

**Minutes  
Council Meeting  
July 16, 2020  
9:30 a.m.**

Pennsylvania Council on the Arts  
Skype Conference Call

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

**COUNCIL MEMBERS NOT PRESENT:** Senator Iovino, 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; Ian Rosario, Grants Liaison; and, Matthew Serio, Director of Creative Opportunities.

**GUESTS PRESENT VIA SKYPE:** Rodney Akers, Chief Counsel; Noah Erwin (Office of Senator Iovino); Jenny Hershour, Citizens for the Arts in Pennsylvania; Tierney Smith (Office of Senator Iovino.)

**CALL TO ORDER:** Karl Blischke, Executive Director, welcomed those in attendance and informed them that the meeting was going to 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 and went over guidelines regarding the format of the meeting.

Chair Parks welcomed Jenny Hershour from Citizens for the Arts in Pennsylvania and asked Ms. Hershour to provide Council with an update on the recent efforts of Citizens.

Ms. Hershour reported that an Arts Advocacy Day was virtually held on June 10, 2020. She stated that this event encouraged advocates to contact their legislators and thank them for including funding for PCA for the five-month budget. She explained that attendees were also asked to encourage legislators to add funding for the remaining seven months of the budget. Those in attendance contacted many legislative offices and sent 297 follow up emails to the legislative action center.

Ms. Hershour reported that a webinar regarding the effects of the pandemic on cultural organizations is scheduled for July 29, 2020. She stated that an invitation will go out during the week of July 20<sup>th</sup>. Hershour explained that a representative from the Penn Museum and the Central Pennsylvania Festival of Arts will be in attendance. The Cambria County Library system will also give a presentation about how about how the pandemic is affecting their organization. Hershour added that Representative Lee James will be on hand to discuss the Oil City Main Street Program and how arts are important to Main Street development.

Ms. Hershour stated that this webinar will be recorded and posted on their YouTube site.

Ms. Hershour also reported that Citizens will be hosting a virtual advocacy event on October 7, 2020, which will entail the creation of a documentary of conversations with arts organizations across the states and will discuss how the pandemic is affecting them and the importance of government funding of arts and culture. Hershour added that this event will be broadcast on Facebook live and will also be recorded and posted to Facebook.

Chair Parks thanked Ms. Hershour and added that PCA is appreciative of the efforts of Citizens for the Arts in Pennsylvania.

**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:**

**March 12, 2020 Council Meeting**

Chair Parks asked for a motion to approve the March 12, 2020 Council Meeting Minutes. Ms. Goldberg made a motion to approve the minutes. Mr. Stull seconded the motion. Motion carried, none abstained or opposed.

**April 15, 2020 Special Council Meeting**

Chair Parks asked for a motion to approve the April 15, 2020 Council Meeting Minutes. Ms. Goldberg made a motion to approve the minutes. Mr. Stull seconded the motion. Motion carried, none abstained or opposed.

**May 11, 2020 Special Council Meeting**

Chair Parks asked for a motion to approve the May 11, 2020 Council Meeting Minutes. Ms. Goldberg made a motion to approve the minutes. Mr. Stull seconded the motion. Motion carried, none abstained or opposed.

**June 22, 2020 Special Council Meeting**

Chair Parks asked for a motion to approve the June 22, 2020 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: Authorization for the Executive Director or Deputy Executive Director to Submit Applications for which State Arts Agencies are Eligible**

*Karl Blischke, Executive Director*

Karl Blischke reported that this action item authorizes the PCA to make applications, where we are eligible, regarding submissions for the National Endowment for the Arts.

Chair Parks stated that this is a motion to authorize the Executive Director or the Deputy Executive Director to complete these applications, with regard to the NEA or other grant award opportunities for which the PCA is eligible.

Chair Parks asked Council if they had any questions. Hearing none, Chair Parks asked for a motion to approve the recommendation as presented in the Council meeting materials.

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

**ITEM 4 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**

*Karl Blischke, Executive Director*

Karl Blischke explained that this motion is simple as well. Blischke stated that as Council acts on budget and award amounts today, this action authorizes the PCA to implement those initiatives and enter into agreements with our awardees.

Chair Parks asked Council if they had any questions. Hearing none, Chair Parks asked for a motion to approve the recommendation as presented in the Council meeting materials.

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

**ITEM 5 ACTION: Authorization for the Executive Director or Deputy Executive Director to Appoint Panelists to Serve on Panels for the 2020-2021 Fiscal Year**

*Karl Blischke, Executive Director*

Mr. Blischke explained that with some programs, as the PCA takes in applications, advisory panels are used to review applications and develop recommendations which are then presented to Council for consideration.

Mr. Blischke explained that this action authorizes the Executive Director or Deputy Executive Director to appoint such panelists.

Chair Parks asked Council if they had any questions. Hearing none, Chair Parks asked for a motion to approve the recommendation as presented in the Council meeting materials.

