

# **Discovery Meeting #7**

## **January 18, 2010**

### **Minutes**



Photograph by Jennifer Roth

Present: Susan Bayley, Holly Campbell, Susan Collyer, Linda DeHart, Peggy Fox, \*Karen Futral, Chris Graefe, Pattie Heyman, Shannon Jamieson, Bill Kennedy, Nancy Lippincott, \*Anne Louisa Pepper, Eva Selhub, \*Jesse Stevens, \*Pat Stevens, Arthur Stowe, Pam Wilkins-Horowitz.

Attending Via Skype: \*Susan Brender, James Cavanaugh, Gail Ellison, Pati Stillwater

Attending conference phone: Anne Avidon, Judy Young

\*First-time attendees – Welcome!

(Everyone - Be sure to check attached list of attendees with statement of interests.)

### **PROCEEDINGS**

#### **1. Update on The Art of Health Documentary.**

Jamie Cavanaugh is beginning a structured funding research schedule of at least one morning per week going forward.

Jamie and Gail Ellison are reviewing potential staff for the documentary, beginning with "Line Producer."

Bernie Siegel, renowned oncology surgeon, author, and mind/body healer, has expressed interest in The Art of Health project and scheduled a meeting with Susan Collyer, Susan Bayley and Linda DeHart to discuss the potential of the documentary. Also James will have a phone conversation to explore specifics. Bernie Siegel has had a relationship with the Oprah Winfrey program in the past. Explore.

Susan Brender volunteered to research possible connections to Oprah Winfrey from among her professional television network contacts. She thinks that the new Oprah Winfrey Network (OWN) creates opportunities for us to attract Oprah's attention, as they will be looking for programs that come in

with advertising dollars, and then make a mix with their own programming.

### **The Art of Health Fact Sheet**

We are submitting a request to Society for the Arts In Healthcare (SAH) to partner with us in the documentary project. Pam Wilkins has been in contact with Anita Boles, SAH Executive director. She said that what partnership brings to the project are:

- Credibility of the SAH international organization
- Association with an organization of \$1 million in size, which is a gateway requirement of some potential funding organizations to consider our application,
- Assistance in promoting the documentary.

The Art of Health (TAH) Fact Sheet is being crafted by several members of the Discovery Meeting for submission to the SAH Board of Directors meeting on Friday, January 22. Pam Wilkins will submit the Fact Sheet with our request to Anita Boles in time for the Board meeting. (NOTE: Fact Sheet was submitted Tuesday January 19 on our new letterhead – Its first use!!! Remember it is for you to use in your own Discovery Meeting communications.)

Other organizations suggested to have partnership potential:

- Americans for the Arts
- National Endowment for the Arts (NEA)
- Cleveland Clinic – (They presented a symposium, Music and the Brain, October 30, 2009, at Lincoln Center, NYC)
- University of Florida (Gail Ellison will speak to Jill Sonke)

### **2. Shall the Discovery Meeting send a representative and have an exhibit to showcase The Art of Health documentary at the SAH Annual Conference in Minneapolis in April?**

The SAH Conference brings 500-600 people together who are involved in the arts in healthcare. An exhibit would inform this key population of our project and would be an excellent opportunity to tap this resource for ideas and story content, as well as potential funding sources. Several members of the Discovery Meeting are planning to attend and would be able to support the message of the exhibit as well. The exhibit reservation deadline was Jan 22. Pam Wilkins said that while the conference sessions are completely set in stone, we might be able to request a time for Jamie Cavanaugh and Gail Ellison to present a special information session during the conference. Other suggestions for the exhibit included using film clips from Jamie's files.

Susan Collyer asked if people would consider a "membership" contribution of at least \$25 to support the exhibit along with a delegate to set it up and manage it during the conference. She nominated Sue Bayley as the delegate. The estimated cost would be \$1500-\$2000 (\$675 for exhibit space

and registration, plus travel, accommodations and exhibit design and materials) depending on in-kind donation of services, materials, frequent flyer miles, etc.

The response was very much in favor, with \$200 in donations made on the spot, ranging from \$25 to \$100. In addition, Chris Graefe offered to donate graphics production. Since the meeting, we have received a donation of frequent flyer miles to cover transportation, and Sue will share a hotel room with Linda DeHart. (NOTE: The exhibit space was reserved by Jan 22.) Additional contributions may be mailed to Sue Bayley, 66 Lakeview Road, Lincoln RI 02865.

### **3. What do you see as the potential, going forward, of The Discovery Meeting?**

So beyond the documentary project, Linda described her vision of the Discovery Meeting (DM) as a container for innovative projects in support of the arts in healthcare. She said that she has no proprietary claim to it and in fact said that she was "giving it over to those of us here" to take it where we will. Linda sees the Discovery Meeting of Cambridge as a model to be replicated in communities across the country supporting projects that promote the arts in healthcare.

Pam Wilkins has also founded The New England Arts and Healthcare Network (NEAHN) as a regional network of SAH, after the pattern of other regions, for example the Minnesota Regional Network with 350 members. She offered free membership in the NEAHN to Discovery Meeting members, as well as half off the SAH membership fee to any new member, from \$130 to \$65.

What is the relationship of NEAHN to DM? Pam suggested that DM might be a special interest group within the NEAHN, giving access to the 300 members of SAH currently in New England, and vice versa.

And other SAH Regional Interest Groups may adopt the Discovery Meeting logo and concept for their own projects.

Innovative projects suggested that might be fostered within the DM container:

Susan Collyer is working on a television series to bring the message of art, health, and spirituality to mainstream Americans who watch a lot of TV, "fairy dust for the Kmart Shopper," as she put it.

Bill Kennedy is supporting a "revolution in our aliveness and awareness" fueled by our collective energy in pursuit of life, liberty and happiness.

Susan Brender sees planting the seeds of how the arts make a difference, how the arts transform people, what is "Life with the Arts?"

Pati Stillwater believes in the power of a PBS special to get our message into the public domain.

Chris Graefe sees a gift of slowing down as a healing modality. "The party of the last decade was too fast, too intense." How can the arts help us to create experiences at a more human pace?

Eva Selhub said that we must inhale, and remember to exhale (and not abbreviate the process by calling it "breathing," but to experience the inhale and exhale individually).

Holly Campbell offers her interest as DM webmaster in developing the synergy of the internet; feature DM members on the website, make our discoveries more apparent and accessible, etc.

Judy Young wants a feeling of energy and the warmth of people to be visible on the website.

Anne Louisa Pepper described her experiences with watercolor paintings as a source of knowledge.

Karen Futral, an art therapist, brought up the fact that insurance won't pay for art therapy. Perhaps a movement to include the arts in therapies supported by insurance payments, as is the case in some European countries.

For the documentary, James' Ma Goose Inc. in California can serve as a 501(c)(3) to receive funding.

Donations for the Discovery Meeting will be handled separately. For the time being we do not have a fiscal entity. For the exhibit, Sue Bayley will receive the donations and apply them directly to the exhibit expenses. Suggestions as to the financial structure are welcomed.

### **Networking:**

In a reversal of our previous order of business, networking followed the business meeting, and we feel that this structure worked very well. Business was handled promptly, and we were then free to exchange valuable information input and resources until 9:30.

### **MARK YOUR CALENDAR!**

#### **Next Discovery Meetings:**

February 22

March 22

April 19

May 17

June 14

Summer break until September.