

**COUNCIL MEETING MINUTES**  
**PENNSYLVANIA COUNCIL ON THE ARTS**  
**Thursday, April 12, 2018**  
**9:00 a.m. – 12 p.m.**  
**RICHARDS HALL, DIXON UNIVERSITY**  
**HARRISBURG, PENNSYLVANIA**

**COUNCIL MEMBERS PRESENT:** Mr. Jeffrey Parks, Chair, Mr. Jeffrey Gabel, Vice Chair; Ms. Susan Goldberg; Ms. Gayle Isa; Mr. William Lehr, Jr.; Representative Brian Sims; Mr. Norman Stull; Ms. Catzie Vilayphonh; Ms. Paula Vitz; Mr. Jim West

**COUNCIL MEMBERS PRESENT via telephone conference:** Mr. Justin Laing

**COUNCIL MEMBERS NOT PRESENT:** Senator Charles McIlhinney; Representative Tina Pickett; Mr. Lee Steadman; Senator Christine Tartaglione

**STAFF MEMBERS PRESENT:** Mr. Karl Blischke, Executive Director; Ms. Heather Doughty, Deputy Executive Director; Ms. Amy Gabriele, Deputy Director for Administration; Mr. Seth Poppy, Program Director; Ms. Jamie Dunlap, Program Director; Ms. Norah Johnson, Dir. of New Projects & Capabilities; Ms. Dana Payne, Program Director; Mr. Matt Serio, Program Director; and, Ms. Sarah Merritt, Special Assistant to the Executive Director and the Council.

**GUESTS:** Emma Alaquiva, Kelly Barsdate, Jenny Hershaur, and Anne Griffin.

**Call to Order** - Chairman Parks called the meeting to order at 9:05 a.m.

**Roll Call** – Vice Chair, Jeffrey Gabel called the roll. A quorum was not established.

. \*\*\*Note: Justin Laing (via phone) and Rep. Sims joined the meeting at 9:10am. Paula Vitz joined the meeting at 10:25am.

Parks directed members to the list of conflicts of interest. He asked all members to review their conflicts for any changes or additions. He noted that since a quorum had not been established, no action could be voted on. Mr. Parks read the conflict of interest statement reminding members of the rules.

Because there was no quorum, Mr. Parks started with Item #2 on the agenda.

**Item 2: 2016-2017 Grants Report** - Ms. Gabriele informed the Council that this was the fifth year staff had presented the grant report. In Fiscal Year 16/17 Council supported over 1,600 grants. She pointed out that the grants indicated as self-funded are Arts in Education grants. While Arts in Education partners funded the activities, the PCA grant funds go toward each Arts in Education partner's administration of the grants.

Mr. Justin Laing called into the meeting establishing a quorum.

Ms. Gabriele directed the group to the information on pages 50 through 60 of the supporting documents which include summaries of all counties. She pointed out that the Commonwealth of Pennsylvania funds the arts at a rate of .75¢ per capita.

Chair Parks asked staff and Council to introduce themselves.

**Item 1: Approval of October Meeting Minutes** With a quorum established, Mr. Parks asked for approval of the December minutes. Motion by Mr. Lehr. Seconded by Ms. Goldberg. Motion carried.

**Item 3: 2017-2018 Budget Close-Out & Draft Budget for 2018-2019** – Ms. Gabriele informed Council that the 2017-2018 grant allocation balances had been tabulated. She indicated that action items were listed on pages 54 and 55 and highlighted in gray.

Ms. Gabriele highlighted the following recommended grants and grant amount increases:

- The National Guild for Community Arts Education. The original amount Council approved was \$40,000. Staff is asking for an increase to \$77,000. She told the group that the increased funds are to be used for expanded training in September and October and to add a preconference to their conference in Baltimore, Maryland in November.
- A grant recommendation of \$5,000 for the Mid-Atlantic Teaching Artists symposium. The grant amount had been approved previously, but the grantee organization had not been designated. The recommended organization is the National Assembly of State Arts Agencies.
- A \$5,000 grant recommendation for the University of the Arts in collaboration with Mural Arts and the Stockton, Rush Bartol Foundation for the *Teaching Artists Symposium: Building Your Teaching Artist Toolkit*.
- A \$10,000 grant recommendation for the National Center for Creative Aging annual Leadership Exchange which will be held in Philadelphia in October.
- A \$20,000 grant recommendation to support activities leading up to the Governor's Awards for the Arts. The designated grantee is Scranton Tomorrow.
- A \$56,000 grant recommendation to Citizens for the Arts for professional development and consulting grants. These grants help fund grantee participation in conferences and funds for organizations to engage consultants.

