

**COUNCIL MEETING MINUTES
PENNSYLVANIA COUNCIL ON THE ARTS
THURSDAY, DECEMBER 6, 2018
9:00 a.m. – 1:30 p.m.
DIXON UNIVERSITY CENTER, HARRISBURG**

COUNCIL MEMBERS PRESENT: Mr. Dennis Astorino, Mr. Jeffrey Gabel, Ms. Susan Goldberg, Mr. Bill Lehr, Hon. William Morgan, Mr. Jeff Parks, Mr. Norman Stull, Mr. Tim Warfield. Mr. Emmai Alaquiva joined the meeting at 12:00 p.m. Ms. Jen Zaborney joined the meeting at 12:20 p.m.

COUNCIL MEMBERS PRESENT VIA PHONE: Mr. Jim West and Ms. Catzie Vilayphonh.

COUNCIL MEMBERS NOT PRESENT: Ms. Natalee Colón, Representative Pickett, Representative Sims, Senator Tartaglione.

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

Call to Order - Chairman Parks called the meeting to order at 9:06 a.m. He thanked recently retired Senator McIlhinney for his service to the Council. He also thanked the Senator's legislative assistant, Gail Reinhardt, for her service.

Mr. Parks recognized Jenny Hershour, Executive Director of Citizens for the Arts in Pennsylvania, for Citizens dedicated service to the arts in the state.

Those present were shown a short video of the 2018 Governor's Awards for the Arts produced by Council Member Emmai Alaquiva and his team at Ya Momz House, Inc. The team was thanked for their hard work.

Roll Call – Mr. Blischke called the roll. A quorum was established.

Chair Parks pointed out Council conflicts of interest and reminded the group of the PCA's policy regarding such conflicts.

Item 1: Approval of November Meeting Minutes - Motion by Mr. Lehr, seconded by Mr. Stull. Motion carried.

Item 2: Open Application for Arts in Education (AIE) and Pennsylvania Partners in the Arts (PPA)

Ms. Dunlap, AIE Program Director, reminded Council of the November meeting and the information given regarding the exploration of a new open application process and map for PPA and AIE Partners. She informed Council that the two programs would continue to have separate applications. She explained that aligning the two program regions (currently, the partnership regions are two different maps) would allow for better and more consistent coverage and more synergy and efficiency in promoting PCA's resources across the state.

Ms. Dunlap directed Council to the current maps and proposed map. She asked if there were any questions. There were none.

For the benefit of the new Council Members, Ms. Dunlap gave an overview of the Arts in Education (AIE) Program. She explained the residency programs and how they are funded.

She informed Council of the role of AIE Partners in funding residencies and recruiting, training, and vetting teaching artists.

Mr. Serio gave an overview of the Pennsylvania Partners in the Arts (PPA) Program. He explained how partners regrant funds via assessment panels made up of professionals from their region.

Ms. Dunlap asked if there were any questions about the programs. There were none.

Mr. Serio directed Council to the drafts of the guidelines for the programs in the Council Book. He stated that the guidelines for the programs will be published in March 2019 via social media, website, and email. Letters of Interest (LOI's) will be accepted in June.

Mr. Serio explained LOI's will give staff the opportunity to identify organizations that will then be invited to apply. He said these letters will also enable staff to identify those that do not have the organizational capacity to fulfill AIE and PPA Partnership requirements. He told the group organizations selected to apply will be notified in September. Applications will be due in November and will be reviewed by committee. Proposed partners will be presented at the March 2020 Council Meeting. The partners will begin their tenure in September 2020.

Ms. Goldberg asked if these changes were being proposed because PCA does not have enough coverage of the state.

Mr. Serio replied the PCA does have coverage of the state and the changes were being proposed to meet the requirements of Management Directive 305.20 regarding grant administration. He said the PCA must open the application process to any interested, qualified organization.

Ms. Doughty explained these changes will add to the PCA's transparency.

Ms. Goldberg enquired if staff anticipates applications from the same organizations.

Mr. Serio indicated that staff did anticipate existing AIE and PPA Partners will apply but there will likely be applications from other organizations. He emphasized the importance of the changes are so the PCA can provide the best services to the field.

Vice-Chair Gabel asked if partners will get an administration fee. Mr. Serio stated, yes.

Chair Parks expressed the staff and Council are going to be looking for partners that might be thinking along the same lines as the PCA by possibly leveraging funds of other philanthropic, business, and corporate entities. He said part of the purpose of working with partners is they are more familiar with their communities.

Mr. Serio informed the group that partnership contracts will be for five years.

Chair Pars asked if there were any questions. There were none.

