

**Minutes  
Council Meeting  
October 17, 2019  
9 a.m. - 2 p.m.**

Pennsylvania Council on the Arts  
Dixon University Center  
Harrisburg, PA

**COUNCIL MEMBERS PRESENT:** Mr. Alaquiva, Representative Ciresi, Mr. Gabel, Ms. Goldberg, Mr. Lehr, Judge Morgan, Mr. Parks, Mr. Stull, Mr. Warfield, Mr. West, and Ms. Zaborney.

**COUNCIL MEMBERS PRESENT VIA PHONE:** Ms. Colón

**COUNCIL MEMBERS NOT PRESENT:** Mr. Astorino, Senator Iovino, Representative Pickett, Senator Ward and Ms. Vilayphonh.

**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, General Counsel; Noah Erwin, Office of Senator Iovino; Jenny Hershour, Citizens for the Arts in Pennsylvania.

**CALL TO ORDER** *Jeff Parks, Chair*  
Chair Parks called the meeting to order at 9:09 a.m.

**POETRY OUT LOUD PRESENTATION:**

Gayle Cluck, Pennsylvania's Poetry Out Loud Coordinator, introduced the Pennsylvania State Champion, Jordan Marie Lewis, who recited a poem for Council.

Chair Parks thanked Jordan for her recitation. He also commended her for her performance at the Governor's Awards for the Arts ceremony and wished her all success in the future.

Ms. Cluck gave Council an overview of the Poetry Out Loud program and outlined some of the highlights and benefits of the program.

The Poetry Out Loud program is a national program initiated by the National Endowment for the Arts in partnership with the Poetry Foundation.

The Poetry Out Loud program involves the study, memorization and recitation of some of the world's most extraordinary literature from cultures around the world. The competition starts in a classroom and advances to a state competition and concludes with a national competition in Washington, D.C. The program promotes literacy and helps students with public speaking skills.

Ms. Cluck concluded her presentation by announcing Jeffrey Gabel's retirement from the program, serving as the state final's emcee, and thanking him for his 10 years of service.

Mr. Blischke thanked Mr. Gabel for being such a generous Council member and serving as emcee for the Poetry Out Loud program. Mr. Blischke presented Mr. Gabel with a PCA service award.

Mr. Gabel thanked Mr. Blischke and Council for his award and stated that he is stepping down because he thinks the next emcee should be closer to the age of the students.

Chairman Parks thanked Mr. Gabel and Ms. Cluck for their enthusiasm and added that Council appreciates all they do for the program.

**WELCOME** *Jeff Parks, Chair*

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

Chair Parks asked Ms. Hershour to provide Council with a brief update on the activities of Citizens for the Arts in Pennsylvania. Ms. Hershour reported that Pennsylvania's budget season started in October, and this year, Citizens for the Arts reached out to the Governor's Budget Office about an increase in the appropriation to the line item for grants for the arts. Meetings were also held with the chairs of the House and Senate Appropriations Committees and other legislative members. Citizens' goal is to increase the arts budget to \$12.8 million dollars which is more in line with surrounding states.

Ms. Hershour thanked PCA for the \$100,000 augmentation to the Professional Development Grant Program. Ms. Hershour reported that there is \$50,000 remaining and that all applications submitted must be for activities occurring before December 31, 2019. The grant applications are on a first come-first served basis.

Ms. Hershour announced Citizens for the Arts in Pennsylvania's upcoming statewide summit at Rock Litz on Thursday, November 7, 2019. The purpose of the summit is to provide networking opportunities that compliment PCA initiatives of using arts as an economic development tool.

**ROLL CALL**

Mr. Blischke called the roll. A quorum was established.

**CONFLICTS OF INTEREST**

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

**ITEM 3 ACTION: Approval of the Minutes of the July 11, 2019 Council Meeting**

Chair Parks asked for a motion to approve the July 11, 2019 minutes. Motion to approve the minutes was made by Mr. Stull and seconded by Mr. Lehr. Motion carried, none abstained or opposed.

**ITEM 4 ACTION: Recommendations for Strategic Initiatives Support**

At the request of Chair Parks, Ms. Dunlap provided a brief overview of the recommendations for the Council.

Ms. Dunlap reported that there are three recommendations for Strategic Initiatives Support which encompasses research and conference support as well as program and training support that will have a statewide impact.

