



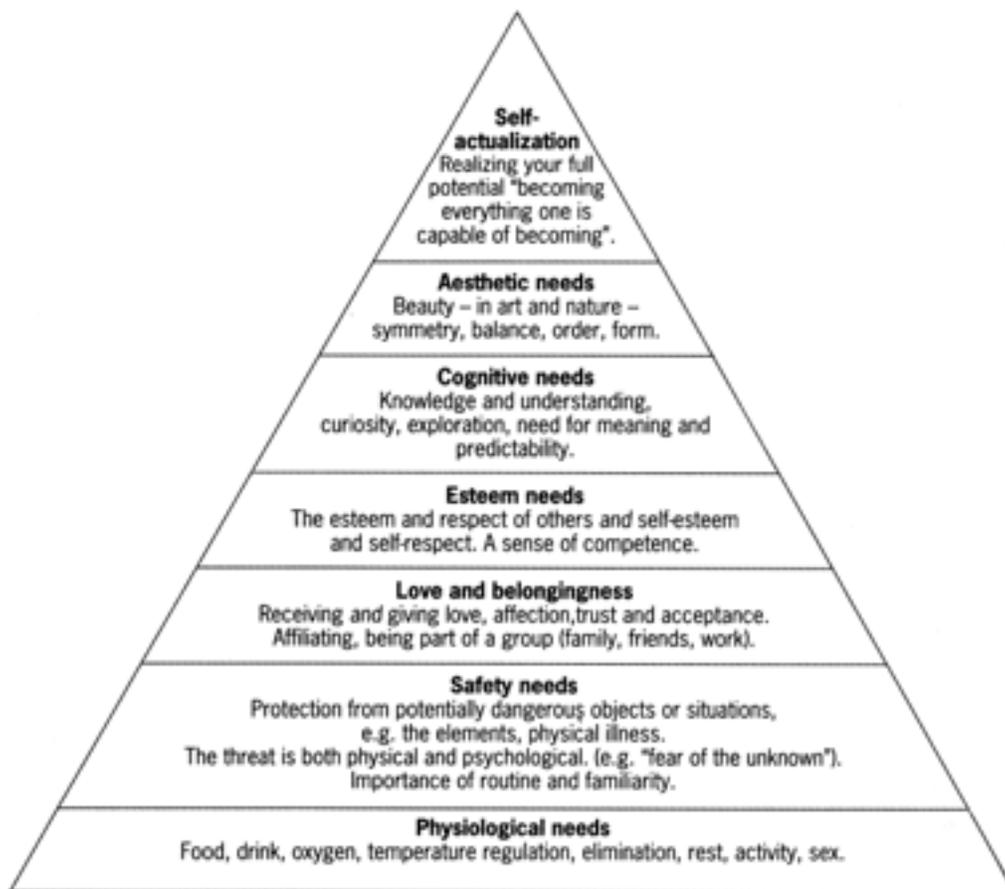
**Creative Sector Workgroup Meeting**  
 May 24, 2017  
 Rotary Park

