

**COUNCIL MEETING MINUTES
PENNSYLVANIA COUNCIL ON THE ARTS
THURSDAY, JULY 12, 2018
9:30 a.m. – 2 p.m.
RICHARDS HALL, DIXON UNIVERSITY
HARRISBURG, PENNSYLVANIA**

COUNCIL MEMBERS PRESENT: Emmai Alaquiva, Jeffrey Gabel, Susan Goldberg, Jeff Parks, Lee Steadman, Norman Stull, Catzie Vilayphonh, Paula Vitz, and Tim Warfield.

COUNCIL MEMBERS PRESENT via telephone conference: Gayle Isa and Jen Zaborney

COUNCIL MEMBERS NOT PRESENT: Senator Charles McIlhinney, Senator Tartaglione, Representative Tina Pickett, Representative Brian Sims, and Jim West.

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; Dana Payne, Program Director; Matt Serio, Program Director; and Sarah Merritt, Special Assistant to the Executive Director and the Council.

Call to Order - Chairman Parks called the meeting to order at 9:35 a.m. The Chair started the meeting by thanking Jenny Hershour of Citizens for the Arts in Pennsylvania for her advocacy work. He also thanked Anne Griffin of Senator Costa's Office for her work with the Arts & Culture Caucus.

Item 1: Roll Call – Vice Chair Jeffrey Gabel called the roll. A quorum was established.

Item 2: Approval of April Meeting Minutes - Motion by Ms. Susan Goldberg, seconded by Mr. Norman Stull. Motion carried.

Item 3: Authorization for Executive Director or Deputy Executive Director submit applications for which state arts agencies are eligible.

Chair Parks introduced this item. Mr. Blischke explained that this authorization was mainly for the National Endowment for the Arts (NEA) application. He stated that from time to time there may be other grant opportunities the Council on the Arts could pursue.

***Note: Ms. Gayle Isa joined the meeting via phone.

Mr. Parks asked for a motion. Mr. Gabel made a motion to approve authorization. Ms. Goldberg seconded. Motion carried, none abstained or opposed.

Item 4: Authorization for Executive Director or Deputy Executive Director to award contracts and grants to implement the partnerships and initiatives as presented in the budget.

Chair Parks introduced the action item. Motion to approve was made by Mr. Stull and seconded by Mr. Steadman. Motion carried, none abstained or opposed.

Item 5: Authorization for the Executive Director or Deputy Executive Director to appoint panelists to serve on panels in the 2018-2019 fiscal year.

Chair Parks introduced the action item. Mr. Blischke stated that the panelists would evaluate full applications. Motion to approve was made by Ms. Vitz and seconded by Mr. Stull. Motion carried, none abstained or opposed.

Item 6: Recommendations for Arts in Education Division.

Chair Parks recognized conflicts of interest for Ms. Vitz for the York Cultural Alliance and Ms. Zaborney for Jump Street, which precludes them from voting on the recommendations for which they have a conflict. Ms. Dunlap was not present at the meeting, so Mr. Blischke introduced the AIE recommendations. Mr. Blischke directed Council to page 20 in the Council Book for the list of funding recommendations. He stated that funding levels are based on the partner's service area and assessment scores.

Chair Parks asked for a motion to approve the recommendations. Mr. Stull made the motion which was seconded by Mr. Warfield. Motion carried, none abstained or opposed.

Item 7: Recommendations for Pennsylvania Partners in the Arts (PPA) funding.

Chair Parks recognized conflicts of interest for Ms. Vitz for York Cultural Alliance and Ms. Isa for Asian Arts Initiative which precludes them from voting on the recommendations for which they have a conflict. Mr. Parks introduced PPA Program Director, Matt Serio, to explain the recommendations. He explained that organizations in the Entry Track program stay in the program until they are recommended to transition to the Arts Organizations and Arts Program Track, usually 2 to 3 years.

Mr. Serio explained that organizations with budgets under \$200,000 begin in the Project Stream Track until they are recommended to transition to the Program Stream Track, which is usually 2 to 3 years.

Mr. Serio stated that the budget for PPA administration remained level at \$375,000. Each partner receives a base amount of \$4,000 and \$1,000 for each county it serves. 75% of the remaining funds are distributed among the partners based on the number of applications processed and the number of grants administered. He said that this was the first time partners received an assessment score. The PA Partners Panel consisted of 4 arts professionals including the Indiana Arts Commission Executive Director, Lewis Ricci.

