

VOSD Segment	Duration (mins)	<i>London BST</i>	New York EDT	<i>Los Angeles PDT</i>	<i>Sydney AEST</i>
Gathering	5	<i>8:00 PM</i>	3:00 PM	<i>12:00 PM</i>	<i>5:00 AM</i>
Opening Circle	10	<i>8:05 PM</i>	3:05 PM	<i>12:05 PM</i>	<i>5:05 AM</i>
Marketplace	15	<i>8:15 PM</i>	3:15 PM	<i>12:15 PM</i>	<i>5:15 AM</i>
Discussion	50	<i>8:30 PM</i>	3:30 PM	<i>12:30 PM</i>	<i>5:30 AM</i>
Closing Circle	10	<i>9:20 PM</i>	4:20 PM	<i>1:20 PM</i>	<i>6:20 AM</i>
End	0	<i>9:30 PM</i>	4:30 PM	<i>1:30 PM</i>	<i>6:30 AM</i>

THEME: The Arts: Building Bridges to Pittsburgh's Tomorrow

MARKETPLACE

EVENT - 3:00pm EDT (New York/Pittsburgh)

Room #	Topic	Convener
<i>Sample</i>	<i>The Role of Arts in Economic Development</i>	<i>Jane Smith</i>
Room 1	Virtual Events	Shanna Carrick
Room 2	Small organization cultural district access	Graham Fandrei
Room 3	Supporting your staff without depleting your own emotional reserves.	Joel Ambrose
Room 4		
Room 5		
Room 6	Accessibility & Virtual Events	Aja Jones
Room 7		
Room 8	Tracking Virtual Participation	Christine Wingenfeld
Room 9	Sponsor Relationships	Allison Hannon
Room 10		
Room 11	Looking Back in Order to Go Forward	Sarah Gilmer
Room 12		
Room 13	Measuring to prevent perpetuation of bias in employment, audience, and programming	Sadie
Room 14	Re-envisioning the idea of subscriptions in a time of not knowing what will be doable	Katie Springer
Room 15		

EVENT - 3:00pm EDT (New York/Pittsburgh)

Room #	Topic	Convener
<i>Sample</i>	<i>The Role of Arts in Economic Development</i>	<i>Jane Smith</i>
Room 16		
Room 17		
Room 18	Transitioning donor benefits to the virtual realm	Rachel Kistic
Room 19		
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Room 30		

Open Space Discussions

5 Principles

- 1 Whoever comes are the right people
- 2 Whatever happens is the only thing that could have
- 3 Wherever it happens is the right place
- 4 Whenever it starts is the right time...
- 5 When it's over, it's over...

1 Law

Law of Mobility

Bumble Bee

Butterfly

Open Space Discussions - Discussion Notes

Topic: Small organization cultural district access

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Room 2

[Open Space Discussions Principles & Law](#)

	Name	Email (optional)	Name	Email (optional)
Convener:	Graham Fandrei	fandrei@trustarts.org		
Participants:	Kelly Mednis	mednis@trustarts.org		
	Mike Tiernan	tiernan@trustarts.org		
	Brittany Martin	martin@trustarts.org		
	Rona Nesbit	nesbit@trustarts.org		
	Pam Cain	PCain@Trustarts.org		
	Linda Jakubec	jakubec@trustarts.org		

(document your proceedings here)

Notes: Question: How can we make access to usage of cultural district spaces more accessible for smaller organizations?

In our smaller spaces, knowing groups that are looking for performance spaces and knowing we have dark days, how can we bring in these small organizations into the district which will then take our message out further beyond the district?

Smaller orgs forming consortiums to share resources, volutneers, etc, and then suggesting that the consortiums can come to us to use the space?

Let's look beyond rent - what other support can PCT provide to be able to show their work in our spaces?

Website gets lots of requests for us to show other events that are happening. Since our site is mostly ecommerce driven we haven't really done that yet.

New World Symphony does a cadenced eblast for what else is happening that they may not be producing

Can we offer production assistance?

