

COUNCIL MEETING MINUTES  
PENNSYLVANIA COUNCIL ON THE ARTS  
WEDNESDAY, DECEMBER 14, 2016  
DIXON UNIVERSITY CENTER  
HARRISBURG, PENNSYLVANIA

COUNCIL MEMBERS PRESENT: Mr. Jeffery Parks, Chair; Mr. Jeffrey Gabel, Vice Chair; Ms. Jeanne Gleason; Ms. Susan Goldberg; Mr. William Lehr, Jr.; Mr. Lee Steadman; Ms. Paula Vitz; Ms. Jennifer Zaborney; Ms. Gayle Isa; Mr. Justin Laing.

COUNCIL MEMBERS NOT PRESENT: Representative Tina Pickett; Representative Brian Sims; Senator Charles McIlhinney; Senator Christine Tartaglione;

STAFF MEMBERS PRESENT: Mr. Philip Horn, Executive Director; Ms. Heather Doughty, Deputy for External Affairs; Ms. Amy Gabriele, Deputy for Administration; Ms. Charon Battles, Deputy for Programs; Ms. Jamie Dunlap; Ms. Norah Johnson; Ms. Dana Payne, Mr. Seth Poppy; Mr. Matt Serio; Ms. Samara Gomez, Chief Counsel; Ms. Charlotte Flynn Michalski, Acting Executive Assistant.

OTHERS PRESENT: Ms. Yael Silk, Silk Strategies; Ms. Jenny Hershour, Citizens for the Arts; Ms. Sally Van de Water; Anne Griffin, representing Senator Jay Costa; Mr. William Horst, Stenographer.

## **CALL TO ORDER**

The meeting was called to order at 9:05 a.m. by the Chair Jeff Parks. A roll call was performed by Executive Director Philip Horn.

(Quorum present.)

**Comments by Chair Jeff Parks** regarding appointment as Chair. He read a prepared tribute to former Chair Jeanne Gleason for her service.

## **ITEM 1 COUNCIL ACTION**

**Approval of Minutes of the October 19, 2016 Council Meeting**

\*\* Motion by Ms. Goldberg. Seconded by Mr. Lehr.

Motion carried.

\*\* Minutes approved.

Announced Executive session at the end of the meeting to discuss a personnel matter.

## **ITEM 2 COUNCIL ACTION**

### **Folk & Traditional Folk Arts Center Request for Service Region Change**

Comments by Ms. Dana Payne, Program Director.

Made a recommendation that Montour County be included in RC&D's service area.

Any questions for Ms. Payne? Hearing none.

\*\* Motion by Ms. Zaborney. Seconded by Ms. Goldberg.

Motion carried.

## **ITEM 3 COUNCIL ACTION**

### **Request for Authorization to Release Marketing Initiative Funds**

(Mr. Lehr recused himself due to a conflict of interest.)

Comments by Ms. Norah Johnson, Director of New Projects and Capabilities, regarding grants. Request for grant of up to \$250,000, up from approved budget of \$200,000.

Mr. Horn said that this change is likely a change in timing.

Chair Parks asked about an evaluation component. Ms. Johnson said this would be part of the grant. Evaluation will be designed and results will be expected in subsequent years. Evaluation is not included in the budget that is proposed today.

\*\* Motion by Mr. Gabel. Seconded by Ms. Vitz.

Motion carried.

Mr. Lehr returned to the meeting.

**ITEM 4 COUNCIL ACTION**  
**Funding for Creative Aging Research**

The Chair is not aware of any conflicts of interest. He asked if there were any conflicts of interest. There were no declarations of conflict of interest.

Report from Ms. Jamie Dunlap, Program Director re: Department of Aging programs at 14 Pennsylvania senior centers. Staff recommends \$5,000 be provided for research conducted by Dr. Catherine Cullen of the University of Scranton. The research will examine the impact of the program on loneliness and social interaction. The Department of Aging has committed \$14,000 for this research.

These are state supported senior centers.

\*\* Motion by Mr. Lehr. Seconded by Ms. Gleason.

Motion carried.

