

Minutes
Council Meeting
March 12, 2020
9 a.m. – 2:00 p.m.

Pennsylvania Council on the Arts
Dixon University Center
Harrisburg, PA

COUNCIL MEMBERS PRESENT: Ms. Goldberg, Judge Morgan, Mr. Stull

COUNCIL MEMBERS PRESENT VIA PHONE: Chair Parks, Mr. Alaquiva, Mr. Astorino, Representative Ciresi, Ms. Colón, Mr. Gable, Mr. Lehr, Senator Ward, Mr. West, Ms. Zaborney,

COUNCIL MEMBERS NOT PRESENT: Senator Iovino, Representative Pickett, Senator Ward, Ms. Vilayphonh, Mr. Warfield

STAFF MEMBERS PRESENT: Karl Blischke, Executive Director; Heather Doughty, Deputy Executive Director; Jamie Dunlap, Chief of Creative Catalysts & Lifelong Learning; Amy Gabriel, Chief of Finance & Administration; Norah Johnson, Director of Public Awareness & External Affairs; Laura Kline, Executive Assistant; Sarah Merritt, Director of Creative Communities; Dana Payne, Director of DEI Initiatives, Diverse Cultures & Heritage; Seth Poppy, Director of Data Systems & Creative Services; Ian Rosario, Grants Liaison; and, Matthew Serio, Director of Creative Opportunities.

GUESTS PRESENT: Rodney Akers, Chief Counsel

GUESTS PRESENT VIA PHONE: Noah Erwin, Office of Senator Iovino; Jenny Hershhour, Citizens for the Arts in Pennsylvania

CALL TO ORDER:

Jeff Parks, Chair

Chair Parks called the meeting to order at 9:09 a.m.

ROLL CALL

Karl Blischke, Executive Director

Mr. Blischke called the roll. A quorum was established

WELCOME

Jeff Parks, Chair

Chair Parks recognized guests in attendance and welcomed Noah Erwin from Senator Iovino's Office as well as Jenny Hershhour from Citizens for the Arts in Pennsylvania.

CONFLICTS OF INTEREST

Jeff Parks, Chair

Chair Parks reminded the Council of the PCA's conflict of interest policy.

ITEM 1 ACTION: Approval of the Minutes of the December 5, 2019 Council Meeting

Chair Parks asked for a motion to approve the December 5, 2019 minutes. Motion to approve the minutes was made by Representative Ciresi and seconded by Mr. Lehr. Motion carried, none abstained or opposed.

ITEM 2 ACTION: Fiscal Year 2019-20 Budget Closeout

Amy Gabriele, Chief Financial Officer

Ms. Gabriele provided an overview of the spreadsheet in Tab 2 of the Council book that outlines the 2019-2020 Close-Out Budget. Ms. Gabriele also referred to a draft of the 2020-2021 budget that will be acted upon at the July 2020 Council meeting.

Ms. Gabriele reported that the PCA's recommendation to Council is for any balance of unspent or cancelled grants be added to Professional Development & Consulting program through Citizens for the Arts in Pennsylvania.

Ms. Gabriele explained that the Draft of the 2020-2021 Grants Budget is pending the passage of the state budget and added that changes in amounts may fluctuate pending that final budget along with new Entry Track grantees and Pennsylvania Partners in the Arts Project to Program Stream Transitions. Ms. Gabriele shared amounts and information that will be presented at the July Council meeting for Council action.

Ms. Colon asked if the \$15,000 was for fees associated with an executive search firm. Mr. Blischke answered that the \$15,000 is for consulting services looking more broadly at transition and planning assistance for Citizens for the Arts in Pennsylvania.

Chair Parks asked for a motion. Judge Morgan made a motion to approve the recommendations. Mr. West seconded the motion. Motion carried, none abstained or opposed.

ITEM 3 INFORMATION: Fiscal Year 2019-20 Grants Report

Amy Gabriele, Chief Financial Officer

Ms. Gabriel reported that beginning in 2012-13, PCA began publishing a list of all grants and sub-grants that PCA pays each year. Ms. Gabriele referred Council to the 2018-19 grants report located in Tab 3 of the Council Book. She stated that there are approximately 1,600 grants that are made directly or indirectly by PCA. Ms. Gabriele referred to the last three pages of the report, which lists by track program, division, as well as county summaries and county rankings, which are listed alphabetically and by ranking. Ms. Gabriele stated that there is no action item with this report, and it is purely informational.

Chair parks thanked Ms. Gabriele for her report and asked for questions from Council.

Noah Erwin, from Senator Iovino's office asked if PCA has any information that captures what other agencies are doing in Pennsylvania regarding grants that fund arts program. Mr. Erwin asked if DCED has any information that provides this information and asked if there is any way that this information could be captured in the total number.

Ms. Gabriele explained that PCA's new electronic grant system is now being run out of the Department of Community and Economic Development and because of that, PCA is able to partner with DCED in ways other than just as a grant system. Ms. Gabriele stated but because of this partnership, PCA is able to see more grant opportunities that are available. She added that PCA is looking at ways of getting those reports by using this system.

Mr. Erwin asked how Pennsylvania ranks against other states that have programs similar to PPA. Ms. Gabriele replied that Pennsylvania is ranked 26th. Chair Parks added that with regard to the legislative allocation for the arts, Pennsylvania is the lowest per capita for all of the surrounding states except for West Virginia.

ITEM 4 ACTION: Recommendations for Pennsylvania Partners in the Arts Partnership Coverage

Jamie Dunlap, Chief of Creative Catalysts & Lifelong Learning on behalf of Matthew Serio, Director of Creative Opportunities

Ms. Dunlap reported that the two memos in the Council Book are both related to PCA's recent open application process. Ms. Dunlap explained that in November of 2018, PCA staff informed Council of the new open application process for both the Arts in Education (AIE) and Pennsylvania Partners in the Arts (PPA) Partnerships. She stated that this new process was developed in response to the Pennsylvania Management Directive set forth by the Governor's office and added that this process has allowed PCA to accept applications for both AIE and PPA partnership programs through an open competitive application process.

