

**Minutes
Council Meeting
December 10, 2020
9:00 a.m.**

Pennsylvania Council on the Arts
Microsoft Teams Virtual Meeting

COUNCIL MEMBERS PRESENT VIA MICROSOFT TEAMS: Chair Parks, Mr. Alaquiva, Mr. Astorino, Representative Ciresi, Ms. Colón, Mr. Gabel, Ms. Goldberg, Mr. Lehr, Judge Morgan, Mr. Stull, Ms. Vilayphonh, Mr. Warfield, Ms. Zaborney (by proxy)

COUNCIL MEMBERS NOT PRESENT: Representative Pickett, Mr. West

STAFF MEMBERS PRESENT VIA SKYPE: Karl Blischke, Executive Director; Heather Doughty, Deputy Executive Director; Jamie Dunlap, Chief of Creative Catalysts & Lifelong Learning; Amy Gabriele, 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; and, Ian Rosario, Grants Liaison.

GUESTS PRESENT VIA MICROSOFT TEAMS: Rodney Akers, Chief Counsel; Pam Snyder, Citizens for the Arts in Pennsylvania; Susan Sherwood, Citizens for the Arts in Pennsylvania.

ITEM 1: CALL TO ORDER: Karl Blischke, Executive Director, welcomed those in attendance and informed them that the meeting would be recorded for the administrative purpose of minute taking. Mr. Blischke then turned the meeting over to Chair Parks.

Chair Parks called the meeting to order.

Chair Parks welcomed Susan Sherwood, Board Chair of Citizens for the Arts in Pennsylvania and its new Executive Director, Pam Snyder. Chair Parks reminded Council that Jenny Hershour retired and stated that the PCA will miss her dearly. He stated that the PCA welcomes Pam Snyder and asked her to provide Council with a brief update on the recent activities of Citizens.

Ms. Snyder provided a report on Citizen's recent virtual advocacy day. She stated that the event went extremely well, and they had increased interactions this year. Ms. Snyder added that they discovered the virtual platform should become a permanent fixture of their advocacy efforts because this platform has the ability to include those who are not physically able to attend in person.

Ms. Snyder stated that Citizens was excited with the PCA's level funding for remainder of this fiscal year and added that they are looking to regroup quickly in order to focus on what is needed for the Fiscal Year 2021-2022 budget.

Ms. Snyder reported that Citizens is thrilled to be able to share their ongoing survey results. She stated that they are grateful for the PCA for giving Citizens the Statewide Services Grant and added that the surveys are going extremely well. Ms. Snyder explained that the first survey was launched in November and received over 400 responses. Ms. Snyder stated that Citizens will be sending a second round of survey requests at the end of the week and is hopeful to continue to see more data.

Ms. Snyder reported in early 2021, Citizens is expected to see if Americans for Arts will go forward with the arts and economic prosperity study, which was delayed. Citizens will know more about the status of this effort during 2021.

Chair Parks and stated that he is excited to hear about the survey and that the large response is fantastic and looking forward to taking a look at the results of the survey. He thanked Ms. Snyder for her report.

ROLL CALL:

Karl Blischke, Executive Director

Mr. Blischke called the roll. A quorum was established

CONFLICTS OF INTEREST

Jeff Parks, Chair

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

ITEM 2 APPROVAL OF MINUTES:

July 16, 2020 Council Meeting

Chair Parks asked for a motion to approve the July 16, 2020 Council Meeting Minutes. Mr. Stull made a motion to approve the minutes. Ms. Goldberg seconded the motion. Motion carried, none abstained or opposed.

September 16, 2020 Special Council Meeting

Chair Parks asked for a motion to approve the September 16, 2020 Special Council Meeting Minutes. Ms. Goldberg made a motion to approve the minutes. Mr. Stull seconded the motion. Motion carried, none abstained or opposed.

ITEM 3 ACTION: Fiscal Year 20-21 Budget

Amy Gabriele, Chief Financial Officer

Ms. Gabriel directed Council to the four columns of the budget outlined in the budget memo. Gabriele stated that PCA is currently working in all four columns.

