

COUNCIL MEETING MINUTES  
PENNSYLVANIA COUNCIL ON THE ARTS  
WEDNESDAY, JULY 19, 2017  
DIXON UNIVERSITY CENTER  
HARRISBURG, PENNSYLVANIA

COUNCIL MEMBERS PRESENT: Mr. Jeffrey Parks, Chair; Ms. Jennifer Zaborney; Ms. Jeanne Gleason; Mr. William Lehr, Jr.; Mr. James A. West; Ms. Paula Vitz.

**Present via telephone conference:** Mr. Jeffrey Gabel, Vice Chair; Mr. Lee Steadman; Mr. Justin Laing; Representative Tina Pickett.

COUNCIL MEMBERS NOT PRESENT: Ms. Gayle Isa; Ms. Susan Goldberg; Representative Brian Sims; Senator Charles McIlhinney; Senator Christine Tartaglione;

STAFF MEMBERS PRESENT: Mr. Philip Horn, Executive Director; Ms. Heather Doughty, Deputy Executive Director; Ms. Jamie Dunlap, Program Director (AIE); Ms. Amy Gabriele, Program Director; Mr. Seth Poppy, Manager of Grants & Information Technology; Ms. Dana Payne, Program Director (PDC, Folk); Mr. Matt Serio, Program Director (PPA); Ms. Norah Johnson, Director of New Projects & Capabilities; Mr. Rodney Akers, Legal Counsel; Ms. Charlotte Flynn Michalski, Acting Executive Assistant.

OTHERS PRESENT: Ms. Jenny Hershour, Citizens for the Arts; Ms. Anne Griffin, Senator Jay Costa's office; Ms. Sarah Merritt; Ms. Gayle Cluck, Consultant for Poetry Out Loud; Ms. Sally Van de Water, Coordinator, Folk Arts PA; Mr. Will Horst, Stenographer.

## **CALL TO ORDER**

### **ITEM 1 COUNCIL ACTION** **Roll Call**

The meeting was called to order at 9:30 a.m. by Chairman Jeffrey Parks. A Roll call was performed by Executive Director Philip Horn.

(Quorum present.)

Chairman Parks reviewed the policies and procedures for observing conflicts of

interest.

**ITEM 2 COUNCIL ACTION**

**Approval of Minutes of the March 7, 2017 Council Meeting**

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

Motion carried.

**ITEM 3 COUNCIL ACTION**

**Adoption of By-Laws**

Chairman Parks asked if there were any questions for the General Counsel or the staff. There were none.

\*\* Motion by Ms. Zaborney. Seconded by Mr. West.

Motion carried.

**ITEM 4 COUNCIL ACTION**

**Appointment of Secretary of the Council**

Ms. Jennifer Zaborney volunteered and was accepted as Secretary of the Council.

**ITEM 5 COUNCIL ACTION**

**Adoption of Ethics Policy**

Chairman Parks asked if there were any questions for the General Counsel or the staff. There were none.

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

Motion carried.

**ITEM 6 COUNCIL ACTION**

**Authorization for the Executive Director or Deputy Executive Director to Submit Applications for which State Arts Agencies are Eligible.**

(Ms. Heather Doughty appointed as Deputy Executive Director.)

\*\* Motion by Ms. Zaborney. Seconded by Mr. West.

Motion carried.

**ITEM 7 COUNCIL ACTION**

**Authorization for the Executive Director or Deputy Executive Director to Award Contracts and Grants to Implement the Partnerships and Initiatives as Presented in the Budget, as Approved by the Council at This Meeting.**

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

Motion carried.

**ITEM 8 COUNCIL ACTION**

**Authorization for the Executive Director or Deputy Executive Director to Appoint Panelists to Serve on Panels in the 2017-2018 Fiscal Year.**

\*\* Motion by Mr. Gable. Seconded by Ms. Zaborney.

Motion carried.

**ITEM 9 COUNCIL ACTION**

**Recommendation for Arts in Education Division.**

(Conflicts of interest noted for Ms. Gleason, Ms. Vitz and Ms. Zaborney.)