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

**ITEM 6 ACTION: Recommendation for Fiscal Year 2020-2021 Grants Budget**

*Amy Gabriele, Chief Financial Officer*

Ms. Gabriele gave an overview of the PCA's grants budget presented on pages 38 and 39 of the Council Book. Ms. Gabriele stated that before talking about Fiscal Year 2020-2021 action items, she would briefly highlight the Fiscal Year 2019-2020 budget and the 2020 Covid 19 NEA Grants to the Arts Budget.

Ms. Gabriele reported that many parts of PCA's budget have been in a state of flux throughout the year and the timelines and details of grants being released for payment change week by week. Gabriele added that grant payments for Fiscal Year 2019-2020 are still being processed. She stated that this report gives a snapshot of what the PCA was able to do and not able to do. Gabriele explained that there are still some things pending and that Council will be provided with list of final grant distribution at a future council meeting.

Ms. Gabriele explained that the PCA received some Covid relief money from National Endowment for the Arts in the amount of \$527,000 which was all distributed within the AOAP organizations. Ms. Gabriele stated that each grant was \$1,930.40.

Ms. Gabriele reported that the Action Item for Fiscal Year 2020-2021 is the PCA's five-month grants budget. Gabriele explained that the PCA budget, as seen in the Council Book, is part of a five-month budget passed by the state legislature a few weeks ago. Gabriele stated that this covers July through November 2020 and the PCA's five-month grants appropriation is \$3,996,000. Ms. Gabriele explained that this unprecedented budget is only for five months and is outlined in the chart provided in the Council Book. Gabriele added that some of the items listed in Column F are fully funded for the year while many others are only partially funded or not yet funded at all until the 7-month budget is passed.

Ms. Gabriele explained that PCA staff does expect the 7-month budget to be passed for remainder of fiscal year sometime during the next few months. She added that details of many of the items in Column F will be discussed by other staff people in other parts of this Council Book.

Ms. Gabriele stated that the information on pages 38 and 39 in column F is what is being acted on today, which is the 5-month budget (July through November.)

Mr. Blischke stated that Ms. Gabriele provided a good overview and agreed that the PCA's budget looks different because of circumstances as a result of the pandemic which are very different and added that he will be happy to address any council questions.

Chair Parks asked Council if they had any questions. Hearing none, Chair Parks asked for a motion to approve the recommendation as presented in the Council meeting materials.

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

**ITEM 7 ACTION: Recommendation for Preserving Diverse Cultures Division (DANA)**

*Dana Payne, Director of DEI Initiatives, Diverse Cultures & Heritage*

Dana Payne reported that on March 16, 2020, PCA received 42 applications for the Strategies for Success program and 12 applications for the Community Based Engagement program.

Ms. Payne stated that panels were convened virtually. Ms. Payne reported that Strategies for Success was an independent panel review due to the volume of applications and the Community Based Engagement panel was convened virtually to complete the review those applications.

Ms. Payne reported that in total, 54 applications were recommended for funding and in the discussions that followed, 12 Community Based Engagement project grants were recommended in amounts ranging from full to partial funding for a total amount of \$28,000. Payne also reported that 42 Strategies for Success applications were recommended for funding and all were recommended at full funding levels for a grand total of \$509,500.

Ms. Payne stated that the recommendation is for Council to review and approve funding for Strategies for Success for the Fiscal Year 2020-2021 program period and the Community Based Engagement Project Grant for the same program period.

Ms. Payne also stated that, as applicable, the last item that is being asked for Council to review and approve is that any other diversity, equity and inclusion funding initiatives would be administered through the Preserving Diverse Cultures division.

Chair Parks asked Council if they had any questions. Hearing none, Chair Parks asked for a motion to approve the recommendation as presented in the Council meeting materials.

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

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

*Karl Blischke, Executive Director*

Mr. Blischke reported that each year, as we have an approved budget, Council approves a set of funding parameters that governs how awards are made through Arts Organizations and Arts Programs (AOAP) and Pennsylvania Partners in the Arts (PPA) program stream. Essentially, these are our general operating support programs.

Mr. Blischke stated that as Ms. Gabriele mentioned, this year is very different and making awards through lens of the five-month budget means that the way the PCA processes grant making in this first five month period is also very different than it usually is.

Mr. Blischke explained that in order to help the creative sector as it looks to survive and ultimately recover, PCA staff recommends providing base amounts across the board in AOAP and Program Stream:

- For Program Stream applicants, which are typically organizations that are of a smaller fiscal size, PCA staff recommends that each receive a base amt of \$2,000.

- For the AOAP applicants that have a fiscal size of less than \$ 1 million, PCA staff recommends a base amount of \$3,000 for each applicant.
- For AOAP Applicants that have a fiscal size of greater than \$1 million, we recommend a base amount across the board of \$5,238.

Mr. Blischke noted that PCA's evaluation of fiscal size is all pre-pandemic and that all of the organizations applied for funding prior to the impacts of the pandemic.