Ms. Gabriele informed Council that the 2017-2018 budget and a draft of the 2018-2019 budget were included in the Council book for reference. She said Council will vote on the 2018-2019 budget at the next meeting if the state budget was passed.

Mr. Parks opened the floor for questions.

Mr. Laing asked for clarification for the increase in the grant to the National Guild for Community Arts Education. He asked if the funds were going to be used to underwrite PA people to attend the conference.

Ms. Payne said that part of the funds are for PA artists and arts organizations to attend the conference and part of the funds are for the pre-conference she is facilitating to hire speakers and other pre-conference costs. She said thus far the work with the Guild had been through the Strategies for Success program but for this project, the opportunities will be open to grantees of other PCA programs.

Mr. Laing asked for a breakdown of how the funds would be used.

Ms. Payne stated that \$28,000 will go toward registration, travel, and lodging. She said that currently there are 30 organizations in Strategies for Success and only about 20 will be able to attend. The 10 remaining organizations will be selected through recommendation by PCA program directors. The rest of the funds will pay speaker fees and for experts in the field selected to facilitate pre-conference sessions.

Ms. Payne said she had a detailed budget she could email to Council.

Mr. Laing asked if \$20,000 was for the organizations and \$50,000 for the pre-conference.

Ms. Payne stated that the extra amount is about \$37,000. The pre-conference costs will be about \$10,000. The remaining funds from the \$37,000 will go toward registration, travel, and lodging.

Ms. Payne said the original grant of \$40,000 is for two, full-day meetings in Pittsburgh and Philadelphia.

Mr. Laing stated that he did not want to hold up the meeting. He asked how organizations obtained the grants for professional development and consulting.

Mr. Blischke pointed out that there is an application process for the grants.

Ms. Isa asked if funds had been earmarked for the strategic plan.

Mr. Blischke indicated that staff is identifying strategic planning funds in next fiscal year's budget. He said that staff is planning a robust outreach and engagement process. He told Council that none of the funds for the process are in this year's grants close-out budget.

Mr. Parks asked if there were any more questions. He asked that when there are recommendations for large funding increases and grants, staff provide a breakdown of the funding in advance.

Representative Sims entered the meeting and introduced himself.

Mr. Parks asked for a vote on the recommended grants and the grant amount increase. Motion by Mr. Stull. Seconded by Ms. Goldberg. Motion carried. Mr. Laing abstained from voting stating that he did not have all the information about the National Guild for Community Arts Education grant.

**Item 4: 2018-2019 Teacher Artist Partnerships (TAPs) and Long-Term Residencies (LTRs) Recommendations** – Ms. Dunlap explained that these grants are for long-term, in-depth teaching artist residencies where a professional teaching artist works with a core group of students or participants in an authentic art setting. She said that sometimes a setting is a school and sometimes it is a community setting.

Ms. Dunlap informed the group that Teacher Artist Partnership projects must take place in a school setting, in one classroom, with one teaching artist and one teacher. It is a

co-teaching model.

Ms. Dunlap said that both residencies are 60-day projects and they last between 6 and 9 months, depending on the project schedule.

Ms. Dunlap said the PCA received 23 applications – 2 for Teacher Artist Partnerships and 21 for Long-Term Residencies.

Ms. Dunlap told Council that an online panel reviewed all the applications. She said consultant, Kay Thomas, and PCA staff provided input, too. She pointed out the application review criteria on page 61 of the Council Book.

Ms. Dunlap stated that the panel is recommending 15 Long-Term Residencies and 1 Teacher Artist Partnership for funding.

Ms. Dunlap reminded the group that these grants are for Fiscal Year 2018-2019, so they are contingent on the state budget being approved. She said the reason Council is voting on them now is because schools and communities need notice about grant awards, so they can allocate their matching funds before their budget close-out.

Mr. Parks opened the floor for questions. There being none, he pointed out conflicts of interest for himself – ArtsQuest and Ms. Goldberg – Walnut Street Theatre.

Mr. Parks asked Council if there were any other conflicts of interest to declare. There were no other conflicts.