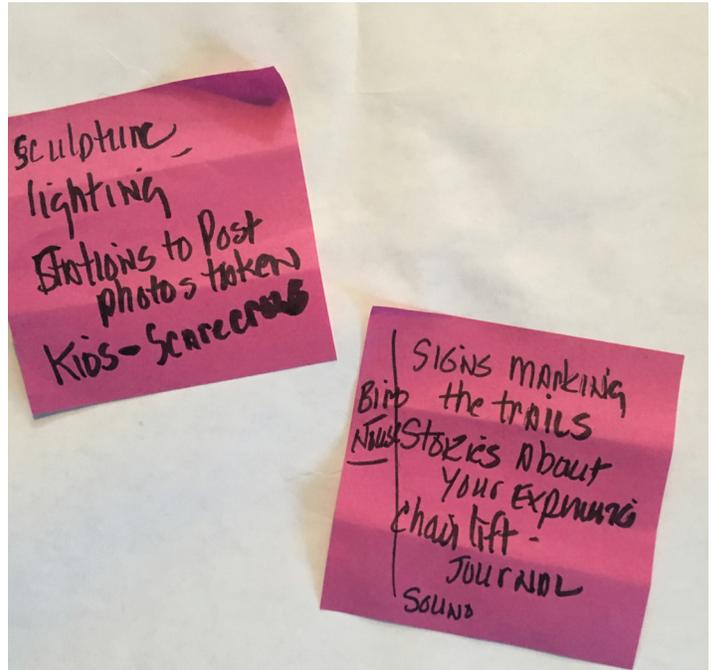
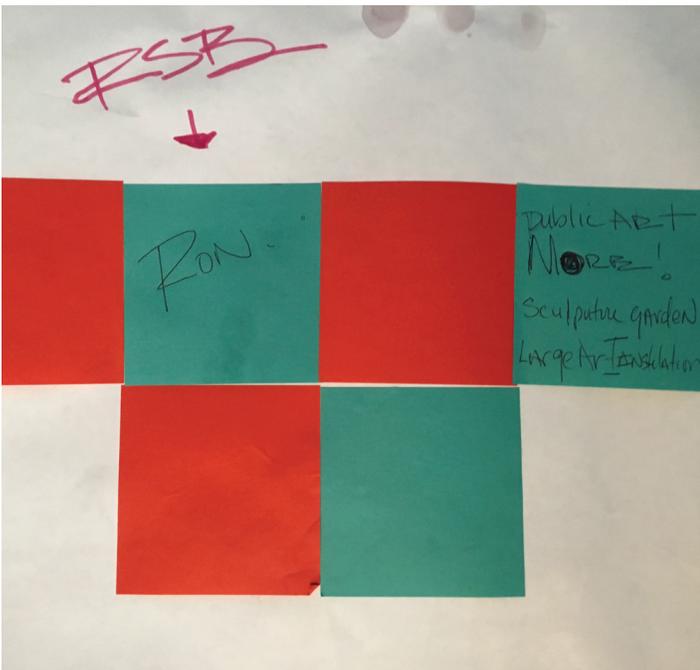
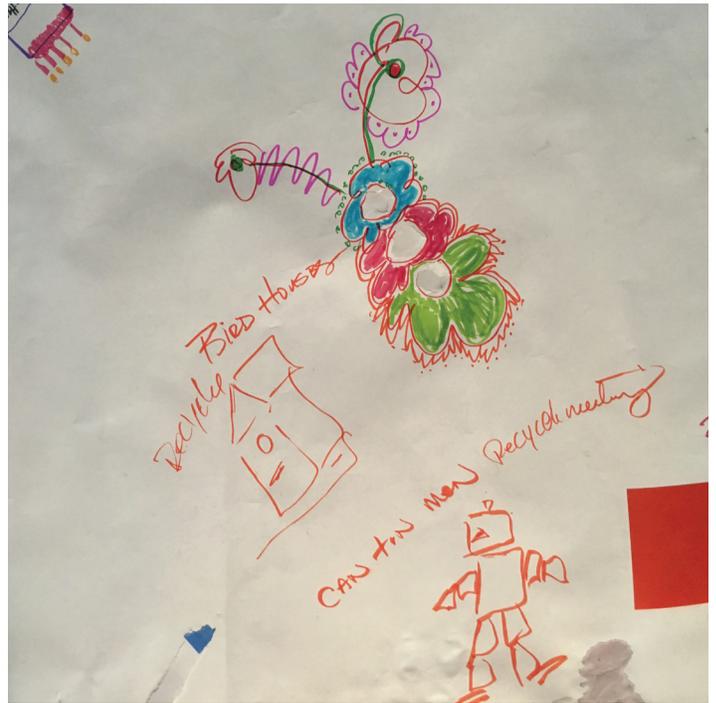
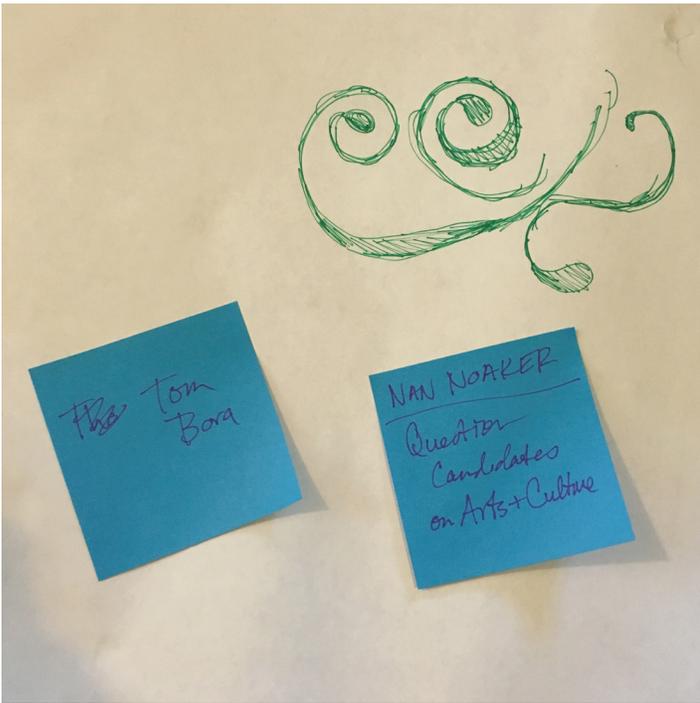




Here's what we did.

