

NPAC 2025 Annual Planning & Visioning Report
Prepared by Purpose Possible
February 13, 2025
5:00 PM - 7:00 PM

Introduction

On Thursday, February 13th, Purpose Possible facilitated a two-hour board meeting for Norcross Public Art Commission (NPAC). The focus of the meeting was to plan for actionable steps and “quick wins” that NPAC can implement with a committee of six over the next year.

Purpose Possible used [Mentimeter](#) to capture input from NPAC members. Purpose Possible Consultant Elizabeth Low and Director of Strategic Philanthropy Laura Hennighausen presented to the group about the process of creating the master plan, and a refresher of the implementation plan within the larger document. Purpose Possible then led the group in a short brainstorming session to identify tasks and projects that could be completed in the next 30/60/90 days that fall within those strategies.

Takeaways

NPAC members defined success for NPAC in three years to include financial growth, strong partnerships with the city, and a unified arts community. Norcross would be recognized for its artistic identity, with successful projects that foster community pride and engagement. There would be a waitlist for Board Members, active subcommittees, and recurring multi-generational art initiatives. Programs like the Installed Art Hunt and Art in the Park would drive commerce and visibility. Financially, NPAC aims to double its investment annually, reaching \$60K, with public recognition in Gwinnett County.

NPAC members identified “Making Arts and Culture a Municipal Priority” and “Creating a Strong Arts Ecosystem” as the two Master Plan priorities that work in 2025 should center. Zooming in further, NPAC identified Marketing and Communications, and Programming as the two most important strategies to focus on to further those Master Plan priorities.

2025 Planning

Purpose Possible took the projects and tasks identified in the 30/60/90 day planning brainstorm and has created a tracking document that can be found [here](#). This document captures each task, who is responsible, and a deadline. It is advised that NPAC use this dashboard or a similar tracking system to keep track of tasks and assignments. This list is not exhaustive and NPAC should anticipate adding to or editing this list at each meeting. Next to each project in parentheses are numbers that correspond to the appropriate lines on the Implementation Grid (tab 2 in the document) so NPAC can also track its progress in the Master Plan.

Retention and Recruitment

Recruiting and retaining NPAC members is also a priority in 2025. At the end of the meeting, Purpose Possible asked each NPAC member to take some time to reflect on what they would like to gain from their participation on the Commission, and how they would most like to support NPAC's work. It is recommended that at a future meeting these findings are shared and discussed in order to ensure each NPAC member is adequately engaged. NPAC may also consider instituting an annual commitment form where NPAC members can self select which projects or committees they'd prefer to focus on, as well as indicate their understanding and commitment to attending meetings and other duties. Examples of Board Commitment Forms can be found [here](#) and [here](#). Templates and suggestions for self-assessment tools can be found [here](#) and [here](#).

Conclusion

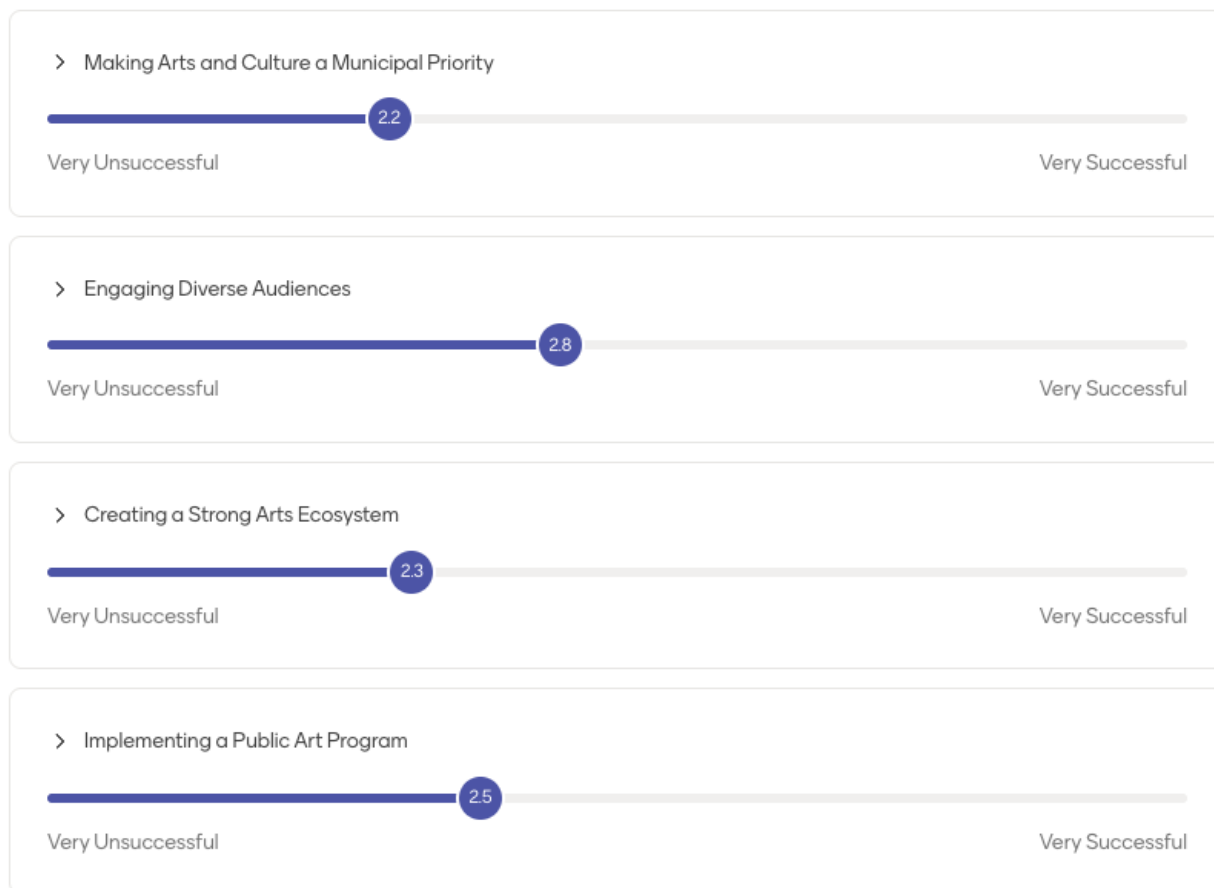
NPAC has ambitious goals for their work for a six person voluntary commission, however with a good project plan that follows the adopted Master Plan, NPAC will be able to accomplish their goals and more. It is recommended that NPAC conduct a similar vision and planning session each year to determine goals, and revisit the dashboard to expand or edit the project plan once a quarter. The dashboard should be referenced at each NPAC meeting to help keep members accountable.

Mentimeter Results

Q: Let's fast-forward three years in the future: what will success for NPAC look like?

- “Money in the pot, **good working relationship with city council** on getting things approved and implemented, unification of all the arts on a more structured basis.”
- “Norcross is defined or recognized for certain memorable artistic aspects.”
- “Successes we can point to with pride and recognized by the community. **Waitlist of Board Members**, serving on sub committees to help get the hard work done”
- “Installed Art Hunt which provides identification and commerce. Art in the park activities. Community pride and multi generational projects on recurring basis”
- “Doubling investment \$'s each year for three consecutive years. \$15 K, \$30K, \$60 K
Public recognition in Gwinnett County of NPAC success”

Q: To date, rank how successful you feel NPAC has been in regards to the following priorities as identified in the Arts & Culture Master Plan:



Q: What are the most significant ways in which NPAC can improve? (Select all that apply)