Mr. Serio directed Council to the schedule of Project Stream panel meetings. He invited Council Members to attend.

Mr. Parks asked how many grants the PCA awards. Ms. Gabriele stated approximately 1,500.

Mr. Parks said that these grants reach state-wide. He told Council that part of the discussion in the fall will involve community development, social justice, and equity. He further stated that Council and staff will evaluate what the PCA can do better.

Ms. Goldberg said she has represented Council at panel meetings and, it is an eye-opening experience. She told Council attending the meetings is important in the work it does.

Mr. Parks asked if there were any questions. Reminding the Council of Ms. Vitz and Ms. Isa's conflicts of interest, he asked for a motion. Mr. Stull made a motion to approve recommendations for PPA Partners' funding. Mr. Steadman seconded the motion. Motion carried, none opposed.

Item 8: Recommendations for Entry Track funding.

Chair Parks stated there were no conflicts of interest.

Mr. Serio informed the group that this is the first time the PCA has held panel meetings online. There were two virtual meetings, and both went well. There were 28 Entry Track applications submitted and the panel is recommending funding for all of them.

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

Item 9: Recommendations for transition from Entry Track to Arts Organizations and Arts Programs (AOAP).

Vice Chair Gabel told Council that one of the organizations recommended for transition is the Struthers Library Theatre. The Theatre was recently awarded the 2018 Outstanding Historic Theatre Award at the League of Historic American Theatres Annual Conference in July.

Chair Parks informed the Council that there were no conflicts of interest listed for this action item. Mr. Serio said 9 organizations are being recommended for transition to AOAP in fiscal year 2019/2020. These organizations would start applying in AOAP in January 2019.

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

Item 10: Recommendations for the Preserving Diverse Cultures (PDC) Division.

Chair Parks stated there were no conflicts of interest for this item. PDC Program Director, Dana Payne, introduced herself and told Council she'd be happy to answer any of their questions about the program. Ms. Payne stated this is the 39th year of PDC funding and capacity building for organizations. She said this year Council is looking at recommendations for two of the initiatives.

Strategies for Success is a multi-year program consisting of three levels of assistance – Basic provides up to \$7,000 in funding; Intermediate provides up to \$12,500 in funding; Advanced provides up to \$20,000 in funding.

There were 48 applications received and one was deemed ineligible because that organization received funding through the PCA's Community Based Engagement. Organizations may only receive funding in one PDC program area.

The 47 applications were reviewed by a panel over two days. All 47 have been recommended for funding. The increase in the total amount of funding recommended, \$444,325, is due to the increase in organizations applying at the Intermediate level.

Ms. Payne said the second program under PDC is Community Based Engagement. The grants in this program are smaller. There were 11 letters of interest submitted and the panel has recommended all of them to move to the next step and submit a full application for funding. The maximum amount is \$3,500.

Ms. Goldberg asked if organizations in the Intermediate level have gone through the Basic level. Ms. Payne said organizations can apply for any level for which they are eligible. They do not have to start at the Basic level. Eligibility is based on organizational readiness. For the Intermediate level an organization must have its 501 (c) (3) designation, more than two years of consistent programming, and a paid staff. Basic level organizations do not have to have 501 (c) (3) status, but by the second year they are expected to have applied for it. They should also be working toward having paid staff.

Ms. Goldberg asked if organizations tended to stay at the same level or if they move up to the next level. Ms. Payne said as this is a multi-year program; the PCA wants to see growth. Basic level organizations can stay at that level for 4 years. We want to know they are working toward the next level.

Ms. Goldberg asked if Basic level organizations are moving up. Ms. Payne replied, yes.

Regarding the discussion at the Council Retreat in the fall, Chair Parks reminded Council that the PCA currently only funds non-profits. He stated that this will be looked at going forward. He said PCA would also be looking at funding local governments. He told Council he was bringing this up now so they could think about it prior to the retreat.

Mr. Steadman told Council he has first-hand experience with the Bhutanese community in Erie. He said there are 128 families in the area where his center is located. Funding is very valuable to them to keep their culture alive for their children. Because the children are in school, they are not necessarily connected to the Bhutan traditions anymore.

Ms. Payne said she was happy to see an application from Erie.

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

Item 11: Recommendations for Folk Arts Apprenticeships.

Chair Parks stated a conflict of interest for Ms. Vilayphonh for her apprenticeship with Xai Suopham.

