

Roundtable Questions for “Arts Trails” for Commerce

Roundtable Questions - Before lunch (11am – 12pm)

Existing Conditions – the Image of the Canalway Corridor

1.) If asked to describe what the canals of the Erie Canalway National Heritage Corridor mean to you, what particular images or experiences/events would you use? Are there ceremonial items or sounds (buckets, cannon fire, etc.), working implements (buoys, lanterns, etc), native flora and fauna, canal characters, or folklore and folk art (songs, stories, and crafts) that evoke these images and experiences that could be used as part of a marker system throughout the Corridor? Are the images and experiences that you selected recognizable to the visitors from outside of the Corridor as well as to the residents? Are the images and experiences that you selected “accessible” to everyone including visitors of different ages and abilities and visitors who do not speak English?

Existing Conditions – the Place

2A.) If asked to provide a description of the Erie Canalway National Heritage Corridor, the place, to someone who has never been to Upstate New York, how would you describe the area? What important landmarks would you describe? Are there distinctive examples of architecture, patterns in the landscape, vistas, gathering spots, native flora and fauna, or geology?

2B.) Would your description differ for the various regions of the Canalway Corridor or are there common themes throughout the Corridor? Identify the region if your descriptions reflect a specific area of the Corridor.

2C.) If you were offering this description in 1840 and in 1920 what would it include?

Existing “Infrastructure”

3.) Describe the existing potential for a studio and/or gallery trail or trails? Are there existing galleries, marketplaces, events, and routes (not only arts-related events and routes and not only permanent or year-round marketplaces) that could be linked or used for a Canalway arts trail or trails? Is there an adequate existing “infrastructure” to market arts-related businesses (both number of businesses and mechanism to market them). What is the current on-line “infrastructure” for this effort?

Note: Think of “infrastructure” in the broad sense including staff, technology, funding, transportation systems, marketing, etc.

Roundtable Questions - After Lunch (12:45 – 2:15pm)

Articulating Goals

4.) Identify the goals of art trails for art commerce in the Canalway Corridor? Should there be a “heritage” component to this trail or these trails and if so what should it be?

Articulating Strategies – The Project Logistics

5A.) As you know, a project does not materialize from a good idea alone, although a good idea is very important. What other elements of an “art trail for commerce” project would ensure its success? An overall plan? Funding for planning? Project funding? Support for artists in the Canalway from communities such as tax breaks, funding, incubators, a public marketplace, marketing? specific activities? Please be specific and identify the elements by name. Please prioritize the importance of identified project elements if time allows.

5B.) What role should the Erie Canalway National Heritage Corridor play, if any, in this project in the future?

Roundtable - Reporting Out (2:30 – 3:30pm)

Vote for your top descriptions (questions #1 – 2C) **and top goals** (question #4) **(3:30 – 4:00pm)**