Our Tessitura consortium works well; the idea of an incubator consortium could be an interesting thought.

If we incubate a smaller org - ie. Arcade Comedy - why not animate our spaces more often?

Can we be more deliberate in how we invite people/groups in? Explain how groups can help us with our mission as a way of making PCT more accessible for smaller groups to approach us - our missions may intersect

Invite groups to share a performance time (7:30pm to 9:30pm) to help share in cost and resources

Possible apprecitice/mentor relationship on a macro-company level (Pittsburgh Opera mentors a small, local opera company)

How would we handle ticket sales?

Open Space Discussions - Discussion Notes

Topic: Supporting your staff without depleting your own emotional reserves.

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Room 3

[Open Space Discussions Principles & Law](#)

	Name	Email (optional)	Name	Email (optional)
Convener:	Joel Ambrose	jambrose@citytheatrecompany.org		
Participants:	Nancy Sheleheda	sheleheda@trustarts.org		
	Maureen Shannon			
	Jessica Wolfe			
	Mike Tiernan			
	Kayla Washko	washko@trustarts.org		
	Pam Cain			
	Kelly Mednis	mednis@trustarts.org		
	Kate McMahon			

(document your proceedings here)

Notes: Regular gatherings to check-in and small talk - make te time to commit to it. Put it on the calendar as regular meetings.

Digital fatigue - combating that

Feeling isolated or irrelevant as a manager - because you're not hearing what's going on in the office. Taking advantage of the tools (Teams, Slack, etc) to keep the channels of communication open. How do you deal with "not knowing what they're doing"?

This pandemic has shown us that working remotely can happen when it wasn't something that was thought it was acheivable.

Changing up your environment - moving locales in your home to break up your type of work and your day. Taking the break for yourself - get the coffee - take the walk.

Take your cube-to-cube visits and change them to virtual visits - allowing them to come to you.

Thankful Thursdays Tess with jess - Open ended Teams meeting for anyone who wants to come can come. Open office hours for some group time - 10 minutes of a bitch sessions - 10 minutes of tips and tricks - 10 minutes of resources for the world right now. Helpful to structure my day.

Segement off some time for your own project -learn something new, where you say I am not available and this is what I want to learn and focus on this. Turn off everything else.

It's OK to say that "I Don't Know" - coming to terms that we don't have the answers - giving yourself a break on that.

Get outside and have some time to yourself. Find the projects that you can focus on. More reading.

How to we take care of our colleagues who have been furloughed? Keeping management accountable to communicate to the full staff

What are the furlough rules of contact? Non active but still vital to our team. What's the direct report responsibility vs senior management's responsibility? It's a fine line between asking them to work and keeping in touch. Making them feel part of the organization.

Send animal memes/silly connections if you're personally connected to them!

Open Space Discussions - Discussion Notes

Topic: Accessibility & Virtual Events

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Room 6

[Open Space Discussions Principles & Law](#)

	Name	Email (optional)	Name	Email (optional)
Convener:	Aja Jones			
Participants:	Aja Jones, PPT			
	Danielle Greaves, PCT			
	Sarah Hamilton, PCT			
	Linda Jakubec, PCT			
	Pam Cain, PCT			
	Kevin Vetterly, PCT			
	Nicole Sauter, Pittsburgh Ballet Theatre			
	Mike Tiernan, PCT			

(document your proceedings here)

Notes: Aja: Concerns with lack of closed captioning in Zoom for Public Playtime

Sarah: PCT looked into cc for educational offerings for classes, etc. Live captioning may be available on Facebook live, but not via share. Seth uses Vimeo

Also curious about password-protected videos for a certain timeframe, etc. Dropbox may be better.

PCT provides downtown childcare centers classes in-person. Shifting to virtual - how can they still be served without full access to technology? Maybe a video/lesson plans that are more geared toward the teacher to share? Recorded vs. Live and the bandwidth issues that are encountered.