Mr. Blischke added that further, because the world in which all these organizations are operating is very different than it was last year, PCA staff recommends that Council adopt maximum flexibility in the use of these funds. Mr. Blischke directed Council to review the memo on page 47 of the Council Book and stated that the recommendation across the board is that the operating and support grants do not require a match and in most cases the organizations' fiscal size is much larger than the required match would be at any rate.

Blischke added that the PCA staff also recommends that grantees be allowed to use the funds for capital expenditures if that helps them in terms of being able to respond to the effects of pandemic. Blischke explained that PCA staff have been informed that some of grantees may want to purchase things to make their operations safer.

Mr. Blischke stated that the third recommended item is an advanced payment system and waiving requirement. Mr. Blischke explained that PCA staff was notified that it is not going to be allowed to do advanced payment and did not receive the approval of the request for waiver of this item so the grants for AOAP will have to be on a reimbursement basis.

Mr. Blischke reported that the next recommendations is for applicants to sign their agreements within 60 days of receiving the contract from the PCA or forfeit their funding. This measure will allow the PCA to hopefully get these award agreements executed quickly so in order to move toward payment. PCA staff recognizes that there is a chance that some of these organizations may not be able to accept their award. If that is the case, any freed-up funds will be brought to Council for consideration for reallocation.

Blischke added that it is known, for many of these grantees, these grant amounts will be less than what is typically awarded due to the budget situation.

Blischke stated that the PCA has worked very closely with its Chief Council to make forms of agreement that will allow the PCA to amend these contracts, through a simple letter, to increase the grant amount based on additional appropriations that would come as part of the 7 month appropriation. So, in the event that additional funds are appropriated additional funds, it will be possible to make simple make adjustments to these grant amounts across the board.

Ms. Goldberg asked if there has been any preliminary discussion from any of these organizations that anticipate that things for them may change drastically because of the 5-month budget.

Mr. Blischke responded that there have been some conversations about drastic changes within organizations and he added that many organizations, especially performing arts organizations, are greatly impacted in terms of revenue, jobs and programs.

Blischke stated that communication will be very important this year. He explained that the first phase is to explain the 5-month budget situation, award amounts, and the potential flexibility that the Council may be acting on momentarily. Blischke added that it is going to take more engagement with grantees this year because in some cases, how these organizations are operating might be changing month by month or even week by week.

Mr. Gabel asked if Mr. Blischke or staff has heard of any arts organizations that have gone out of business in the past four months.

Mr. Blischke stated that he has not specifically heard anything, although he is aware that some organizations essentially have gone into hibernation in a way and have tried to severely limit their overhead costs until they can safely reemerge.

Ms. Gabriele stated that PCA staff has learned of a couple of Pennsylvania Partners in the Arts program stream applicants that are going under.

Mr. Gabel stated that he is sorry to hear that.

Chair Parks asked Council if they had any other questions. Hearing none, Chair Parks asked for a motion to approve the recommendation as presented in the Council meeting materials.

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

**ITEM 9 ACTION: Recommendation for Funding Parameters for Pennsylvania Partners in the Arts Program Stream and Partner Administration**

*Matthew Serio, Director of Creative Opportunities*

Chair Parks indicated that he is aware of a conflict regarding this action item and stated the Council Member Zaborney had a conflict for The Foundation for Enhancing Communities. Chair Parks indicated that he has Council Member Zaborney's proxy as she is not present at the meeting.

Mr. Serio reported that the first recommendation for action is the Partners' funding for first five months of the Fiscal Year 2020-2021 budget.

Mr. Serio indicated that PCA staff recommends that the administrative budget for the funding for the partners be funded at \$150,000. He added that PCA staff recommends use of the funding formula that was approved during the March 2020 Council meeting. Mr. Serio explained that this funding is at a \$7,000 base amount per partner, \$500 per county and the remaining funds are distributed among the partners based on the population for their region.

Mr. Serio reported that in addition to that funding, there is also partner coverage. Mr. Serio explained that Regions 11 and Region 13 did not have recommended partners, so PCA staff would like to recommend that Community Partnerships RC&D, who assisted PCA when it did not have partners for that region previously, oversee those two additional regions until new partners can be reviewed and approved.

Mr. Parks asked if Council had any questions regarding this initiative.

Hearing none, Chair Parks asked for a motion to approve the motion for organization. Parks pointed out that Ms. Zaborney had a conflict and noted that he would abstain on behalf of Ms. Zaborney.

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

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

Representative Ciresi made a motion to approve the recommendations. Mr. Warfield seconded the motion. Chair Parks abstained on behalf of Ms. Zaborney. Motion carried, none opposed.

Chair Parks stated that the next motion deals with the conflict of interest of Ms. Zaborney. Chair Parks asked to let the record show that Council Member Zaborney did not make this motion, second this motion, participate in any discussion of this motion or vote on this motion.