**Bouquet of flowers and slide presentation offered for Ms. Jeanne Gleason for her service as Chair.**

Mr. Horn noted that one of the photos was from the recent Partner meeting at which the Southern Alleghenies Museum of Art, which hosted the Partner meeting, celebrated its 40<sup>th</sup> anniversary and the PCA's 50<sup>th</sup> anniversary.

**ITEM 5 DISCUSSION**  
**Update on the Review of the PCA's Responsive Funding Formula**

Report from Charon Battles, Deputy for Programs, on the two committee meetings and Council discussion.

She reviewed the seven proposed diversity eligibility criteria. A discussion ensued about disadvantaged v. advantaged groups. Mr. Horn indicated that if there was any question about meeting the qualification as "diverse" these factors would be considered.

Ms. Zaborney recommended that a point system be created to determine if

organizations are qualified.

Mr. Lehr asked if the criteria would be considered by the panel. Mr. Horn said the panel would consider the criteria. Ms. Battles said that these criteria are considered by the Strategies for Success grants panel.

Ms. Gleason asked about how to serve smaller arts organizations.

Mr. Parks asked for the names of the members of the committee and invited them to comment.

Mr. Laing asked about smaller organizations. He asked about how to assess advantaged v. disadvantaged. Most of the diverse organizations did not exist when the PCA was founded so other organizations received the funding.

Mr. Horn said that once there is an agreement on the definitions we can address the distribution of grant funds. Mr. Horn directed the Council to an illustration on page 44 of the Council book. This is not a proposal. He said PCA staff will come back to the Council with proposals.

Mr. Steadman said he cannot see how the funding formula works to produce the grant amounts. He did not see how the budget size and the assessment total worked together to produce the grant amount and achieve parity.

Mr. Parks asked about any research into these communities if they feel they are underserved. Would like to understand what the communities would like to have.

Mr. Steadman asked that persons with disabilities should be considered. He said this is an underserved population.

Ms. Battles reviewed the history of the program. In the 1980s, diverse community arts organizations raised concerns about the lack of support from the PCA for their communities.

Mr. Parks asked about the capacity of diverse organizations to provide services and if PCA funding would become a primary source of support for diverse organizations.

Mr. Horn referenced the definition of 'rural.' He said that the PCA received information from the Center for Rural Pennsylvania, a legislative agency. He said

this provides the PCA with a way to identify grantees as ‘rural.’ He asked the Council if they want to expand or tighten the definition.

Rural communities’ access to the arts was discussed. 27% of PA population lives in rural counties. Only 8% of PCA funding goes to these counties. Assume the same would be true of minority communities. Asked about non-rural organizations serving rural and diverse communities.

Mr. Horn reviewed the funding criterion for ‘Access.’ Applicants can address this in their application.

Survey entire state about how people are served in the arts. Reach out to grantees about who they serve. Do they serve diverse communities? If so, how do they serve rural and diverse communities?

Mr. Laing said that the Council already agrees that there is a need to serve ALANAH communities. He said that he is anticipating different options for funding at the July meeting.

Mr. Gabel asked if there is a direction from the Council to develop a new funding formula or to determine if there is a need for a different formula.

Mr. Horn said the staff is considering if rural and diverse organizations should be addressed separately or, simultaneously with all other applicants with some kind of “extra points” for applicants that qualify as rural or diverse.

The Council has usually considered how much the grant amounts may change from year to year. He reminded the Council that the staff has presented illustrations for grant amounts based solely on assessment totals or an equal grant to every applicant.

## **ITEM 6     DISCUSSION**

### **Resident Artist Program (RAP) Concept**

Report from Dana Payne, Program Director.  
Opportunities for culturally-specific, community-based programs that serve these communities, rural communities and programs that serve people with disabilities. The program would serve as a catalyst for sustainable arts services. It provides access to the arts where access is limited.

Mr. Horn said this conversation grew out of the earlier discussion. What does the PCA do when there are communities with barriers to participation in the arts and there are no stand-alone, non-profit arts organizations. This would be a pilot program. Would not fund more than one project in a rural community.