Ms. Dunlap stated that the PPA Partnerships Panel met at the PCA offices on Thursday, February 13, 2020 and reviewed the 17 applications which were submitted through the open application process. Ms. Dunlap referred to the list in the memo in the Council Book that outlined the scores and recommendations to the PCA staff and explained that those recommendations were reviewed and is what is being presented to Council.

Ms. Dunlap stated that of the 14 service regions, there will be 12 that are recommended with a partner. She explained that the Foundation for Enhancing Communities and Erie Arts and Culture were recommended, and the Elk County Council of the Arts was recommended on provisional status. Ms. Dunlap stated that Bradford County Regional Arts Council was not recommended.

Ms. Dunlap reported that there were no applications submitted for Region 13 and no partner was recommended for Region 11. Ms. Dunlap added that PCA will hold another round of open applications for regions 11 & 13 in 2021. PPA programs for those regions will be administered by the PCA until qualified partners are selected by the Council.

Ms. Dunlap explained that during the first year, PCA will work closely with the organizations that were recommended for a provisional status. She stated that this is to make sure that these organizations have good oversight and management of the program.

Ms. Zaborney stated that she needs to report a conflict with The Foundation for Enhancing Communities.

Ms. Dunlap stated that for the two regions where there is no partner being recommended, the PCA (Matthew Serio) will be stepping in to help manage the PPA Program until there are qualified applicants in those regions to present to Council.

Ms. Dunlap explained that in this coming year (Fiscal Year 2020-2021), Mr. Serio will be working diligently in Region 11 and 13 to see what partner organizations might exist and be interested in being a PPA Partner. She added that Mr. Serio will administer an open application process again for those two regions alone.

Ms. Dunlap stated that she sat in on the panel meeting as a note taker and can report that there was discussion related to the need for training in the areas of diversity, equity and inclusion across almost all of the PPA partner organizations. She reported that this is something that Mr. Serio plans to work on in order to make sure that everyone is being mindful of that issue and has plans in place.

Chair Parks congratulated PCA on a nice job with this process as it was the first time that it was administered an open application format.

Chair Parks also asked a question about how the panel was selected because he noticed that there were people that were not from Pennsylvania.

Ms. Dunlap replied that when PCA made the determinations for the panelists, it made certain to include individuals from Pennsylvania as well as people from other states that work in an art council setting and have had experience in decentralized models or in re-granting programs. She explained that PCA wanted to have their input and expertise.

Ms. Dunlap reported that the same type of process was used for the Arts in Education panel meeting. There were a couple of panelists from out of state who brought their expertise and perspective from their own fields in their own states.

Ms. Goldberg asked Ms. Dunlap to give an overview of the criteria that was used by the panelists.

Ms. Dunlap explained that the same criteria was used for both AIE and PPA. Ms. Dunlap stated that the panelists looked at the management of the organization to determine if they are effectively being managed and whether the organizations have the fiscal capacity and experience to take on the partnership programming. She also reported that the organizations have had some previous experience in re-granting or in grantmaking programs.

In AIE, Ms. Dunlap reported that the organizations have experience in arts in education programming. For PPA, it was having experience in community organizations and these did not necessarily have to be an arts organization. She added that they must, however, have experience in working with communities and re-granting dollars so there must be experience, staff capacity, financial capacity and management.

Ms. Goldberg asked how many of these are new partnerships. Ms. Dunlap responded there are four new partners being recommended for PPA, the remaining of them are previous partners.

Karl recommended that we make motion to approve recommendations with the exception of the Foundation for Enhancing Communities because of Ms. Zaborney's conflict.

Chair Parks asked for a motion as presented with the exception of the Foundation for Enhancing Communities. Mr. Lehr made a motion to approve the recommendations. Mr. Stull seconded the motion. Motion carried, none abstained or opposed.

Chair Parks asked for a second motion for the approval of the Foundation for Enhancing Communities as presented in the council book, noting that Ms. Zaborney was recusing herself from this vote. Judge Morgan made a motion to approve the recommendation. Ms. Goldberg seconded the motion. Motion carried, none abstained or opposed.

ITEM 5 ACTION: Arts in Education Partnership Coverage

Jamie Dunlap, Chief of Creative Catalysts & Lifelong Learning

Ms. Dunlap reported that, similar to PPA, PCA administered an open application process for the Arts in Education Partners. Ms. Dunlap stated that this was done in response to the management directive. Ms. Dunlap reported that the panel meeting was held on February 5, 2020 in the PCA offices and 17 applications were reviewed. Ms. Dunlap referenced the Council Book memo which listed the regions as well as the recommendation for each region.

Ms. Dunlap explained that for the Arts in Education partnership program, all 14 service regions have recommendations for partners and of those 14, there were 3 partners recommended on provisional status for varying reasons. Ms. Dunlap stated that she and consultant Gayle Cluck will be working closely with these provisional partners over the next year to make sure that the areas of focus that were highlighted by the panel will be addressed.

Ms. Dunlap reported that there are two new partner organizations: ArtsQuest and the Capital Area Intermediate Unit. She stated that the possibility of developing a mentor/mentee relationship with a previous or more seasoned arts in education partner to help with their onboarding and getting these new partners comfortable with the program was discussed. Ms. Dunlap added that previous partner for Region 5, the Allentown Art Museum, did not apply.

Chair Parks stated that he had a conflict with ArtsQuest and that Ms. Zaborney had a conflict with the Indiana University of Pennsylvania Research Institute.

Chair Parks turned the meeting over to Vice Chair Gabel.

Vice Chair Gabel asked for a motion to approve the recommendation to approve the ArtsQuest and the IUP Research Institute proposal, noting that Chair Parks and Ms. Zaborney are recusing themselves from that vote. Mr. Lehr made a motion to approve the recommendation. Mr. West seconded the motion. Motion carried, none abstained or opposed.