The first recommendation is for Penn State Hershey Medical Center. Last year, PCA supported their first annual Arts & Health Summit which brought together people from all over the Commonwealth to Hershey to talk about arts and health. This year, Penn State Hershey Medical Center is developing an artist in health training or teaching artist program which will be the first of its kind in our state, at a statewide level. This would also be a national example of what this type of training program would look like. The director of the Penn State Hershey program is also the Vice Chair of the National Organization of Arts in Health (NOAH), so this program could be a statewide example as well as a national example. The recommendation is for \$5,000.

Ms. Dunlap explained that the second recommendation is for the Perry County Council of the Arts teaching artist toolbox. The Perry County Council of the Arts just conducted in person training for teaching artists who are relatively new to arts in education work; and the training was conducted by veteran teaching artists with a lot of experience. Perry County Arts Council asked the PCA if they could design training that would be free and available to any Pennsylvania Council on the Arts teaching artist around the state as online training modules. PCA believes this will be a strategic project. The recommendation is for \$5,000.

Ms. Dunlap reported that the third recommendation is for the Philadelphia Association of Community Development Corporations which holds an annual conference. This year they will focus on the intersection of art, creative communities and community development. Ms. Dunlap explained that the project aligns with the goals of the PCA's strategic plan. This recommendation is for \$5,000.

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

**ITEM 5 ACTION: Folk & Traditional Arts Infrastructure Open Application**

At the request of Chair Parks, Ms. Payne gave a brief overview of the recommendations for Council.

Ms. Payne recommended that Council approve the open application process for the Folk and Traditional Arts Infrastructure Partners. Ms. Payne reported that this process is similar to the Arts in Education Partners open application process and is in response to Pennsylvania Management Directive 305.20. The purpose is to ensure transparency, equal opportunity and competition, and the plan is to offer this process gradually. The first program will include the current six partner organizations plus the two provisional organizations. The ultimate goal is to have complete coverage in the state over the course of five years.

Chair Parks asked if, historically, PCA did not have coverage in certain parts of the state.

Ms. Payne responded that in the past, Jump Street managed this infrastructure program; if there was a region that did not have a partner organization, Jump Street would serve as a resource for that region. Currently, Ms. Payne is serving as this resource.

Chair Parks asked if it is possible for one organization to apply to manage two or three of our partnerships for the same region.

Ms. Payne replied that it is permissible if they have the capacity do to so. Mr. Payne does not see it happening during this round. The current six partner organizations and the two provisional organizations are all aware that this process is getting ready to begin and everybody is committed to the regions and the process.

Chair Parks asked if it is the intent to encourage cross collaboration, if possible, between the different categories and Ms. Payne responded yes.

Representative Ciresi asked what PCA does to follow up on success and how success is measured.

Ms. Payne explained the requirement of submitting final reports and the way that these organizations apply is through a work plan. The whole program is guided by a handbook and the handbook has a detailed outline of the goals of the program. Every year, the focus areas and partner organizations are reviewed by criteria that are established.

Representative Ciresi asked if PCA asks for a report of economic impact when these types of grants are awarded. Ms. Payne replied no, but that having partner organizations provide some sort of documentation in the future has been discussed. She also explained that one of the focus areas is community impact and a requirement in the final report is to have them provide documentation of impact.

Representative Ciresi added that he would like to see this for all the programs that are administered by PCA (economic impact). He explained that having information about economic impact will be helpful when contacting legislators and asking them for support.

Chair Parks added that the best thing we can do is to look for some sort of template because to impose the burden on the grantees for a \$1,000 grant is extraordinarily challenging; it is incumbent upon the Council to come up with a template that we can use.

Chair Parks asked Ms. Payne to remind Council what Folk and Traditional Arts are.

Ms. Payne replied that Folk & Traditional Arts is the passing along of traditional art forms from one generation to another. One way to pass on these traditions is through apprenticeships, and that is one of PCA's grant programs. Ms. Payne cited the Walk in Center from Schuylkill Haven as an example of a successful organization that helps to promote Folk & Traditional Arts. This organization has created a Folk Art Alliance for all of the counties in their region. They hold festivals and demonstrations in their region and they also have workspaces for different artists, including folk artists, to display their wares.

Chair Parks asked if Pennsylvania has any recognized Native American tribes. Ms. Payne replied that they do not.

Chair Parks called upon Council members to share that these types of grants are available. PCA encourages people to continue these traditions. Chair Parks used the coal mining region as an area where many types of traditions exist. He encouraged Council members to think of other types of regions in the state that are not being represented.