Excluding ArtsQuest and Walnut Street Theatre from the vote, Mr. Parks asked for a motion for the recommended grant awards. Motion by Mr. West. Seconded by Mr. Stull. When asked if there were any questions, Ms. Isa asked about the review criteria and scoring of grant applications. Ms. Dunlap stated that there is a threshold that the score must be above. There being no more questions, a vote was taken. Motion carried, no oppositions or abstentions.

Mr. Parks turned the meeting over to Vice Chair Gabel, so he and Ms. Goldberg could excuse themselves during the vote on the ArtsQuest and Walnut Street Theatre.

Mr. Gabel asked for a motion for approval of the ArtsQuest and Walnut Street Theatre grants. Motion by Mr. Lehr. Seconded by Mr. West. No discussion. Motion carried, no oppositions or abstentions.

**Item 5: Governor's Awards for the Arts** – Ms. Doughty told Council the Governor's Awards have been a tradition since 1980. Seven governors have presented the awards. She said that the PCA has administered the awards for every governor except Casey who had a cultural advisor's office. To date, 187 awards have been given.

Ms. Doughty gave a brief overview of the 2017 awards in Lancaster. She informed Council the awards have been moved to a different location each year since the Ridge administration. Governor Ridge wanted more Pennsylvanians to have access to the awards ceremony. To date, the awards have traveled to 14 cities around the commonwealth.

Ms. Doughty informed Council that the 2018 ceremony will be held in Scranton. She

said the host community plans events around the awards. She stated that while moving the ceremony is difficult, the positive effect it has on the host community is worth it.

Ms. Doughty asked Council to mark their calendars for August 8 in Scranton. She reminded Council that there will not be a Council meeting in conjunction with the Governor's Awards because the August date does not coincide with Council business. She said that Council members planning to attend will be doing so in an official capacity.

Mr. Gabel asked if this was the first time the two ceremonies have been held in the same year.

Ms. Doughty stated that the timing of the event changes with election years because Fall is a difficult time to schedule events.

**Item 6: State and National Arts Data** – Ms. Doughty introduced Jenny Hershour, Citizens for the Arts in Pennsylvania.

Ms. Hershour reminded the group that in 2017 the President recommended the elimination of the federal cultural institutions. Congress was able to keep the National Endowment for the Arts (NEA) and the National Endowment for the Humanities (NEH) alive through a series of resolutions.

Ms. Hershour said that in March she travelled to Washington DC with a group of advocates. They met with Pennsylvania's representatives and gave them their recommendations for funding. The NEA and NEH each received a \$2 million funding increase to \$152.8 million. She stated that 40% of the NEA funds go to state and regional arts councils. She reminded the group of the importance of this funding.

Ms. Hershour reviewed the Americans for the Arts 2018 Budget Request document. She stated that she is pleased with the results as they are proof to advocates that one person can make a difference.

Ms. Hershour informed Council that for FY 2018-2019, the President had made the same recommendations to eliminate federal cultural institutions. She expressed confidence that Congress will not let this happen.

Ms. Doughty introduced the document from the National Assembly of State Arts Agencies (NASAA). She said that NASAA reports on what is happening federally and on the state level. She informed Council that in recent years there had been an overall increase in state appropriations for the arts but in FY 2017-2018 there was a decrease.

Ms. Doughty pointed out that Pennsylvania ranks 23<sup>rd</sup> in total legislative appropriations for the arts.

Mr. Parks stated that Pennsylvania's appropriation is lower than any of its neighboring states except West Virginia.

Ms. Doughty directed Council to the *Arts & Economic Prosperity 5 (AEP5)* documents on pages 73 to 85. She reminded Council that this study is facilitated by Citizens for the Arts. She said that this year Citizens increased the state's overall participation rate with 75.3% of eligible nonprofit arts and culture organizations represented.

Ms. Doughty directed Council to the Mid Atlantic Arts Foundation (MAAF) documents on pages 87 to 92. She stated that the information highlights how the MAAF leverages funding to bring funds back to its member states of PA, MD, NJ, DE, WV, VA, DC, and US Virgin Islands. She pointed out that the organization has several different funding streams. She discussed some of the programs MAAF brings to Pennsylvania.

Ms. Doughty directed Council to the Arts and Culture Production Satellite Account document. The U.S. Bureau of Economic Analysis and NEA have found that arts and cultural production contributes more than \$760 billion to the U.S. Economy. She informed Council that the data comes from 35 industries both commercial and non-profit. She spoke briefly about the data from other states.