Vice Chair moved the meeting back to Chair Parks.

Chair Parks asked for a motion to approval the remaining organizations outlined in the recommendation. Judge Morgan made a motion to approve the recommendation. Ms. Goldberg seconded the motion. Motion carried, none abstained or opposed.

ITEM 6 ACTION: Long-Term Residencies

Jamie Dunlap, Chief of Creative Catalysts & Lifelong Learning

Ms. Dunlap reported that in July of 2019, Council approved the recommendation to discontinue the Teacher Artist Partnership (TAP) program to focus support on Long-Term Residency (LTR) projects. Ms. Dunlap stated that the Fiscal Year 2020-2021 recommendations listed in the Council Book are the first year during which only LTR applications were received.

Ms. Dunlap explained that LTRs are 60-day residency projects that allow for in-depth interaction between teaching artists and a variety of participants. Ms. Dunlap reported that projects can take place at school or at community-based sites as well as in a variety of locations including schools, after-school programs, community organizations, senior centers, and continuing care facilities.

Ms. Dunlap stated that PCA staff held the Fiscal Year 2020-2021 LTR online panel meeting on February 24, 2020. She reported that 19 applications for LTR projects were received and reviewed and the PCA staff recommends funding 11 of the applications for a total of \$165,000. Ms. Dunlap explained that the list of the panel and staff recommendations are included in the Council Book. She added that recommendations and additional staff recommendations are based on budget considerations.

Ms. Dunlap explained that the approved LTR projects teams, which consists of an artist, host site coordinator/teacher and project director, must attend a half day planning and training session facilitated by PCA staff and consultant Gayle Cluck. Those half day sessions will be held in July of 2020.

Ms. Dunlap explained that during the July 2019 Council Meeting, there was a discussion about switching the teacher artist partnership and long-term residency program to focus solely on long term residencies. She added that these recommendations are for the first-year long term residency partnerships. Ms. Dunlap stated that for those that are new to the Council, long term residency projects are 60-day residencies and often, there is one lead artist and several visiting artists throughout the course of that period of time and this creates an in-depth interaction between an artist and participants whether it be a senior center, community center or art school program. Ms. Dunlap added that it might be valuable to offer half-day boot camp training sessions for these teams and there will be several locations around the state where she and Gayle Cluck will be going to meet with these teams to make sure they are prepared and trained before they begin this long-term project.

Chair Parks asked for a motion. Senator Ward made a motion to approve the recommendations. Mr. Lehr seconded the motion. Motion carried, none abstained or opposed.

ITEM 7 ACTION: Creative Catalyst Grants

Jamie Dunlap, Chief of Creative Catalysts & Lifelong Learning

Ms. Dunlap provided an overview with the PCA's recommendations for creative catalysts grants. Ms. Dunlap explained that both grants are for conferences: The Center for Metal Arts – PA Forging Conference and the Pennsylvania Downtown Center, Inc.'s 2020 PDC Conference.

Ms. Dunlap reported that the first grant is for the Center for Metal Arts, Pennsylvania Forging Conference on August 8, 2020. Ms. Dunlap explained that the Center for Metal Arts is an organization located in Johnstown PA in an old forging site that has historical significance for the forging and blacksmithing communities. Ms. Dunlap stated that the 300 anticipated attendees will experience working with the PA Blacksmithing Association and the Center for Metal Arts and the convening will provide a chance to experience working at this historic site and the history behind it in the Johnstown community. She added that the conference has workshop components with hands-on demonstrations. Dunlap explained that this will be a unique experience and opportunity to bring into people into Pennsylvania and the Johnstown area specifically. Ms. Dunlap stated PCA is recommending \$5,000 for this conference.

Ms. Dunlap reported that the second recommendation is for the Pennsylvania Downtown Center for its 2020 Pennsylvania Downtown Center Conference which will be held in Reading, Pennsylvania. Ms. Dunlap explained that the theme of the conference is "Design Beyond the Structures," which will relate to the different components of downtown centers, business districts, public art components. She stated that there are many different facets to designing beyond the structures and the reason they are coming to PCA for support is because they plan on having areas of this conference focused on public art. Ms. Dunlap added that one of the experiences at the conference will be working with some local arts organizations in the Berks County area where they will be doing a public arts in education demonstration project at a public site for the conference. Ms. Dunlap stated that PCA is recommending \$5,000 for this conference.

Chair Parks asked for a motion. Mr. Gabel made a motion to approve the recommendations. Ms. Zaborney seconded the motion. Motion carried, none abstained or opposed.

ITEM 8 PROGRAM UPDATES

Karl Blischke, Executive Director

Norah Johnson, Director of Public Awareness & External Affairs

Jamie Dunlap, Chief of Creative Catalysts & Lifelong Learning

Karl Blischke asked PCA staff members to provide an update about their respective programs.

Ms. Johnson reported that her update is a proposal for an evolution of the existing arts marketing training program with the goal of better tying it to PCA's strategic plan and hopefully helping impact how the arts makes communities places where people want to live, work and visit.

Ms. Johnson stated that this is tentatively a technical services model which provides specific types of arts and cultural organizations with access to funds to hire expert resources. Ms. Johnson explained that this model borrows on the ideas of economic gardening which employs the rationale that you should be investing in existing businesses in communities rather than working to relocate businesses in order to strengthen the community.

Ms. Johnson explained that this initiative will support gazelle types of organizations, which are organizations which demonstrate high growth potential, have a proven track record, and are agile. Ms. Johnson explained that at a micro level, the opportunity would accelerate an organization's growth, sustainability and impact in a way that would otherwise not likely be attainable without additional funds or access to additional funds. She added that a macro level, this would help PCA increase and deepen the work in communities and increase the ability to move the needle on PCA's strategic plan. Ms. Johnson explained that this is an opportunity for Progress on Goal 3, Strategy 2.2: to develop and implement funding opportunity through which Pennsylvania arts and cultural organizations may obtain funds to implement measurable marketing activities.