Ms. Payne stated that she knows that Mr. Stull has made an effort to refer people to her and has talked about the Folk Arts Program.

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

## **ITEM 6 INFORMATION**

### **a. Governor's Arts Awards Recap**

*Heather Doughty, Deputy Executive Director*

Chair Parks asked Heather Doughty to give an overview of the September 27, 2019 Governor's Awards for the Arts Ceremony.

Ms. Doughty provided an overview of the program and its history. She reported that this year's Governor's Awards for the Arts Ceremony was very successful. Ms. Doughty thanked the Council members that attended and especially thanked the Pittsburgh Council members that contributed, supported and guided the event with the local Pittsburgh partner, The Greater Pittsburgh Arts Council. Ms. Doughty acknowledged Mitch Swain and his staff at the Greater Pittsburgh Arts Council for their hard work, enthusiasm and attention to detail.

Ms. Doughty reported that this year we had the benefit of new videos of the honorees and she thanked Council member Emma Alaquiva and Ya Momz House for the videos because it changed the playing field completely. The videos provided heart to the event that had not been possible in the past. The videos "showed and told" about the award recipients.

Before viewing the videos of the award recipients, Ms. Doughty asked Mr. Alaquiva to make some remarks.

Mr. Alaquiva thanked the August Wilson African American Cultural Center and acknowledged its President & CEO, Janice Burley Wilson. Mr. Alaquiva also thanked Mitch Swain and the Greater Pittsburgh Council on the Arts as well as everyone in the room. Mr. Alaquiva gave an overview of the process of making the videos and explained that the goal is to tell a story of the artist and serve as a tool for the artist to get other grants. Mr. Alaquiva hopes that this type of video will be part of future Governor's Awards.

The videos of each award recipient were played for the Council members.

Mr. Alaquiva explained that the videos are example of the artists' legacies. Mr. Alaquiva stressed the importance of using digital media and social media to penetrate the importance of the arts across the state.

At the request of Council member Gabel, Mr. Alaquiva discussed the process of how the videos were made. He then thanked the Council for being open minded and allowing his team to create something different.

Ms. Doughty stated that this was the first Governor's Awards for the Arts that was held in the place named after a former recipient, August Wilson. PCA was able to obtain the video of August Wilson accepting his award in 1990, and this was the first time it had been seen since 1990.

Ms. Doughty stated that Pennsylvania Cable Network will broadcast the ceremony on Friday, November 1, 2019 at 7 PM and Saturday November 2, 2019 at 2 PM. Ms. Doughty also stated that PCA is coordinating with the August Wilson Center and the Greater Pittsburgh Arts Council on sharing Wilson's speech.

Mr. Gabel thanked Ms. Doughty for obtaining the footage.

Mr. Blischke thanked Mr. Alaquiva for his efforts and also thanked Mr. West and Mr. Astorino, who were key in putting together the local Pittsburgh planning and events around the ceremony. Mr. Blischke also thanked the Council members who came to the event and stated that our General Counsel was also in attendance. Mr. Blischke explained that this event requires a lot of time and acknowledged that PCA staff members dedicated a lot of work to its success, but that it is worth it. The event is a way to raise visibility among the community and allows the public to see our agency in a different way.

Chair Parks thanked Mr. Blischke and Ms. Doughty for the event's success. He also thanked Mr. Alaquiva and told him that we are listening to his suggestion about digital and social media. He stated that it was a great event and was going to be tough to top in the future.

Representative Ciresi stated that he would like to see increased attendance from the art community throughout the state, especially from organizations that we support. He stated that we should explore ways to increase statewide participation.

Chair Parks agreed that we should discuss this further. He explained that historically, the event was held in the state capitol which is a central location in the state. He also stated that it is understood that most organizations don't have the resources to travel to these types of events and that PCA needs to think about using the Governor's Awards for the Arts as an opportunity to assemble the arts community for a couple of days, to possibly combine the awards ceremony with seminars and conferences.

Representative Ciresi agreed with the idea of holding the awards in connection with a conference.

Ms. Zaborney stated that is always a challenge and suggested expanding the invite list to the boards of some of these organizations, especially the large ones. Board members have the financial resources to travel to these types of events.