The first column is the Fiscal Year 2019-2020 budget update, which will be closed out by the end of next week. This column lists the activity that occurred during the year and shows that some funds were placed in reserve. Gabriele added that PCA has the option of asking the Governor's Budget Office to release the reserve, but we have not done that, yet.

Ms. Gabriele explained that once all of the grants from Fiscal Year 2019-2020 are finalized, PCA will have a small balance that can be reallocated at a future Council meeting.

Ms. Gabriele reported that the second column outlined in the memo is the Covid NEA Grants for Arts and explained that most of that money has been allocated and paid. She added that there are two grants PCA is not able to pay which can be reallocated at a future council meeting.

Ms. Gabriele stated that the Fiscal Year 2020-2021 five-month budget ended in November and explained that the 5 month and 7-month budgets encompass PCA's total current year budget, which runs from July 1, 2020 through June 30, 2021.

Ms. Gabriele stated that PCA has spent almost all of the five-month budget. She explained that PCA has been processing grants and is still waiting on reimbursement materials from Arts Organization and Arts Program (AOAP) track grantees and entry track grantees. Gabriele added that there will be a small balance that will be used in the seven-month budget, which is \$64,000.

Ms. Gabriele stated that the action item today is a recommendation for seven-month budget. Gabriele explained that together, the five-month and seven-month appropriations provide the same amount as the Fiscal Year 2019-2020 budget. She noted that the seven-month budget recommendation allocates most of the funds to the AOAP track and some additional funds for Pennsylvania Partners in the Arts, AIE partners, Creative Communities, and Statewide Creatives Catalysts.

Ms. Gabriele asked if there were any questions.

Chair Parks stated that what Council is voting on is the second portion (7/12) of the annual budget, which is the on the last column in the Council book. Chair Parks explained that PCA was level funded by the state for the annual budget, which is the same as last year.

Chair Parks asked Karl Blischke to add some additional comments regarding the budget.

Mr. Blischke stated that PCA was not able to provide funding in all of the categories within the 5-month budget, including AOAP and partnerships. He further explained that the seven-month budget is allocating funds to line items where there were insufficient funds in the five-month budget.

Chair Parks asked the Council for any additional questions. Hearing none, Chair Parks asked for a motion to approve the recommendation.

Judge Morgan made a motion to approve the recommendation. Ms. Zaborney seconded the motion. Motion carried, none abstained or opposed.

ITEM 4 ACTION: Recommendation for Arts in Education Partnerships and Long-Term Residencies

Jamie Dunlap, Chief of Creative Catalysts & Lifelong Learning

Chair Parks stated that he is aware of the following conflicts of interest for this action item: Ms. Zaborney for Indiana University of Pennsylvania-Art Path and Chair Parks for ArtsQuest.

Ms. Dunlap explained that this memo gives an overview of the seven-month budget as it pertains to the Arts in Education division. PCA recommends supporting items not covered through the five-month budget. Dunlap added that PCA staff is also recommending the long-term residencies for Fiscal Year 2020-2021, which were reviewed in March and recommended contingent on the final budget.

Ms. Dunlap stated that the memo and chart in the Council book outlines amounts for each of the AIE partners and the regions they serve. Dunlap stated that PCA staff is recommending \$268,501 for residencies, which supports the remaining balance for residencies for the year. Ms. Dunlap explained that the budget amount that is in the memo does not reflect Poetry Out Loud and asked to let the record show that the budget that was presented by Ms. Gabriele, totals \$535,668, and includes Poetry Out Loud.

Ms. Dunlap explained that the total for the Arts in Education Partners for the seven-month budget is \$804,169 and that reflects the overall budget presented in Ms. Gabriele's budget summary.

Ms. Dunlap reported that there are nine Long Term Residency Projects (LTRs) that are scheduled to move forward. She explained that there are a couple of LTR projects that will not proceed due to the pandemic.

Chair Parks asked for a motion to approve recommendations, except for the two conflicts of interest noted above.

Senator Ward made a motion to approve the recommendations. Mr. Stull seconded the motion. Motion carried, none abstained or opposed.

