

**Minutes
Council Meeting
July 8, 2022
9:00 a.m.**

Hybrid Meeting:
In Person at Harrisburg University – Boardroom
& Virtually via Microsoft TEAMS

COUNCIL MEMBERS PRESENT IN PERSON: Chair Parks, Mr. Gabel, Ms. Goldberg, Judge Morgan, Mr. Stull, Ms. Zaborney

COUNCIL MEMBERS PRESENT VIA MICROSOFT TEAMS: Mr. Astorino, Representative Ciresi, Ms. Gunderson, Representative Labs, Ms. Vilayphonh, Mr. Warfield.

COUNCIL MEMBERS NOT PRESENT: Mr. Alaquiva, Mr. West.

STAFF MEMBERS PRESENT: 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; Amanda Lovell, Director of Access to the Creative Sector; Sarah Merritt, Director of Creative Communities; Dana Payne, Director of DEI Initiatives, Diverse Cultures & Heritage; and, Ian Rosario, Grants Liaison.

GUESTS PRESENT: Rodney Akers, Chief Counsel; Katie Kovalsky, Extern, Chief's Counsel's Office

SPEAKERS PRESENT: Charles Palmer, Harrisburg University; Jamie Brunson First Person Arts

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

Chair Parks welcomed those in attendance and took a moment to recognize William (Bill) Lehr, who passed away in May. Chair Parks stated that he respectfully requests opening this meeting in Bill Lehr's honor. Among his many examples of his dedication to the arts and culture, Bill served on the boards of more than 30 nonprofit and public-private organizations, acting as chairman of the board for over a dozen, including Americans for the Arts. Lehr was appointed to serve on the Pennsylvania Council on the Arts in 2011.

Chair Parks welcomed PCA's Chief Counsel, Rodney Akers and the Office of General Counsel's summer intern, Katie Kovalsky.

ROLL CALL:

Karl Blischke, Executive Director

Mr. Blischke called the roll. A quorum was established

ITEM 2: REQUESTS FOR PUBLIC COMMENTS:

Chair Parks asked if the PCA received any requests for public comments. There was no request for public comments.

CONFLICTS OF INTEREST

Jeff Parks, Chair

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

ITEM 3 APPROVAL OF MINUTES:

March 10, 2022 Council Meeting:

Chair Parks asked for a motion to approve the March 10, 2022, Council Meeting Minutes. Mr. Stull made a motion to approve the minutes. Ms. Goldberg seconded the motion. Motion carried, none abstained or opposed.

ITEM 4 ACTION: Authorization for the Executive Director or Deputy Executive Director to Submit Applications for which State Arts Agencies are Eligible

Karl Blischke, Executive Director

Mr. Blischke stated that this action item allows PCA to apply for federal funds from the National Endowment for the Arts, which PCA applies to annually and receives grants. Blischke explained that more recently, PCA has used this authority to apply for other funds for which the PCA was successful. Blischke stated as an example that last year PCA applied for and received \$60,000 from the National Assembly of State Art Agencies to support creative aging. Mr. Blischke added that even more recently, PCA applied to the Appalachian Regional Commission to support the creative entrepreneur program and was successful and received a \$500,000 award.

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

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

ITEM 5 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

Mr. Blischke reported that this action item allows PCA staff to carry out administratively the actions and grants that Council authorizes.

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

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

ITEM 6 ACTION: Authorization for the Executive Director or Deputy Executive Director to Appoint Panelists to Serve on Panels for the 2022-2023 Fiscal Year

Karl Blischke, Executive Director

Mr. Blischke explained that for many of the PCA's programs, part of the application and review process includes panels that are convened to help assess applications and develop recommendations for Council's consideration. Blischke explained that this action item authorizes PCA staff utilize this process and to appoint those who would serve as panelists.

Vice Chair Gabel stated that he assumes that over the past two years, the panels have been conducted online and Mr. Blischke affirmed that they have been virtual. Mr. Gabel asked if it has been easier to recruit more panelists as well as more diverse panelists by conducting the panel reviews virtually as opposed to having to travel to Harrisburg. Mr. Blischke said that this question is one that was considered not only for public meetings such as this Council meeting, but also the panels. Mr. Blischke stated that having meetings virtually has helped participation.

Ms. Gabriele stated that PCA has started paying panelists an honorarium. Blischke explained that this has helped to allow the broadest level of participation from those who may not have paid time off from their work.