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

**ITEM 10 ACTION: Recommendation for Arts in Education Partnership and Artist Residencies**

*Jamie Dunlap, Chief of Creative Catalysts and Lifelong Learning*

Chair Parks indicated that he had a conflict of interest with ArtsQuest and Ms. Zaborney had a conflict of interest with Indiana University of Pennsylvania.

Chair Parks asked for any other conflicts. Hearing none, Chair Parks asked Jamie Dunlap to present the recommendation to Council.

Ms. Dunlap directed Council to the memo in the Council Book regarding in the Arts in Education partnership funding for Fiscal Year 2020-2021, which is for first 5 months of the fiscal year. Dunlap explained that PCA is looking at the partnerships' administrative as well as residencies' budgets and that total is \$715,400 for administration, residencies, and Poetry Out Loud.

Ms. Dunlap stated that PCA staff recommends using the funding formula that was used with Pennsylvania Partners in the Arts which was approved at the March 2020 Council Meeting.

Ms. Dunlap pointed out that the Arts in Education partners managing the residencies is a large part of their work and it is a primary responsibility. She added that each of these partner organizations is also responsible for recruiting, training, and providing professional development for teaching artists. Dunlap explained that because schools are currently in the process of developing their opening or not opening plans for the year, it will be critical for the Arts in Education partners to provide the support and training necessary for those teaching artists so they can shift their work to online platforms, if necessary. Ms. Dunlap stated that because support and engagement is going to be critical in this program, she is hopeful it will develop new audiences for the arts in education work in new ways.

Ms. Dunlap explained that the breakdown of the formula in the memo is the same one that was utilized in the Pennsylvania Partners in the Arts. Essentially, funding by partner, by county and funding by population. Dunlap added that in addition to what is listed for the administration portion of the partnership as well as residencies, is a line for Poetry Out Loud.

Dunlap stated that in addition to the basic support, each partner organization will be given \$1,500 to manage the Poetry Out Loud program, which has been done for several years.

Ms. Dunlap explained that the National Endowment of the Arts and the Poetry Foundation recently announced that they plan to move forward with the Poetry Out Loud program this coming school year. Dunlap added that there is going to be guidance and training for organizations that are interested in hosting a competition online and stated that guidance will be provided by the NEA and the Poetry Foundation. Dunlap stated that the current plan is to have the competition in person next spring in Washington, DC.

Dunlap also reported that the PCA is working to determine the best way to move forward with the Pennsylvania program and those competitions, whether they be virtual or in-person.

Ms. Dunlap stated that she needs to amend this portion of the memo for Poetry Out Loud on the budget page (page 58.) She said it notes the \$1,500 is separate from residency and administration. Dunlap explained that she had a conversation with the National Endowment for the Arts and discussed some of the concerns that we have with about implementing Poetry Out Loud for the current school year. Dunlap explained that there is a lot of uncertainty around what the upcoming school year will look like and stated that the PCA has asked NEA for more flexibility with implementing this program for 2021. She added that part of the request was to consider local competitions as a possibility to promote the Poetry Out Loud program, perhaps making it available at the school level which would mean no regional or state competition. Ms. Dunlap reported that the PCA is still

waiting for additional news from the NEA, and with that being said, she wanted to amend the POL line item in the budget to state that if the NEA makes significant changes to how the PCA is able to implement this program and level of flexibility for the program for 2021 and if the \$1,500 will not be needed to run the regional or state competition, PCA would like to reallocate it back into the residency budget line.

Ms. Dunlap stated that the final part of the request is to waive the funding restrictions, which mirrors what Council approved at the end of Fiscal Year 2019-2020. Dunlap explained that PCA is looking at waiving the one-to-one match requirement, the exclusion of expenses relating to the purchase of supplies and materials and arts residencies, the location based requirement in the cases of it being virtual and not specifically one county, and the number of core group members.

Ms. Goldberg thanked Ms. Dunlap for the excellent review and asked for some clarification about doing away with the state and regional competitions. Goldberg asked if the progression would go from the school level directly to the national competition.

Ms. Dunlap replied that PCA staff is waiting on clarity from the NEA and the Poetry Foundation. Ms. Dunlap stated that Pennsylvania is concerned about implementing the program this year and there have been conversations about having space for a national competition and if so, whether or not it can be optional and not a requirement for the state as part of our contract. This flexible option would have to be something that would have to be across the board for the entire country and Pennsylvania would only be able to offer a local competitions if it was something that the NEA and Poetry Foundation said was permissible for the entire country and for this year only. Ms. Dunlap added that other states are having similar conversations. Dunlap is hopeful to get an answer soon because of the timing of all of this on whether or not the NEA and Poetry Foundation are still planning to move forward with states and nationals this year.

Ms. Goldberg followed up by asking if the NEA would still give funding if all states agreed to not continue with the Poetry Out Loud program this year.

