, we’ll explore ways that arts organizations and schools can deepen their collaboration through a focus on transdisciplinary learning through the arts, sciences and the humanities.

Facilitated by David Schmitz and Jennie Knoebel, Iowa Arts Council

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**Track:**
- ALL
- CREATIVE PLACES
- CULTURAL ANCHORS
- CREATIVE ENTREPRENEURS
THANK YOU TO OUR SPONSORS AND PARTNERS

The Iowa Arts Council thanks the following sponsors and partners for their generous support of the 2022 Iowa Arts Summit.

SPECIAL ARTWORK CREDIT

The artworks “Among Friends” and “I Love Music” by Chaveevah Ferguson of Waterloo can be seen throughout the 2022 Iowa Arts Summit printed and digital materials.

Ferguson is a self-taught artist, who recently created a mural for the Black Stories Collective permanent exhibit at the Grout Museum in Waterloo, as well as a mural for the city’s Jesse Cosby Neighborhood Center.

Additionally, her children’s book illustrations were part of an exhibit of Iowa illustrators at the Phelps Youth Pavilion at the Waterloo Center for the Arts. She illustrated “Good Morning, Lovey!” and “Travis, It’s NOT Your Birthday!” by author Joshalyn M. Hickey Johnson; “Henry the Farsighted Heron” by Joyce Barbatti; “That’s What Gentlemen Do” by Jeffrey Ferguson; “Rise” by Abraham L. Funchess Jr.; and several other books for children. Ferguson is also owner and founder of BaHar Publishing, which has published about 70 books including works of fiction, non-fiction, children’s literature, and poetry.

Along with her friend Joshalyn “Rocki” Johnson, Ferguson co-hosts a popular community-interest show on Facebook and local television, “Ms. Rocki & Chaveevah LIVE!” which was recently featured on Iowa PBS.

Ferguson’s art is deeply influenced by African and African American culture, and it reflects her years as a dancer with the nationally acclaimed Muntu Dance Theatre of Chicago. The joy and movement of dance are recurring themes in her work, and several of her pieces pay homage to the institutions and individuals that first nurtured her cultural awareness.

For more information about her work, please visit iowaartssummit.com.
ABOUT THE IOWA ARTS COUNCIL

The Iowa Arts Council, a division of the Iowa Department of Cultural Affairs, empowers Iowans to build and sustain culturally vibrant communities by cultivating creativity, learning and participation in the arts.

Established in 1967, the Iowa Arts Council serves as Iowa’s state arts agency and works in partnership with the National Endowment for the Arts to build the capacity of Iowa’s arts ecosystem. The Iowa Arts Council strives to create opportunities for the arts to flourish in Iowa by nurturing cultural leadership and investing in projects that provide access to arts experiences in communities and public spaces throughout Iowa.

IOWA ARTS SUMMIT ADVISORY COMMITTEE

Cara Briggs Farmer, Artist (Marion)
Amber Danielson, Marshall County Arts & Culture Alliance (Marshalltown)
Dawson Davenport, Indigenous Art Alliance (Tama)
Godfried Ebong, Filmmaker, FE Studios (Cedar Rapids)
Julia Franklin, Bravo Greater Des Moines (Des Moines)
Dylan Jacobson, Illustrator (Nevada)
Jamila Johnson, Artist, School of the Art Institute of Chicago (Chicago)
Craig Kaufman, City of Ames Parks & Recreation Department (Ames)
Kelsey Kleinow, Momentum Art Program Coordinator, Community Support Advocates (Des Moines)
Matthew McIver, Artistic Director, Iowa Stage Theatre Company (Des Moines)
Jim Miller, Interim Director, CPS Legion Arts (Cedar Rapids)
Jami Milne, Ballet Des Moines (Des Moines)
Paula Neuhaus, The National Mississippi River Museum & Aquarium (Dubuque)
Jenni Petersen-Brant, Arts & Cultural Affairs Coordinator, City of Dubuque (Dubuque)
Stephanie Schrader, City of Cedar Rapids (Cedar Rapids)
Siobhan Spain, Mainframe Studios (Des Moines)
Kalmia Strong, Public Space One (Iowa City)
Allison Ullestad, Arts, Culture, and Enrichment Supervisor, West Des Moines Parks and Recreation (West Des Moines)

IOWA ARTS COUNCIL STAFF

Jon Berg, Program Manager, Arts in Community Development
Sarah Florian, Program and Operations Coordinator
Lindsay Keast, Program Manager, Arts and Creativity
Jennie Knoebel, Program Manager, Arts Learning, Capacity Building and Humanities
Veronica O’Hern, Senior Grant and Operations Manager
David Schmitz, Administrator

IOWA DEPARTMENT OF CULTURAL AFFAIRS STAFF

The Iowa Arts Council thanks the following Iowa Department of Cultural Affairs staff for their support of the 2022 Iowa Arts Summit.

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Michael Morain, Communications Manager
Jeff Morgan, Public Information Officer
Karen Trotter, Director of Finance and Administration
Meg Witt, Events and Facility Rental Manager

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