Chair Parks turned the meeting over to Vice Chair Gabel to vote on those grants with which Council Members Parks and Zaborney have a conflict.

Vice Chair Gabel asked for a motion to approve recommendations for those grants with which Council Members Parks and Zaborney have a conflict and asked the minutes to show that Parks and Zaborney did not make a motion, participate in discussion or vote on the motion.

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

Vice Chair Gabel turned the meeting back over to Chair Parks.

ITEM 5 ACTION: Recommendation for Creative Catalysts

Jamie Dunlap, Chief of Creative Catalysts & Lifelong Learning

Ms. Dunlap reminded Council that the Creative Catalyst program is designed to provide support to projects, initiatives, events, and research projects that have impact for statewide reach. Ms. Dunlap added that these projects are normally out of the scope of an organization's typical work and are something an organization would like have reach across the state as well as align with PCA's strategic plan goals.

Ms. Dunlap provided an overview of the six Creative Catalyst projects recommended, as described in the Council book.

Ms. Goldberg asked if Rivers of Steel and their proposed project had any type of partnership with the Mural Arts Project. Ms. Goldberg added that there could be lessons learned from Mural Arts Program.

Ms. Dunlap replied that partnership was not described in the proposal, but she would let Rivers of Steel know about Mural Arts as a potential resource of information.

Chair Parks asked the Council for any additional questions. Hearing none, Chair Parks asked for a motion to approve the recommendations.

Judge Morgan made a motion to approve the recommendations. Mr. Stull seconded the motion. Motion carried, none abstained or opposed.

ITEM 6 ACTION: Recommendation for Creative Communities Initiative

Sarah Merritt, Director of Pennsylvania Creative Communities

Ms. Merritt provided Council with an overview of the Creative Communities Initiative, the PCA's newest program, which is a multi-year grant that is currently in the pilot phase with its first four communities. Ms. Merritt added that this initiative supports arts-based community and economic development projects.

Ms. Merritt stated that for the second phase of PCA's 2020-2021 budget, staff is recommending adding two new community projects and that because we have a short turnaround time, as we are already halfway through the year, we are recommending an amount of \$12,500 for each of these two communities and then moving forward, the funding would be up to \$25,000 a year for the following three years. In the final year, the communities would receive the additional \$12,500.

Ms. Merritt explained that in the pilot phase, staff conducted an extensive process which included reviewing letters of interest, in-depth panel review, site visits in the top 15 communities and then communities had to complete a detailed application. Ms. Merritt explained that from 11 communities that were not selected in the pilot phase, PCA staff feels very confident that two additional communities can be selected. Ms. Merritt stated that she will present recommendations for two additional communities at a subsequent Council meeting.

Ms. Goldberg asked for clarification with respect to the disbursement of funding. Ms. Merritt explained that during the first year each organization will get \$12,500 and will then get \$25,000 for three years and then for the final year, they will receive \$12,500.

Chair Parks asked the Council for any additional questions. Hearing none, Chair Parks asked for a motion to approve the recommendation.

Ms. Goldberg made a motion to approve the recommendations. Ms. Colón seconded the motion. Motion carried, none abstained or opposed.

ITEM 7 ACTION: Recommendation for Pennsylvania Partners in the Arts

Sarah Merritt, Director of Pennsylvania Creative Communities

Chair Parks stated that he is aware of the following conflict of interest: Council Member Zaborney for the Foundation for Enhancing Communities.

Sarah Merritt reported that in the current year budget, as presented on Item 3 of Amy Gabriel's report, we are providing \$577,260 for Project Stream Grants and these grants are administered by the 14 Pennsylvania Partners in the Arts partners.

Ms. Merritt explained that staff is working with the partners to develop guidelines for project stream that are relevant and responsive to recovery and resilience. Ms. Merritt added that we will come back to Council with updated Project Stream guidelines at a subsequent meeting.

Ms. Merritt reported that Council approved \$170,000 for the first five months of the budget for Pennsylvania Partners in the Arts administrative funding in July. Ms. Merritt explained that after the July Council Meeting, we found that additional funds became available through the release of previously held budget appropriations. Merritt further explained that at the September 2020 meeting, Council approved funding for the remaining 7 months of the Fiscal Year 2020-2021 budget for the partners' administration in the amount of \$191,707. She added that the total funding is now \$341,706.

