

#### 4.8.08

#### ROCHESTER BRAINSTORM

Music community - there are a large number of music students who have few scatter site places to play/experiment. Where is the jazz scene? A new one opened within the year.

People seem to be engaged in contemporary art activities but there is little interaction between them. Maybe a group could be formed to help link these things together so they have more ability to succeed.

Too much red tape also hinders these places from getting off the ground

Who are the youth entrepreneurs in the Rochester area who are doing these items? Are the people in charge here in Rochester more conservative in their approach that it limits the younger ideas - are these people pushing the younger generations away?

Rochester feels like a divided city that doesn't interact very well. It is a very weird regionalism that prevents people from knowing what is happening "right next door"

The racial segregation that exists in between the largely African American city center versus the white suburbs.

There is very little connection in the suburbs for people who don't have a car - city buses for students are free and convenient in other towns but in Rochester, it doesn't exist.

In surrounding towns, some of the residents who don't have job access locally, they commute by bus to Rochester for times up to 3 hours. This is only feasible for people who have no kids or other commitments - these aren't the only people doing this though.

Need to be able to work and build a practice around where artist lives and work.

The bus system here doesn't seem to serve the local artist community well. Who are they serving well? People who live along large, dedicated, routes (commuters) seem to be well. There do seem to be some circulator routes but also things do go through downtown.

We think the living wage in Rochester is about 11.25 an hour. Does this cover the expense of having a vehicle? What is in the living wage.

Green space in Rochester - there are massive sections of green space accessible to some neighborhoods but there are also other areas where neighborhoods don't have any.

There are places where there are empty buildings that are attractive to artist as long as there are services available

Rochester is a great place to experience festivals. There are festivals nearly every weekend. These are good things because they bring people together and out on the street.

The city could promote itself more from these events but the services that it provides would need to be there - needs to have more neighborhood living options available.

The inner loop is a huge cage around downtown - it isolates, is difficult to cross. It makes it difficult to create neighborhood living

Who are the folks who come to the festivals? Besides neighboring communities residents - Rochester is the "big city" for many neighboring communities. It is also those who have been coming to this because it's what they've always done. This present's an old school "tradition" and this can stifle.

Young people are being trained in things that are not paying well here and this doesn't promote them to stay. Rochester is a large exporter of education and educated people.

City government seems to want to encourage large scale economic development - should also look into encourage small-scale firms that find it difficult to make it in larger markets where they are not able to compete in places like NYC.

Make places like the eastman's photo collection to be accessible for people. This could help to draw more people.

Might be worthwhile to explore setting up a part of economic development that works to recruit the small scale entrepreneurs from NYC or other places where they might not be able to make it.

People with connections to Rochester would like to stay due to family connections, etc. but in Rochester, this is difficult.

Like the sound of Roch City movement. Good energy here.

If there is a recruitment initiative - needs to be done by people who don't represent the status quo.

**Environmentally, Rochester is one of the most polluted cities in NYS. Lake Ontario is a great resource but it is a wasted resource because of the pollution.**

**We need access to jobs**

**We need representation for our ideas - moving beyond the status quo and promote a more youthful, less conservative, city.**

**We need integrated infrastructure - need to be able to get from Point A to Point B without getting into our car.**

**M ore diverse, happening street scene - focus less on monolithic, large scale events but more on the smaller scale, community orienting ideas/places.**

**Build opportunities without destroying others - the history of Rochester is built on progressive ideas - abolitionism, women's rights, etc. Capitalize on this and continue it further.**

**In twenty years, Rochester will be a culturally, financially, educationally interconnected, integrated community.**

**REPLY FROM MILWAUKEE:**

We were running out of time when the Rochester summary came in, so we didn't really get to dig into that. Time constraints plus none of us knowing anything about Rochester. (RIT, University of Rochester came up.) Differences seemed to stand out more than similarities. So I'd say there was not an "aha" moment.

It might take more of a direct dialogue to see where similarities lie. For instance, did the Rochester people mean their city leadership is literally too "conservative," meaning political leanings? That would be the opposite of Milwaukee, unless they meant the Rochester leadership is too cautious, too risk-averse, too backward-looking, too focused on trying to fight hopeless rear-guard actions to hold ground for an army that's marching away?

That might be more comparable to Milwaukee leadership and the general culture.