Ms. Payne said the virtual panel was held on June 11 and was facilitated by Jump Street. The panel reviewed 18 applications. 17 applications were recommended for funding at various levels. She told Council a total of \$55,035 was recommended for the apprenticeship grants.

No one had a question about the apprenticeships. Chair Parks asked for a motion to approve the recommendations except for the apprenticeship grant for which Ms. Vilayphonh has a conflict. A motion was made by Mr. Gabel and seconded by Ms. Zaborney. Motion carried, none opposed.

Mr. Blischke reminded Council he had emailed a memo regarding Folk & Traditional Arts administration. He pointed them to a printed copy supplied for the meeting.

Ms. Payne informed Council that Jump Street has been administering the program since 2012. In May, the organization informed the PCA that it no longer wished to act as administrator. In the administrator's role the organization managed the apprenticeships, coordinated with the seven regional folk art centers, and provided some services to the field.

Ms. Payne informed Council that she and Mr. Blischke had worked out a transition plan. Jump Street will wrap up the 2018/2019 grants and apprenticeships. Everything will move in-house and be administered directly through the PCA. The PCA will work on strengthening the program. Ms. Payne pointed out that there is a region of PA that is not currently covered by a folk art center. She said the PCA would like to expand the program and have a presence across the state. She stated that the PCA sees this as an opportunity to create a more direct relationship with folk art centers similar to the relationships the PCA has with Pennsylvania Partners in the Arts (PPA) and Arts in Education (AIE) partners. The PCA will work with the centers to strengthen their administrative capacity and create regional strategies and initiatives to achieve growth.

Ms. Payne and Mr. Blischke will convene the centers in a conference call to explain the change. In October, the centers will convene at the Partner Conference in Erie.

Mr. Blischke told Council that the budget they will vote on contemplates the PCA making direct grants to the folk-art centers. He reminded them that when they act on the budget they will be acting on the creation of the direct relationship between the PCA and the folk art centers.

Item 12: Proposed Grants Budget for 2018-2019.

Chair Parks stated that he was not aware of any conflicts of interest and asked Council if anyone had a conflict he should be aware of. He stated that Council will be acting on the general budget not individual line items.

Ms. Gabriele, Deputy Director of Administration, introduced herself. She directed Council to pages 44 and 45 of the Council Book and reported line 48 of the budget is for direct grants for the seven folk art centers.

Ms. Gabriele indicated that line 53, Statewide Conferences/Strategic Engagement, is presented as a single line item and not individual grants. This is because PCA staff is planning to implement a more formal, internal review of requests. The items listed in lines 67 to 80 are not new expenses. She indicated line 70, DataArts, and explained that as the organization was currently going through a merger, we are asking Council to approve up to \$50,000 with the understanding that amount could be less depending on circumstances.

Mr. Gabel asked Ms. Gabriele to remind Council what DataArts does for the PCA. Ms. Gabriele stated that the organization has been operating for approximately 15 years. She told Council that a lot of funders require funder reports that grantees complete through DataArts. PCA's grantees must submit their financial data into the DataArts system.

Mr. Gabel advised Council that DataArts was formerly known as the Cultural Data Project.

Chair Parks asked if there were any questions about the budget. As there were no questions, he asked for a motion. Ms Goldberg motioned to approve the 2018/2019 budget. Ms. Vitz seconded the motion. Motion carried, none abstained or opposed.

Item 13: Proposed Parameters for the AOAP and PPA Program Stream Funding Formula.

Mr. Blischke told Council that each year they look at the parameters for how a large number of grants are awarded and the grant amounts. These grants are for the Arts Organization and Arts Programs (AOAP) and PPA Program Stream grants. He reported that last year Council put in place parameters that would increase the grant amounts for the smallest organizations. He said that to balance this increase the PCA reduced the grant amounts for organizations receiving the largest grants.

Mr. Blischke directed Council to tab 13 in the Council Book which provides a summary of last year's changes. He informed Council that they are being asked to approve the same amounts for the grants as last year. He further stated that the PCA's budget is the same as last year, and as it is an interim year, no panels will be convened for these grant programs. He reminded Council that they will have time to think about funding priorities and any significant changes that come out of the strategic planning process.

As there were no questions, Chair Parks asked for a motion to approve the proposed parameters for the funding formula. Mr. Stull made a motion. Mr. Warfield seconded the motion. Motion carried, none abstained or opposed.