Ms. Merritt stated that PCA staff requests approval of an additional \$270,046 and explained that this is to cover administrative costs for the partners as they engage in recovery in their region. Ms. Merritt added that partners and PCA staff are exploring opportunities for partners to engage with a data collection and online grants administration programs.

Ms. Merritt directed Council to the chart page 48 of the Council book that shows the different partnerships and stated that Regions 5, 11 and 13 are highlighted because these regions currently are vacant as we do not have partners at this time. Ms. Merritt explained that because these regions did not receive the 7-month funding at the September meeting, PCA staff is recommending that additional funds be provided if these vacancies are filled through our open application process.

Ms. Merritt then discussed the 3 vacant partnership regions, Region 5, 11, and 13 and stated that PCA staff recognizes a need fill those vacancies and added that it is very important that we have statewide coverage. Merritt explained that we have reopened the application process for these regions.

Mr. Blischke stated that we have received interest from a couple of those regions.

Ms. Merritt added that she has also spoken to organizations in Region 5, which is the Lehigh Valley Region as well as Region 11 which is the Center County, Clearfield, and Huntingdon region. She stated that she is still working to identify organizations in Region 13, which includes Clarion, Jefferson, Indiana, Armstrong, and Butler.

Ms. Blischke stated that the partner does not necessarily have to be an arts organization, and that PCA staff is simply looking for capacity to reach communities and do responsible grantmaking and explained that economic development and social services organizations are eligible to be a partner.

Senator Ward suggested that Ms. Merritt contact legislators for possible partnership recommendations.

Ms. Merritt replied that she would definitely do that and pointed out that these regions all contain rural counties and PCA staff is working to ensure that we have the ability to reach these rural communities so she would welcome any recommendations.

Representative Ciresi asked how PCA staff developed the regional PPA budgets.

Ms. Merritt replied that administrative funding for partners is determined by a formula with a base funding amount and an amount for each county that the partners serve and there is an amount per capita. She explained that the funding for these three vacant partnerships is based on a formula that was approved for the partnership at the September meeting.

Representative Ciresi asked about the possibility of supporting existing arts organizations with funds reserved for the three unserved PPA regions.

Senator Ward stated that she sees this as an opportunity to reach out to those rural areas to identify PPA partners and that applicants within these regions will benefit. Senator Ward stated that she would be happy to reach out to Ms. Merritt and help in region 11.

Ms. Blischke stated that PCA's process for selecting a partner is open now and PCA staff can determine if can have partners this year. Blischke stated that we will find this out in fairly quick order. Blischke added that if we do not have an appropriate partner, PCA staff will come back to Council and request a reallocation of funds to areas that need it.

Chair Parks asked for a motion to approve the council recommendation as presented except for conflict of interest.

Ms. Colón made a motion to approve the recommendations. Representative Ciresi seconded the motion. Motion carried, none abstained or opposed.

Chair Parks asked for a motion to approve the council recommendation for those grants with which Council Member Zaborney has a conflict of interest. Chair Parks asked to let the record show that Council Member Zaborney did not make this motion, second this motion, participate in any discussion or vote on this motion with which the Council Member has a conflict of interest.

Chair Parks asked the Council for any additional questions. Hearing none, Chair Parks asked for a motion to approve the recommendation.

Mr. Warfield made a motion to approve the recommendations. Ms. Colón seconded the motion. Motion carried, none abstained or opposed.

ITEM 8 ACTION: Funding Parameters for Arts Organizations and Arts Programs

Karl Blischke, Executive Director

Mr. Blischke reported that this recommendation relates to PCA's Arts Organizations and Arts Program (AOAP) track. Mr. Blischke explained that this is PCA's general operating support category.

