

Arts, Culture, and Recreation Report

Carroll 2030 Task Force

April 19, 2013

Carroll 2030 Working Document

Participants

- Dr. Margaret Boudreaux, Professor of Music at McDaniel College & Director of Masterworks Chorale
- Jeff Degitz, Director of Carroll County Recreation & Parks
- Dottie Freeman, Director of Carroll County Farm Museum
- Diane Jones, Director of Carroll County Children's Chorus
- Walt Michael, Founder & Executive Director, Common Ground on the Hill
- Jane Sharpe, Board Member, Union Mills Homestead

Participants

- Jim Shriver, Board Member, Union Mills Homestead and Historical Society of Carroll County
- Linda Witter, Board Member, Carroll County Community Concert Association
- Jane Sewell, Cluster Co-Chair and Executive Director, Union Mills Homestead
- Joyce Muller, Cluster Co-Chair and Assoc. V.P., Communications & Marketing, McDaniel College
- Lynn Wheeler, Co-Chair, Vision 2030; Director of Carroll County Public Library

Carroll's Strengths and Weaknesses

Strengths

- Abundant opportunities for citizens in the arts, culture, and recreation
- Talented and Professional Leadership
- Emerging partnerships to maximize audiences
- Carroll Heritage provides thematic anchors for programming

Weaknesses

- Lack of performance spaces to accommodate larger audiences
- Parking and public transportation
- Resistance to change especially in connecting with urban areas, i.e., Baltimore-Washington region
- Accessibility issues require greater cooperation and communication
- Centralized calendar and collaborative scheduling

Top Trends

- Aging boomers seeking lifelong learning (even Recreation is not just “balls and bats”) and recreational activities within citizens’ walking and public transportation access.
- Arts, Culture, Recreation provides “chill time” as the tyranny of the 24/7 communication/work day brings added stress.
- Improved technology provides opportunity for webcasts and streaming, but requires greater access to online for all citizens.
- Consensus for a professionally managed multi-purpose performing arts center (with rehearsal rooms.)
- Embrace spirit of Cooperation over Competition

Opportunities and Threats

Opportunities

- Aging seniors embracing active lifestyles and seeking integration of cultural & recreation activities
- Growing dependency on technology for entertainment
- Diverse programs in the performing arts
- Networking among arts, cultural & recreational groups

Threats

- Public transportation and walking, running, and cycling trails (current highest demand according to Degitz; 30 trails, should have 80-plus)
- Access to online for all citizens requires technology investment
- Scarcity of performing arts venues; costly to build and operate
- Lack a group oversight group to collaborate and set priorities, build audiences, share info

Ideal Carroll County

- Citizens celebrate this County's heritage, engage in lifelong learning, and gain personal renewal through its vibrant and diverse arts, cultural and recreational programs. These same programs strategically supported, then marketed outside the County will establish Carroll as an important destination (not the way to "no-where"), one that can drive its economy on Main Streets and attract nonprofit and corporate industries for employment and growth.

Comments, Questions

- Broaden the discussion (Muller interviewed Carroll Arts Center Director Oxx separately); CCPS, Main Street event planners; PTAs representing young families.
- Questions/Concerns raised: how do we establish a performing arts center as “greatest need” and move mass transit closer to Carroll? Community/College collaboration a possibility to research.
- What organizations or outreach can build connections to greater Baltimore Metro area?
- How to build diversity and become more inclusive as we experience demographic changes?

Comments, Questions

- Great synergy, enthusiasm at this meeting, welcomed ability to discuss shared concerns, opinions, hopes and dreams.

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