Ms. Goldberg asked if PCA's review process has been changed as a result of Covid.

Mr. Blischke answered that it did change out of necessity and stated that there are benefits to having a digital process and application materials. Blischke stated that he thinks this will be a permanent feature in lowering the costs of grantmaking. Blischke added that applicants can send their content digitally, rather than sending slides as was done in the past.

Ms. Goldberg asked if any panelists have expressed that they have had difficulty doing the review process digitally.

Ms. Payne stated that some panelists have stated that they would rather have a hard copy of the panel materials, but others are fine doing everything virtually. She added that the process is trending toward virtual panels.

Ms. Gunderson asked how PCA staff and Council ensure that there is diversity of panelists.

Ms. Payne stated that it depends on the panel. She explained that it is preferable for panelists to reflect the applicants. As an example, she explained the process of making an open call for a Folk and Traditional Arts Apprenticeship panel. Ms. Payne stated she would be looking for individuals who reflect the culture of a wide range of applicants as well as individuals who have experience in the field. She added that this is the same process for Preserving Diverse Cultures.

Ms. Lovell stated that after the Entry to Program Panels, de-briefs were conducted after each panel. She stated that in situations where PCA staff felt that the panel was not diverse enough, staff made sure that this was noted and discussed with the partners, and strategies were offered on how the panels can better be diversified.

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

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

ITEM 7 ACTION: Recommendation for Preserving Diverse Cultures Division

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

Ms. Payne reported that the Preserving Diverse Cultures division currently offers two grantmaking opportunities: the Community-Based Engagement Project Grant and the Strategies for Success capacity building program. Ms. Payne stated that the Community Based Engagement Project Grant is a one-time, project-based grant and Strategies for Success is a multi-year, multi-level capacity building program.

Ms. Payne reported that on May 25-26, the seven-member panel for Strategies for Success convened to assess applications. She explained that the panel received training via orientation prior to the panel meeting which was convened virtually.

Payne directed Council to pages 18-20 to see the list of Strategies for Success applicants, the county, and their assessment scores. Ms. Payne stated that a total of 36 applications were submitted, however one was not recommended for funding.

Ms. Payne stated the Community-Based Engagement Project grant is a program that has a two-step process. She explained that the first step is a letter of interest and out of 18 letters of interest that were submitted, 15 were recommended to proceed to the second step of submitting a full application for support for their project. Ms. Payne stated that out of the 15 that were approved to proceed to the next step and submit a full application, only seven applicants submitted full applications.

Ms. Payne reported that she convened a two-member panel, and the panelists reviewed the seven applications and recommended all of those applications for support in the amount that was requested by the applicants. Payne referred to page 21 of the Council Book which contains the list of panelists for both programs. Ms. Payne added that recommendations for funding were made to support projects serving BIPOC communities in Allegheny, Lehigh, Philadelphia, and York counties.

Payne reported that panelists of both panels made note of the value of the funding and the technical assistance provided to the BIPOC artists organizations and communities in both programs and stressed the importance of continued equitable funding and capacity building resources.

Ms. Payne shared a brief impact statement from a former Strategies for Success program participant, the Japan American Society of Greater Philadelphia. Payne stated that this organization transitioned out of the program at the advanced level.

Ms. Payne stated that PCA staff recommends funding in the amount of \$477,962, representing \$453,500 to support 35 Strategies for Success applicant organizations and \$24,462 to support seven Community-Based Engagement projects.

Representative Ciresi asked for clarification about those organizations that were not recommended for funding and the reasons why.

Ms. Payne replied that one of the main reasons is that an applicant may not be a fit for the program. She explained that for Strategies for Success, an applicant may not be recommended for funding primarily because they have exhausted eligibility at each of the three levels so they wouldn't be eligible for that particular program.

Judge Morgan had a question regarding the counties referenced on the chart in the Council Book. He mentioned that most are from Philadelphia and that very few were from Allegheny County. He asked if it was possible that PCA is not getting the word out to the Northeast because he is surprised that there is nothing from Scranton, Wilkes-Barre, Hazelton, or Lackawanna.

Ms. Payne replied that there are a lot of potential organizations in Pittsburgh, but Pittsburgh has a sizeable funding community. She gave the Pittsburgh Foundation and Heinz Endowment as examples and their processes are less cumbersome than the Commonwealth's grantmaking process which is mandated by executive orders. Payne also stated that some of these organizations have transitioned out of Strategies for Success and now are in programs such as AOAP.