## **Five Minute Break**

### **b. Strategic Plan Update**

Chair Parks stated that Philip Horn served on the Pennsylvania Council on the Arts for 25 years and had a very distinguished career. Mr. Horn announced his retirement in 2017 and his retirement gave Council the opportunity to look at what we were doing and what opportunities were ahead of us, which included finding a new Executive Director. The search was deliberately fashioned to find someone who knew about economic development and knew how PCA could take the arts and the public funds and place them in the best use possible.

After a national search and dozens of candidates, Karl Blischke was hired. Mr. Blischke not only had past experience at the PCA but has extensive knowledge about economic development.

Mr. Parks explained that Mr. Blischke started in January of 2018. PCA held its retreat in October 2018 where the strategic planning process was discussed and we decided to become more relevant and contribute more to the Commonwealth by looking at bringing community and economic development to the table.

Chair Parks asked Mr. Blischke and PCA staff members to provide an update to the strategic plan.

Mr. Blischke explained the significance of restating the PCA's mission. It has been the critical driver in the strategic planning process and gets to why we are doing what we do. PCA believes that the arts can help make strong communities. Mr. Blischke stated that when Council took the bold step to put forward new goals and strategies, the staff took that seriously and developed an action plan to advance the Council's priorities.

Blischke explained that the new plan has meant a lot of change. The staff have taken on new titles, a new direction, and have worked to start making stronger relationships that are going to leverage our work and the agency's funds.

Mr. Blischke explained that he created a detailed report that shows, line by line, our progress. He stated that the staff is not going to review the document line by line but encouraged Council members to ask staff any questions they may have.

Mr. Blischke asked PCA staff members to tell Council members their new title and to provide a story or representational view of how they are advancing the plan and what that means for the agency.

### **Creative catalysts & Lifelong Learning Update:**

Jamie Dunlap, Chief of Creative Catalysts and Lifelong Learning provided a general summary from her team and presented some visuals from projects that Matthew Serio is working on.

Ms. Dunlap explained that her team is the program team, which oversees most of the grant programs for the PCA. Ms. Dunlap stated that her title, Chief of Creative Catalysts and Lifelong Learning describes the type of work she has been doing with expanding the Arts and Education Program beyond the school-based programs. Ms. Dunlap stated that she is working to establish relationships with veterans and senior groups to expand opportunities in lifelong learning. Ms. Dunlap explained that the creative catalyst part will build off the work being done to develop strategic relationships with other state agencies in order to move their goals forward as well as to leverage our funding.

Ms. Dunlap reported that Dana Payne, Director of DEI Initiatives, Diverse Cultures & Heritage, has been focusing a good deal of her efforts on a couple of key areas. One of the areas is DEI (Diversity, Equity & Inclusion.) Ms. Payne's work is part of goal 1 of the strategic plan – to develop a Diversity, Equity & Inclusion plan for the PCA. Ms. Payne has been meeting with thought leaders, both around the state and throughout the country to share best practices and identify practices that may be helpful for the PCA's plan.

Ms. Dunlap stated that her team has been working on implementing an open application process. Ms. Payne is working on this as it relates to the folk arts program, while Ms. Dunlap and Mr. Serio, Director of Creative Opportunities, have been working on the open application process for the Arts in Education Partnership and Pennsylvania Partners in the Arts. Ms. Dunlap reported that they are about mid-way through that timeframe and that they are currently in the stage where the organizations that have been invited to apply are now applying. The due date for applications is November 15, 2019. Ms. Dunlap explained that she and her team are speaking to boards and leadership committees of organizations that are new to the AIE or PPA partnerships.

Mr. Lehr stated that he saw Ms. Dunlap give a presentation to the Susquehanna Art Museum yesterday and that she did a magnificent job.

Ms. Dunlap stated that the purpose of her presentations to these boards is to give the organizations a good idea of what it means to be an AIE or PPA partner. Her presentations include the requirements related to staffing and program concerns as well as the funding piece. Ms. Dunlap explained that she wants to make sure leadership understands what these critical factors mean before moving into the next step, which is the application itself.

Ms. Dunlap stated that a big part of what the team is trying to do relates to goal 1 of the strategic plan: Strengthening Pennsylvania Communities through the Arts. She also reported that her group has been collectively trying to introduce PCA to new organizations to demonstrate who we are as an agency and highlight the work that we do. The goal is also to listen to the groups we are working with about the work they are doing.