Ms. Johnson stated that examples of projects that could fall under this offering include but are not limited to digital marketing strategy development and execution; SEO and Analytics development and implementation; graphic design; branding; web design; and app development. A preliminary audit of existing marketing and communications activities would be required, to help ensure development of a strategy that appropriately addresses organizational pain points that, if alleviated, would move the needle on strategic progress.

Ms. Johnson also provided an update on marketing training sessions.

Ms. Johnson reported that the first session was offered in Greensburg at the end of February and had about 30 people in attendance. She stated that so far, the feedback received has been very positive. Ms. Johnson added that PCA will be launching a digital classroom, which is the other offering at this time, in the beginning of April. She explained that this online training will be open to arts marketing organizations around the state as well as creative entrepreneurs and added that the list the dates of all the in-person training opportunities in the Council Book. Ms. Johnson noted that yesterday, the March 30-31 session was rescheduled due to everything happening with Covid and added that the training will be held, but it will be rescheduled for later in the year. Council will be updated when the new date is announced.

Jamie Dunlap reported that PCA staff have been discussing ways to potentially reimagine and align professional development and consulting funds to its strategic plan. Ms. Dunlap explained that previously, those funds have primarily been used to support conference attendance and to help with the cost of consultants for arts organizations. Ms. Dunlap stated that in reviewing PCA's action plan, staff noted that supporting creative entrepreneurs is an area of focus under Goal 1: to strengthen Pennsylvania communities through the arts and Goal 3 – Champion public awareness and appreciation of the arts in Pennsylvania communities. Dunlap explained that with these goals in mind, staff began strategizing ways that we can support artists and creative entrepreneurs in communities across the Commonwealth.

Ms. Dunlap reported that PCA is currently funding the first Creative Entrepreneurs Cohort through the PA Wilds Cooperative, which will support the growth of creative business throughout this rural region of the state. Dunlap

explained that PCA staff is also having discussions with the PA Small Business Development Center on ways to connect their programs and resources with artists and creative small businesses.

Ms. Dunlap stated that PCA staff took a look the Colorado Creative Industries model, called their Creative Career Advancement Grants and explained that those grants are designed for the artist that has an existing business that may need to take it to the next level.

Ms. Dunlap explained that in addition to these training opportunities, PCA is looking to provide resources that will aim to increase revenue, develop new markets and audiences or improve business practices for artists and creative entrepreneurs with the goal of the grant funding to help artists and creative entrepreneurs reach the next steps to become a successful and sustainable business in Pennsylvania.

Ms. Dunlap reported that PCA staff have also talked about the best way to implement this new initiative and how to support these businesses across the state. She stated that the discussion led to the idea of implementing this new grant opportunity through our Pennsylvania Partners in the Arts (PPA) Partners. Dunlap explained that by giving our PPA partners an opportunity to offer these grants, it can help connect them to new artists and businesses in the communities they serve and will encourage connection with their local regional economic development groups, small business development centers, etc.

Ms. Dunlap stated that PCA staff will provide more information at the July Council Meeting and she invited any Council member to offer suggestions or share ideas as we develop this new initiative.

Chair Parks asked Karl Blischke to provide additional details regarding how this relates to the PCA's loan program.

Mr. Blischke provided an explanation on how these opportunities relate to the creative business loan program. Blischke stated that they are distinct, but that they are working together to recognize the full range of ways that artists and entrepreneurs are working as part of the creative sector.

Mr. Blischke explained that PCA has tools to help organizations at critical times with key skills like advanced marketing services. He added that PCA can have ways to help artists and individuals that are ready to advance their careers as Ms. Dunlap stated with those grant types of dollars. Mr. Blischke stated that the loan program rounds out a package where PCA will look at small businesses that may have difficulty accessing capital in their communities and this type of loan will accelerate their business enterprise and their community. He explained that taken together, it is an inclusive look at the creative economy and opens the doors for PCA and its partners for more meaningful cross-sector relationship within the communities.

ITEM 9 DISCUSSION Report from the Committee to Review Responsive Funding

Judge Morgan, Committee Chair

Judge Morgan reported that he enjoyed working on the committee and thanked the other council committee members as well as the PCA staff for their hard work. Judge Morgan stated that at first, he did not think the committee would be able to have a report ready by this meeting that he is pleased that it is complete. Judge Morgan explained that the committee listened to a lot of speakers and heard presentations from NASAA and as well as other organizations. Morgan added that the committee was presented with a lot of material to read and digest and were presented with concepts of funding that helped the committee better understand the issues regarding responsive funding.

Judge Morgan asked Mr. Blischke to give an overview of the report that the PCA staff created and presented to the committee.

Karl Blischke provided an overview of the report. He began by reiterating a huge thank you to the committee members including Chair Morgan, Colón, Goldberg, Lehr, Stull, and Warfield. Mr. Blischke added that Jeff Parks also was part of conversations and that the staff of the PCA did a lot of background work to help the committee review information and data.

Mr. Blischke stated that the committee has been working on this issue since last March when Council established the committee. Mr. Blischke explained that the issues that the committee addressed are big issues, not just for the state,

but nationally, Mr. Blischke stated that their dedication to looking at these issues and coming up with a recommendation to present to council today was excellent.

Mr. Blischke stated that Council was provided with a full report and that today he was going to present six recommendations that the committee came to consensus on and added that these recommendations are listed on the first part of the report and is explained in the summary.

Mr. Blischke stated that **Recommendation 1** is about equitable funding. He explained that the committee is recommending that Council should increase levels of support for rural and ALANAH grantees to match the demographics of the state more closely. Mr. Blischke stated that in looking at the data, the committee found that there isn't a close match now in terms of our general operating support grants and that is not unusual in this state or nationally.

