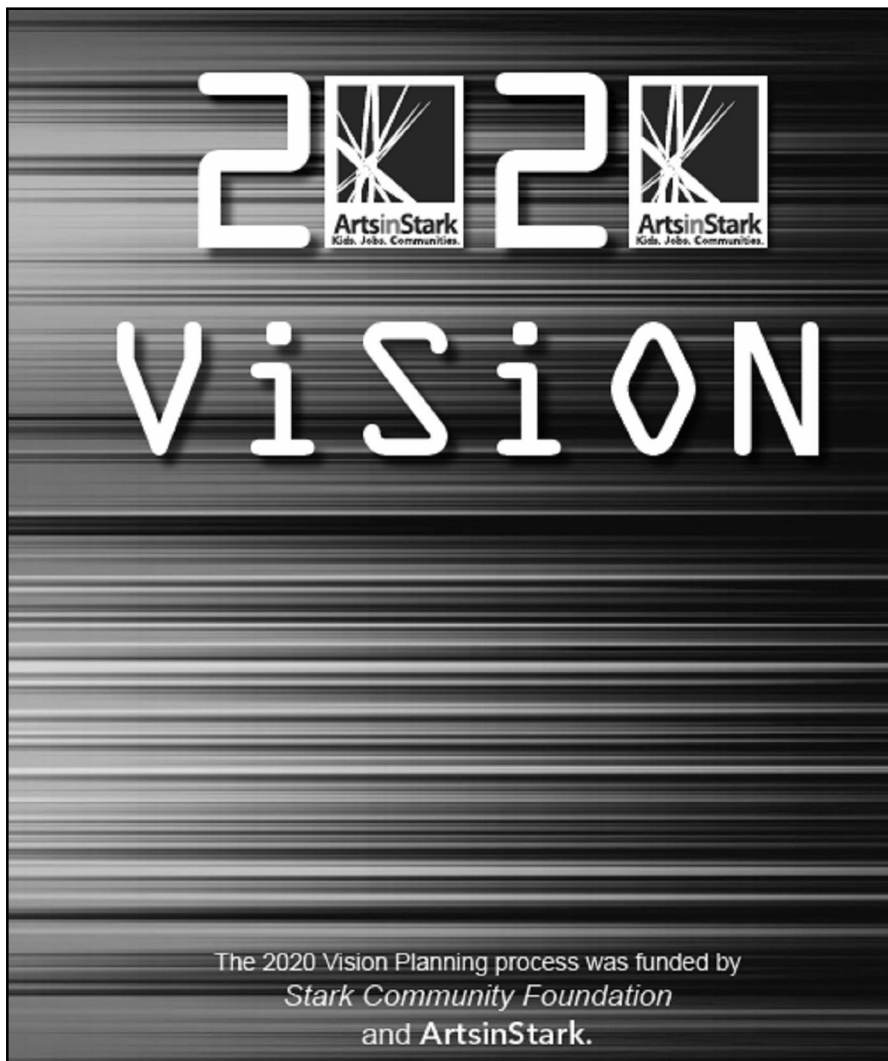


20/20 Vision Minerva

(one of ten plans released on March 20, 2012)



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20/20 Vision

Executive Summary

THE PLANS - A year ago we “blasted off” 20/20 Vision --- the ten year plan for arts and economic development. On March 20, 2012 we unveil the first ten plans. There are five community plans, and five county-wide plans. All are ten year plans, except for Innovation, which was meant to be a five year plan. The plans are, in the order they were presented at the unveiling:

1. Louisville
2. Education
3. Minerva
4. Artists
5. Jackson
6. Tourism
7. Alliance
8. Public Art
9. Massillon
10. Innovation

HIGHLIGHTS: When 20/20 Vision is completed we will have:

- Three blocks of historic buildings in downtown **Louisville** fully-occupied with cultural spaces, offices, and specialty retail.
- Arts and academics integrated in the majority of our school systems with **test scores “going through the roof.”**
- More than **75,000** tourists coming to experience the **“The Main Crossing”** project in Alliance.
- The **historic “Market Street”** project in downtown Minerva 95% filled with cultural spaces, offices, and shops.
- **“The Eleven”** - a monumental series of public art works celebrating the eleven greatest moments in professional football.
- A county wide Public Art Program with more than **350** new pieces of public art.
- The “town center” in Jackson transformed into an ongoing **celebration of Jackson history.**
- The **“Do the Loop”** marketing partnership between Hall of Fame, McKinley Museum, First Ladies, Classic Car, and the Cultural Center/Arts District attracting **150,000** visitors a year.
- **Stark County artists** recognized for their public art commissions in cities across the nation.
- More than **50,000** visitors experiencing the attractions of the **QuARTer** art and retail project in downtown Massillon.
- And, finally, a Stark County that is recognized nationally as one of the **10 most innovative places in America.**

We invite you to read on and see how we’re going to do it.

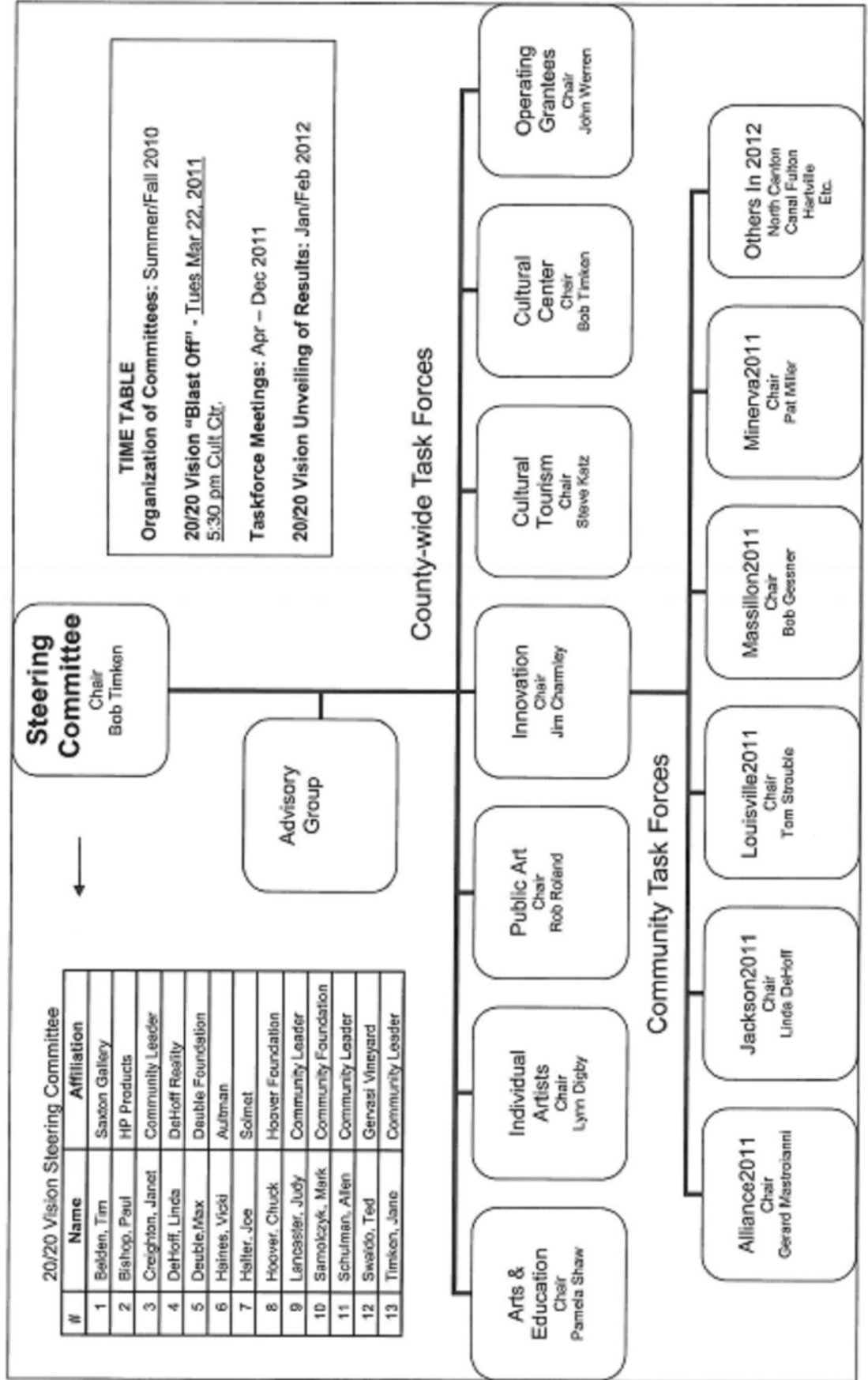
THE PROCESS – Bob Timken chaired the 20/20 Vision planning process to create a 10 year plan for arts and economic development for Stark County. There are 12 Task Forces and a Steering Committee. (There is a chart on the following pages.) The 20/20 Vision planning process was funded by Stark Community Foundation and ArtsinStark. The Steering Committee, which reviewed the first ten plans coming from our Task Forces, was made up of the following people.