Ms. Dunlap reported that many of the discussions have centered around creative industries and creative entrepreneurs. The purpose of these discussions is to find things that are currently happening so that we can make sure that our constituents and our arts organizations are aware of these opportunities.

Ms. Dunlap reported that her group is also focusing on the creative industries/creative entrepreneur landscape, and much of what has come to the surface is that there is a real interest and passion for incubators and maker spaces. Ms. Dunlap explained that this ties into many areas, including creative communities and arts in education ongoing support. She stated that Mr. Serio has taken a deep dive into maker spaces and the maker movement and how PCA can position itself to be a part of this movement. She explained that because PCA does not have a large budget for this initiative, her group is exploring ways to leverage current resources and other state resources to address our goals.

Ms. Dunlap asked Council if they had any questions about her overview or the work Ms. Payne has been doing with Diversity Equity and Inclusion.

Representative Ciresi asked about efforts to reach out to new organizations. He mentioned the Montgomery County Liaison for the Arts, an organization that has met with every arts organization in Montgomery County and has put together a directory. Representative Ciresi asked if PCA has any type of directory like this for Pennsylvania. Ms. Dunlap answered PCA does not, but does have a directory of partners at the regional level.

Ms. Dunlap asked Mr. Serio, Director of Creative Opportunities to give an overview of the Philadelphia Maker Fair, which PCA supported as a state agency.

Mr. Serio provided an overview of the maker movement. Mr. Serio explained that the maker movement is artists, tinkerers, musicians, engineers – all of the creative arts collectively. It involves the arts, education, communities and creative industries. Mr. Serio gave a PowerPoint presentation about his experience at the Philadelphia Maker Fair.

Mr. Serio spoke about NextFab, one of the major sponsors of the event. This organization is a for-profit maker space in the Philadelphia region. He explained that NextFab is also collaborating with the Knight Foundation with a new program to provide micro-loans and funding for maker spaces as well as creative industries. Mr. Serio reported that he had the opportunity to tour their facility and said that it is not only an incredible maker space, but also a creative incubator which houses many creative industries and allows for opportunities for collaboration and brain storming.

Mr. Serio provided examples of how the maker movement connects with PCA's strategic plan. There is currently a maker space located in Sharon, PA that has applied for creative communities funding. Mr. Serio also stated that some of our residencies involve maker spaces and gave the Pittsburgh Children's Museum as an example of a world-renowned maker space serving youth. Ms. Dunlap stated that there are a couple of school districts in Pittsburgh that embrace the maker movement and have maker spaces. Some schools in the Pittsburgh area have maker spaces as a part of their school and teachers are being asked to tie it into their curriculum so that children can develop these critical thinking skills and creative problem-solving skills at a young age.

Representative Ciresi asked if it is worth having a separate category or fund for maker spaces. Mr. Serio responded that a separate category would not be needed because maker spaces can be supported through the PCA's project stream category.

Representative Ciresi followed up regarding the education element and stated that with 500 school districts, there are districts that cannot afford these spaces and the creative process that comes out of the maker spaces. He asked if it may be something out of the educational side that we can look at as a category.

Ms. Dunlap responded that she does know that there is a private philanthropist in the Pittsburgh area whose son passed away and he was very much into the maker movement. This philanthropist has created a fund specifically for schools to create maker spaces and will fund the entire project.

Mr. Serio stated that one of the things that he finds incredible about the entire movement is the willingness of almost all maker spaces to share information and practices.

**Finance & Administration Update:**

Amy Gabriele stated that her new title is Chief of Finance and Administration. She reported that her team is Seth Poppy, whose new title is Director of Data Systems & Creative Services and Ian Rosario, whose new title is Grants Liaison.

Ms. Gabriele explained that her team works with the program team and other staff members to implement a grants process that is both relevant to the PCA and the grantees. She stated that it is always a balance between not taking away time from the grantees for making their art, but also making sure that they are accountable to taxpayer funded grants. She explained that her team is continually looking for ways to make PCA's grantmaking process more efficient, effective and accountable for grantees and PCA staff.

Ms. Gabriele reported that the first of two major initiatives that her team has been working on this year is reimbursement of grant payments. Ms. Gabriele explained that this is not a new thing to the Commonwealth. She stated that most of the grants from the Commonwealth have been made on a reimbursement basis and that in July of 2018, the Management Directive was updated to state that payment for grant agreements shall be made on a reimbursement basis.