## **ITEM 11 DISCUSSION**

### **Evaluation of the PCA's Teacher and Artist Partnership (TAP) Program**

Comments by Jamie Dunlap and video presentation on TAP Program.  
Report and slide presentation from Yael Silk, Founder and Arts Education Specialist, Silk Strategies. Ms. Silk and Ms. Dunlap described the structure of the program and how the program has evolved.

## **ITEM 8 DISCUSSION**

### **League of Historic American Theatres' (LHAT) Conference Proposal**

Comments from Philip Horn re: bringing the LHAT conference to Pennsylvania. Mr. Horn directed the Council to the list of historic theatres. The PCA in the past did bring arts conferences to Pennsylvania. This proposal would bring an LHAT regional conference to the state.

## **ITEM 9 DISCUSSION**

### **PCA Planning Process**

Comments from Philip Horn and discussion. He reviewed past planning processes. He acknowledged the earlier discussion about surveying Pennsylvanians. He referenced the past focus questions and the response of planning consultants. He noted the issues in the past around the PCA's grants process and arts in education.

Targeting younger potential audiences was mentioned as was the use of technology in the planning process.

## **ITEM 12 INFORMATION**

### **Upcoming Panel Meeting Schedule**

Comments from Charon Battles – Council members are encouraged to sign up to chair a panel meeting.

## **INFORMATION**

### **Executive Director's Report**

Comments from Philip Horn, Executive Director. He noted that Charon and Dana attended the opening of the new facility for Taller Puertorriqueño in north Philadelphia.

Philadanco is the recipient of a \$1,000,000 challenge grant from a dance philanthropist.

Mr. Horn called on Jenny Hershour to present information about the award given to the Pennsylvania Arts and Culture Caucus for Arts Leadership, by Americans for the Arts. Mr. Gabel said that it was well-deserved. Mr. Horn mentioned that the award also comes from the National Conference of State Legislatures.

Mr. Horn mentioned that the PCA Partners all met together in Altoona on the occasion of the 40<sup>th</sup> anniversary of the Southern Alleghenies Museum of Art. He also mentioned that he visited the nearby State Veterans Home for a tour.

He said Ms. Johnson and he attended the National Arts Marketing Project Conference. Ms. Johnson commented on the conference, particularly digital and social media marketing of the arts. Mr. Horn thanked Council member Jim West for hosting a reception for Pennsylvania attendees of the conference.

He and Ms. Johnson facilitated a retreat for the board of the Arts Alliance of Waynesboro.

A “fun thing” has popped up with the PA Turnpike Commission. Comments ensued from Ms. Dunlap about creating and installing murals at Turnpike service plazas. This project will utilize the AIE Partners to help create murals through arts in education residencies.

Ms. Doughty reported that there was an exhibition of work at the PA Governor’s Residence by the late Honorable K. LeRoy Irvis, former Speaker of the Pennsylvania House of Representatives (the first African American in the United States to serve as a Speaker of the House). He and his wife also served as members of the PCA’s Council. Mrs. Irvis was present for the opening of the exhibition.

Ms. Gabriele reported on the disposition of the grants. She reported that all grants have been issued. She also reported on the development of a new eGrant system for the PCA.

The Poetry Out Loud finals are March 6th in Harrisburg at The State Museum.

Mr. Horn reported that they are scheduling meeting with the boards of directors of Partner organizations to renew mutual commitment to the Partnership.

Philip Pearlstein will be at the opening reception of an exhibit featuring his work at the Susquehanna Art Museum. The Council is invited to attend, as part of the next meeting.

Ms. Gleason added that the Learning Lamp, one of the Best of the Best PPA Projects, received an NEA grant.

Mr. Horn reported that Ms. Battles received a “Distinguished Honoree” Jazz Award recognizing those “who contribute to the legacy of jazz and the arts in Philadelphia” from the Philadelphia Clef Club along with other jazz greats from the region.

## **ADJOURNMENT**

Chair Jeffrey Parks announced that the Council would go into Executive session in 30 minutes to discuss a personnel issue.

He asked for a motion to adjourn the regular meeting and go into Executive session.

\*\* Motion by Ms. Goldberg. Seconded by Ms. Gleason.

Motion carried.

The meeting was adjourned at 12:35 p.m.

Respectfully submitted,

Commonwealth Reporting Company

By William J. Horst, Stenographer