Chair Parks stated that in the past, he has seen references to Native American oriented organizations and asked if PCA still has any active Native American organizations supporting Native American culture.

Ms. Payne responded that PCA has good relationships with many of the indigenous artists or artists that are representing indigenous organizations and it is just a matter of whether they want to apply for funding through the PCA. Payne mentioned that PCA has two indigenous organizations in Preserving Diverse Cultures and added that PCA has a good relationship with Native Americans representing the Carlisle Indian School and the work that they are doing.

Chair Parks stressed the importance of creating awareness that these opportunities exist.

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

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

ITEM 8 ACTION: Recommendation for Funding Parameters for Arts Organizations and Arts Programs (AOAP)

Ian Rosario, Director of AOAP and Grants Liaison

Mr. Rosario reported that this memo focuses on the Arts Organization Arts Program (AOAP) track which funds one of PCA's general operating support categories.

Mr. Rosario stated that during Fiscal Year 2020-2021, Council implemented the new funding strategy for AOAP which addresses the historical inequities faced by Black, Indigenous, and People of Color (BIPOC) and rural communities.

Mr. Rosario stated that later in the meeting, Jamie Brunson from First Person Arts, who saw an increase when we implemented the new funding strategy, will join the meeting to present on the impact of funding for her organization.

Mr. Rosario reported that the PCA staff recommends that the BIPOC and rural recipients receive \$26,000 with the non BIPOC and non-rural organizations receiving \$13,000 which is line with what they have been receiving over the past two cycles.

Rosario stated that PCA staff also recommends that the grants do not require a match, the grants may be used for capital expenditures and the grantees must sign the AOAP Grant Award Agreement within 45 days. Rosario explained that this is a new policy that has been recommended in the past few cycles.

Rosario added that as recovery proceeds, Council can revisit these policies with respect to future fiscal years.

Chair Parks requested a correction in the language on the memo in the Council Book. Parks stated that the recommendation in the memo reads "rural, BIPOC grantees." Parks explained that the recommendation should read rural and BIPOC grantees.

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

Mr. Gabel made a motion to approve the recommendations as presented and amended in the Council materials. Ms. Gunderson seconded the motion. Motion carried, none abstained or opposed.

ITEM 9 ACTION: Recommendations for Entry to AOAP Funding

Jamie Dunlap, Jamie Dunlap, Chief of Creative Catalysts & Lifelong Learning

Chair Parks stated that he is aware of the following conflict of interest: Council Member West for Rivers of Steel Heritage Corporation. Parks explained that since Council Member West is not present at the meeting at this time, there will not be a need to have two separate approvals.

Ms. Dunlap stated that Entry to AOAP is the point of entry to PCA funding for applicants with flexible ongoing support for the AOAP category. Dunlap explained that this is the on-ramp, and it is for organizations that have an annual revenue size of \$200,000 or more.

Dunlap stated that PCA received 56 Entry to AOAP applications, which is an increase from the previous year which was 39 applications. Ms. Dunlap explained that part of this increase is due to the organizations that missed the AOAP deadline and added that part of PCA's policy is that if the AOAP deadline is missed, in order to receive funding from the PCA, organizations must come back into the Entry to AOAP category.

Ms. Dunlap reported that a two-day virtual panel was held on May 4 & 5 to review the 56 applications, and of those applications, PCA staff is recommending 40 of the 56 applications be funded for a total of \$200,000.

Dunlap explained that the list of Entry Track applicants and funding recommendations are listed in the council book. She added that all yellow highlighted rows are recommended for FY 2022-2023 funding and all rows highlighted in grey are not recommended for funding.

Ms. Dunlap pointed out that PCA staff encouraged the applicants, whether funded or not, to reach out to PCA for panel comments because the benefit of having panel reviews is to get thoughtful feedback, suggestions, and recommendations from experts in the field.

Ms. Zaborney asked if PCA staff sends out the panel scores to the organizations, whether recommended or not.

Ms. Dunlap replied that PCA staff sends out communication to those recommended as well as those that were not recommended, and in that message, the applicants are encouraged to reach out to PCA staff. Dunlap explained that the scores are not typically given out only because it varies from year to year based on the overall panel score. Dunlap stated that she will walk through the review criteria and provide comments on each section: quality of the program, accessibility, and management.