Maybe try a DVD recording?

Aja: trying to give access to hearing impaired; vision impaired is perhaps ok given that the plays sound much like a radio play; but what other accessibility issues are present?

Danielle: try looking for an affordable live captioning 3rd party service to integrate with Zoom. Try Amazon Services? Danielle will ask Patrick.

Kevin: consider using unlisted YouTube videos for password protected purposes. Could stream live via YouTube and send out the unlisted video. Q: Does Zoom integrate with YouTube?

Kevin: <https://support.zoom.us/hc/en-us/articles/360028478292-Streaming-a-Meeting-or-Webinar-on-YouTube-Live>

Mike Tiernan: Try Gala Pro?

Danielle: recently rolled My Benefits information. Password protection can be listed in the My Benefits section. Web monthly meeting coming out soon.

Nicole: used a Zoom Webinar, but streamed through YouTube. Registration required, but open essentially via YouTube.

Created education videos through Google Sites that were private.

Mike/live captioning link: <https://www.totalcaption.com/remote-captioning>

Danielle/Zoom+YouTube: <https://support.zoom.us/hc/en-us/articles/360028478292-Streaming-a-Meeting-or-Webinar-on-YouTube-Live>

Open Space Discussions - Discussion Notes

Topic: **Tracking Virtual Participation**

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Room 8

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	Name	Email (optional)	Name	Email (optional)
Convener:	Christine Wingenfeld	cwingenfeld@pittsburghballet.org		
Participants:	Katina White	kwhite@ppt.org		
	Kayla Washko	washko@trustarts.org		
	Rebecca Harriman			
	Julie Neal			
	Emily Balawejder			
	Seth Laidlaw			
	Kelly Mednis			
	Caitlyn Abt	Abt@trustarts.org		
	Shanna Carrick			

(document your proceedings here)

Notes: **Christine's Top Takeaways:**

- 1. Capturing actual participation has been difficult, consider testing pop-up surveys on screen with gift certificate incentive**
- 2. Pgh Arts & Lectures successfully using Tessitura purchase path, which also has enabled add-on donations**
- 3. KPIs and Metrics for reporting back are still fluid and no real goals or baselines have been defined yet**

How to record "attendance" at a virtual event. Free vs Paid. Advance registration vs "open" attendance.

Pre-registration for Free events vs actual attendance. Excel doc into Event in Tess

Ballet 50th Anniv. Event. Form in Pro2 embeded on Website. Form added Tag. Sent Registration confirmation email and CSI in Tess. Created a Special Event Activity in Tess.

Recording attendance for "Night Of" vs Viewing later.

Asking people to sign up for email during event has light response

"Forward to a Friend"

Reaching out to retirement homes' activities' directors to share with residents

PPT using Zoom so capturing some registrations

Measuring social media - 1 min. views as distinction

Measuring how many are watching with you

Tracking email forwarding in Pro2 (surveys or people sharing links to prerecorded events)

Surveying -- incentives during virtual events?

While you buy tickets --- how many of these events did you watch online?

Typeform - for directly connecting to special activities

Special Activities, Pro2, Typeform

Finding ways to track donations to specific events -- Donate2 testing for TRAF, specific donation pages for PBT

Arts & Lectures using traditional purchase path - and then that has option for suggested donations

Ticket is \$6.25 so comes to an even \$10 with the fees

City of Asylum using CrowdCast -- comes with a donation button via a call to action at bottom

Big disconnect between pre-registration metrics and actual views

	Comparing viewership to who would have come
	Post-show survey to get count estimates, low response rates though still getting enough responses
	Incentivize with gift cards
	Reply tracking in Prospect2 may capture "forwards" but can also get emails not intended for organization, which can be a little invasive
	Fall virtual events still come with a physical program book, so sponsors have additional benefit of that
	Showing virtual attendance counts to sponsors

Open Space Discussions - Discussion Notes

Topic: Looking Back in Order to Go Forward

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Room 11

[Open Space Discussions Principles & Law](#)

