

ARTS INCLUSIVITY MERIDIAN – AIM

“When we do not actively include, we actively exclude.” - Dr. Liza A. Talusan, Ph.D.

CULTURAL CONSUMER - Wikipedia 2019

A cultural consumer describes a person who avidly consumes art, books, music, theatre, dance and live cultural events within a society.

This new type of consumer values creativity, design and the power of personal values. These consumers will look toward companies that can "present an offering that solves a problem, does some good, and delivers aesthetically. They also look for products that engage the senses as a way to discern truth. In other words, they believe what they can experience. Authenticity is paramount, and stories and images are powerful means for communicating messages.

Although cultural consumers may have once represented a small segment of the population, this group is rapidly expanding through access to technology and the Internet. Recent research indicates that these consumers are connected, active in their communities, and creative. Additionally, they aspire to be viewed as thinking, expressive human beings rather than mass market targets.

MANIFESTO

- AIM WILL target the cultural consumer. No cultural consumer should ever feel marginalized or excluded, therefore, **AIM WILL:**

HOW DO WE ACHIEVE THE MANIFESTO'S GOALS?

1. FOSTER

a. Unity through inclusion

i. HOW?

1. https://www.idropnews.com/news/apple-is-building-two-new-educational-facilities-to-advance-racial-equality-in-the-us/150528/?utm_source=tapp&utm_medium=tapp&utm_campaign=011321&utm_term=tapp
2. Specifically, Paragraph 6
3. . . . become a force for good by focusing on representation, inclusion, and accountability across everything that Apple does, from its supply chain to its developer programs to its retail stores.

2. ENSURE

a. Attention to non-homogenization through all touchpoints of the creative, production and realization process

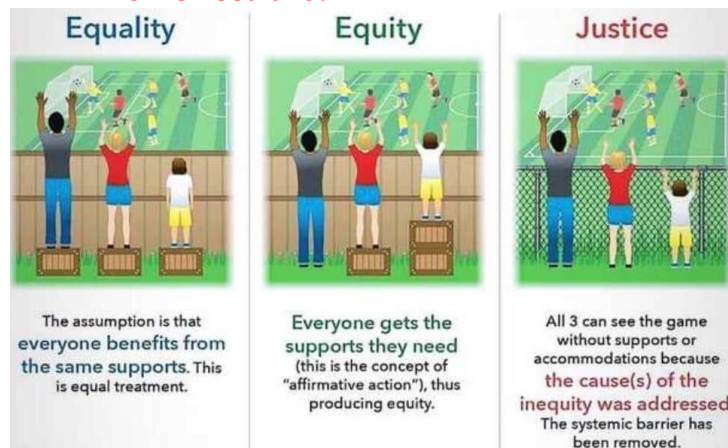
i. HOW? AIM – Art Training

1. Classes in all art forms sponsored by AIM
2. Instructors from existing MAC artist vendor list
3. Ryman Arts

a. <https://rymanarts.org/>

b. A shared experience for ALL participants, residents AND visitors

i. Do we need this?



c.

3. MONITOR

a. Meridian Arts Commission's equality, equity and justice

i. WHO? – AIM will monitor?

1. WHAT CRITERIA?

4. MOTIVATE

a. Meridian's cultural consumers

i. HOW?

1. Does AIM advocate for (X) number of cultural offerings per year, per quarter, per subcommittee?