

Why are we here?

- Interest in arts
- How will gentrification have impact?
- Community development / Economic dev.
- Not loose space / Not loose strands
- Space for arts - needs of cmty
 - a) 21st century
 - b) Honor history / Keep history
 - c) Young people in Boston
- Memories the Strand evokes for many
- A place to help develop new artists / musicians
- Arts as empowerment tool

STRAND THEATRE

Mission

- Emphasis on being inclusive
- How can it be made economically viable?
 - * pairing larger places w/ smaller venues. - coop model, sharing resources (PP, etc)
- Make it dynamic (outside to inside. Ex: Copley Library)
- Mix-use
 - Vibrant
 - Staffing
 - Youth programming
 - Be inclusive of arts community

Ideas

- Go wide / city asset
- Artist in residence
- Build / develop regional company (membership)
- Elevator
- Hire staff (hire neighborhood / city)

Other type of biz

- Monthly cultural market
- Gallery / visual arts / comedy
- Restaurants
- Maker space
- Other services (bakery, office shop JP / Brookline model)
 - Affordable space
 - Promote cultural diversity
 - Mix-use
 - Medium space
 - When marketing - do cross promotion
 - Movie sets
- CGI
 - accessibility for deaf & hard of hearing cmty.

STRAND THEATRE

- Community
 - Community needs to know what Strand is all about, as a resource
 - Community space, more accessible
 - only 1 way to engage right now
 - add INTERGENERATIONAL
- UPmarket
 - Strand needs regular audience to attract - what does it mean?
 - multi-cultural - fabric of Dorchester is diverse - what does it mean?
 - Artists need to want to connect to the community
 - connect add cultural AND similarities w/ differences
- Multi-cultural
 - multi-cultural - fabric of Dorchester is diverse - what does it mean?
 - Artists need to want to connect to the community
 - connect add cultural AND similarities w/ differences

Handwritten notes on the right side of the page:

- Have better leadership
- resources

- ↑
- What does theater = ex: Strand needs regular audience
- people working @ theater
- brings people to visit
- theater supports small biz partnerships with artists + vendors
- Upmarket → what does it mean?
→ small biz, partnerships with artists + vendors
- Strand needs regular audience to attract biz like restaurant
- Multi cultural fabric of Dorchester is diverse - what does it mean?
- people need to want to learn about difference
- Artists can look like the community
- G connect all cultures to the Strand w/differences AND similarities

2004 MISS

Q How does theater = economic strength?

- people working @ theater
- brings people to visit
- theater supports small biz
- small biz, partnerships with artists + vendors

upmarket

needs regular audience

at biz like restaurant

what does it mean -

diverse -

to clear

What are smaller uses?
poetry slam, black box, evening room
rehearsal space
This could be in another building, too.

- smaller spaces, lower cost = more accessible
 - give it to the community
 → happens often, spoken word poetry
 → few resources, lots of ideas
 Teen Empowerment has to make
 budget on community

barriers
 Teen Empowerment has to make
 budget on community

Space for

1. Small Business
 2. Leases
 3. Contracts UP Market
 4. Partnerships
 5. Hybrid?

more resources

~~PR.~~ Comm links
Social media

Mollusca

(66)