	Name	Email (optional)	Name	Email (optional)
Convener:	Sarah Gilmer	gilmer@trustarts.org		
Participants:	CC Calhoun			
	John Mumper			
	Kelly Mednis			
	Sarah Hamilton			
	Seth Laidlaw			
	Nancy Sheleheda	sheleheda@trustarts.org		
	Dan Hoffer	hoffer@trustarts.org		

(document your proceedings here)

Notes: Uncertainty around reopening; how do you monetize virtual programming? When we are able to reopen should that part continue?
 How can virtual programming be the bridge to Pgh's tomorrow? It should continue. Our audiences are not just those who come to our venues - we have a broader reach now.
 Discussion around Jazz Festival and Arts Festival - artists were really able to speak their minds and present in a way that may not have happened in a live presentation
 Be more strategic in the artists we choose to focus so that it hones the message for our audiences.
 What can we offer to the vast digital programming landscape as an arts presenter?
 What were our institutions meant to do? How will we create new types of spaces for gathering and inform what we're doing in the future
 Looking at the negative space in reporting - not just the top zip codes but what zip codes are missing? Always asking who is missing. Cultural District is not just a space to have fun - invite people to help us be a part of our mission. Because if we've done it right, it's something people will want to be a part of.
 We should be specific about who we want to be welcoming to, especially after this "intermission" period
 Maybe PCT should think about rewriting it's mission statement.
 Let's communicate our mission to the broader community and see who resonates with it and may want to work together
 Welcoming back is going to include welcoming people who have never been to our physical venues
 How can we use our district signage, that may still have old show marketing up, to provide more inspirational, comforting, timely messages? We're seeing tons of people downtown for protests who may have never been through the Cultural District before... how can we meet them now where they are so they will want to return to us in the future?
 Can we chip away at the bureaucracy to mimic agile smaller organizations i.e. quicker decision making?
 What earned income opportunities can we look into to keep the financial picture more stable?
 What does the future look like at our venues?
 We are more than one product line but at the moment most of the conversations are centered around one thing

Open Space Discussions - Discussion Notes

Topic: **Measuring to prevent perpetuation of bias in employment, audience, and programming**

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Room 13

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	Name	Email (optional)	Name	Email (optional)
Convener:	Sadie	treese@trustarts.org		
Participants:	Teri Bell			
	Morgan Kasprowicz			
	Maureen Shannon			
	Rona Nesbit			
	Madigan Griener			
	Sarah Hamilton			

(document your proceedings here)

Notes: When we are shrinking programing and staff, how can we keep from erasing progress and falling back into inequitable habits

KPIs but not tokenizing quotas- Reporting D & I along with ther sucess metrics (not out of sight, out of mind)

Being careful with demographic data because it can used for good or bad (aggregate instead of personalized)

Training current audience to make new audiences feel welcome

helping tear down the barriers of sense of belonging/not having someone to go with

Bringing D & I consideration in before we get to the point of needing to fill seats

Niche modeling and scalable efforts to improve marketing

removing condescension from discount offers particularly those focused on D&I

paying attention to how staffing changes (Furloughs/payroll/assignments) affect the D & I of the organization

Building support at the top to value and celebrate D & I accomplishments

Not moving so quickly between initiatives that we don't have time to review/recalibrate

Not asking people who can give to give

Apply design thinking-Use data to establish the old data to determine the old narrative then determine the new narrative--what is holding us back from getting to the new narrative

Open Space Discussions - Discussion Notes

Topic: Re-envisioning the idea of subscriptions in a time of not knowing what will be doable