Recently, the National Governors' Association, along with the US Department of Agriculture, described the importance of having arts organizations and cultural programming in rural communities. We also know from very good work out of the University of Pennsylvania, which is called Culture Blocks, that again shows that having arts organizations and arts activities in communities such as in city settings, makes the difference and is tied to key economic and social indicators. Blischke stated that the first recommendation is to make movement on equitable funding and increase support to both rural and ALANAH grantees.

Mr. Blischke stated that **Recommendation 2** is related to recommendations made in Recommendation 1 and that has to do with budget allocations. Blischke again thanked staff who worked very diligently over several weeks to look at models and what happens when you run formulas. Mr. Blischke explained that essentially, the finding is that if you have one budget allocation and one formula with one set of parameters, you do not make progress on equitable funding, even with more money. Blischke added that it perpetuates the disparity, particularly for rural and ALANAH grantees. Blischke stated that the recommendation is for Council to establish separate budget allocations for rural, ALANAH and non-rural and non-ALANAH grantees. Blischke explained that this will allow Council to reach the goals that it establishes.

Mr. Blischke stated that **Recommendation 3** is related in the same area and explained that if Council is going to increase support of rural and ALANAH organizations, definitions need to be established for what rural and ALANAH grantees are. Blischke reported that the committee is recommending that Council establish definitions and stated that very good conversations have been held with the Center for Rural Pennsylvania, which is a legislative office for all things rural. Blischke explained that the Center has established definitions for rural that are used by many state agencies and state programs. Mr. Blischke explained that they have established very clear county definitions for rural that are based on population density. Blischke added that with respect to ALANAH, our staff member, Dana Payne, has worked over a couple of years, at looking at criteria which would help establish a definition for ALANAH grantees. Mr. Blischke asked Ms. Payne to review a couple of those criteria for Council.

Ms. Payne reported that the committee came up with six criteria and gave an overview of them in ALANAH organizations. These were listed in order of importance that we use to identify ALANA organizations.

Ms. Payne stated that the first is looking at the specific community served and the intended impact on the community. The second one is the mission, vision, and founder with respect to ALANAH identified culture. Ms. Payne stated that we look at the majority of artists and art presented, produced or exhibited; the location of the organization; whether or not it is in an area dominated by a specific culture or race and/or ethnicity; and, we also look at the board of directors and whether not the board of directors is reflective of the ALANAH culture and the majority of the staff.

Mr. Blischke reported that **Recommendation 4** is about some of the limitations of general operating support. Blischke explained that through its work, the committee came to understand that it can be difficult to achieve all of the diversity equity and inclusion goals simply through general operating support. Blischke added that in addition to looking at general operating support, Recommendation 4 is to have the Council be aware that under certain circumstances, there may be ways to use other programs, some that are already in place, to help provide access to arts programming and benefits in communities, particularly if there is a lower capacity and if there is not an existing arts infrastructure.

Blischke stated that this could involve working with non-arts organizations if they have the capacity to run arts programs or recognizing the capacity of arts organizations to perhaps extend their reach into low capacity areas.

Mr. Blischke reported that **Recommendation 5** is referred to as funding parity and deals with an understanding that over decades, it is recognized that the relationship between a grantee's fiscal size and their award amount varies widely. It is not the case consistently that organizations of like fiscal size are receiving like grant amounts. Blischke added that this situation exists both for large organizations and mid-sized organizations. Blischke explained that it is fairly apparent throughout our list and relates to numerous historical factors that led into our funding amounts including what happens when applicants apply, what the PCA's budget was, and the new transitions into the program. Blischke stated that this recommendation is about making movement on creating greater parity regardless of the way that grantees came in so that they can have a greater understanding and expectation about how funding occurs through the PCA.

Mr. Blischke reported that the committee had great discussions around this recommendation and wanted to recognize the importance of balancing movement toward parity with our relationship and being relevant for many long-standing grantees that the PCA has had over many decades.

Mr. Blischke stated that **Recommendation 6** is all about communication. He reported that the committee had extensive conversations from outside presenters and our own committee members about the importance of communicating any material funding parameter changes in advance time to all stakeholders.

Mr. Blischke stated that at this time, the committee is not asking Council to vote on funding amounts or applying these recommendations. Blischke explained that these are recommendations that outline values that the committee thinks Council should adopt for its future funding deliberations.

Mr. Blischke opened the discussion back to the Chair or to others who may have questions or comments.

Judge Morgan stated that he wants to make it clear that the expectation is to be voting on this in July. He stated that the Council members all have copies of the proposal in the report and that there may be some discussion about this today and stated that there will be a more thorough discussion in July. Judge Morgan stated that he realizes that it is a little difficult to get into the details that we would need to get into in this when we have so many people who are available only by phone and it is a little hard to have a very thorough discussion. Judge Morgan asked if anybody has any specific questions right now.

Mr. Blische agreed that it is a little bit difficult to review the proposal and recommendations at this time because these are important issues and there are a lot of different ways to look at this proposal. Mr. Blischke stated that today, he did want to let the Council see the Committee's work and to go through the six recommendations so that they have them but he thinks that it does deserve a bigger discussion in a setting that would be more conducive to it, but at this point, the idea of using these recommendations as a way to think about future funding deliberations in July and in going forward and how those should be implemented. He stated that this six-point recommendation is that framework.