Mr. Parks said he wanted to add to the discussion in terms of how we approach the next strategic plan. He said that while the *Arts & Economic Prosperity* study does a good job of demonstrating the important economic impact of the non-profit arts sector, it does not measure which is of importance to the state particularly to areas outside the urban cores, is the number of creative class people moving back to or staying in Pennsylvania. Mr. Parks discussed Allegheny County, Philadelphia, Bethlehem, and Erie and pointed out that these places have excelled at attracting the demographic of 25-34-year-olds with college degrees. He said that as a state we are losing the battle.

Mr. Parks stated the PCA needs to look at how the arts can be engaged with communities in terms of community and economic development.

Ms. Doughty talked about how the PCA uses data to report how the agency's funding contributes to and aligns with the Governor's *Action Plan for Pennsylvania –Jobs that pay, schools that teach, government that works.*

There was a discussion about the creative class and its related research as it relates to the arts.

**Item 7: Resident Artist Program** – Ms. Payne reminded Council that she is working on development of this program. Council was presented a draft program design and implementation timeline at the December meeting. She said the program is not specific to any program. It is an agency-wide initiative designed to further the PCA's mission to provide access to the arts.

Ms. Payne said she had a great response to the 2 informational webinars she held. She had 47 registrants. She tracked participation via registration and collection of zip codes. She informed the group that she also collected feedback after the webinars. 16 counties were represented in the webinars.

Ms. Payne discussed questions that the participants asked and the criteria for the program.

Ms. Goldberg asked about oversight of the residencies.

Ms. Payne said that each residency must have a project coordinator.

Mr. Parks spoke to the importance of this program in addressing access to diverse and rural communities.

**Item 8: Preserving Diverse Cultures** – Ms. Payne gave an overview of the Strategies for Success program. She told Council that grantees in the program are required to participate in an annual orientation meeting with the Preserving Diverse Cultures Program Director.

Ms. Payne stated that grant workshops, open to the public, were presented during the first quarter of 2018 in Harrisburg, Erie, Philadelphia, and Pittsburgh.

Finally, Ms. Payne informed Council that the Strategies for Success application was extended to March 30. She invited Council members to attend the grant review panel sessions in Harrisburg on May 21 and 22.

**Item 9: Folk & Traditional Arts** – Ms. Payne told Council about the American Folklife Center's Homegrown concert series. She said that the Folk Arts Coordinator, Sally Van de Water, will conduct an oral history interview for archiving at the Library of Congress and Penn State.

Ms. Payne informed the group of the Pennsylvania Folklore Symposium at Penn State Harrisburg, May 17-19.

Ms. Payne told Council the 2018-2019 Folk & Traditional Arts Apprenticeship grant application deadline is April 17. She said she was scheduling the panel review session for June.

**Item 10: Update-Arts Marketing Initiative** – Ms. Johnson described the program for the benefit of the new members. She stated that she is preparing for cohort 2 of the program for which the focus is organizations in Western Pennsylvania. She said the application closes on April 27. Americans for the Arts is planning the review panel for early May. Applicants will be informed of their acceptance by May 18.

**Item 11: Poetry Out Loud** – Ms. Cluck told Council about the Poetry Out Loud state competition held on March 5 at the State Museum. She said 111 high schools and 6,400 students took part in the regional competition. She informed Council that the state champion is Miss Brooke Halinar of Cedar Crest High School in Lebanon County. Brooke will participate in the National Poetry Out Loud Competition in Washington DC, April 24 and 25.

**Item 12: Chair's Report** – Mr. Parks congratulated Mr. Gabel on successfully hosting the conference for the League of Historic American Theatres.

Mr. Parks congratulated Ms. Isa on the 25<sup>th</sup> Anniversary of the Asian Arts Initiative.

Mr. Parks informed Council that along with Mr. Blischke, Ms. Goldberg, and Ms. Merritt, he attended meetings with Susan Seifert and Mark Stern of the Social Impact of the Arts Project at the University of Pennsylvania.

**Item 13: Executive Director's Report** – Mr. Blischke thanked PCA staff and Council for all their hard work.

**Item 14: Strategic Planning Session** – This session was facilitated by Kelly Barsdate, Chief Program and Planning Officer for the National Assembly of State Arts Agencies. Council and staff divided into groups. Discussion centered on the various types of plans

and ideas about the issues the plan should address. Groups each looked at a different state plan and evaluated it for clarity, style, focus, successes and shortcomings.

**There being no other business and no public comments, the meeting was adjourned at 2:00pm.**