



Beyond the Building: Performing Arts and Transforming Place: Attendees and Observations by Discipline and Organization Type

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COMMUNITY ORGANIZATION/PROGRAM

Participants

- Sandie Arnold, director of institutional giving and strategic initiatives, Yerba Buena Center for the Arts
- Michael Rohd, founder/director, Center for Performance and Civic Practice
- Carlton Turner, executive director, Alternate Roots
- Sixto Wagan, director, Center for Arts Leadership, University of Houston

Selected Observation: Michael Rohd said, “my experience is that the strongest performing arts projects may have a single issue as a portal into community dialogue, but their practice investigates the networks and webs of connectivity amidst multiple areas of need, players, ideas and systemic mechanisms...through story, through encounter, through relationship-building, through presentation, through interrogation.”

DANCE

Participants

- Amy Fitterer, executive director, Dance/USA
- Cookie Ruiz, executive director, Ballet Austin
- Adam Sklute, artistic director, Ballet West

Selected Observation: Adam Sklute asked, “When talking about serving [the] community, are we serving [the] community with events directed toward specific groups within the community or by developing the arts as a point of pride within the overall community?”

FUNDERS

Participants

- Jamie Bennett, executive director, ArtPlace America
- Susan Feder, program officer for performing arts, Andrew W. Mellon Foundation
- Dan Lurie, director of strategic partnerships, NEA
- Jason Schupbach, director of design programs, NEA

Selected Observation: Jamie Bennett explained, “Creative placemaking is an exchange of value...The emphasis is on [the idea that] we both have something that each other wants/needs. If we don’t name it, how do we bring [in the people] who are doing it?”

OPERA

Participants

- Sandra Bernhard, director, HGCOco, Houston Grand Opera
- Marc A. Scorca, president and CEO, OPERA America
- Noah Spiegel, COO, Nashville Opera

Selected Observation: Sandra Bernhard said, “to create with a community demands trust. Trust is built on a strong foundation of relationships with community leaders and members...The intent of our activity is to create together. Relationship is first—Period!”

PRESENTING

Participants

- Mario Garcia Durham, president and CEO, Association of Performing Arts Presenters
- Colleen Jennings-Roggensack, executive director, Arizona State University Gammage
- Michael Orlove, director of Artist Communities and Presenting & Multidisciplinary Works, NEA
- MK Wegman, president & CEO, National Performance Network
- Sarah Wilke, managing director, On the Boards

Selected Observation: Colleen Jennings-Roggensack posed three questions, ones she always asks when starting a project with the community. “What do we want? What do you want? What do we want together?”

SYMPHONIC MUSIC

Participants

- Howard Herring president and CEO, New World Symphony
- Mitch Menchaca, vice president of programs and COO, Chorus America
- Jesse Rosen, president and CEO, League of American Orchestras

Selected Observation: Howard Herring opened the conversation around transformation. “I have been reading Jane Jacobs lately. Thinking at the scale of neighborhood, district, city, we are still building buildings. But...at the heart of it all is transformations: transformation of the audience; transformation of content (place can change the nature of the experience); transformation of space: re-imagined spaces that inspire; transformation of institution: new leadership, new funders, new ticket buyers; transformation of the community’s access to artistic expression: pride and ownership, economic activity.”

THEATER

Participants

- Claudia Alick, associate producer, community, Oregon Shakespeare Festival
- Teresa Eyring, executive director, Theatre Communications Group
- Ashley Sparks, community partnerships associate, Cornerstone Theater Company

Selected Observation: Teresa Eyring said, “if there is intentionality about the desire for a temporary event to leave behind some legacy, action, or imbued meaning (whether small or large), then it needs people who are passionate and accountable making sure that happens.”