Mr. Blischke stated that within the five-month budget appropriation, Council approved initial, small grants to all of the AOAP grantees. He stated that those organizations with fiscal sizes under \$1 million each received \$3,000 and those organizations with fiscal sizes greater than \$1 million each received \$5,238. Blischke added that we have these agreements in place, and we were waiting for the completion of the seven-month appropriation. Now that the budget process is complete, this recommendation to increase the grant amounts in our AOAP category. Blischke explained that PCA has been working with its chief counsel on a process to amend an agreement with a simple amendment letter.

Mr. Blischke stated that PCA staff is recommending that Council respond in providing this flexible support by increasing all of PCA's AOAP initial grant amounts, placing a priority on small to mid-size organizations, rural organizations, and Black, Indigenous and People of Color (BIPOC) organizations.

Mr. Blischke explained that staff recommends increasing the grants for rural and BIPOC grantees to \$26,000 total each. Blischke added that PCA staff recommends that all other grantees have their grant increased to \$13,000 for the year.

Mr. Blischke stated that as part of this recommendation, PCA is looking to make meaningful grants that recognize circumstances that organizations in the creative sector find themselves in. Blischke added that a lot of the smaller organizations have a lack of liquidity and that the BIPOC communities have been disproportionately affected by COVID-19 and historical inequities in accessing resources.

Blischke reminded Council that even prior to the pandemic, Council was looking very closely at its spending in AOAP and established a committee to review our funding formula, and the committee found that the grant amounts to rural and BIPOC organizations were not reflected in the demographics of the state and recommended changes.

Blischke stated that PCA took a strategic look at grantmaking and realized that a lot of the smaller organizations have not had access to relief funds provided by the government and private foundations.

Blischke reported that in terms of the definitions of defining rural and BIPOC, PCA staff is recommending that we use the definitions provided by the Center for Rural Pennsylvania, a legislative agency that looks at population density to define rural. Blischke added that Pennsylvania has 48 rural counties in the state. PCA staff is recommending using that county level designation as defined by the Center for Rural Pennsylvania.

Mr. Blischke asked Dana Payne, who has worked closely on this, to give a brief overview of the criteria that will be used to identify BIPOC organizations and added that there is a memo that follows on page 52 of the council book.

Ms. Payne stated that BIPOC is an updated term that is used to identify diverse artists, organizations, and communities of color. Ms. Payne explained that BIPOC replaces ALANAH as the term that PCA will use to refer to artists, organizations, and communities that they deeply rooted in and reflective of the arts, culture, history, and heritage of African American, African, Latino, Hispanic, Native American, Indigenous, Asian, and Asian American communities of color.

Ms. Payne stated that secondly, the six criteria outlined on the memo are used to assign a BIPOC artist, organization and communities. She added that organization must have 50% or more of that criteria as defined on the memo to qualify as BIPOC. Ms. Payne explained that most of these organizations self-identify and added that a lot of the information that is used to determine whether an organization meets the criteria is gleaned from an organization's application narrative, supplemental material, information attained on their website, and looking at their annual programming over the course of a few years.

Ms. Payne stated that today, for the purpose of responsive funding, PCA staff is requesting that Council approve the criteria outlined on page 52 of the Council book used to define BIPOC applicants and grantees which would fulfil the recommendation made by the Responsive Funding Committee.

Blischke added that PCA staff recommends that Council continue, at least for this fiscal year, to add the extra flexibility in the use of funds that was provided for these grantees when the initial five-month grant levels were approved. Blischke stated that because this is not a normal time for grantees and having additional flexibility will not only help them to put funds toward helping with their recovery, but it will also help us in processing this relief as well.

Blischke also explained that to that end, PCA staff does recommend that grantees sign within 45 days of receipt of the PCA's amendment so these funds can be processed in a timely manner and so that PCA staff can also identify situations in which some organizations are not able to continue for whatever reason. PCA staff can identify that and come back to Council with a request to reallocate those funds.

Mr. Blischke provided a general note about AOAP grantees and how they are paid. He stated that all grants are paid on a reimbursement basis and there are no advance payments. He added that as part of this process, as part of any increase to their grant amount, this amendment will have them represent to Council that they are able to continue to operate and that they expect to be operating during the grant period and again funds would be paid once we have documentation that they have spent the funds and have used the funds for eligible purposes. Mr. Blischke stated that we will obviously be monitoring our grantees very closely and watching how their circumstances evolve.