Soft-bodied animals
with shells

Lophotrochozoa

~~Shareholder~~ \$\$\$\$



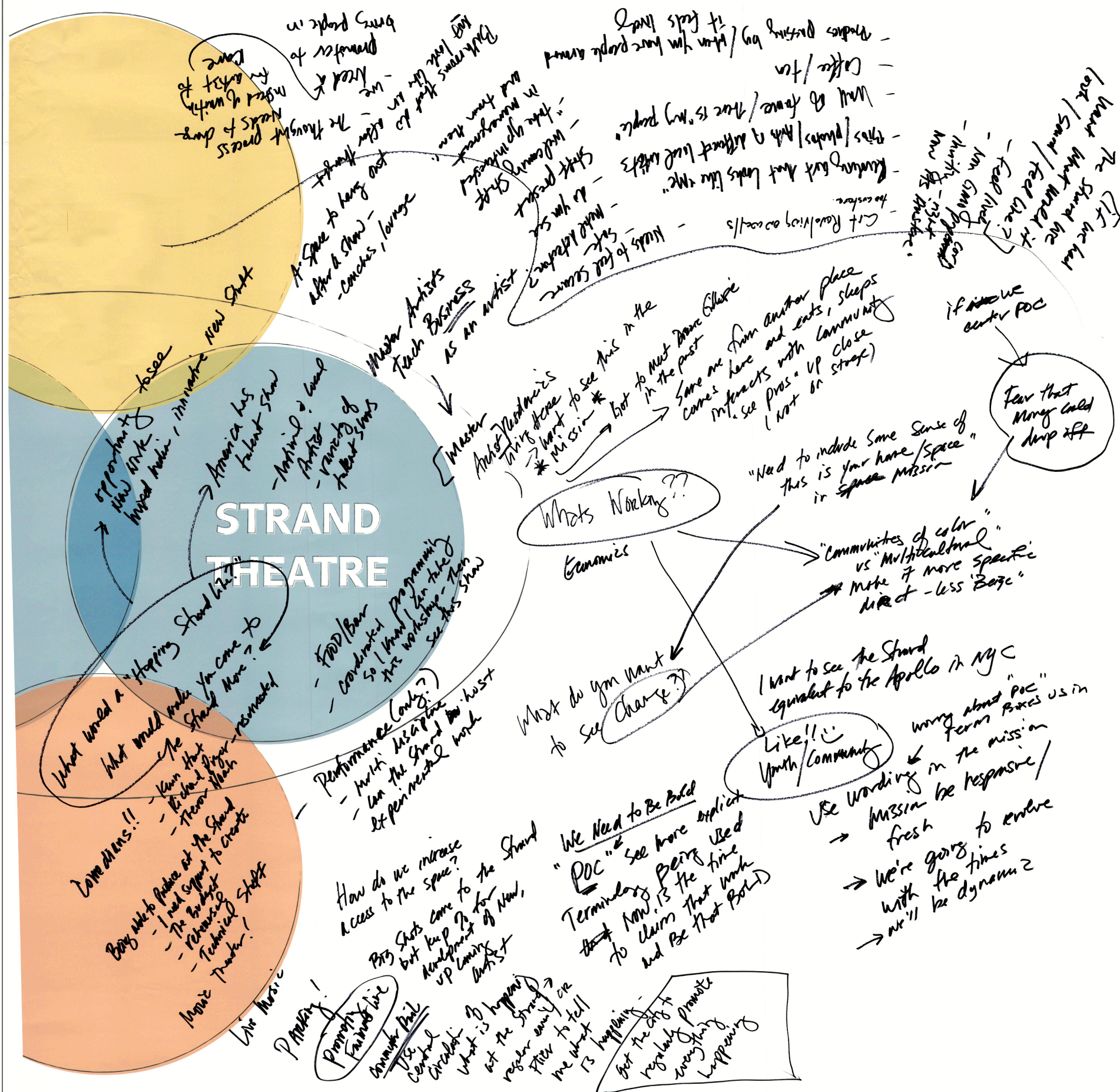
Art Form

more resources

[illegible]

• Directness
 • Economic feasibility
 • Diversification of location of Arts & types of spaces.
 • Development without displacement
 • Strengthening the network/fabric of neighborhood
 • elevate all boats but removing/delaying boats are in the harbor
 • Affordable for all / Choices.
 • For multi-generations / All stages of life
 - ✓ 100%

[illegible][illegible][illegible]



the physical stuff

- close off the room/curtain
- black box theatre
- screen/movies
- connected to library physically

Mission Agree

- multi-cultural community
- ~~relevant~~ relevant
- arts are relevant

concerns?

- performing arts only
- knowledge/resources
- dance needs to be
- audience needs to be broader

→ fears

- only community based theatre of this size
- losing what we have
- why does MY neighborhood lose things?
- gentrification/pricing out
- tax changes affecting affordable housing
- union house in future could = fewer opportunities

needed

- black box theatre
- engage community w/ VARIETY of uses
- set shop/technical facility
- rehearsal/flex space
- recording/media arts
- dance space
- other uses/businesses in the neighborhood
- artist live/work space
- neighborhood artists in residence
- arts ambassadors

- cost/money opportunities
- diversity of roles/disciplines
- mindset/perception
- value of arts/community
- silo-ing of disciplines/neighborhoods/sub-scenes
- segregation by class

view of upham corner

Other uses to support story

- physically connect library
- re-orienting in the library
- event space
- youth space
- coffee shop/Dudley Cafe (arts/community)
- brewery/food incubator
- games/amusements? arcade
- live entertainment "club"?