Ms. Gunderson asked if PCA staff sees organizations that may have been denied one year come back and re-apply. Ms. Dunlap replied that many times these organizations re-apply, and she added that many of the organizations seen today are ones that have re-applied. Dunlap added that these organizations must be recommended to transition into AOAP, so organizations may remain in Entry to AOAP for two to three years until they are recommended to transition.

Judge Morgan had a question about an organization that he formerly served on as a trustee and whether this is considered conflict of interest. He added that he is no longer affiliated with that organization.

PCA's General Counsel, Rodney Akers, stated that since Judge Morgan is no longer affiliated with the organization, there isn't an actual conflict of interest, but it is advised that Council Members, in situations where there may be a perceived conflict of interest, as an abundance of caution, Judge Morgan may elect to abstain.

Ms. Zaborney made a motion to approve the recommendations. Mr. Stull seconded the motion. Motion carried, none opposed, and Judge Morgan abstained. Chair Parks also noted that Mr. West was not present at the meeting, did not vote and did not speak on this motion.

ITEM 10 ACTION: Recommendations for Pennsylvania Partners in the Arts – Region 12

Amanda Lovell, Director of Access to the Creative Sector

Ms. Lovell reported that Region 12 covers the counties of Bedford, Blair, Cambria, Fayette, Somerset, and Westmoreland. Ms. Lovell explained that PCA staff held discussions with Westmoreland Museum of American Art concerning its role as a PPA Partner beyond the Fiscal Year 2021-2022. Lovell stated that commencing with Fiscal Year 2022-2023 funds and programming, the Westmoreland Museum will no longer serve as the PPA partner for Region 12.

Lovel explained that PCA will be working with PCA's Region 10 Partner which is Community Partnerships RC&D to oversee, in the interim, the distribution of funds, contracts and final reports for both Entry to Program Stream and Program Stream.

Ms. Lovell reported that there are 12 Entry to Program Stream grantees and a funding amount of \$24,000 for the Fiscal Year 2022-2023. Lovell stated that Community Partnerships RC&D will also distribute \$24,000 for the Fiscal Year 2022-2023 for Program Stream grantees.

Ms. Lovell stated that PCA staff is recommending that \$12,000 is given to Community Partnerships RC&D to cover the administrative costs that they may incur in working with the PCA in dispersing these funds. Ms. Lovell explained that Community Partnerships RC&D has worked with the PCA in the past and PCA staff believes this organization is a good fit for this transition.

Ms. Lovell stated that in addition, PCA staff is working with the Westmoreland Museum of American Art so that they will continue to distribute any remaining Creative Entrepreneur RCEA Program grant funds. Lovell added that they have until August 31, 2022, to roll out any funds these creative entrepreneurs that are in process and after August 31, 2022, any funds that have not been dispersed will be returned to the Commonwealth. Ms. Lovell stated that Westmoreland Museum will also have to complete any final reports and submit any documents to the PCA.

Ms. Lovell said that PCA staff and Westmoreland staff will work to ensure that there is appropriate messaging so that communication is seamless between both parties. She added that moving forward, PCA staff is looking forward to starting the selection process for a new partner.

Mr. Gabel asked if the funding that is being provided for the Partners is enough to cover their administrative costs.

Mr. Blischke stated that in our partnerships, particularly for PPA and for Arts in Education partnerships, we provide a significant amount of administration. Blischke explained that PCA is paying for reach and cannot get that reach without being decentralized. Mr. Blischke added that the amount of money likely does not cover everything and stated that an organization needs to see this partnership as key to their own self-interest and their own goal making. Blischke added that this is something PCA staff is looking at because costs are going up so this is something PCA will need to continue to monitor.

Mr. Gabel asked if the long term PPA partners see continuing in this program as being in their best interest.

Ms. Blischke stated that becoming a grant maker can make an organization visible in the community. That also can attract other funding sources. This has been seen in PPA, Arts in Education and Folk Arts programs.

Chair Parks stated that the current system is good and is important to extend the reach of arts grants to communities throughout the commonwealth, but he stated that he thinks it is very challenging for even large arts organizations to become grant makers. Chair Parks added that organizations need to understand that this is not a profit making activity so things like community foundations, for whom that's their mission, seem to be a great fit for this but he is sure there are other agencies that would fit this as well.