Ms. Gabriele explained that the advantage of this change is that PCA is now following the management directive and PCA's grantees will not need to submit a projection of what they will want to do with the grant. They will submit receipts and proof of payment of those receipts in order to be reimbursed for those expenses within the PCA grant match.

Ms. Gabriele stated that another advantage is that PCA's final report is going to be simpler, but also include questions regarding the impact of the grants and stories that can be used.

Ms. Gabriele reported that AOAP and Program Stream have been on interim status since 17/18 and the last full application was submitted by half of the discipline- based programs for 16/17 funding and the other half was submitted in 15/16. PCA will now be implementing requirements that state that once a grantee is in AOAP or Program Stream, they will submit an annual update application that will be reviewed for any significant changes by our internal staff. She stated that if any of those changes are causes for concern, PCA staff will conduct research and make recommendations for grantees to either remain in AOAP or Program Stream, or be reviewed in Entry Track, where they will submit a full application until the organization is more stable.

Ms. Gabriele explained that panels will continue to review all of the other programs at the PCA. Ms. Gabriele explained that the advantages of doing this is that we will be saving thousands of administrative dollars at the PCA and the PPA partnerships in terms of panel meetings and supplies and panelists travel as well as saving many hours of panel and staff time. This ultimately helps the grantees to receive their grants in a cost-effective manner so they can spend more time creating their art while remaining accountable to the Commonwealth.

Mr. Gabel asked for some clarification on the application and review process. Ms. Gabriele explained that the completion of an application is still required. The application will be very simple, just a few questions that will be reviewed by staff. Once reviewed, the contracts will go out and then a final report will be submitted. This process will not contain a lengthy narrative.

Ms. Goldberg had a question about the application review process and whether or not it was reviewed by a panel. Ms. Gabriele replied that the information is reviewed by PCA staff members and that it will be reviewed every year for any financial or programmatic issues.

Mr. Blischke added that a part of the review process will involve PCA staff members talking to the grantees and making site visits, as necessary.

Ms. Goldberg stated that she thought these changes are a good idea. Chair Parks added that these changes will save PCA thousands of dollars.

### **Public Awareness & External Affairs Update:**

Norah Johnson, Director of Public Awareness and External Affairs provided an update. Ms. Johnson stated that a lot of what she does in external affairs falls within goal 3 of the strategic plan, which is to champion public awareness and the promotion of the arts in Pennsylvania communities. Ms. Johnson reported that there is a lot of work that needs to be done in that area. She explained that PCA staff has been working on a plan since March to secure a marketing firm to work on developing a new look, feel and brand for the PCA. It is anticipated that the results of this new marketing plan will provide PCA with content that will be flexible and applicable to everything that we will be doing and something that speaks to all the markets we promote.

Ms. Johnson also provided an update on the PCA's marketing training program. This is a multi-year program that the PCA has been working on, and she stated that the goal of the program is to provide marketing and audience building training to arts and cultural organizations in Pennsylvania. Ms. Johnson reported that PCA is now in the third year of this program and the PCA has pivoted on how it is providing the training to arts and cultural organizations. Instead of making them commit to an intensive out of office, multi-year program, the training is being brought to the organizations. PCA will be offering four, two-day training sessions across Pennsylvania over the next six months. These will be held in Lancaster, Greensburg, Scranton and Ridgeway. Once dates and locations are confirmed, they will be shared with Council. Ms. Johnson stated any arts or cultural organization would be able to attend these training sessions, which will be a two-day deep dive based on the curriculum that the marketing training program produced.

Ms. Johnson also stated that another way that PCA is making this program accessible is by putting the training sessions online. PCA is working with Americans for the Arts to create digital classrooms so that individuals and organizations can go through the program at their own pace. There will be different ways to monitor participation, and the launch is scheduled for February or March of 2020.

Ms. Johnson reported that in the past couple of years, PCA has provided funds for individuals to attend the National Arts Marketing Project Conference, which is the benchmark for marketing and audience building training in the arts and cultural field. Currently, there are 31 arts and cultural organizations in Pennsylvania attending the conference, which is scheduled to take place in November.

Ms. Johnson stated that she hears many success stories in person following the in-person training sessions. She also shared a few written testimonials from training participants.

Ms. Johnson explained that one of the pieces of goal 3 is to try to better leverage what Council members know and all of the different connections that they have. She stated that a survey has been created as a jumping off point to figure out what Council members are already doing that PCA does not know about.