Report by Ms. Jamie Dunlap.

PCA staff recommends \$1,775,959 for FY 2017-18.

Chairman Parks asked for a motion with the exception of the conflicts of interest.

\*\* Motion by Mr. West. Seconded by Mr. Gabel.

Motion carried.

Ms. Dunlap presented Mr. James West with a print for his work with youngsters.

**ITEM 10 INFORMATION**

**Report on PCA and Pennsylvania Turnpike Commission Art Sparks Program.**

Report by Ms. Jamie Dunlap, Program Director.

Mr. Horn commended Ms. Dunlap. There was applause from the Council.

Ms. Dunlap showed a PowerPoint slide presentation.

Mr. Lehr joined the meeting.

## **ITEM 11 COUNCIL ACTION**

### **Recommendation for Pennsylvania Partners in the Arts (PPA) Partners Funding.**

(Conflicts of interest: Ms. Gleason and Ms. Vitz.)

Report by Mr. Matthew Serio, Program Director.

Mr. Serio reported that the panel review of the Partners and the Partnership has been postponed.

Chairman Parks asked for a motion, with the exception of those with conflicts of interest.

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

Chairman Parks asked for examples of the project. Mr. Serio said he would address that in the upcoming agenda item regarding best projects.

Motion carried.

## **ITEM 12 COUNCIL ACTION**

### **Recommendations for Entry Track Funding.**

Chairman Parks said that he was not aware of any conflicts of interest and asked if there were any conflicts of interest to report. There were none.

Report by Mr. Matthew Serio, Program Director.

Chairman Parks asked how people find their way to the Entry track. He noted a great deal of activity in Philadelphia and less from outside Philadelphia. He asked if numbers are falling because of lack of awareness of the opportunity. Mr. Serio explained that many come to the Partners and, depending on their budgets, they may get moved to AOAP via Entry Track. Successful PPA project grantees

directly transition to Program Stream. They do not go to Entry. If their fiscal size is larger than \$200,000 they go to Entry Track.

Paula Vitz joined the meeting.

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

Motion carried.

### **ITEM 13 COUNCIL ACTION Recommendations for Transitions.**

Chairman Parks said that he is not aware of any conflicts of interests. He asked the Council for any conflicts of interest. There were none.

Report by Mr. Matthew Serio, Program Director. Mr. Serio said that there are transitions recommended for seven organizations. These have been reviewed in Entry Track for at least two years. These scored higher than 75 and will transition in the next two years, depending on when the respective discipline panels meet.

Seven applicants are recommended to be transitioned to the AOAP Track.

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

Motion carried.

### **ITEM 14 COUNCIL ACTION Recommendations from Pennsylvania Partners in the Arts Best Projects Committee.**

Report by Mr. Matthew Serio, Program Director. PPA recommendations from the Best Projects (aka “Best of the Best”) review committee. The committee met in March. They reviewed recommendations from all 13 regional Partners. Each Partner organization recommends three projects to their respective board. Each board selects one project to forward to the PCA for the review committee. Mr. Serio then summarized the committee’s recommendations for the Council.

Four projects out of 13 were chosen:

- Berks Arts Council – Olivet Boys and Girls Club’s Musical Theatre Camp

- Erie Arts & Culture – “Pointing the Way” program, George Junior Republic Public Art
- Galaxy – Center for Intermediate Unit No. 10 (CIU10) – “Being Heard: Creating Writing,” Abby Minor
- Jump Street – Artistic Expressions Student Art Show

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

Motion carried.

### **ITEM 15 INFORMATION**

#### **2017-18 Pennsylvania Partners in the Arts Project Stream Panel Meetings**

Report by Mr. Matthew Serio, Program Director.

He invited Council members to PPA Project Stream panel meetings across the state.

Chairman Parks encouraged Council members to attend panel meetings.

### **ITEM 16 COUNCIL ACTION**

#### **Recommendations for the Preserving diverse Cultures Division**

Report by Ms. Dana Payne, Program Director.