Chair Parks gave a brief summary of what may not be as obvious as it should be in the report but is pretty simple. In 2006, the amounts that the Council had to distribute in funding was approximately \$14-\$15 million and as a result of the 2008 crash, it was reduced ultimately to its current number. Chair Parks explained that at the same time, Council has continued with its program to bring in new arts organizations into the AOAP funding for established arts organizations and in this case, the Council has been very fair and eager to assist new arts organizations and perhaps arts organizations that aren't new but have never applied for funding before. Park stated that there is a deep disparity throughout the PCA's granting system for the annual operating grants where an organization that may be \$2 million dollars in its annual operating revenue, may be getting \$15,000 or \$20,000 or more and another similar organization may be only getting \$5,000. Chair Parks added that past Councils have kind of "kicked the can down the road" to the point where the disparities are large. Parks explained that there are dozens of them and yet the door continues to open to graduate more organizations into the funding system. Parks added that by bringing them in, the only option is to increase the grant amount, which can only happen through the legislature. Chair Parks stated that Council can keep kicking this down the road to the next Council or we can start actually informing both our grantees and the legislature

that this disparity exists, is a matter of public policy and ultimately that some of these policies are set by the Governor and the Legislature and not by the Council.

Chair Parks added that the only thing we can do is be as fair as possible in distributing the funds that have been given to us to distribute. He stated that currently, if somebody really looked at this, it would be considered unfair because people have been admitted, in recent years, into this annual funding system, are in effect being funded at a far lower percentage than their peers in the same revenue amount.

Chair Parks acknowledged the Committee for doing a great job in listening to experts. He stated that PA is not alone and that almost all states who do annual operating expense funding are in the same position that we are in terms of funding inequities in this funding because of limitations of revenue.

Chair Parks stated that when Council meets in July, we are probably going to have to keep our funding on a similar program. He stated that the reason the communication element is in there is because we do not want to change somebody's funding overnight. That would cause massive issues. But we want to have a conversation and by July 2021, we either have guidance from the legislators that we have spoken with and from the Governor's office and letting our grantees know that the disparity exists and ask them to speak with their legislators to let them know that the disparity exists.

Parks stated there are plans to have a robust discussion about this during the July meeting and asked for any questions or comments at this time.

Mr. Gabel thanked Chair Parks for the excellent summation.

Mr. Parks asked Council to review the report and stated that Mr. Blischke will plan on scheduling discussions with Council Members prior to the July meeting and the main thing that we are going to be discussing is the best method of communicating this matter both to our grantees, to the general arts community and primality to the legislature.

ITEM 10 INFORMATION: Strategic Plan & Action Plan Update

Karl Blischke, Executive Director and PCA Staff

Mr. Blischke reported that the PCA's action plan that lists, line by line, the very detailed tasks and expected outcomes. Mr. Blischke explained that collectively, the staff have been doing a lot of work to advance the plan. Blischke stated that rather than go line by line, he thought it would be best to have staff members share a highlight that demonstrates the progress that is being made.

Amy Gabriele, Chief of Finance & Administration stated that she is representing Ian Rosario and Seth Poppy in her update about the evaluation and update of PCA's data system which falls within Goal 1 and 2 of the Strategic Plan. Ms. Gabriele reported that the progress that has been is listed in the Council Book. She stated that her team continues to process grants and implement the reimbursement process of AOAP and entry grants. Ms. Gabriele reported that PCA is also a part of DCED's E-Grants Governance Board which helps to modify the system to better help PCA, and other agencies produce data reports that will be useful. Ms. Gabriele explained that PCA was the first agency to use the system from beginning to end and that the entire process is electronic – from application to payment. Gabriele added that PCA will also inform DCED about what would be beneficial in order to generate more reports that are more useful to the PCA as well as other agencies.

Ms. Gabriele also reported that PCA is using a reimbursement process for AOAP and Entry Track grants. She provided a brief update and stated that PCA will be paying 342 grants via the reimbursement process in 19/20. Gabriele explained that currently, out of those, there are 106 grantees that have submitted reimbursement materials, 80 of those are on-track or have been paid and 11 have totally been paid. Gabriele stated that it is a new process and thanked Mr. Rosario and Mr. Poppy for implementing this process and explained that it is ultimately going to be easier, swifter and more efficient. Ms. Gabriele explained that although this new process is a little cumbersome for the grantees, Mr. Rosario has been able to work with them diligently, it has been quite smooth.

Mr. Blischke thanked Ms. Gabriele, Mr. Poppy and Mr. Serio for setting up this reimbursement process and added that it is was a time-consuming effort and requires a great deal of customer service.

Ms. Goldberg asked if there were any other issues or any difficulties with some of the organizations with the new reimbursement process.

Ms. Gabriele asked Mr. Rosario to provide the response to this question.

Mr. Rosario reported that there haven't been any significant issues. Mr. Rosario explained that PCA is specifically asking each grantee to submit documentation showing the cost of their award plus their match. He added that this is done with invoices and a lot of payroll material.

Mr. Poppy added that it is PCA's impression is that next year will be even smoother as people become more accustomed to the process.

Mr. Rosario added that this is true and that during this initial run of the reimbursement process, everyone is gaining the understanding of why this is in place and as long as there is not a large number of turnover with the applicants, the process should go even smoother next year.

Mr. Blischke asked Sarah Merritt, Director of Creative Communities, to provide an update of the Creative Communities initiative.

Merritt reported that so far, three of our communities have held community announcement events. Sharon and Meadville held events at the beginning of January. Ms. Merritt thanked Judge Morgan for attending the Meadville event with her and stated that it was a great day. Ms. Merritt stated that Lancaster held its announcement event two weeks ago and hopefully the Philadelphia organization, Southeast Asian Mutual Assistance Associations Coalition (SEAMAAC) will be able to hold their announcement event some time during the next few weeks. Ms. Merritt explained that the SEAMAAC announcement is on hold right now because of Covid-19 and added that she will let everybody know when it does get planned.

Ms. Merritt stated what has been great about these events is that not only are they very well attended by the community members and the partners, they are also well attended by the local government officials and state representatives. Ms. Merritt referred to her slide which shows the Sharon event which was attended by Senator Michelle Brooks and Representative Mark Longietti and added that both spoke at the event.