Mr. Gabel asked if these funds are for the AOAP applications that we just received yesterday and that are due by January 15.

Mr. Blischke replied that these grants would augment current year awards, and this is an augmentation to the five-month amount that we put up for this current year. Blischke added that the applications that will be coming in for AOAP next month are for the next fiscal year (2021/2022) and this recommendation is to increase AOAP grants for the current year.

Judge Morgan asked if these organizations have to apply or if these grants will automatically be sent to any of the organizations that are currently being funded.

Mr. Blischke replied the PCA is not requiring a new application and this would be amending a current grant award agreement so there is not an additional application required; however, PCA will be requiring some certification that the grantee will execute on a new amendment.

Chair Parks stated that this is a dramatic thing we are doing in terms of AOAP having given preference to areas of the state and populations in the state that we feel are underserved. Mr. Parks added that he thinks Council needs to review this because he feels there is a set of communities that we may want to consider when we look at this for next year and that is our former industrial cities in urban counties which may not all constitute BIPOC communities or arts communities that need support. Mr. Parks stated that based on what we are doing now, we are not giving preferential treatment to Scranton, Wilkes-Barre, Hazleton, Lebanon, Harrisburg, Lancaster, and York, all of which may have non BIPOC organizations that may deserve additional consideration. Mr. Parks added that he is not as familiar with the cities in Allegheny, Beaver and Westmoreland counties and added that this would exclude Erie as well. Park indicated that this is something that he would like to watch because these post-industrial cities continue to need support. Chair Parks stated that he thinks that this goes a long way to reaching our overarching of diversity, equity, and inclusion and that our understanding that many of the historic organizations that we have been funding at much higher levels have greater capacity to restore themselves more than the organizations that we are choosing to support at this point.

Chair Parks stated that he hopes everyone is on same page and understands what we are doing there.

Chair Parks asked the Council for any additional questions. Hearing none, Chair Parks asked for a motion to approve the recommendation.

Mr. Gabel made a motion to approve the recommendations. Judge Morgan seconded the motion. Motion carried, none abstained or opposed.

ITEM 9 ACTION: Recommendations for Services to the Creative Sector

Karl Blischke, Executive Director

Mr. Blischke reported that this a recommendation that is attempting to be responsive to the unprecedented situation faced by the creative sector and that it is more important than ever to have a good understanding of what is happening in the sector and what PCA's short term and long-term policies and interventions to support recovery.

Mr. Blischke stated that Council already heard this morning PCA currently has a project with Citizens for Arts in Pennsylvania which involves engaging and surveying the creative sector and putting together a network of the creative sector and its stakeholders. This is a recommendation that is continuing to build on information that will be necessary and critical as we talk about the sector going forward. Mr. Blischke explained that this recommendation is to provide research project will be qualitative and quantitative analysis of Pennsylvania's creative sector and recommendation of policies and interventions that would help the sector's recovery going forward.

Mr. Blischke stated that he thinks this will be critical and that PCA staff is recommending that Council approve the guidelines presented on page 55 of the Council Book. He added that this will allow the PCA staff to take in proposals to identify qualified applicants to be awarded to do this research project. Blischke stated that we will come back to Council once we have a recommendation to review.

Mr. Blischke stated that he anticipates the timeline for this to move quickly and added that having this type of information next year and will be very helpful not just for us, but for all stakeholders in Pennsylvania.

Mr. Blischke explained that the recommendation is to award up to \$50,000 in non-matching grants under guidelines and criteria that are listed on page 55 of the Council book.

Chair Parks stated that this will be a data and information gathering process to assist in developing public policy with regard to recovery of the arts organizations. Chair Parks asked Senator Ward and Representative Ciresi to be our guardian angels as federal funding comes available to the state. Chair Parks added that obviously, arts organizations are critically in distress and we would hope that they would be included in distribution of public funding as it becomes available.

Chair Parks stated that we hear about restaurants and small business in downtowns relying on main streets and frankly main streets rely on arts and support people coming downtown, so we are hoping that we make sure that the arts organizations are included in any federal funds.