- Welcome
- Intro to project and each other
- Look at definitions of arts, beauty, and especially culture
- Discuss Maslow's Hierarchy of needs and how ABC fits into it
- Brainstorm examples of local culture and apply to "Constellation of needs"
- Jake explains and distributes survey questions, guides short discussion
- Request for ideas for data collection/display
- Light discussion of potential arts and cultural possibilities/"easy wins"
- Wrap up and thank you





A sampling of the notes from the tables





# Big Ideas / Take Aways

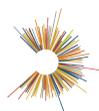
Intersection of Nature and Art is a huge opportunity to be explored. Nature and recreation is integral to our cultural identity.

Think about how ideas can integrate into other parts of the county

We need advocates and ambassadors for Arts and Culture

Art should be a tool to bridge communities, empower people, and celebrate our culture

More art that interacts with the public: big sculptures, family-friendly installations/activities/festivals, art on trails and slopes, temporary art on buildings and busses, outdoor art gallery.



# Notes Outline

## Maslow's Hierarchy of Human Needs

How do arts, beauty, and culture fit in? Is it still valid here and now?

MB: For me as a creative, this chart seems to upside down. Perhaps an even better model would be mosaic in nature, or as a wheel with a hub of community and connection in the center. If needs are seen as an interactive, dynamic system, as in nature, agility and adaptability would be critical to meeting needs and thriving (over surviving). Participation in the arts is proven to increase resourcefulness, creativity, and adaptability in both children and adults.

The system of human needs from bottom to top, shelter, safety, sex, leadership, community, competence and trust, are dependent for many people on our ability to connect with others, and for creative people, to express ourselves and accept witness of that expression in a way that we value.

Belonging (culture) and creating (art) provides the sense of security and agency that makes our brains happy and helps keep us safe, thus helping fulfill the intentions of the foundational needs according to Maslow.

## Reconsider as "Constellation of Needs" Model – via Manfred Max-Neef

"Development is about people, not about objects." Manfred Max-Neef

These notions of human "nature" have led to increasing poverty throughout the world, not to prosperity and self-actualization. While marketing theories have used Maslow's work to promote increased consumptive patterns, this approach has resulted in massive debt and ecological devastation.

An alternative view proposed by Manfred Max-Neef, rejects the "hierarchy" notion, choosing instead to focus on a constellation of universal needs that are integrative and additive.

- Non-productive time (Relax)
- Subsistence (Survive)
- Freedom (Choose)
- Affection (Love)
- Identity (Belong)
- Protection (Protect)
- Understanding (Understand)
- Creation (Create)
- Participation (Contribute)



# Definition of Culture.

Defining art(s) and beauty is more straightforward. How can we narrow in on what “culture” is and how people are experiencing it, creating it, and supporting it?

\*GROUP CONTRIBUTED FOLLOWING EXAMPLES/INTERPRETATIONS OF “CULTURE” and applied to constellation of needs. (I started logging as where each was applied – to which ‘need’ – but there was a lot of overlap and frankly, some that didn’t seem to be in the right areas, so for this list, I just aggregated and have indicated repeats after each entry.)

## Less on point, and/or too general:

youth	education (2)	transformation
beauty	community	non-profits
arts education	unique	visual

## Examples of Culture:

Arts Fest  
Olympians, Olympics  
4th of July parade  
Activities with kids  
Architecture/public spaces  
Art talks  
Art that’s new  
Art, public (2)  
Artisans, makers  
Artists  
Buildings  
Clubs, PC as place to party in Utah  
Cow Ballet in Peoa  
Deer Valley Concerts  
Discussions  
Dog-loving, love of canines (3)  
Eccles (3), PC Institute, Performing center (3)  
Egyptian (3)  
Entrepreneurs, entrepreneurial lifestyle  
Follies  
Galleries  
Galleries  
Gallery stroll  
Gallery stroll  
Global exposure  
Healthy Lifestyles



Historic (5), preservation, awards (2)  
History museum  
KAC, classes, exhibits (4)  
Latinos in action  
Latino community, contributors to workforce  
Lectures  
Library (great facility)  
Library murals  
Miner's Day  
Mines, Mining era, Silver mines, mine structures  
Miner's hospital  
National Skateboarding Day  
Natural setting  
Oakley Rodeo  
OTB artist display  
Outdoor concerts  
Outdoor free concerts at Newpark, main street  
Parades  
Parks – skate, dog, unique  
Poison Creek  
Political activism (women's march)  
Rail Trail  
Restaurants, epicurean emphasis, bars, venues (4)  
Rural arts  
Rural roots, cosmopolitan present  
Savor the Summit (2)  
Ski bums  
Ski history  
Skiing (sport, alpine, xc)  
Summit County Museum  
Sundance film festival (6), resort nearby (2)  
View from my door  
Volunteerism  
Wealthy second-home owners  
Wellness  
White Barn/Osguthorpe barn