Ms. Merritt reported that it has been a great avenue for these communities to advocate for the work that they are doing on the local and state level as well as to highlight what their projects are going to entail. She added that each project is very different and stated that she would give more updates at the July meeting. Ms. Merritt explained that Sharon's project is an accelerator incubator space with some retail and creative entrepreneurial opportunities for the community. She explained that the Meadville project is the activation of what is currently a parking lot in the center of town with public art and community arts activities. Merritt added that the SEAMAAC project involves youth, elders and downtown local businesses in the community and explained that this project has an element of beautification, public art and also working with the creative businesses that are existing in the community as well as nurturing and incubating the traditional arts that exist as potential business avenues for the residents.

Ms. Merritt stated that the Lancaster project has the most moving parts to it, including public art and storytelling, and that she will be able to provide more updates at the July meeting.

Ms. Merritt also reported that she is working on rolling out round two of the Creative Communities initiatives which will be contingent on knowing what the budget will be. She explained that an expansion could be between two and six communities and there will be more information about that in July.

Mr. Blischke asked Ms. Johnson to provide an update on the PCA Marketing and Branding initiative.

Ms. Johnson stated that her update is regarding Goal 3 of the Strategic Plan and the first thing she wanted to share is the engagement of a marketing firm, to create a look and feel and brand for PCA. Ms. Johnson explained that for the past year, PCA has been in the process of engaging a firm and can finally report that the Bravo Group has been engaged and contracted. Ms. Johnson stated that the Bravo Group is a large PR, marketing and government relations agency

located in downtown Harrisburg with offices located throughout Pennsylvania. Ms. Johnson added that a special kickoff meeting was held last week.

Ms. Johnson stated that PCA is looking to engage Council members who are interested in participating in the branding process. Ms. Johnson reported that she will be reaching out to those who indicated a higher interest and stated that if anyone else is interested in this process, please let her know. She added that PCA is just in the very beginning of this engagement and the project is going to be relatively quick in terms of the state government component because we will need to have all of the work wrapped up or at least billed by the beginning of July. Ms. Johnson stated that she should be able to show some materials that ideas at the next Council meeting.

Ms. Johnson encouraged those council members participating by phone to check out the Bravo Group's website which is www.bravogroup.us.

Ms. Johnson also shared a slide of people attending the National Arts Marketing Project Conference. Ms. Johnson explained that Pennsylvania Council on the Arts sent 33 individuals to the conference. She also presented a slide with a picture of the first two-day marketing training which took place in Greensburg, PA at the end of February. Ms. Johnson explained that the PCA is continuing to push out those types of opportunities to make sure that any organization that has an interest in beefing up their marketing and training opportunities, has access that they can afford.

Mr. Blischke stated that he is very happy that Ms. Johnson and Ms. Dunlap pushed through and persevered with the marketing program. He added that the PCA has been wanting to look at its messaging and to look at the channels of delivering that message. He thinks that PCA has a powerful message and that the new mission, understanding of connections and communities and the creative sector is important. He invited those Council members that have an interest and a background to participate in this process. Karl again thanked Ms. Johnson, Ms. Dunlap and Rodney Akers for their help.

Mr. Blischke asked Ms. Dunlap and her team to provide an update. Ms. Dunlap passed out keychains that Matt Serio created for the Pennsylvania Farm Show in January. Ms. Dunlap stated that her update is connected to Goal 3 in determining ways to promote the PCA as a state agency and the work it does. Ms. Dunlap explained that for the last several years, Amy Gabriel has led the charge for the PCA to be a part of the Pennsylvania Farm Show, which is a huge event. She explained that thousands of people from all over the state attend this event as well as a lot of state agencies. Amy Gabriele has made it a point to have the PCA have a space at the event in order to promote the PCA and connect with the other state agencies that are in attendance. Ms. Dunlap reported that with the idea of the maker movement and the maker shop movement, the PCA brought a Glow Forge, which is a 3D laser printer, to the PCA booth and attendees were able to design custom keychains that contained PCA information. She added that this was a great take-away and is also a great opportunity for people to engage with us and to learn a little bit about the Glow Forge, the maker movement and the PCA as an agency.

Susan Goldberg asked if these were manufactured in Pennsylvania and Ms. Dunlap replied that they were created in the PCA office.

Ms. Dunlap also reported an additional update regarding goal two – Lifelong Learning. She explained that she wanted to let Council know that PCA is in the pilot phase of using some new survey tools and those new survey tools were designed by a committee of arts in education partners aligned with social emotional learning skills which is critical and important right now in the education world. Ms. Dunlap stated that we are making sure that the data that we are collecting from the residencies and the work that we do aligns with the things that are important in the education field right now which is all about career readiness and social emotional learning. She added that we are hoping to be able to take that information to share our story and help make additional connections not only to Department of Education but to Economic Development, Labor and Industry and other sectors.

Ms. Dunlap reported that her other update is under Goal 3, which touches upon a couple of areas relating to state level partnerships and increasing awareness as potential collaborations as well as doing things to support creative entrepreneurs. She referenced a slide on the screen and explained that this was brought to the Council last fall. Ms. Dunlap stated that the first cohort of creative entrepreneurs was supported through the Pennsylvania Wilds and they

had their kickoff in February. Ms. Dunlap reported that she attended this event and showed a slide of the representatives of the 10 businesses which were in attendance in the first cohort which included a pottery business, glass shop, silk screening business and a photography studio.

Ms. Dunlap explained that these are all the kinds of businesses that encompass creative communities. They are often one or two people and all of them are at a point where they are already established and are successful during tourist season but face difficulties during other times during the year and are looking for help on ways to plan for growth.

Ms. Dunlap explained that this a regional model of how the PCA can do some training and support to use the arts as part of an economic development system. She also stated that she will be attending their closing event which is scheduled for April or May. Ms. Dunlap mentioned that all of the participants in the cohort are from different areas in the PA Wilds.

Ms. Goldberg asked if the participants were working individually and if they were aware of each other and asked if the PCA brought them together.