Learn from failure.

- Haley House Cafe
- Salt Lake City homeless housing example

Programming ideas

- senices/halls
- moth style storytelling
- spoken word
- individual performers
- pop-up events
- businesses hosting community/arts programs
- chess
- open mic nights
- fringe festival
- street fair
- web stars/youtube

STRAND THEATRE

history

- talent shows
- street fairs
- movie house
- MCA training

future

- emerging artists/incubator
- street fairs
- film festival/technical ability
- opportunities for youth/arts

community = canon AND activity

Partnerships

- engagement through BPs
- festivals/entertainment companies
- main streets orgs
- across neighborhood
- transit
- DSNIT
- build garage + elevators etc.
- upham community health center
- people that won't go away
- institutions that won't go away

Library as catalyst

- bringing ppl to neighborhood
- event/performance

STRAND
THEATRE

JAM HUNT
JOSEPH
I can have to lie
NATHAN
OKS
TALUS
HOLE
ENCE
WAS + STAYED
N THE
THAND
BOSTON
DOOR SOMEPLACE
THAT IS
THAT FEELING
E OPP. TO HAVE
HAT HERE.

Jose Matteo
The Artist

I am here to listen.

As a longtime resident,
I have never felt welcomed.
There are long signposts when it isn't a
welcoming place. But it should be.

Does whether this site
need to look beyond Boston
in terms of who comes to
perform?

My company is producing shows here next summer, wondering what our place is here.

The theatre needs to be more modular - the majority of needs are smaller... maybe not permanent?

15. the economic fabric
the only or most important
role of the theatre?

→ Grand donated space to the Xmas
First year - 500 people
showed up at Xmas party.
it was too much.
1961

- TOO MUCH - IN THE LOBBY - IT WAS FULL
- NOW IT'S AT THE TROC CENTER
- HAVE BEEN PUSHING IDEAS
- BROUGHT IN AN ARCHITECT
- VIDEO
- 5000 SIGNATURES
- WILL BE PRICED OUT
- TOLD THIS IS TOO EXPENSIVE

more events that attract
holds 500 and
back

How does library connect
"culture" ? empty words?
"innovation" what does it
mean?

- LIBRARY NEEDS TO STAY A LIBRARY WITH BOOKS
- TOPY 100'S PROPOSAL
- BLACK BOX *
- MEZZANINE LOBBY'S
- 50-100 PEOPLE
- COZY, INTIMATE
- SOUND INSULATED, LIGHT GRAD

EVEN 500-700 FEELS
EMPTY NOW.

- MAKE IT MORE
 EXCITING
 - NATIONAL ACTS
 - NATIONAL ACTS
 - NATIONAL ACTS

ACTS?

- LIBRARY SHOULD NOT ABANDON BOOKS
- MAKE CONNECTIONS
- HOLD LECTURES
- RESULT NEED TO HAVE

ONE THING - BOSTON
LACKS IS TOO SOMEPLACE
AND SOMETHING IS
MAYBE THAT FEELING
- HAVE OPP. TO HAVE
THAT HERE.

SMALL BUS. }
CAPS }
MUSIC }
AND }
MORE }
USABLE }
PEOPLE }
AND FEEL IT IS }
FOR THEM.

Have better cooperation.

Have better cooperation.