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

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

ITEM 11 ACTION: Recommendations for Funding Parameters for Pennsylvania Partners in the Arts Partnership

Amanda Lovell, Director of Access to the Creative Sector

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

Ms. Lovell reported this is the recommendation for funding parameters for the Pennsylvania Partners in the Arts Partnership.

Ms. Lovell stated that PCA staff is requesting the approval of Fiscal Year 2022-2023 administrative funding in the amount of \$638,907.

Ms. Lovell explained that there is a budget formula that was used to come up with this figure. Lovell stated that the partners oversee Program Stream, Entry to Program Stream, as well as the program which is the Creative Entrepreneurs Accelerator Program.

Ms. Lovell stated that the PPA Program Stream funding formula and regional funding amounts in program stream grants provide general operating support funds for organizations with an average fiscal size of less than \$200,000. She explained that in Fiscal Year 2021-2022, Program Stream grantees each received a grant award of \$3,000. Lovell stated that for Fiscal Year 2022-2023, PCA staff recommends a funding parameter of \$3,000 per grant award.

Lovell noted that Region 12 is a region that was previously discussed which covers Bedford, Blair, Cambria, Somerset, and Westmoreland Counties. Ms. Lovell explained that Community Partnerships RC&D is being recommended to manage the Program Stream and Entry to Program Stream for an administrative amount of \$12,000.

Chair Parks asked the Council for any questions. Hearing none, Chair Parks asked for a motion to approve the recommendation with the exception of The Foundation for Enhancing Communities.

Mr. Stull made a motion to approve the recommendations. Judge Morgan seconded the motion.

Ms. Zaborney noted that she no longer serves on the board for the Foundation for Enhancing Communities but will abstain from this vote.

Chair Parks requested to amend the earlier motion to include the Foundation for Enhancing Communities.

Mr. Stull made a motion to approve the recommendations. Judge Morgan seconded the motion. Motion carried, none opposed. Ms. Zaborney abstained from this vote.

ITEM 12 ACTION: Recommendations for Funding Parameters for Entry to Program Stream

Amanda Lovell, Director of Access to the Creative Sector

Ms. Lovell reported that he was able to attend every virtual panel meeting, and this provided her with a deep understanding of the program. She stated that most panels lasted for days and the panel in Philadelphia lasted over one week.

Ms. Lovell reported that in fiscal year 2021-2022, the PCA Staff, in collaboration with the 14 regional PPA Partners, transitioned their communities over to the Entry to Program Stream Grant from Project Stream. Ms. Lovell provided an overview of the difference between these two programs.

Lovell stated that in all of the panel reviews, in looking at general operating support, DEI was a focus of the conversation, and the thought process was looking at DEI through that lens. She stated that when looking at general operating support, panelists want to see that the organization is sustainable, that they are forward thinking, and are relevant and aware of what is happening in their communities.

Lovell explained the panels reviewed the general operating support for the Entry to Program Stream for the 2022-2023 fiscal year.

Lovell stated that through the panel review and the recommendations both from the partners as well as the PCA staff, a threshold was created of who would be eligible of receiving the funding and it was determined that 147

organizations throughout the state meet eligibility and compliance requirements and are proposing \$2,000 grant awards totaling \$294,000 for Fiscal Year 2022-2023 for the Entry to Program Stream grant program.

Mr. Gabel asked General Council Akers about a potential conflict of interest in Region 9, The Gettysburg Theatre is a dues paying member of Pennsylvania Presenters, and he personally has given money to Waldo and Company.

PCA's General Counsel suggested that Mr. Gabel abstain from voting on this action item.

Ms. Goldberg stated that she was curious to know what the smallest organization that PCA has, we know it is under \$200,000 but what is the budget size.

Ms. Lovell replied that they received information of revenue sizes of \$500. She stated that PCA is taking a good look at the revenue sizes of these organizations.

Ms. Goldberg stated that in the past she has looked at some of the applicants and noted that those with the larger budgets were many times better prepared, in most cases, because they could afford to have it prepared properly. Ms. Goldberg asked if PCA has come up with any solutions to help those organizations with the small revenue sizes complete the application process? She wonders if these smaller organizations are perhaps losing out because of that factor.