Ms. Zaborney suggesting using social media to announce the different training opportunities.

Mr. Parks stated that it would be helpful to have a link on the websites of our grantees that states what PCA does and has a link to the PCA website. Ms. Johnson replied that it is a requirement for the grantees to acknowledge PCA's support, but currently, we do not require them to put the acknowledgement on their website. Ms. Johnson stated that the difficulty has been to create a specific guideline with this type of requirement because some organizations have limited capacity to be able to fulfill that type of requirement.

Representative Ciresi stated that the PCA's presence in social media could be improved. He said he is planning on going to the Appropriations Committee to request money for marketing because PCA needs to have a strong social media presence, especially with the younger generation.

Mr. Blischke stated that one of the things that the new marketing plan will address is PCA's messaging channels and the message PCA wants to convey, so that when we do use the social media platforms, the message is purposeful and being delivered in the right way through the right channels.

## **Creative Pennsylvania Communities Update:**

Sarah Merritt, Director of Creative Pennsylvania Communities gave an overview of the new Creative Communities program, which is connected to goal 1, strategy 2 of the strategic plan. Ms. Merritt stated that the program was rolled out in the beginning May with a press release from the Governor's office. The deadline to receive the letters of interest was in June, and 105 letters were received from 42 counties across the state. Ms. Merritt indicated that 57% of those letters came from non-arts organizations, including chambers of commerce, tourism organizations community development organizations and local government organizations.

Ms. Merritt reported that a panel was convened with experts from the field of Pennsylvania communities as well as three experts in the area of community-driven and arts-based community and economic development.

Ms. Merritt explained that the panel had the task of reviewing the letters of interest and narrowing them down to 30, initially, and then ultimately, selecting 15 communities for a site visit. Ms. Merritt reported that she spent four weeks at the end of the summer and drove 2,600 miles to visit all 15 of the communities. Ms. Merritt explained that she was charged by the panel to ask a series of questions, get a tour and perform a fact-finding mission for each of the communities.

Ms. Merritt reported that the panel convened again on October 16, 2019 to review the site visit reports and 10 communities were selected to move forward with the application process. The application process is set to open on October 18, 2019. Ms. Merritt stated that the deadline to submit the applications is November 8, 2019.

Mr. Blischke stated that the goal is to have four communities identified to present to the Council at the December meeting.

Ms. Merritt also discussed the importance of building an evaluation process in these communities because this program involves multi-year funding.

Ms. Merritt reported that she is also working to secure a firm to work in each of these communities to create customized evaluation tools as they move through their projects.

## **ITEM 7 DISCUSSION Report from the Committee to Review Responsive Funding**

*Judge Morgan, Committee Chair*

Judge Morgan provided a report of the October 16, 2019 Committee to Review Responsive Funding. The committee's meeting was held at the PCA offices. PCA staff attended as well as panelists. Judge Morgan reminded Council about the duties and responsibilities of the committee and the ultimate goal of issuing a report with recommendations to Council in March 2020.

Judge Morgan stated that at this second meeting, the goal was to gather the committee's ideas about equitable grantmaking across the commonwealth and potential approaches for the PCA's general operating support. Judge Morgan added that staff of PCA provided information about PCA distribution of operating support grants along with other grantmaking strategies.

Judge Morgan stated that the committee heard from invited guest panelists who shared their perspectives on rural and ALANAH communities and the communities' participation in our grant programs.

Judge Morgan stated that the following panelists were excellent: Abbi Peters, Executive Vice President for Creative Commerce for the Pennsylvania Wilds Center for Entrepreneurship; Barry Denk, Director of the Center for Rural Pennsylvania; and, Julia Shaw, Deputy Director for the Asian Arts Initiative.

Judge Morgan reported that PCA provides nearly 600 operating support grants per year which reach across the Commonwealth but are clustered in communities with higher density. PCA also provides a number of operating grants for organizations with small fiscal sizes. PCA support is greatly enhanced across the state through its decentralized programs, PPA and AIE. PCA also has grantmaking strategies that address specific capacity issues for ALANAH organizations through the Preserving Diverse Cultures program.

Judge Morgan reviewed the key points from the meeting which were that PCA may increase impact in communities with a focus on community investment and not restricting funding to arts organizations. The metrics on community impact are important and data can be collected from arts providers about what they are doing. Collecting and sharing this information with state constituencies will be helpful in making the case for arts investment.