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Room 14

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	Name	Email (optional)	Name	Email (optional)
Convener:	Katie Springer	springer@trustarts.org	Vanessa Zsorey	zsorey@trustarts.org
Participants:	Caitlyn Abt	Abt@trustarts.org	Brittany Martin	martin@trustarts.org
	Marty Savolskis	msavolskis@ppt.org	Kelly Mednis	mednis@trustarts.org
	Amber Kocher	Akocher@pittsburghmusicals.com		
	Casey Helm	chelm@trustarts.org		
	Al Rodibaugh			
	Eric Thomas	thomas@trustarts.org		
	Victoria Lecci			
	Joi Brook			
	Aimee Plotz	plotz@trustarts.org		

(document your proceedings here)

Notes: Is there a way to flip subscribers into some other type of loyalty/support program when we don't have the traditional offerings?
 PPT looking at continuing Playtime into the Fall, technically free to the public, but for a "single ticket buyer" to get access they would have to make some sort of donation, but in person "regular" subscribers would gain access. There logistics considerations around this kind of access
 Important to continue engagement in some way - thinking about us and keeping them entertained and keep their money
 For Children's/Family programming, perhaps flip all subs to flex packages so that they could redeem for whatever (ongoing)
 If you aren't sure what your season is going to be - can you announce as you go and confirm programming, have people commit in advance to a certain number of shows or flex vouchers
 How to you decide which of your subs gets the best seats when there is the potential for socially distanced seating? Tie to entrance times? model after airlines - are you a "frequent flyer" who gets advanced seating.
 Look at that attribute about total number of years and consecutive years subscribed (ask ISTS if you haven't seen it yet)
 Start pro-actively moving subscribers around to other days so they could have "their seats" and then socially distance around them on less packed subscriber days
 Is there anything to learn from Museums and Zoos in terms of "subscriber" days or "early access"?
 What do you do about the subscribers that have "fought" for their seats and want to keep them regardless of what the programming is, but won't be happy with having to change their seat
 If people request to be further away from others, is the expectation going to be that they can just get their regular seats back?
 Venue changes - how are you thinking about communicating with patrons, specifically subscribers?
 How to reach beyond our venues? Outside spaces?
 Planned digital component moving forward - however someone wants to access it, they can
 Union issues with recorded content - SAG/AFTRA
 Issues around communicating with patrons about venue changes when even with cancellations they're saying they were never contacted.
 Concern that changes, protocols, etc will be missed as there are a lot of people that haven't responded or answered phone calls regarding things so far.

Open Space Discussions - Discussion Notes

Topic: Transitioning donor benefits to the virtual realm

EVENT - 3:00pm EDT (New York/Pittsburgh)

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Room 18

[Open Space Discussions Principles & Law](#)

	Name	Email (optional)	Name	Email (optional)
Convener:	Rachel Kisic	rkisic@pittsburghopera.org		
Participants:	Carroll V Roberts			
	Kate McMahon	katemcmahon@trustarts.org		
	Patrick FitzGerald			
	Graham Fandrei	fandrei@trustarts.org		
	Jessica Wolfe	jwolfe@pittsburghsymphony.org		
	Victoria Lecci			

(document your proceedings here)

- Notes:**
- "My benefits" now part of the Cultural Trust website, serves language to patrons based on constituencies. Can deliver video behind paywall.
 - Convert existing engagement events to virtual segments, e.g. Lunch and Learn, Behind the Scenes, etc.
 - Streamyard is a resource for more polished virtual presentations. It can stream to YouTube or Facebook Live.
 - More competition for digital engagement with national streams. Consider shortened windows of time.
 - Possibility for engagement created around other broader content, e.g. Hamilton film release
 - Are memberships being extended? Phipps and other industries are, but perhaps not in the performing arts
 - Consider survey to donors to gauge what people are resonating with now
 - Perhaps rather than providing a benefit, think of add-ons in purchase path
 - What is personally meaningful to us right now?
 - Consider follow up emails with surveys after virtual events
 - Coffee conversations with major donors and gift officers have been positive opportunities for talking about funding for tangible projects.
 - Outdoor events appear to be great opportunities, but implementation is a struggle
 - What could be done outside theaters - much space has been directed to outdoor dining and could provide a space for an ask
 - Partnerships with local restaurants/shops