Ms. Dunlap replied that that PA Wilds has a subset called the Wilds Cooperative which is composed of hundreds of small creative businesses that work in the PA Wilds area. These businesses use the Wild's brand as a way to support their work. They are members of the Pennsylvania Wilds, which provides marketing services for these businesses, so they probably have that connection through the Wilds.

Ms. Goldberg asked if the co-op could provide online marketing assistance to some of the artists that have high quality products and are not online at the moment.

Ms. Dunlap replied helping the businesses design a plan that moves their business to an online platform is part of the training.

Ms. Goldberg also asked how the keychains are going to be used. Ms. Dunlap stated that the farm show was our greatest example of how to use the keychains because we gave out over 800. She added that we can use them anywhere and gave conferences and expos as examples. Ms. Dunlap added that the Glowforge 3D printer can also be used to design custom promotional items for the PCA partners and programs.

Dana Payne provided an update related to Goal 1, Strategy 4. She stated that the first action item is to promote and expand coverage of the folk and traditional arts infrastructure and what that means is expanding the number of folk arts partnerships that are representing the PCA in the regions across the state.

Ms. Payne reported that last fall, Council approved the open application process that was developed for the Folk art Partnership that is similar to the open application process that was implemented for AIE and PPA. Ms. Payne reported that she received 8 letters of interest from organizations wishing to serve as folk art partners and that six of the organizations are partners and two of them are provisional partners which are partner organizations that are new to the PCA. Ms. Payne reported that the organizations that were approved submitted applications by March 31st for full consideration and the panel will be held during the third week in May. Ms. Payne stated that she will bring panel recommendations to Council in July.

Ms. Payne's second update is related to Strategy 4 and she stated that is there is a central contractor that she is working with regarding the creation of a DEI plan for the agency. Ms. Payne stated that the contractor is in the midst of the qualification process and there are a number of steps that have to be taken before the PCA can get started working with a contractor or consulting firm. Ms. Payne shared the main areas that the consultant will provide. The first area will be to conduct an internal assessment of the PCA's internal culture, operations, and program to determine competencies and efficiencies within the DEI framework. The second one is that the consultant would assemble relevant items, research and discovery and share best practices for the PCA's operating programs.

Ms. Payne reported that the third item will be policy review and that is internal policy and policy review relates to how the PCA goes about grantmaking and how we are structured in running our agency. Ms. Payne explained that the ultimate goal is to create this a comprehensive DEI plan and determine how to form policy and how to form programs.

Payne added that the ultimate goal is to apply the mission of maximizing the opportunity for all Pennsylvanians to participate in the arts.

Ms. Payne stated that she is hoping the consultant will already be on board and that we will have details to share with at the July Council meeting.

Mr. Blischke thanked Ms. Payne and explained to Council that the PCA staff went through some of the highlights so Council could see that the staff members have been busy, engaging different communities, meeting new people and making progress on key elements of the strategic plan.

ITEM 11: Chair's Report

Jeffrey Parks, Chairman

Chair Parks thanked PCA staff and acknowledged that things are moving along and appreciates all the efforts with regard to the strategic plan.

Chair Parks stated that in light of the fact that the meeting has lasted one hour and forty-five minutes, that he is skipping his Chair's report. He did state that he wanted to highlight one thing, that we are headed into some very unknown territory over the next several months and this is geared both to Council members and especially to our legislative members. Chair Parks explained that over these months there will be opportunities for saving businesses that may be in jeopardy as a result of what is going to happen with the Coronavirus pandemic and also looking out for individuals who may incur personal financial crisis as well as other issues.

Chair Parks asked everybody to keep in mind that our cultural and arts organizations are in jeopardy, too. They will be in effect, closed because they cannot allow people into places of business and concerts for an undetermined period of time. He added that this will jeopardize performance income, not to mention food and beverage income derived from guests coming into their facility.

Chair Parks asked everybody to do what they can to inform legislators and those in decision maker positions to consider support for the jeopardized arts organizations and hopefully, there will be a much clearer picture of this at the July Council Meeting. He added that he and Mr. Blischke will continue to keep everybody informed with regard to anything related to the arts community as this situation continues to evolve.

ITEM 12 Executive Director's Report

Karl Blischke, Executive Director

Mr. Blischke reported two items. First, he stated that as an agency under the Governor's jurisdiction, PCA received directives related to the Coronavirus. The first directive is related to travel and Mr. Blischke reported that there will be no travel internationally or out of state.

Secondly, Mr. Blischke reported that PCA will be changing the way it will be conducting and holding meetings, training, and conferences. Blischke stated that for the near future, the protocol will be to either postpone or conduct these events virtually.

Mr. Blischke also reported that it is the time of year for Council members to complete their Statements of Financial Interests to the State Ethics Commission. Blischke stated that he had copies for those in attendance and he will email the information to Council members who were not present at the meeting.

Mr. Gabel asked a question regarding the Governor's Directives regarding the Coronavirus and asked if Mr. Blischke has received any indications that the state government will be issuing any directives about the closing of museums, theatres and concerts or limiting the size of the gatherings.

Mr. Blischke replied that he had not heard anything about that and referred the question to Chief Counsel, Rodney Akers.

Mr. Akers stated that he has not been advised of any such directives as of this morning. He did state that the Secretary of Health is encouraging social distancing measures regarding the mitigation of the spread of the Coronavirus.

Mr. Gabel stated that if the facilities cancel a performance out of extreme caution, these venues are still contractually obligated to pay the artists as opposed to there being a governmental directive to close theatres and concerts. In that instance, the contractual force majeure elements would kick in because the facility would have to close for reasons that are out of its control.

Mr. Blischke said those are the things that arts organizations and others are looking at now.

Mr. Parks stated that the answer is “not yet,” but that everything is headed in that direction. He added that if anybody on our team in Harrisburg can communicate that to policy folks, that it is actually a benefit to the arts organizations.

Meeting Adjourned.