Ms. Dunlap replied that the PCA will need guidance from NEA but her comment to them when they spoke with recently was that maybe this is something that can be promoted at a local level and used it as a way to promote the program and to only have the competition at the school level and stop it there. She added that guidance would need to be provided. Dunlap explained that there is a total of \$20,000 that NEA gives specifically for Poetry Out Loud.

Ms. Goldberg stated that she thinks Poetry Out Loud is an important marketing tool for PCA, even just at the local level, and that it is very advantageous to continue the program locally.

Ms. Dunlap added that if Pennsylvania does move forward with regionals and states, there is a good chance that it will be done virtually. Dunlap also stated that difficulties may arise with broadband and technical access.

Chair Parks asked Council if they had any other questions. Hearing none, Chair Parks asked for a motion to approve the recommendation as presented in the Council meeting materials, with the exception of the aforementioned conflicts of interest. Chair Parks asked to let the record show that Council Members Parks and Zaborney did not make a motion, second a motion or participate in any discussion or vote upon which the Council on the recommendation with which the Council member has a conflict of interest.

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

Chair Parks stated that Council will now deal with the conflicts of interest and asked to let the record show that he has turned the meeting over to Vice Chair Gabel for the next motion.

Vice Chair Gabel asked for a motion to approve the recommendation for those grants which council members Parks and Zaborney have a conflict of interest. Vice Chair Gabel asked to let the record show that Council

Members Parks and Zaborney did not make this motion, second this motion, participate in the discussion of this motion or discussion on any way on the vote of this motion. Vice Chair Gabel asked for a motion for this recommendation.

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

Vice Chair asked to let the record show that he has returned the meeting to the Chair, Jeff Parks.

**ITEM 9 ACTION: Recommendation for Funding Parameters for Pennsylvania Partners in the Arts Program Stream and Partner Administration**

*Matthew Serio, Director of Creative Opportunities*

Mr. Blischke pointed out that under action item 9, PPA and the funding for that and grant administration, it was a two-part recommendation. Once memo was reviewed and we realize that the second memo was not. Mr. Blischke requested that we visit Action Item 9 again so that Mr. Serio can give an overview of the second part of the recommendation.

Chair Parks asked Mr. Serio to give an overview of the remaining parts of the recommendation in Item Number 9.

Mr. Serio gave an overview of the recommendations for the transitions for Program Stream. Serio stated that there were 72 Project Stream grantees that were reviewed for transition. 63 of those 72 applicants were recommended to transition and those were applicants that received a score of 60 or higher. Mr. Serio reported that these were listed individually in the Council Book.

Mr. Serio explained that in addition to the transitions, PCA staff would like to waive funding restrictions for Program Stream, specifically waiving the restriction that states that PCA awards must be matched dollar for dollar and also waiving the restriction for the use of funds for capital expenditures for this year.

Chair Parks asked for any questions. Hearing none, Chair Parks asked Mr. Blischke if we need to vote on this part of the original recommendation. Mr. Blischke suggested, for the avoidance of doubt, that a vote should be taken for the portion of the recommendation on Item Number 9 outlined on pages 52 through 54 of the Council Book.

Chair Parks a motion to approve the recommendation regarding the Program Stream Transition as presented in the Council meeting materials.

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

**ITEM 11 ACTION: Recommendation for Statewide Services - Recovery and Reopening Support**

*Jamie Dunlap, Chief of Creative Catalysts and Lifelong Learning*

Ms. Dunlap reported that there is a great need right now to connect and share within the arts community across Pennsylvania. She stated that communities at the regional and statewide level need to have conversations and added that this type of information gathering is going to be critical to determine what is needed to support and to strengthen Pennsylvania's creative sector.

Ms. Dunlap stated in accordance with the state's competitive process for grants, PCA staff recommends an open solicitation for a request for proposals to provide statewide services for a one-time grant in the amount of \$20,000 and that PCA staff recommends that the eligible applicants must be a non-profit organization or county or local government and that they must have some previous experience working in statewide services for the

creative sector. Dunlap also stated that there needs to be a 1 to 1 match but that 50% of the match can be in-kind.

Ms. Dunlap directed Council to page 61 of the Council Book and explained the criteria that will be used to review those proposals that are submitted through an RFP process. Dunlap stated that the highlights from the criteria are that the PCA staff needs to see that there is some response to the critical need for assistance because of the pandemic. Dunlap also stated that the criteria must also include an opportunity to advance one or more of PCA's strategic goals and that overarching value of Diversity Equity and Inclusion and must also include evidence of past experience engaging the creative sector across Pennsylvania. Dunlap stated that this is a one-time grant that is focused on the current need to gather information, share information, convene virtually with organizations around the state and determine how to support the sector moving forward in the reopening and recovery phase.

Ms. Dunlap referred to the timeline outlined in the Council Book and explained that this process will be a quick turn-around because the need is now. She added that if approved, this initiative will be promoted during month of August and will be due on September 1, 2020. Dunlap explained that a committee consisting of PCA staff members and possibly someone from another state arts council will review the submitted proposals and make recommendations to Council for approval and the subsequent grant award and contract would be sent out.