Chair Parks reported conflicts-of-interest for Ms. Isa, Mr. Gabel, Ms. Goldberg, and Ms. Vitz in voting for funding for AOAP and PPA Program Stream grants. He announced that the Council Members with conflicts will not make a motion, second a motion or vote on the item. With the four Members recusing themselves, Mr. Steadman made a motion to approve the funding. Mr. Stull seconded the motion. Motion carried, none opposed.

Returning to the Suopham/Vilayphonh apprenticeship referenced in Item 11, Chair Parks reminded Council of Ms. Vilayphonh's conflict of interest and asked for a motion to approve that apprenticeship. Mr. Gabel motioned for approval. The motion was seconded by Ms. Zaborney. Motion carried, none opposed.

For the benefit of Members on the phone (Ms. Zaborney and Ms. Isa), Chair Parks announced that the business part of the meeting had concluded. As Ms. Isa is leaving the Council, he offered the floor to her for some parting words.

Ms. Isa informed Council she is retiring from the Asian Arts Initiative and moving to Los Angeles, California. For this reason, she is officially resigning from the Council. She expressed her appreciation for the Council's work. She asked that as the organization moves forward in the planning process it continues to address the issues of diversity, equity, and inclusion that are so critical at this time.

Chair Parks thanked Ms. Isa for her service.

Item 14: Staff Updates

Governor's Awards for the Arts – Deputy Director, Heather Doughty, introduced herself and gave a brief background on the history of the Governor's Awards for the Arts. She informed the group that there will be a forum the afternoon prior to the ceremony. Moderated by Sondra Myers, The Arts and the Public Good: A Forum is scheduled for 3pm, August 8, at the Scranton Cultural Center.

Ms. Doughty told Council she would report back for those who could not attend. For those who are able to attend she reminded them the ceremony will be held at the Scranton Cultural Center. She stated that Dr. Catherine Cullen and her committee have planned a series of activities and performances to take place in the area surrounding the center.

Arts Marketing Initiative – Norah Johnson, Director of New Projects & Capabilities, gave an overview of the Marketing Initiative. She highlighted the importance of the program as many organizations struggle with marketing and audience engagement. She reminded Council it is a two-year training program and is planned to include three cohort groups. Ms. Johnson said Cohort 1 is in its second year of training. Cohort 2 is in its first year and recently began with training sessions in Pittsburgh.

Mr. Steadman was part of the Pittsburgh training. He told the group there was lots of valuable, great information shared.

Ms. Johnson informed Council a key component of the Marketing Initiative is creating a network of organizations that have completed the training. She told the group that she will periodically share information and updates about the project.

Mr. Gabel asked if there will be a Cohort 3. Ms. Johnson said there is a third group planned for Central and Northern Pennsylvania organizations.

Mr. Alaquiva asked if the PCA was engaging in the practices taught in the training, so the Cohorts can see the Council on the Arts is doing the same work. Ms. Johnson indicated that the PCA is working on it but as a government agency we have a lot of work to do to achieve it.

Chair Parks said that this type of work had not been done by the PCA in the past.

Mr. Alaquiva said he would be happy to help the PCA. He highlighted the importance of the

PCA's role in creating bridges of conversation in this new age.

Ms. Johnson stated that, historically, the work of the Council on the Arts was seen through the work of the agency's grantees.

Mr. Alaquiva said the PCA has the power to change the trajectory of small organizations by promoting their work across the state. We have to understand the organization that has two employees and affects the lives of hundreds of people in a community where the annual salary is under \$12,000 per year. There is nothing like the PCA's ability to post a message of congratulations for what that organization is doing in its community. It has the potential to change the trajectory of what they do and how they do it.

Strategic Planning Update – Sarah Merritt, Special Assistant to the Executive Director and the Council informed Council that the strategic planning process is in the information gathering phase. She stated that information was being collected via one-on-one interviews, focus group meetings, and a state-wide survey. She briefly discussed the information gathered from the interviews.

Ms. Merritt reminded Council the PCA had contracted with Dering Consulting and Deborah Vereen to design and facilitate the focus group meetings. Ms. Vereen is an expert in diversity, equity, and inclusion.

Mr. Alaquiva asked about reaching out to additional people for interviews. Mr. Blischke agreed there was still time to complete more interviews.