ACTS + CULTURE SHOULD
INCLUDE HISTORY
- THE STORY OF CHANGE
IN BUILT ENVIRONMENT
+ POPULATIONS

NEED TO IMPROVE
TRUST OF LOBBY

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BEING A TRUE
APPROXIMATELY 15

STRAND THEATRE

Handwritten notes:

- Yellow notes (top right):**
 - Restaurant
 - gift shop
 - clothing store
 - * Multi-cultural
 - flexibility
 - active from sidewalk
- Blue notes (middle right):**
 - Historical
 - not just a modern revision
 - * intergenerational
 - children
- Orange notes (bottom right):**
 - economic
 - more diverse
 - more shops
 - ie JP's

AND TRE

- ideas**
 - Rocky Horror movie house
 - include
 - Need to make sure we're preserving affordable housing
- Transportation**
 - make it feel more accessible
 - invite businesses that people in cycle in
 - invite Ashmont -> sip and spike
 - Cemetery located out -> Black Market
- Arts/Inno**
 - place to sell art
 - like a vintage market
 - affordable housing
 - development for whom?
 - library
 - citizens space and artists room
 - community school
 - "experience" nutrition
- Youth**
 - space for youth to go
 - can fill gaps of oppo/humility
 - walking
 - intergenerational -> elders
- Performance**
 - reimagine or performance
 - space could be cool
 - even non to spend time
- Education**
 - Partners
 - Parents
 - Studios (acting, dance, windows, visual, web, access, windows, access, bringing space, technology of teaching -> take action + teach)
- economic catalyst for UG**
 - more dining/restaurant
 - more shops
 - unique lifestyle
 - JP's favorite

Cemetery locked out
- currently
net $\rightarrow$ Dad's Planet
Black Planet

Arts/Inno art
- place to sell art
- like a vintage housing
- affordable housing
- support
- nom?
- citizens
- able for
- artists
- to

ideas

- Rocky Horror
- indie movie house

Need to make
sure we're
preserving
affordable

what is
viable?

- Restaurant &
- gift shops
- clothing stores

- Res
- g.f.
- clothi
- * Multi-cultural
 - flexibility
 - active from side walk
- Historic
 - not Li
 - mor

Historical
- not just a
modern revision

[illegible]

Performance
 - imagine a performance
 - imagine a piece of
 music you'd like to spend
 your money on
 tips
 - other non-
 profits
 - books, room, water
 supplies, food, and
 other things
 → supplies

performance
of
to spend

OHU's non-
profits

relaxation space

technology
take advantage
of take fully

studios
- windows
- novel
- 24/7 access
- windows
- bring people access

dance
acting
visual

- economic catalyst for UIC
- more dining restaurants
- more shops / vintage lifestyle
- more JP's centre

STRAND THEATRE

Produce new 21st Technology!

- Previous Ideas Discussed:
- ① Space for music lessons (adult/children)
 - ② Space for student learning: production space, etc
 - ③ Space for set/costume design (apprenticeship, etc.)
 - ④ Physical connection between library + strand

Open mic night

When is this going to happen? Timeline?

Others small theatres have a small cafe or something to eat/drink

Mission Statement has yet (2004)

Not following at all

Lack of engagement

Events/productions are not properly advertised

Failure to promote theatre groups and producers

Funds for Boston (might co.)

Building Manager? Who is in charge?

Strand is just "venue for hire" No business development efforts out of it.

Need to move with urgency

Comedy shows?

Who is this 2030 plan for? Needs proper local management

Disconnect between decision makers and facilitators

PARKING

* Commuter Rail * Comedy shows

Long Term tenant that includes teens & community

* Easier Destination to get to & TRILLY & the theatre in the process

* WHEN WAS the last time Mayor Walsh has been to show?

Strand is used for community meetings and anyone knows where it is.

Would it be a multi-purpose space?

Idea of a black box was great!

Then idea stalled

Community meeting focuses doesn't really include new ideas - more talking to/dictating policy.

* Art + Outreach

Current on media

Thinking beyond the theatre. What else can the space be used for?

Write the strand

The Statement:

↳ Has a special commitment to the youth and community, specifically this community

↳ This is a big enough space to utilize

↳ All the amazing events that have happened here are a testament to change that can happen here

↳ Promotes and includes diversity, multicultural, ✓

↳ We also need adults to engage in the space, include young professionals, including the "new cultural institutions" that's coming in

↳ Finding the balance between a renter and a presenter

↳ How are we going to make that and the ~~new~~ cultural that's already here, to work or find a common ground

↳ Build networks, keeping up with the website, partnerships

↳ How do we engage with the school's?! ~~And~~ ✓ have programs, provide opportunities

How can we find the common ground between youth + a broader audience?

↳ Getting other theatre/art groups to be here ✓

↳ HOW DO WE GET FUNDING !!! TO build.