	Name	Notes
1	Belden, Tim	Saxton Gallery
2	Bishop, Paul	HP Products
3	Creighton, Janet	County Commissioner
4	DeHoff, Linda	DeHoff Realtors
5	Deuble,Max	Deuble Foundation
6	Haines, Vicki	Aultman
7	Halter, Joe	Solmet
8	Hoover, Chuck	Hoover Foundation
9	Lancaster, Judy	Lawyer
10	Samolczyk, Mark	Community Foundation
11	Schulman, Allen	Community Leader
12	Swaldo, Ted	Gervasi Vineyard
14	Timken, Bob	Chair
13	Timken, Jane	Community Leader

THE PLAN IS BEING RELEASED NOW - We have twelve 20/20 Vision Task Forces that started their work one year ago. Ten of their plans are in this document. Because of the complexity involved, we will be releasing the plans for two Task Forces next fall. They are: 20/20 Vision Cultural Center, and 20/20 Vision Operating Grantees (the seven largest arts organizations in Stark County).

20/20 Vision
 10-year plan for arts and economic development in Stark County
 Funded by ArtsInStark and Stark Community Foundation

11/21/11



20/20 Vision Minerva

THE PROCESS – Pat Miller chaired a task force of 13 community members. They met for a year to help ArtsinStark create a 10-year plan that would transform the three blocks along historic Market Street downtown into a commercial success and a tourist destination. This Task Force was so excited that they implemented four projects --- while they were planning them. They created Minerva’s first storefront art gallery (The Art Spot) and 800 people showed up for the opening. They hosted the first “Brick Street Jazz Festival.” They acquired the old Roxy Theatre and put a new marquee on it. The Minerva Schools agreed to become a SmArts Partnership School and start systematically integrating arts and academics. This small community has achieved so much so quickly in the 20/20 Vision process, that we refer to it regularly now as the “Minerva Miracle.”

THE TASK FORCE - was made up of the following people.

	Lname	Fname	Notes
1	Arrasmith	Jim	Chamber President
2	Chapman	Marty	Local Artist/Lawyer
3	Clark	Bob	Lawyer
4	Clark	Jan	Minerva HS Art Teacher
5	Evans	Diane	Edward Jones
6	Freeland	Denise	Community leader
7	Gotschall	Dave	Community leader
8	Hetrick	Sean	Downtown landlord
9	McClellan	Laurie	Consumers Bank
10	Miller	Pat	Chair/Hart Mansion Restaurant
11	Mueller	Sarah	Minerva Dairy
12	Rowe	Billie	Minerva Council Member
13	Ruff	Gary	Minerva Council Member

YEAR ONE – For the first twelve months we want to:

- 1) Define our boundaries as from the Hart Mansion to West Line Street.
- 2) Pick ten interesting Minerva historic themes to celebrate.
- 3) Invite Minerva Village Hall to be our partner.
- 4) Start a small public art series.
- 5) Invite Minerva to become one of our SmArts Partnership Schools.
- 6) Help upgrade downtown event: Jazzfest.
- 7) Publish Minerva cultural inventory.
- 8) Create prototype of 90 minute Market street tour



for tourists.