Ms. Lovell stated that overwhelmingly, through their panel debrief, that was a major area of concern that was communicated to PCA staff through many of the panelists that went through the process. Lovell explained that some of the partners in the larger regions hold grant writing workshops to anybody who is interested because they do get an overwhelming number of applicants. Lovell also stated that this issue is discussed on the monthly partnership calls in an attempt to find solutions.

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

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

ITEM 13 ACTION: Update on the Creative Entrepreneur Accelerator Program

Amanda Lovell, Director of Access to the Creative Sector

Ms. Lovell provided an update on PCA's new program, the Creative Entrepreneur Accelerator Program.

Ms. Lovell reported that PCA staff conducted a six-month touch-base with the partners in taking a look at the program and seeing how it is doing in its first six months of operating. Ms. Lovell stated that the partners have embraced this program and added that it has given them some energy. She stated that the communities have also embraced this program as well as the creatives who are benefitting from it.

Ms. Lovell stated that in the first six months, there has been 294 grantees across the Commonwealth that have benefitted from this program. She added that out of 67 counties, 38 counties have been served and PCA has awarded \$590,205.

Ms. Lovell stated that in terms of BIPOC and low income funded, which is a large focus and reach of this program, 279 out of 294 grantees are identifying as either BIPOC or low income with 83 as identifying as both.

Ms. Lovell reported that one of the things that PCA staff will be focusing on with this program is defining what makes a creative entrepreneur, what does that entail and who is that person.

Ms. Lovell directed Council to the memo in the Council Book that provides testimonials from some of the program grant recipients.

Ms. Lovell stated that she will continue to keep Council up to date on the program's progress.

Mrs. Goldberg had a question about the decision-making process when somebody requests a grant in this program.

Ms. Lovell replied that the decisions are made by small business development centers and partners working collaboratively together and gave an overview of this process. Lovell added that the small business development centers and PPA partners are collaborating to find the best formula for the organizations within their regions.

Chair Parks asked formation about the documentation process of these grantees in terms of where they go from here. He asked there is some sort of follow up mechanism and if any of these grantees are led into opportunities with PCA's CDFI loan program.

Mr. Blischke responded that in terms of tracking that information, part of PCA's \$500,000 grant from the Appalachian Regional Commission (ARC) will help support the impact measurement of this.

ITEM 14 ACTION: Recommendations for the Arts in Education (AIE) Division Funding for 2022-2023 Budget
Jamie Dunlap, Chief of Creative Catalysts & Lifelong Learning

Chair Parks stated that the Council is aware of the following conflict of interest: Chair Parks for ArtsQuest and Council Members Zaborney for the Indiana University of Pennsylvania Arts Path.

Ms. Dunlap reported this this memo is related to Arts in Education division funding for Fiscal Year 2022/2023.

Ms. Dunlap stated that PCA staff is recommending \$1,644,776 be approved for Fiscal Year 2022/2023 funding for Arts in Education Partnership Residencies and Long-Term Residencies.

Ms. Dunlap commended the Arts in Education partners. She stated that in Fiscal Year 2020/2021, which was very challenging due to the pandemic, the Arts in Education partners stepped up, even with the Covid related challenges with working in schools and were able to have 230 residencies connected to working with 8,000 people participating across the Commonwealth. Ms. Dunlap recognized that there was a lot of effort that went into planning in person, hybrid, online, shifting schedules, shifting needs and they were able to accomplish that.

Ms. Dunlap stated that moving forward, funding for PCA's Arts in Education partners, will look at the same AIE funding formula that has been used in the past to support the administration and the partnership residency work in each service region. She stated that the one thing to note is that there is \$953,288 for partnership admin being recommended and \$580,288 for residency support.

Ms. Dunlap displayed a chart that shows the breakdown by partner organization. Dunlap explained that PCA's formula has remained the same and PCA staff is recommending that it continues to remain the same of \$20,000 as the base amount per partner and \$1,500 per county that they serve. She stated that some serve as few as three counties and others serve up to six or seven counties. Dunlap added the funding formula is determined by a \$.05 cents per capita, funding by population.

Dunlap reported that there is a minimum of \$50,000 and a maximum of \$100,000 for administration and there is a minimum of \$30,000 and a maximum of \$75,000 for residency funding.

Dunlap stated that in addition, PCA staff is also including reimbursement for meeting expenses. There are normally two meetings each year, one in the Spring and one in the Fall that every AIE partner is required to attend. She stated that typically these are held in person, but they have been, more recently, virtual but are moving back into the in-person model.