Judge Morgan asked what type of non-profit organizations would have the required experience in dealing with statewide matters and working together with arts groups and cultural groups throughout the state.

Ms. Dunlap responded that statewide associations or non-profits that have had some previous experience working with the creative sector. Citizens for the Arts, the PA Humanities Council and Economic Development organizations were given as examples as well as County Commissioners Associations that may have an arm connected with the creative sector. Dunlap added that there may be any number of groups that have done work supporting the creative sector at a statewide level that may be interested in applying for this type of program.

Chair Parks asked Council if they had any other questions. Hearing none, Chair Parks asked for a motion to approve the recommendation as presented in the Council meeting materials.

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

#### **ITEM 12: Recommendation for Creative Communities Initiative**

*Sarah Merritt, Director of Creative Communities*

Sarah Merritt presented the recommendation for Council. Ms. Merritt reported that Council approved the recommendations for Creative Communities and the pilot communities at its December 2019 and that the PCA was in the contract phase of working to get the contracts executed when the pandemic hit. Merritt explained that as a result, everything was put on hold and the PCA staff working with the communities, agreed to wait to resume this program for Fiscal Year 2020-2021.

Ms. Merritt stated that she included a brief description of the four communities in the Council Book: Sharon, Meadville, Lancaster, and the Mifflin Square Park neighborhood corridor in Philadelphia. Ms. Merritt stated that she also included a recap of the Creative Communities purpose.

Ms. Merritt explained that PCA staff is recommending that Council approve that the Creative Communities Initiative for Fiscal Year 2020-2021. Merritt added that PCA staff is also requesting approval to be flexible with these requirements as needed on a case by case basis.

Ms. Goldberg thanked Ms. Merritt her for the work on this initiative and she stated that she had the good fortune to see some interesting activities when she accompanied Ms. Merritt and Mr. Blischke on the site visit to the Mifflin Square Park project. Ms. Goldberg asked if these communities and activities have bene continuing

through the pandemic. If so, Goldberg asked if PCA money is just going to help them with developing what they are already doing.

Ms. Merritt stated that the four lead applicants are: the Shenango Valley Chamber of Commerce, the ARC of Crawford County which serves residents in Crawford County with physical and developmental disabilities; the Spanish American Civic Association which serves as a community development corporation for the Southeast Lancaster neighborhood; and, the Southeast Asian Mutual Assistance Association Coalition (SEAMAC) in Philadelphia. Ms. Merritt stated that all four of those organizations provide programs and assistance for their communities in a variety of ways and that for the most part, all four of the projects were put on hold.

Ms. Merritt reported that Sharon, a facility that is a workforce development space for the creative sector, did continue to do some work on a limited basis by providing masks and shields for the community and for the health care workers in the community and first responders. Merritt explained that was separate from their work with PCA.

Ms. Merritt stated that Meadville started doing some work that was in-kind work that the city was providing as far as site prep because that is a green space.

Ms. Merritt explained that Lancaster put its project on hold but are now beginning planning and that project will shift as they are implementing a project that would support workforce development for artists and will aid in getting artists to work in their community.

Merritt stated that as far as SEAMAC goes, they do not plan to have their project change for in their communities, but they have done some amazing work in that neighborhood to support business owners who, in most cases, speak very little English. Merritt stated that many are creative businesses and that SEAMAC has been walking them through PPP loan applications and helping them to take advantage of stimulus loans that are available. SEAMAC has also become a super site for food distribution for that area.

Chair Parks asked Council if they had any other questions. Hearing none, Chair Parks asked for a motion to approve the recommendation as presented in the Council meeting materials.

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

### **ITEM 13 ACTION: Recommendation for Creative Business Loan Program**

*Karl Blischke, Executive Director*

Mr. Blischke reported that because of the pandemic, the PCA has had to delay the creative business loan fund that was approved at the December 10, 2020 Council Meeting.

Mr. Blischke explained that the program authorized \$500,000 for the creation and capitalization of the Pennsylvania Creative Business Loan Fund in partnership with Bridgeway Capital and Community First Fund, which are both non-profit community development financial institutions.

Mr. Blischke stated that this program specifically addressed community and economic development by supporting small artist-lead businesses in the creative sector. Blischke added that the program also leveraged significant outside funds.

Mr. Blischke reported that PCA's part of the program was \$500,000 and the CDFIs, Bridgeway and Community First, were each contributing \$1 million, so PCA's \$500,000 became a \$2.5 million program.

Blischke explained that due to the pandemic, the program had to be delayed.

Mr. Blischke stated that the recommendation is for the Council to re-authorize this program by allocating \$500,000, which was the initial amount to continue this project. Blischke explained that this will allow the PCA

to enter a five-year contract with Bridgeway and Community First, which are two organizations that are on the front lines of trying to engage, save and help small businesses survive. Mr. Blischke added that this was a great program idea before pandemic and now that we are in the pandemic, it is an even stronger choice for the PCA to play a key role as an agency in community and economic development. Mr. Blischke stated that this program also has a strong DEI component in alignment with PCA's strategic plan.