Judge Morgan stated that PCA may need to experiment with some funding to see what can be impactful for communities. Cross sector partners are also important for PCA's work, and there may be opportunities for organizations that have been successful in their communities to assist and network with other communities.

He also stated that a more open, broad definition of art and culture may increase opportunities to serve communities and that long-term residencies have been helpful in providing consistent programming for communities.

Judge Morgan reported that the next in person committee meeting will be on December 4, 2019 and that there may be an online or telephonic meeting in November. NASAA will present its findings from research and other case studies of four other state arts agencies, and the PCA staff will lead a discussion of the possible funding models with the committee members.

### **ITEM 8 Chair Report**

*Jeffrey Parks, Chairman*

At the request of Council member, Representative Ciresi, PCA staff presented at a house policy committee hearing on the economic impact of the arts held at the Steel River Playhouse in Pottstown.

The committee heard testimony from Jenny Hershour, managing director, Citizens for the Arts in Pennsylvania; Jessica Willingham, director of government and cultural affairs, Valley Forge Tourism & Convention Board; Kelley Gibson, president, Cultural Alliance of York County; Karl Blischke; Joanna Davis, public art manager, Lancaster City Office of Public Art; Laurie Zierer, executive director, Pennsylvania Humanities Council; Crystal Brewed, senior vice president of Strategic Marketing and Communications, Kimmel Center for the Performing Arts; Rita Pederson, development director, Steel River Playhouse; and Charles Croce, former executive director and CEO, Philadelphia History Museum.

Nine legislative members attended the hearing and the event also received good media coverage.

Representative Ciresi thanked Mr. Blischke for being part of the event. He stated that the event received front page coverage and two pages thereafter in the Sunday edition of the local paper. Representative Ciresi stated that he was surprised by the reaction from the legislators who were in attendance about the economic impact of what the arts really do for our communities. Representative Ciresi stated that there is a frustration with lawmakers about how slowly the legislative process moves and that we do not do enough to help those organizations that move Pennsylvania forward. Representative Ciresi highlighted the success of the City of Lancaster as an example of the importance of the positive economic impact of the arts. Representative Ciresi said that the hearing gained the support of the legislators who were in attendance.

Chair Parks thanked Representative Ciresi for holding the event.

Chair Parks reported that the legislature created the Pennsylvania US 250<sup>th</sup> Anniversary Commission. The 250<sup>th</sup> Anniversary of the founding of the United States of America will occur in 2026. The chair of the PCA is included as an automatic member of the commission. The first organizational meeting was held a few weeks ago at the Pennsylvania State Museum.

Chair Parks also reported that he has been driving to different communities to better understand their issues. He visited some communities on his drive from Bethlehem to Pittsburgh for the Governor's Awards Ceremony. Chair Parks visited Altoona and learned about the history of the area and that it was built around the railroad. Chair Parks reported that he met with Kate Shaffer, Blair County Arts Association, who also runs the Mishler Theatre. Chair Parks also met with former PCA Chair, Ann Benzel, as well as Steve McKnight who is the director of the Blair County Economic Development efforts. Mr. McKnight realizes that his job is to encourage people to move

back to Altoona and Blair County, focusing on the individual and the opportunities of working remotely. Chair Parks stated that a focus in Blair County is to concentrate on improving on the lifestyle in Blair County.

Chair Parks also reported that he visited Indiana, Pennsylvania and met Hannah Harley, a native of Indiana and graduate of Pratt. Ms. Harley is working at a university in Youngstown as well as a university in Pittsburgh and is commuting from Indiana. Ms. Harley started a program in some vacant space in an office building and called it the Spruce. She advertised the space on internet this summer and already has 15 artists, including someone from Europe, paying her to utilize the space and practice their visual arts. Chair Parks reported that he is enthusiastic about the opportunities in these two areas and wanted to share his experience with the Council.

**ITEM 9 Executive Director's Report**

*Karl Blischke, Executive Director*

Mr. Blischke thanked Council for their investment in this agency and thanked the staff for their diligent work. Mr. Blischke stated that through the PCA's activities, he hopes that the arts will be recognized as having a key role in communities and that some of the relationships and pathways the PCA is exploring will help us meet that aspiration.

Chair Parks thanked everyone for being at the meeting and acknowledge that attendance has improved and looks forward to seeing everyone in December.

**Meeting was adjourned.**