Ms. Gleason suggested that a similar program be considered for small rural organizations.

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

Motion carried.

### **ITEM 17 INFORMATION**

#### **Report on Community Engagement Projects**

Report by Ms. Dana Payne, Program Director.

She reviewed the Letters of Interest received for Community-Based Engagement (CBE) projects. Applicants approved at this meeting will be asked to submit a full

proposal for further consideration.

Mr. Horn congratulated Payne on her first panel meeting. It was a wonderful panel.

**ITEM 18 COUNCIL ACTION**  
**Recommendations for Folk Arts Apprenticeships**

Report by Ms. Dana Payne, Program Director.

Ms. Payne explained that this was a virtual panel meeting. One panelist drove up from Maryland for the meeting.

Van de Water reviewed the program. She reported that former apprentices have evolved to masters and taken on apprentices through a generational process.

Mr. Horn said that the recommendations include making the Walk In Arts Center in Schuylkill Haven an official Folk Arts Center. Mr. Horn called on Ms. Dunlap about a residency that the Walk in Arts Center sponsored at the Schuylkill Haven Middle School.

Mr. Horn said this might be used as a model for community revitalization.

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

Motion carried.

Mr. Horn asked that the Chair skip to Item 22.

**ITEM 22 INFORMATION**  
**Arts Marketing in the 21<sup>st</sup> Century Program Update**

Report by Ms. Norah Johnson, Program Director.

Mr. Parks called on Ms. Johnson for an update on the marketing initiative with Americans for the Arts (AFTA).

Norah reported that AFTA completed the application review process and selected participants. Each organization needs to bring a two-person team to the program. She said the three-day boot camp met in Lancaster at the Ware Center. A variety of organizations were represented from large organizations to very small

organizations, and one that just started in March. For the next two years they will work together to build their marketing knowledge and skills. Participants welcomed the opportunity. She provided some quotes from participants about the importance of the training, including one participant who said the training offered "A ton of information and some of it is even implementable."

There was laughter from the Council.

At the end of the three-day training, it was a Friday afternoon in the summer, but participants still stayed to talk to each other. We hope to create a community of practice of marketing practitioners. They passed around the marketing handbook with the acknowledgement of the PCA.

This cohort is from the eastern and central part of the state. Next year, there will be a cohort from the western part of the state.

Chairman Parks called for a recess.

## **ITEM 19 COUNCIL ACTION**

### **Proposed Grants Budget for 2017-2018**

Chairman Parks called on Ms. Amy Gabriele to review the grants budget. She explained that the state's expense budget was passed by the General Assembly but we are still waiting on the revenue package. She reviewed items that are new or proposed to change. She reviewed the two funding streams used for Administration—the state and the NEA. All grant money is proposed to come from the state. Last year, there was a mistake that moved \$355,000 of NEA funding from Administration to the grants budget. This has been corrected for this year.

Chairman Parks noted that the PCA will not pay \$200,000 to DCED for the new eGrant program. Ms. Gabriele explained that amount will be \$25,000 for next year and will be paid from the PCA's Administrative budget.

Chairman Parks pointed out that there is an 8% reduction from moving federal funds back to Administration and to fund increases in other areas of the budget and any new items proposed for the new fiscal year.

Ms. Gleason asked about the proposed research project. Horn said this is set aside

for research in community revitalization through the arts. Mr. Parks said that the arts help create the social capital that attracts people to communities. Funding for the arts can be improved by demonstrating that the arts contribute to the social capital of communities.

Ms. Gleason added that Johnstown is preparing a group of organizations to work together with a grant from a foundation.

Chairman Parks noted that Mr. Lehr has a conflict of interest with Americans for the Arts. Ms. Vitz has a conflict with the Cultural Alliance of York County. Mr. Gabel with the League of Historic American Theaters. Mr. Horn has a conflict with the Mid-Atlantic Arts Foundation. Chairman Parks noted that they recused themselves.

Chairman Parks asked for a motion to approve the budget with the exception of the conflicts of interest.

Chairman Parks said the Council will now be asked to vote on actions with which members have a conflict of interest.