Chair Parks asked if there were any questions about this action item and explained that this was an item that was already approved by Council and that the expenditure was not made because of the pandemic.

Representative Ciresi stated that because the program itself helps small arts in communities, he thinks the PCA should strongly promote what this program does. Ciresi explained that one of the things that has been seen by the Commonwealth and by everyone at the meeting, is that so many places have lost touch with humanity due to the pandemic and that this program will help people to stay involved with the arts and help to find normalcy. Representative Ciresi also thinks this initiative will provide great PR for the Council.

Chair Parks stated that this will be much needed throughout Commonwealth.

Chair Parks asked Council if they had any other questions. Hearing none, Chair Parks asked for a motion to approve the recommendation as presented in the Council meeting materials.

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

#### **ITEM 14 INFORMATION: Folk & Traditional Arts Infrastructure Program**

*Dana Payne, Director of DEI Initiatives, Diverse Cultures & Heritage*

Ms. Payne reported that the PCA had two grants due during the period of March through April and that she convened two panels for the Folk and Traditional Arts Partnership Grant and the Apprenticeship Grant. Ms. Payne explained that due to fact that the PCA has a prorated budget, these two grants will not be presented to Council for funding approval until October, after it is known what the November through July budget looks like. Ms. Payne stated that the purpose of this memo is to share information about the panels and number of applications and the grant amounts that will be reviewed. Ms. Payne reported that all eight of the partnership organizations that submitted applications were recommended for funding in the amount of \$120,000. Ms. Payne added that 18 others were recommended for funding for a total amount of a little over \$70,000.

Ms. Payne explained that this memo is just sharing information to Council about this program so that folk arts continues to stay on their radar.

#### **ITEM 15 INFORMATION: Chair's Report**

*Jeffery Parks, Chair*

Chair Parks shared with Council information about Emmai Alaquiva's latest creative endeavor called "Unspeakable," which is a 60 second PSA highlighting the voices of the Deaf community and their support for the Black Lives Matters movement. Parks explained that this video was written and directed by Mr. Alaquiva and a team of collaborators and features a diverse cast comprised of members of the Pittsburgh Deaf community. The participants collectively proclaim, through American Sign Language (ASL), that changes need to be made when it comes to Black Lives. Chair Parks stated that this video will be shared with Council members.

Chair Parks also highlighted some of the activities of PCA staff members:

- PCA Community Conversations – staff members are leading discussions with partner organizations, community and economic development organizations, and arts groups around the state to update them on PCA, provide forums for information sharing, and serve as a resource for local recovery efforts.
- In June, Matthew Serio presented at the Nation of Makers' Collaborative Community Wide Makers Convening, its first virtual conference.

- Dana Payne was selected to serve on the Nomination Advisory Committee for the Mid Atlantic Arts Regional Resilience Fund, part of The United States Regional Resilience Fund, a collaborative program between the Regional Arts Organizations supported by the Andrew W. Mellon Foundation.
- Jamie Dunlap has worked with the Mid-Atlantic states on the Mid-Atlantic Teaching Artist Convening which will be held throughout the month of August through online sessions. There will be a wide range of topics and speakers from across the 7-state area.
- Sarah Merritt researched and produced the PCA's Reopening Tips and Resources guide. Yesterday, in partnership with the PA Humanities Council, Sarah presented a reopening webinar for organizations across the state.
- Norah Johnson worked with Americans for the Arts on "The Experts Guide to Marketing the Arts" which is a course equipping small and mid-sized arts organizations with the marketing and audience engagement tools to broaden and deepen their relationships with audiences. This is a six-module online course with the goal of supporting art organizations across the country by exploring topics like audience development, digital marketing, and other current marketing trends. This is free of charge to Pennsylvania organizations.
- Norah also developed and oversaw the communications strategy for keeping PCA's grantees, general constituency, and legislative contacts up to date amid the pandemic—particularly regarding unexpected financial changes to the commonwealth's fiscal status
- Amy Gabriele, Ian Rosario, and Seth Poppy worked to process grant award agreements and payments during an especially challenging year. They have also moved quickly to process the CARES Act grant agreements in record time.
- Heather Doughty has provided policy review and analysis on federal, state, and local level.

Chair Parks stated that every disaster presents opportunities and that Eastern Pennsylvania is benefiting from new diaspora in New York. Parks stated that home sales in northern Pennsylvania is skyrocketing because of people leaving the New York City and because of this, Pennsylvania will attract its fair share of workers in the creative sector. Parks stated that digital working opportunities will not change and that businesses are finding that they will incur less expenses by having employees working from home. Chair Parks added that the work that the Council has already done in terms of Creative Communities is essential to Pennsylvania attracting its fair share of creative workers as well as other workers in fields such as accounting, marketing, and supply chain management.