Ms. Goldberg moved to approve the open application and partnership map realignment. Mr. Stull seconded the motion. Motion carried, none abstained or opposed.

Item 3: Discontinuing Multi-Residency Funding

Ms. Dunlap explained the reason for recommending the discontinuation was that the PCA only has a few organizations receiving these funds. She stated that current applicants could go to their AIE Partner for the funding. In addition, she pointed out the PCA now has the Teacher Artist Partnership (TAP) and Long-Term Residency (LTR) programs. At sixty days, TAP and LTR are longer and more in-depth the twenty-day residencies. Because of this there are other

avenues for organizations to obtain residency funding.

Vice-Chair Gabel asked if organizations receiving multi-residency funding were notified of the change.

Ms. Dunlap said they had not been informed because staff needed Council approval for the change. She indicated that they had been encouraged to seek funding through the other programs.

Vice-Chair Gabel asked if it appeared the organizations will be disappointed with the change.

Ms. Dunlap noted there might be a chance of some disappointment, but she will work with organizations to seek funding through the other programs.

Chair Parks asked if there were questions. There were none.

Vice-Chair Gabel moved to approve the discontinuation of multi-residency funding. Ms. Goldberg seconded the motion. Motion carried. None abstained or opposed.

Item 4: Resolution to Establish an Executive Committee

Mr. Blischke reminded Council at the November meeting Council that Chair Parks directed staff to prepare a recommendation for reestablishing the body's Executive Committee. He noted the committee's term had expired.

He directed Council to the Council Book Memo, emphasizing the key points for Executive Committee reestablishment:

- The Executive Committee is established for a four-year term to expire on December 6, 2022.
- The Council Chair shall serve on the committee and appoint at least four members to the committee.
- The Council authorizes the committee to evaluate the Executive Director's performance annually.
- From time to time, the Council may expressly delegate to the committee authority to act on its behalf within the limits of guidelines established by the Council at a regularly scheduled Council Meeting.

Chair Parks expressed how important it was that the Executive Director have an annual evaluation. He stated this practice was beneficial to the PCA.

Judge Morgan asked why the PCA Council Chair was not also the Chair of the Executive Committee. There was some discussion to this point and Council Members agreed the Council Chair shall also serve as Chair of the Executive Committee.

Furthermore, Judge Morgan asked why there is a term limit for the Executive Committee stating that most often this committee does not have a term limit.

Mr. Blischke agreed and informed Council they could amend the recommendation to reestablish the Executive Committee as a Standing Committee of the Council.

Chair Parks stated an additional change to the recommendation is that the Council Chair, Vice-Chair, and Secretary would serve on the committee along with two Council Members appointed by the Chair. He restated the recommendation to say, the Standing Executive Committee will consist of the three officers, and two members appointed by the Chair annually. Amending the recommendation in this way would eliminate a term limit for the committee.

Judge Morgan made a motion to approve the amended Executive Committee recommendation

that the Standing Executive Committee will consist of the three officers, and two members appointed by the Chair annually. The motion was seconded by Mr. Lehr.

Chair Parks opened the floor for discussion.

Vice-Chair Gabel suggested the motion be revised to indicate the Chair of the Council serve as the Chair of the Executive Committee. No further discussion.

Chair Parks asked for a vote for Council approval to establish a Standing Executive Committee with Council Chair serving as Chair and the committee consisting of the three Council officers and two Chair-appointed members, annually. Motion carried. None abstained or opposed.

New Item: Recommendation to Delegate Authority to the Executive Committee to Address the Matter of Jump Street's Agreements with the PCA.

Mr. Blischke informed Council of a conversation that had taken place with Arts in Education (AIE), Pennsylvania Partner in the Arts (PPA) Partner, and Folk & Traditional Arts Partner, Jump Street (located in Harrisburg). Currently the organization serves a total of four counties, including Dauphin. He notified Council the organization is experiencing difficulties providing all the partnership-required services. He reminded Council the partnership agreement includes providing arts in education services; regrants state funds to local arts projects and programs; and for the FY 2018-2019 grant period, apprenticeship awards.

Mr. Blischke told the group PCA staff are working to prepare recommendations to transfer partnership responsibilities to other entities for the remainder for the FY 2018-2019 grant period.

He expressed the importance of acting in a timely manner to address the situation for this grant cycle. Mr. Blischke proposed Council give authority to the Executive Committee to address recommendations for transferring the FY 2018-2019 partnership responsibilities as soon as possible and report on its actions at the March 2019 Council Meeting.

Vice-Chair Gabel commended PCA staff for moving so quickly to address the situation.