Chairman Parks asked for a motion to approve recommendations for funding for the Arts in Education (AIE) Partnership for Southern Alleghenies Museum of Art (Gleason) and the Cultural Alliance of York County (Vitz) and Indiana University of Pennsylvania (Vitz & Zaborney).

Chairman Parks noted that Ms. Gleason, Ms. Vitz and Ms. Zaborney recused themselves from discussing or voting on this motion.

\*\* Motion re grants by Mr. Lehr. Seconded by Mr. West.

Motion carried.

Chairman Parks asked for a motion to approve recommendations for funding with which Council members Gabel, Lehr and Vitz have a conflict of interest. These are the League of Historic American Theatres (Gabel) and Americans for the Arts (Lehr) and the Cultural Alliance of York County (Vitz).

Mr. Parks noted that Council members Gabel, Lehr and Vitz recused themselves from discussing or voting on this motion.

\*\* Motion re grants by Ms. Gleason. Seconded by Mr. West.

Motion carried.

## **ITEM 20 COUNCIL ACTION**

### **Proposed Parameters for the AOAP and PPA Program Stream Funding Formula**

Report by Ms. Amy Gabriele, Deputy Director for Administration.

*Voting on this item postponed until future Council meeting.*

Chairman Parks called on Ms. Gabriele to review recommendations for parameters for Responsive Funding grants. There are illustrations for the Council of four options. There is a decrease in the total amount available. There are proposed 20% increases for organizations that are below parity, based on their fiscal size and assessment totals. Also, three grantees with low assessment totals are proposed to maintain their grant amount and not receive increases.

Chairman Parks said that the staff recommendation is illustration #3. He asked for a summary of the process for developing the illustration. Ms. Gabriele reviewed the process used to create the illustrations.

The Council discussed the illustrations.

Mr. Horn said that if the Council does not want to approve illustration #3, then he recommended that there be time to review the impact of illustration #4. He said that perhaps the Council should wait until October for the Council to act. He said the staff is not confident about the impact on all grantees. He said that he is not saying the Council shouldn't approved illustration #4, just that the Council should know, with confidence, the impact of the decision.

Chairman Parks reviewed the sentiments of the Council in support of illustration #4.

General Counsel Rodney Akers announced that apparently there are no longer members on the phone and that there is no longer a quorum.

Chairman Parks said that under Roberts Rules, since no one called for a quorum call, there is no issue. Chairman Parks said there are six council members present

and that he has a proxy from Council member Jeffrey Gabel.

Council discussed illustration #4 and the need to increase support by increasing the minimum grant. Council discussed the illustrations focusing on increasing the minimum grant.

**\*\*Motion by Gleason to approve Illustration #4. Second by Vitz.**

Discussion followed.

Chairman Parks suggested that the reductions be applied to grants greater than \$50,000.

Increase grants to \$3,000 or 35% of fiscal size with the adjustments for parity.

The Council agreed to defer final action until another meeting is scheduled after the staff has had time to review the impact of illustration #4.

The Council directed the staff to reduce all grants over \$50,000 by about 15% or enough to provide a minimum grant of \$3,000, but no more than 35% of fiscal size and to minimize the reductions in the other grants. This will include adjustments for parity.

Mr. Horn recommended a floor of \$50,000 for the largest grants that are being reduced. Chairman Parks agreed.

Chairman Parks asked Council member Gleason to withdraw her motion and a meeting will be called to act on recommendations after staff has reviewed the directions of the Council.

**\*\*Gleason withdrew her motion. Vitz withdrew her second.**

## **ITEM 21 DISCUSSION**

### **Succession Planning and Search Committee**

Committee to be formed to search for succeeding Executive Director.

Mr. Parks said he is forming a search and transition committee. He asked the Council for their input. He is forming a committee of five Council members and two non-Council members. The committee will meet before September to establish

the search process. He has spoken with the consultant Richard Linzer about assisting with the process. The process does not need to be expensive.

Chairman Parks said he wants to include people of color perhaps an advisory group to review the job description and to circulate the description to a diverse group of potential candidates.