Chair's Report

Chair Parks told Council about his visit to Philadelphia, with Mr. Blischke, to meet with the leadership of the Reinvestment Fund and Philadelphia Local Initiatives Support Corporation (LISC). He expressed the importance of reaching out to non-traditional partners who might be able to work with us on community development. These partners include CDFI's (Community Development Financial Institutions) and even for-profit organizations. He noted that Council and staff were also looking into the possibility of lending.

Chair Parks reminded Council that the PCA is unlike other funders in that it provides on-going support. He further stated that many funders only provide grant funding for short time and want to know how the funded organization has impacted its community over the course of grant cycle. He asked where this puts the PCA in terms of partnerships with non-state institutions? He expressed the importance of seeking out opportunities for organizations that don't have access to large funders. He asked Council to think about these issues and be prepared to walk into the October Council Retreat with an open mind.

Chair Parks announced the following items:

- An invitation to Council members to attend the panel meetings in July and August.
- Artsquest Foundation is presenting the Pennsylvania Lifetime Achievement Award to Philip Horn on November 8.
- Congratulations to Council Member, Lee Steadman, for working in Cohort 2 of the Arts Marketing Initiative.
- The opening of a new mural at the Valley Forge Service Plaza. Norman Stull represented the Council. He highlighted the importance of this partnership with the Turnpike Commission as a great example of partnering with a state organization.
- The Council Retreat will be held at the Allenberry Resort in Boiling Springs, October 2 and 3.

Chair Parks closed his report by pointing out how great it has been to work with Mr. Blischke. He told Council they made the right choice when they hired Mr. Blischke.

Executive Director's Report

Mr. Blischke began his remarks by thanking staff for their hard work over the past months. He informed Council that he is intentionally travelling around the state. He said the theme of his meetings has been to find out how the PCA can work with other organizations and agencies in communities. He acknowledged the importance of the Council on the Arts being at the table and part of the wider conversation.

Mr. Blischke told Council he attended the Americans for the Arts Annual Conference in Denver, Colorado. During the conference, he met with Pam Breaux, Executive Director of the National Assembly of State Arts Agencies. He said Ms. Breaux is very interested in what the PCA is working on for its next strategic plan. In addition, Mr. Blischke met with the Executive Director of the Colorado Creative Industries (Colorado's state arts agency). The organization is interested in how artists and the creative sector, both for-profit and non-profit, are working to build Colorado's communities.

Mr. Blischke thanked Heather Doughty and Norah Johnson for their work on the Governor's Awards, Sarah Merritt for strategic planning work, and Dana Payne for work on the Folk and Traditional Arts programs. He thanked Council Member, Susan Goldberg, for attending meetings in Philadelphia with him.

Mr. Blischke turned the floor over to Ms. Goldberg who stated that the visits in Philadelphia were extremely important. She informed the group of meetings with the Governor's Commission on Latino Affairs, the City Office of Arts, Culture, and the Creative Economy, University of Pennsylvania, Curtis Institute of Music, and the Greater Philadelphia Cultural Alliance. She said organizations were delighted Mr. Blischke took the time, so early in his tenure, to meet with them. She noted that Philadelphia communities are diverse, alive, and vibrant. The arts matter in communities across Pennsylvania and our Nation. Financial support as well as our other programs help organizations sustain, grow, and help organizations reach the underserved. Ms. Goldberg highlighted the Curtis Institute of Music and its work in prisons and with the homeless. She told Council of programs provided by the Greater Philadelphia Cultural Alliance that reach, among others, children and Veterans. Ms. Goldberg concluded by expressing her appreciation and state that the arts are thriving in Philadelphia and across the state.

Public Comment:

Chair Parks asked if a member of the public had comment. Jenny Hershaur, Executive Director of Citizens for the Arts in Pennsylvania, asked to comment. Ms. Hershaur informed the group that the Senate passed a resolution to complete a study on creative districts.

Regarding the Arts & Culture Caucus, Ms. Hershaur informed the group of the most recent meeting where an AIE Partner spoke of Art Sparks project. She invited Council Members to attend Caucus meetings or share ideas for what could be presented to members at the meeting. Chair Parks will attend the next meeting to discuss the work on the PCA's next strategic plan. At the November meeting there will be a presentation on the work the PCA is doing with the Department of Military and Veterans Affairs.

Chair Parks asked for a motion to adjourn. Mr. Stull made the motion. Mr. Steadman seconded the motion. Motion carried.