Dunlap also stated that each partner region is also allotted \$1,500 to manage the regional Poetry Out Loud competition for over a decade now and being funded and developed by the National Endowment for the Arts and the Poetry Foundation.

Chair Parks asked the Council for any additional questions. Hearing none, Chair Parks asked for a motion to approve the recommendation, except for the grants to ArtsQuest and Indiana University of Pennsylvania ArtsPath.

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

Regarding the conflicts of interests mentioned above, Chair Parks turned the meeting over to Vice Chair Gabel.

Chair Parks asked to let the record show that he turned over the meeting to Vice Chair Gabel for the purpose of the next motion.

Vice Chair Gabel asked for a Motion to approve the recommendation for those grants with which the Council Members Parks and Zaborney have a conflict of interest.

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

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 any discussion of this motion or vote on the motion.

Vice Chair Gabel returned the meeting to Chair Parks.

ITEM 15 ACTION: Recommendation for Long Term Residency Funding

Jamie Dunlap, Chief of Creative Catalysts & Lifelong Learning

Ms. Dunlap explained that Long Term Residencies (LTRs) are taking PCA's standard residency model of 10 to 20 days in length in which a professional artist is going into a school or a community setting and increasing it to 60 days. Dunlap stated that this provides an opportunity for a longer-term impact and relationship to be built between the teaching artist and residency site.

Dunlap stated that this program has been in effect for a little under a decade; however, over the last several years, the PCA supported long terms residency projects have decreased as far as applications received and the number PCA has been recommending to fund.

Dunlap explained that several of these projects have been receiving support annually for over five years which is resulting in becoming an issue of a source of ongoing operational support for these organizations. Dunlap stated that PCA would most likely help these projects find other courses of support and collaboration opportunities through PCA's Arts in Education partners that PCA supports in all 67 counties across the Commonwealth.

Ms. Dunlap stated that PCA staff will continue to explore and develop new partnerships with other state agencies and associations that will increase the opportunities for the citizens of the Commonwealth to participate in arts learning experiences.

Ms. Dunlap stated that PCA staff recommends that beginning in Fiscal Year 2023-2024 PCA will discontinue the LTR funding and instead provide support to new lifelong learning in the arts initiatives such as our Department of Conservation and Natural Resources initiative with State Parks. Ms. Dunlap explained that those efforts will continue to be supported through PCA's Arts in Education partners.

Ms. Dunlap explained that if this recommendation is approved, PCA staff as well as partners will communicate and encourage any past recipients, or anyone interested in a LTR application to connect to those Arts in Education partners to find out ways to collaborate and work together.

Ms. Gunderson asked if Ms. Dunlap has any sense of how many of the current recipients would be able to transition to this new model and if any would not.

Ms. Dunlap stated that any of the currently funded projects in the LTR program could fit into the current residency model with the partners. She added that there is room for those projects to continue and PCA will encourage that and will let the partners know to anticipate encouraging it as well.

Ms. Goldberg asked if the organization come to PCA with the teaching artist as a complete team and Ms. Dunlap said they do. Dunlap explained that for the LTR applicants come directly into the PCA for support as an established team. Dunlap added that because the application is collaborative in nature, there are questions that the artist must answer, and the project manager and the host site all have to have those pieces in place before they can apply.

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

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

ITEM 16 ACTION: Recommendations Folk & Traditional Arts Program

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

Chair Parks stated that he is not aware of any conflicts of interest other than one for Council Member West for Heritage Steel Corporation but stated that Mr. West is not in attendance so only one vote will need to be completed.

Ms. Payne reported that The Pennsylvania Council on the Arts' (PCA) Folk & Traditional Arts program consists of the Apprenticeships in Traditional Arts grants program, the Folk Arts Partnership and commissioned fieldwork. Ms. Payne gave a brief overview of each program.

Ms. Payne referenced the information in the memo on page 50 of the Council Book to see the list of applicants, their geographic location and assessment scores.

Ms. Payne stated that PCA received 26 applications for the apprenticeships. Of these 26 applications, Ms. Payne explained that one applicant was not eligible.

Ms. Payne reported that the 25 applications were reviewed virtually by a five-member panel and the advisory panel recommended funding for 19 of those applications.