Reprehensive Ciresi stated that it is extremely important to support arts organizations. He added that when CARES money was handed out, he received information about how much that money helped organizations. Representative Ciresi stated that the challenge in the House and Senate is that when the money was received and there were battles on the floor on how the funds would be distributed in order to help small businesses.

Representative Ciresi reported that the tourism industry is taking a beating during this pandemic and it will take years to come back. Ciresi stated that in Philadelphia, 30% of restaurants will be closed by the end of the year and that number will continue to increase as Philadelphia continues to impose restrictions on indoor dining. Representative Ciresi added that without organizations like the Kimmel Center, Opera and Ballet, restaurants and businesses in Philadelphia will not survive.

Representee Ciresi stated that Senator Ward may have more information about additional funding that may be coming, and he knows that the CARES Act funding was used to balance the budget, but he knows that Congress is working on another package and is hopeful that we will have additional money that can be spread out among these organizations.

Chair Parks stated that Mr. Gabel would agree that the restaurants in Gettysburg are happy that his Majestic Theatre is downtown, so this is applicable in small towns and big towns alike that the arts are critical in supporting main street and the infrastructure.

Chair Parks asked the Council for any additional questions. Hearing none, Chair Parks asked for a motion to approve the recommendation.

Ms. Goldberg made a motion to approve the recommendations. Judge Morgan seconded the motion. Chair Parks abstained on behalf of Ms. Zaborney. Motion carried, none opposed.

ITEM 10 INFORMATION: Chair's Report

Jeffery Parks, Chair

Chair Parks formally thanked Senator Pam Iovino for her service as a legislative member of the Council. Senator Iovino represented the 37th Senatorial District which includes parts of Allegheny and Washington Counties taking her seat in a special election in April 2019. Senator Iovino was not reelected in the November election and therefore finished her service in the Senate and on the Council as of November 30, 2020. A retired United States Navy veteran, Senator Iovino was a graduate of Gettysburg College and the Naval War College. PCA staff often worked with her staff on Council initiatives including the AIE partner in Pittsburgh on programming related to veterans in the arts. Chair Parks conveyed his appreciation to the Senator and her terrific staff, especially Noah Erwin, who attended many Council meetings representing the Senator.

Chair Parks also formally thanked Jenny Hershour, longtime managing director of Citizens for the Arts in Pennsylvania at statewide advocacy and service organization, who recently retired after a combined 26 years of championing arts at the local, state and national level. Chair Parks added that Ms. Hershour attended dozens of Council meetings over the years representing Citizens for the Arts and arts advocacy across the commonwealth. Parks stated that Ms. Hershour notably worked with the Pennsylvania General Assembly to form the bi-partisan citizens and bi-cameral legislative Arts and Culture Caucus that currently has membership of 91 legislators. Parks explained that Ms. Hershour's work on the most memorable arts advocacy campaign in PCA history helped save the agency from elimination in 2009. He stated that Ms. Hershour was responsible for organizing an unforgettable arts rally at the State Capitol that filled the main rotunda with enthusiastic arts supporters from floor to balcony in 2008. Chair Parks stated that Ms. Hershour served as Pennsylvania State Captain of Americans for the Arts for 17 years.

On behalf of the Arts for Pennsylvania and the PCA staff and Council, Chair Parks stated that we are deeply grateful for Jenny's years of support. We celebrate her contributions for the vibrancy of the arts sector, and we will miss our champion, colleague and friend.

Chair Parks stated that on another note, he would like to add the following information for council to consider. We see the light at end of tunnel for the Covid pandemic and we have learned to assemble and actually have better attendance with the virtual meetings than we did meeting in Harrisburg. Parks added that because the Dixon Center will be closed, he asked Council to consider holding meetings in different part of the state.

Vice Chair Gabel stated that he thought this was a good idea and said there will be a standing invitation to have the meeting in Gettysburg, either at the Majestic Theater or at the Adams County Arts Council facility.