↳ Making things accessible/affordable

NEEDING FOR THE STRAND TO COME ~~BACK~~

BACK ALIVE

↳ Transportation and parking space

Make an entrance with ~~ent~~ enthusiasm.

KEEP THE STRAND THEATRE ALIVE, IT'S NEEDS TO BE REVIVED.

STRAND
THEATRE

STRAND THEATRE

MISSION

- Focus on local community
- Catalyst for neighborhood, need to balance local w/ ability to expand
- Diversity is a key element across programming, performance
→ Try to find a way to realize local artists
- ↑ Needs a tie in w/ leadership (diversity)

Culture + Catalyst

- Many cultures in Boston!
- plus, local vs transplant
- Strand could bridge both
- ↑ diverse cultures + local/transplant
- ↓ Performances may not be advertised to all communities
- only see shows advertised when walking by → City sponsored...
- Acts coming thru may not have budget for marketing.

Challenge

- Small orgs have limited budget for marketing
- so much happening in Boston!
- How does Strand stand out in Boston?
- If Strand to survive it must be centralized.
- Strand needs to be marketing center
- It has elements, marketing + brand

- Hard to market! local orgs could help promote
- Need to have system to distribute info

- Bring in local people, have in on talent, build on word of mouth
- Strand cannot be rental (only)!

- Lots of young creatives in Uphams → where is the talent in the community!

Challenge

- Buzzwords that haven't been defined. "Diversity" "Multicultural" "engaged!"
- Don't say enough about this place.

- What makes the Strand different?

- How is different than other theatres in Boston?
- Reflect community.

- Create power for economic future. Focus on biz owner!

- How can the Strand be a part of it?

- Theatre provides good jobs.

- DSM can serve as a model for other developers in the community
- Pilot!

Elephant in Room

- Boston gentrifying fast!

- Eco Dev could bring displacement
- How to build on existing neighborhood fabric instead of displacing

- Indicators + definitions of diversity
- need for flexibility to D's in environment

- What is the ripple effect of "new"?
- increased rents...

- Need to be a way to control rents!
- How to 'quench' real estate thirst for \$

- Strand benefits from DSM, DBEDC, the City!
- Can be foundation to protect against gentrification
- Damage control

- Is their research around the process of justification? Will it be incorporated into this process?

- DSM is a big player for affordable maintenance.
- get out in front of the real estate wave.

- Dev. w/out Displacement. District strategy gives room to accommodate more uses + avoid displacement.

- Inclusive in a way that feels right for community.

Economic Dev.

- Costs go up, can we get wages to rise too?
- how does provide jobs + opps for comm. in resources

- How can development support mission?

- Multifaceted approach → see last meeting notes on desired uses
- security, shops, kitchen, etc.

- DBEDC is completing human process
- see progress stage

- Contract w/ arts in residence during community process

- Black Market in Dudley
- Activate community
- could be done in Uphams too.

- Make Strand exciting, fun walk by!

- Design of exterior does not lose

- AS. 220 in Prov. R.I.
- arts collab. ^{document} ^{update + report}

- live work w/ arts in residence
- way to focus on affordable

- How to partner w/ schools? public schools

- Conservatory Charter (arts) is building new school on Dudley

- Have different schools rent Strand on different nights, across grade levels

- way to connect w/ your neighborhood
- See. B.A.A. event + show
- kids produce + act
- was amazing!

- Poetry slam, was also awesome!

- Question: % of employees from area
- Is there a impact running st
- Need to keep advertising con
- comm. needs to be shared

- See pizza shop in Dady
- City of Boston Zone & low income rents
- coops
- grocery stores
- Lots of gold here, people will mine it.

How do we create accountability
- accountability to the community

How does community benefit?

Diversity is a key element of this neighborhood → See what happened to Pk.

Strand RFP

Mission statement to developers.

- Housing mix
- affordable commercial
- affordable cultural
- Need to subsidize space for creation
- Median Income
- How is it determined?
- Does it reflect community?

Renters more valuable to displacement

Biz's

- There have been some big time biz who have been leaving
- price it out

Suggestion → Need to develop skills! Lots of info into enough skilled labor

- Tie in w/ no theatre use
- technical training

Encourage biz's to hire people of color, build the network!