THE PROCESS – The 20/20 Vision Minerva Implementation Committee has already been formed and has met twice.



FOCUS AREA – Our focus is the area North Market Street from the Hart Mansion to West Line Street. There are already a number of strong businesses and shops along this street but there are still vacancies to be filled and much more energy that needs to be created.

STRATEGY - Lots of traffic comes through downtown Minerva every day. We want to get them to stop and experience the history of one of the most perfect small towns in America. We want to get tourists, coming by car and by bus, to take the 90-minute “Historic Market Street” Tour. We want community celebrations to take place year round on North Market Street. Finally we want to fix up all the facades of all the buildings inside our boundaries and fill all the empty spaces with history, arts, commercial, and specialty retail.

20/20 Vision Minerva is a ten year plan but, as we’ve said, Minerva has already taken off like a rocket. We definitely predict we’ll be done in less than a decade. When completed, Minerva will have:

- 1) 75 to 100 works of public art along Market Street celebrating its history.
- 2) Arts and academics integrated in grades Kindergarten through eighth.
- 3) A Market Street tourism experience that attracts 50,000 visitors a year.
- 4) A downtown history museum and community theatre that are flourishing.
- 5) And 95% of all its space in this downtown area occupied with cultural, office, and special retail.

**20/20 Vision Plan: Minerva
Plan Chart**

Year One - first 12 months		Notes	Risk
1	Boundaries: Define "Historic Market St"	Boundaries -Hart Mansion to West Line St.	Politics
2	History: Establish historic themes	Ten moments in history to celebrate	None
3	Partner: Find ArtsinStark partner	Invite Minerva Village Hall	Done
4	Public Art: Streetscape Improvements	Façade improvements/public art projects	Small
5	Education: Invite schools to integrate arts	Develop plan; start with just one grade	Small
6	Events: Help upgrade Market Street events	Second Brick Street Jazz Festival	Small
6	Marketing: Install Roxy Marquee	Assist Chamber in getting this done	Medium
7	Marketing: Publish cultural inventory	Cultural orgs, artists, and craftsmen	Small
8	Tourism: Develop Market Street tour	Create and run prototype tour	Small

Year Two - second 12 months		Notes	Risk
1	Public Art: Continue Market Street projects	One big, or a number of small murals	None
2	Education: Expand SmArts to another grade	Develop plan; start with just one grade	Small
3	Events: Create new Market Street event	Movies, dance, historyfest, chalk art, etc.	Small
4	Spaces: Expand Market St art tenants	Fill two - three more empty spaces	Medium
5	Tourism: Host 10 Market Street tours	Use volunteers. Fine tune	Small

Years Three thru Five - 36 months		Notes	Risk
1	Public Art: next three projects	Art at intersection (3 years)	Medium
2	Education: expand to more grades	We are in grades 1 - 4 (3 years)	Medium
3	Events: create two more events	Dance, history drama, theatre (3 years)	Medium
4	Subsidy: Expand tenants of all kinds	Arts, business, specialty retail (3 years)	Medium
5	Tourism: expand tours to 45	Some paid guides (3 years)	High
6	Spaces: Help Chamber open Roxy Theatre	Solid business plan (3 years)	Medium

Years Six thru Nine - 48 months		Notes	Risk
1	Public Art: next four projects	Banners	Medium
2	Education: expand. Open downtown center	Open SmArts center: grades 1 - 6 (4 years)	Medium
3	Events: create three more events	SmArts festival, film, music, theatre (4 years)	Medium
4	Subsidy: create plan for specialty retail	Incentives and subsidies for tenants (4 years)	High
5	Tourism: host 75 bus tours	Perfect the tour experience (4 years)	High

Year Ten - 12 months		Notes	Risk
1	Public Art: We install last 5 pieces on Market	We have 75 - 100 works celebrating history	Medium
2	Education: Arts are integrated k-8	Test scores continue to go up	High
3	Tourism: Market St attracts 50,000 people	Events, festivals, tours, shopping, etc.	High
4	Spaces: full: 1/3 cult/1/3 office/1/3 spec retail	We have 95% occupancy	High

3/21/12