Mr. Stull made a motion to delegate authority to the Executive Committee. Mr. Lehr seconded the motion. Motion carried. None abstained or opposed.

Item 5: 2018-2019 Statewide Conferences and Strategic Engagement Recommendations

Ms. Dunlap reminded Council that \$50,000 is earmarked for funding for statewide conference and strategic engagement opportunities. She presented the recommendations for Council approval two grant awards:

- Mendelssohn Club - a \$10,000 grant for the national conference, Chorus America 2019 Annual Conference in Philadelphia.
- Penn State College of Medicine, Center Stage – a \$5,000 grant for the first PA Arts in Health Symposium in Hershey.

Ms. Dunlap explained with each request for this type of funding, staff place an emphasis on projects that have a wide-reach across Pennsylvania and are relevant to the field.

Vice-Chair Gabel asked where Penn State's Center Stage was located. Ms. Dunlap informed Council it is located at the Penn State Heath Milton S. Hershey Medical Center. She noted the extensive arts programming Center Stage provides to patients and staff of the center.

Mr. Blischke pointed out that Penn State Hershey is also a teaching hospital.

Chair Parks expressed the importance of seeking these types of partnerships. He noted that arts in healthcare has become an accepted and important part of the field.

Chair Parks asked if there were any questions or items for discussion.

Chair Parks asked for a vote. Motion carried. None abstained or opposed.

Item 6: Staff Updates

Poetry Out Loud - Ms. Gayle Cluck, PCA's contracted Poetry Out Loud coordinator, introduced herself and gave an overview of the statewide and national program. She explained that regional competitions will take place in December, January, and February. Ms. Cluck directed Council to the list of competition dates, times, and locations. She invited Council Members to attend competitions taking place in their area. Chair Parks encourage Council attendance.

Arts Marketing & Audience Engagement Training Initiative – Norah Johnson, Director of New Projects & Capabilities gave an overview of the program. She explained the program's focus on training for organization staff to expand marketing and audience engagement capacity.

Ms. Johnson told Council the program was embarking on its third year. She informed the group the PCA will be recruiting applicants for Cohort 3 with a focus on the north central and north eastern region of the commonwealth. Dates for recruitment events will be announced in early 2019.

She noted Cohort 2 and part of Cohort 1 has recently attended the national Arts Marketing Project Conference in Seattle.

Vice-Chair Gabel asked if participants have indicated which tools from the training, they find the most valuable. Ms. Johnson stated that it varied.

Ms. Goldberg asked when the program will be offered, again, in Philadelphia. Ms. Johnson said it would depend on Council's interest in continuing the program.

Mr. Morgan asked how organizations find out about the program. Ms. Johnson said organizations are sent information via the PCA's database and through the regional partners.

Item 7: Strategic Plan

Strategic Plan Discussion Summary

Mr. Blischke began the discussion by referencing the draft goals for the strategic plan. Staff's intent was to discuss the draft goals during the November 2018 council meeting, which became a telephonic meeting due to inclement weather. In place of an in-depth discussion at the November meeting, Mr. Blischke discussed the draft goals with Council members individually following the Council meeting. During these conversations, members each expressed a general consensus of agreement about the draft goals.

PCA staff will begin work on an action plan based on the draft goals. The action plan will outline specific actions and measurable, time-based outcomes for Council's consideration. The draft goals start to reframe the PCA's work to align with relevant community interests and needs, including community and economic development. Based on our focus group meetings across the commonwealth, we believe that there are communities committed and ready to use arts-based strategies to advance their communities. In response, staff are interested in developing a pilot program to address this opportunity. The pilot program will align with the first goal of the plan: *Strengthen Communities through the Arts*.

The pilot program will use a different approach to PCA funding than we employ for our Arts Organizations & Arts Programs (AOAP) responsive funding program. The pilot program will seek communities that demonstrate commitment, leadership, partnerships, and a willingness to work together to advance specific goals through the arts. The goals will be specific to each community and PCA can negotiate specific agreements that address them. We believe that this work can reframe PCA as a relevant part of community development in PA.

Colorado Creative Industries (CCI, Colorado's state arts agency) is an example of an agency that has successfully reframed its work toward community goals. CCI has leveraged their funds with a private foundation and private developers to expand its impact in communities through a creative districts program. Chair Parks and Mr. Blischke will visit CCI this month to learn how they implemented their program.

Following Mr. Blischke's introductory remarks, Chair Parks made brief remarks to continue the discussion, stating that successful communities are the basis for broader economic success, nationally, globally, etc.; therefore, the PCA's work should start with communities. We have examples of communities that have successfully used arts-based strategies. Pueblo, NM, and PA's Lancaster, Bethlehem, Pittsburgh, Philadelphia, for example. We are reaching out to the CCI so we don't have to reinvent the wheel and will report back to the full Council on our findings.