Chair Parks explained that this will create two issues for public policy in Pennsylvania. The first is regarding access to broadband internet. Parks stated that this will be crucial to attracting these workers and the arts are going to play a very big role in terms of how communities attract distance workers back here to Pennsylvania. Parks thinks the PCA has an opportunity to attract people to Pennsylvania if they are provided with a reason to do so.

Chair Parks encouraged everybody to move forward with the advances that have been made in terms of helping communities develop with the arts and attracting folks like these distance workers back to Pennsylvania.

Chair Parks asked for other Council members to offer any updates.

Representative Ciresi stated that from a legislative side, the importance of the arts is known. Ciresi reported that three weeks ago, he put together a call to resident companies and the Kimmel Center with Secretary Levine to talk about how to phase back into the arts. Ciresi stated that the conversation was very enlightening, and it was interesting to hear what all the resident companies are doing. Ciresi explained that the PCA will have to keep promoting how important the arts are with a consistent message, using Facebook and other social media tools. Ciresi added that we are going to see some of the major arts organizations disappear if this pandemic continues. He reported that Broadway announced that they will not consider performing at least until January

which means there will be no Broadway show tours going out until March or April which is a major issue for Philadelphia and Pittsburgh as far as the Heinz Center and the Kimmel Center.

Representative Ciresi stated that he is seeing more and more arts organizations saying they do not know what they can do. He added that Kimmel furloughed 75% of their staff and he knows that a lot will not be coming back. Ciresi said that we need to continue to share creative ideas that may help the arts because as winter approaches, there will be another issue with this virus. Representative Ciresi stated that we need to keep pushing for support for the arts and thanked everybody on the call for supporting everything the PCA is doing.

Chair Parks stated that perhaps the PCA could push for what they are doing in Germany and in the UK, which is the tradition of public funding for the arts, which is much greater in Europe than it is here. Parks said that going to the private sector and requesting its help will be challenging as well but very important. Parks explained that large and small arts organizations will be lost before this pandemic is over and added that any kind of public policy that can be put into place will be essential.

Senator Ward discussed with importance of broadband connectivity. She stated that it has been an issue in rural Pennsylvania for quite some time. Senator Ward stated that the pandemic has necessitated requiring telework and schoolwork from home and that this brings importance of connectivity to the forefront. Ward reported that there is support in both the House and Senate for these improvements and that there are bipartisan and bi-cameral committees in the house and senate working on this issue. She stated that there is movement and the legislature working diligently on this issue. Senator Ward added that this is something the legislature is hoping to have solved in the very near future.

Chair Parks stated that Council has expressed a strong area of concern for those parts of state that have poor or no broadband internet and that it is critical for not only of those regions but for the state itself.

Ms. Goldberg added a comment about the wonderful work that has been done with the Army bands and all the military bands. She stated that they are true cultural ambassadors and these bands continue to provide music and arts internationally. Ms. Goldberg reported that she and her husband were given the opportunity to provide commentary and video of a production that was done for the Fourth of July, which was originally supposed to be a live performance on the Delaware, but because of virus, was virtual. Ms. Goldberg and her husband were given the opportunity to provide commentary on video for this production which was aired locally and internationally.

Chair Parks thanked Ms. Goldberg and her husband for the wonderful work that they do with the military bands.

#### **ITEM 16 INFORMATION: Executive Director's Report**

*Karl Blischke, Executive Director*

Mr. Blischke thanked the Council members for their work over the past two months and stated that frankly, there have been more Council Meetings and Special Council meetings in the last two months than are normally held in an entire year. Mr. Blischke added that the Council's work and engagement has been key and that this quick action was essential in being able to provide additional flexibility to all of the grants that were made to our partners in a timely fashion. Blischke added that this has made a big difference in allowing countless projects and organizations across the state to use PCA funds in new ways of engaging audiences and this is in part due to the quick actions of Council.

Mr. Blischke also thanked Council for the quick action with the CARES Act Fund and stated that the PCA was able to get guidelines approved, take in the applications, and have Council action all again on a quick timeline.

Mr. Blischke thanked staff for having to work in a different environment to try to process applications and payments in a tremendously difficult year. He also thanked staff for making themselves a part of local, state, and national conversations and helping the PCA to recruit communities that the PCA really needs to be a part of, the community and economic development field.

Mr. Blischke explained to Council that the PCA passed its strategic plan prior to the pandemic and stated that the high-level goal areas in PCAs overarching value in the strategic plan still makes sense. Blischke added that the staff's specific action plan will be reviewed in the coming week and that forward strategies in the overall strategic plan will likely need to be adjusted based on the reality that we are in. Blischke added that it has now been months since most arts organizations were earning money in the way that they have in the past, so this is going to be critical.

Blischke reported that over the next few weeks, we will be spending a lot of time communicating both with officials and our grantees so that they understand this unprecedented situation, the five month budget, and why the grants looks the way they do.

**ITEM 17 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 11:00 a.m.**