ITEM 11 INFORMATION: Executive Director's Report

Karl Blischke, Executive Director

Mr. Blischke thanked Council for their high level of engagement and reported that we set the record for Council meetings and Special Council meetings this year. Blischke also thanked the PCA staff for working very diligently throughout this year with their work on these actions to advance the strategic plan and our overarching value of Diversity Equity and Inclusion.

Mr. Blischke stated that he wanted to provide Council with a couple of highlights and updates on critical contracts that PCA staff is working on.

Ms. Blischke stated that PCA was invited to participate in the Gerontological Society of America's annual scientific meeting. Blischke stated that this event was a well-attended event and he was quite proud because this was our first foray into a scientific meeting community. He stated that the purpose of this meeting was looking at creativity with respect to aging and health. Blischke added that the PCA and the Pennsylvania

Department of Aging were invited to be part of a team of leading researchers creative and experts in the field of creative aging.

Mr. Blischke reported that Dr. Catherine Cullen, who works with AIE partners at the Northeast Educational Intermediate Unit 19, presented the Pennsylvania portion and was joined by the National Institute of Aging, Institute of Health the National Endowment for the Arts. Blischke explained that the research that had been done by Dr. Cullen related to how arts can have benefit on aging and in particular isolation and loneliness both for seniors and their caregivers. Mr. Blischke stated that this was a great moment, and he hopes that the PCA can be part of more scientific meetings in the future.

Mr. Blischke stated that the Mid Atlantic State Arts Agencies held a virtual conference for teaching artists. Blischke reported that the PCA participates in that with the other mid Atlantic arts agencies and almost 900 teaching artists were part of the sessions and the focus was on financial wellness as it relates to the teaching artists with an emphasis on continuing to do this type of work in the virtual world.

Mr. Blischke stated that as a reminder, there are two key initiatives that the PCA is working on this year. Blischke stated that the PCA is working on messaging, branding and marketing which is an ongoing work product that we are trying to complete this year. Blischke asked Norah Johnson to provide Council with an update on this key initiative.

Ms. Johnson reported that PCA contracted with Bravo Group, a statewide agency out of Harrisburg, to engage with us on the marketing contract. Ms. Johnson stated that this work had to be put on pause because of the pandemic but that the work was able to resume and Bravo Group is now busy conducting stakeholder interviews and doing some landscape analysis and research for the PCA as they prepare to transition into the design phase. Ms. Johnson reported that some Council members had the opportunity to talk with Bravo and she thanked those Council members who shared their time and insight.

Ms. Johnson stated that Bravo anticipates wrapping up that phase of the project by the end of December, move into synthesis and hopes to have design deliverables by Spring of 2021. Ms. Johnson added that she will keep Council informed on the progress on that engagement.

Mr. Blischke stated that another critical endeavor for the PCA this year is work in the Diversity, Equity and Inclusion area which is interwoven throughout the strategic plan. Blischke explained that the PCA has engaged in outside help on this and is being run through our director, Dana Payne. Mr. Blischke asked Ms. Payne to provide Council with an update on the progress of this initiative.

Ms. Payne thanked staff and Council for their contributions to the efforts to advance DEI and to participate in the equity model survey in October. Ms. Payne added that staff member as well as 7 council members completed the survey and PCA staff has since met with its consultant, Daria Torres of Walls Torres Group and have had preliminary discussions on the equity and maturity model findings.

Ms. Payne reported that she created a DEI Inventory based upon PCA's internal actions over the course of past two years and used the five equity maturity model descriptions and 12 dimensions to map those internal efforts. Ms. Payne explained that she plans on sharing reflections on that work and reflections on the equity maturity model findings.

Ms. Payne stated that the next step will be to share findings and the DEI inventory with staff and Council so that we can begin prioritizing areas for near term focus which are in line with the PCA's strategic planning goals. Payne added that she will also be solicitating feedback and insight from staff and Council and will then identify constraints and challenges that may impact implementation. Payne added that Daria Torres will join us, and we will work to schedule meetings with staff and Council within the next month.

ITEM 12 PUBLIC COMMENTS:

Chair Parks announced that the Council has allotted time to hear public comments. There were no requests to make comments.

Meeting was adjourned at 10:41 a.m.