Mr. Parks invited discussion from the Council. Key points, summarized, follow:

- We need to empower communities.
- A FY 2019-2020 pilot program will be a learning experience. We can also work with other state agencies, private funders, and for profits.
- Community work does not have to involve building new or rehabilitating older arts facilities in communities. Programs can take place in a variety of community spaces, organized around what brings people together.
- Arts programming needs to be relevant to communities to demonstrate value for public funding.
- This program can address rural and urban communities, low income communities, communities of color, etc.
- Transformative work can take decades. We need to think about how to track progress and invest over the long term.
- Council asked about what a potential budget allocation would be for the pilot. Chair Parks suggested \$100,000 per community overtime, but it will likely depend on the community needs. For example, a first step could be planning support for \$15,000 - \$25,000. We may need to reallocate funds from other line items.
- Council asked about potential measures of success given long term time frames associated with community work. In response, members suggested that we'll have to look at benchmarks that show community progress, e.g., arts strategies integrated into local planning processes, leveraging funds, sustainability of a coordinating entity within a community, population demographics, and others.
- Council suggested that main street organizations may be a good resource for leaders and support.
- Potential markers for community participants may include county seats and presence of higher ed institutions, hospitals, cultural and natural assets.
- Council indicated that looking at where businesses are investing may be an indicator of potential success and partnership. Also, we should look at projects that legislators are working on in their districts.
- Council discussed the ability of arts strategies to help communities that experienced significant deindustrialization and disinvestment. Council discussed examples where arts strategies have made an impact, Lancaster, Bethlehem, Chester, Pittsburgh, Philadelphia, etc.

- Council suggested that staff bring some examples of programs and communities to the next Council meeting. This will help make the concept more concrete.
- Staff will present a draft pilot program proposal to Council at the March 2019 meeting.

Chair's Report

Chair Parks announced that Congressman Glenn "GT" Thompson of Pennsylvania was appointed by the Speaker of the House to serve on the National Council on the Arts, the advisory committee to the Chairman of the National Council on the Arts. Congressman Thompson represents Pennsylvania's newly drawn Fifteenth District in the U.S. House of Representatives (encompassing more than a dozen counties in north central Pennsylvania from Centre county west to Venango and Warren). A lifelong resident of Centre County, Thompson has served on the House Committee on Education & Workforce, chaired the bipartisan Congressional Career and Technical Education Caucus, chaired agricultural, conservation and forestry subcommittees, and is a strong advocate for quality healthcare. He is also recognized for bringing expertise and knowledge of the issues facing rural businesses, communities and families. He has been a member of the Congressional Arts Caucus since joining congress. (I recommend that staff prepare a letter of congratulations to the congressman on this well-deserved appointment).

In November 2018, for the first time, PCA partnered with the National Guild for Community Arts Education to present Strategies for Success: Redefining Institutional Culture for Culturally Specific Organizations. In addition to providing a full-day capacity building preconference, this opportunity highlighted the work of our Preserving Diverse Cultures Division. Following the conference, several organizations from other states expressed interest in having their arts management cohort visit Harrisburg to learn more about our capacity building programs.

Along with Karl and Sarah, Susan Goldberg attended the Greater Philadelphia Chamber's *with Growth & Prosperity for All: A Roadmap for Growth Conference*. The conference centered on how the arts, business attraction, health care, and young professionals are impacting economic growth and job creation on the ground.

Chair Parks asked Ms. Goldberg if she would share her takeaways from the conference.

Ms. Goldberg told Council that on November 6 she attended a meeting with Mr. Blischke and Ms. Merritt at the Greater Philadelphia Chamber of Commerce. She informed Council that several dignitaries, including Philadelphia Mayor, Jim Kenney, spoke at the event. She spoke of the Chamber's focus on partnerships designed to foster growth, jobs, and enhance the quality of life in Philadelphia. She informed that group of the importance of being involved with endeavors such as this. She suggested the PCA explore how it can assist arts organizations in finding other sources of funding and revenues. Ms. Goldberg gave the group an overview of the panel discussions and concluded by saying diversity, equity, and inclusion is a key theme.

Executive Director's Report

Mr. Blischke congratulated ArtsQuest for receiving the Non-Profit of the Year award from Lehigh Valley Business.

He informed Council that River City Brass Music Director and CEO, James Gourlay, recently made the Musical America Worldwide Top 30 U.S. Musical Professionals of the Year.