He said that several members volunteered to serve on the committee. He is appointing Council members, Gabel, Goldberg, Pickett and Zaborney and he will chair the committee. He asked for any input from all Council members. The goal is to have an overlap for the transition from Mr. Horn to the new executive director. We will take as long as it takes to get the right person.

Council members are invited to attend the search committee meeting.

### **ITEM 23 INFORMATION**

#### **Chair and Council Member Reports**

Report by Chairman Parks.

Chairman Parks announced that he will delay the establishment of a planning committee until a new executive director is in place.

Chairman Parks thanked the Council for their participation and support. He thanked Mr. Horn and Ms. Gabriele for all the work done for the discussion of funding. He thanked Ms. Jenny Hershour for her work to keep the Council in front of the Legislature. He thanked her for her Herculean efforts.

There was applause from the Council for Ms. Hershour.

Chairman Parks mentioned his conversation with First Lady Wolf about exhibiting artwork at the Governor's Residence.

Chairman Parks said he is hoping to do a listening tour by taking day trips and spending 2 -3 days in the western part of the state.

### **ITEM 24 INFORMATION**

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

Mr. Horn called on Ms. Heather Doughty to report on the 2017 Governor's Awards for the Arts planning progress. She said that there is a very interesting local committee putting this together, including Paul Ware, former Vice Chair of the Council. The committee sees this as a way to raise the visibility of Lancaster as a cultural destination. She reviewed the plans for the Governor's Awards.

Mr. Horn said he presented the 2017 Poetry Out Loud state champion's school trophy. He reported on his visits to Partner boards, including the Cultural Alliance of York County and the Pennsylvania Rural Arts Alliance. He said that he thought this was important to reaffirm the mutual commitment to the Partnership.

Mr. Horn called on Ms. Hershour to review advocacy efforts at the state level. She noted that she has met with former state Senator Joe Conti. Mr. Conti was able to provide insights into what it would take to fund the arts through funding from privatizing the state liquor stores.

Mr. Horn announced that Theresa Colvin, former executive director of the Maryland State Arts Council, has been hired as the new executive director of the Mid-Atlantic Arts Foundation. She replaces Alan Cooper, who served as the director for more than 20 years.

Mr. Horn announced Roger "Rog" Smith from Perry County Council of the Arts, a long-term PCA AIE Partner, has retired.

He reported that former Chair Susan Kemenyffy was named a Distinguished Daughter of Pennsylvania.

He said that the National Assembly of State Arts Agencies (NASAA) made a big step by voting to include board members who are not necessarily affiliated with a state arts agency. NASAA is exploring the recruitment of a high powered social media e-commerce executive. NASAA received an unsolicited contribution of \$300,000 from an anonymous foundation. Mr. Horn congratulated NASAA executive director Pam Breaux.

Mr. Horn said goodbye to Ms. Charon Battles, the PCA's former Deputy for Programs, after 27 years of service to the agency. After she retired, she received a beautiful orchid from Bill Strickland of Manchester Bidwell Corporation. A photo of the orchid was incorporated into a memory book for Charon.

Mr. Horn called on Mr. Serio to tell the Council how the Pennsylvania Rural Arts Alliance used the PCA grants process for distributing funding from a local foundation.

Ms. Gleason announced that she served on the panel.

Mr. Horn said that they borrowed more than the process from the PCA; they even borrowed Ms. Gleason.

Mr. Horn reported that the U.S. House Interior Sub-Committee did not accept the President's recommendation to eliminate the cultural agencies and the full House Appropriations Committee endorsed the budget for the NEA with a slight decrease. NASAA has been doing a great job communicating with the President's appointments to the NEA.

Congressman Dent spoke at ArtsQuest, in Bethlehem, about advocacy for the cultural agencies. He made it clear that he was in touch with key members of Congress in support of the cultural agencies.

#### **ADJOURNMENT**

The meeting was adjourned at 2:00 p.m.

Respectfully submitted,

Commonwealth Reporting Company

By William J. Horst, Stenographer