Ms. Payne explained that the PCA's Folk Art Partnerships consists of 14 regions which are organized in alignment with PCA's AIE and PPA partnerships. Payne added that PCA currently has 8 folk arts partners, providing coverage in a total of 40 counties and this past January, PCA opened applications to the remaining regions.

Ms. Payne stated that letters of interest were received from four organizations, of which two were approved to submit a full application for consideration. Payne reported that applications were reviewed by a two-person internal panel which consisted of Jamie Dunlap and Amy Gabriele because of their wealth of experience in dealing with partnerships.

Ms. Payne reported that two organizations were recommended for provisional partnerships: The Pennsylvania Rural Arts Alliance and 3 Dots Downtown. Ms. Payne stated that PCA now has the ability to increase coverage from 40 counties to 49 out of Pennsylvania's 67 counties.

Ms. Payne stated that PCA staff recommends that Council approve funding in the amount of \$245,119 which represents \$160,000 to support the 8 current folk art partner organizations and the two new provisional partnership organizations at \$16,000 each. Payne added that PCA staff also recommends that Council approve funding in the amount of \$73,119 in support of 19 apprenticeship projects.

Ms. Payne stated that the second recommendation is funding in the amount of \$12,000 to pay Community Partnerships RC&D to administer those grant awards.

Mr. Stull asked why the Native American House was not included on the list of applicants.

Ms. Payne stated that one reason is that they applied for a region that was already taken. Ms. Payne explained that once Council approves a region for partnership, they maintain that status for five years, unless they are not fulfilling their goals or their part of the partnership agreement. Ms. Payne also stated that it was determined that a better match for this organization is to go into a community-based engagement project grants or possibly a PPA general operating support grant to help them to become more familiar with funding processes.

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

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

ITEM 17 ACTION: Recommendations for Creative Communities Initiative

Sarah Merritt, Director of Pennsylvania Creative Communities

Ms. Merritt reported provided a recap about PCA's Creative Communities initiative. Merritt stated that communities can receive up to \$25,000 per year for up to four years and that to date, all of them have gone for

that full \$25,000. Merritt explained that this grant does require a one-to-one match and 50% of that match can be in kind.

Merritt stated that this is a reimbursement grant and grantees must pay their expenses and then submit to get reimbursed by the state.

Ms. Merritt explained that some of the requirements of the project is that it must be a place based project, it needs to be a partnership of at least two organizations, and in the eight existing communities, the partnership is typically about six to eight.

Ms. Merritt stated that the projects must have the support of the communities' local government in the form of at least 10% of the matching requirement and that can be cash or in kind. She added that the local government needs to approve a resolution showing its support for the project.

Ms. Merritt reported that there are three parts to this memo. She stated that the first part is regarding two name changes. The first is a community that is requesting to change their lead applicant. Merritt said that this is the Creative Community in Sharon and the Valley Fab Lab. Merritt explained that this typically has been managed by the Shenango Valley Chamber of Commerce, which had a change in leadership and decided to take a step back. Merritt explained that they still want to remain involved in the project but would like to have Gannon University Small Business Development Center take the lead.

Ms. Merritt stated that the second change is the Allentown Project which has been led by the Cultural Coalition of Allentown, an organization that came into the program in March of 2021. Merritt explained that in early 2022, this organization merged with the Lehigh Valley Arts Council to become the Lehigh Valley Arts Council dba The Lehigh Valley Arts and Cultural Alliance. Merritt explained that this is essentially a name change.

Merritt stated that the second part of this memo is the eight existing Creative Communities project outlined on pages 52-53 of the Council Book.

Ms. Merritt reported that there are two new projects that PCA staff is recommending for approval. The first is in Berwick in Columbia County. Merritt stated that this project is the planning and implementation of the Downtown Berwick Arts District, and the lead applicant is the Central Susquehanna Community Foundation dba Community Giving Foundation – Berwick Arts Association.

Ms. Merritt stated that the second project that PCA staff is asking approval for is Barrio Alegria in Reading in Berks County. Merritt explained that for this project, Creative Communities would support a manager for creative placemaking projects in the South of Penn neighborhood of Reading which is predominantly a Latinx neighborhood. Merritt explained that they have some great projects that have already been implemented in the past. Merritt added that this organization has received national recognition for their creative placemaking work. Merritt said that it has been an honor to work with them in support of this important work that they are doing in their community.

Ms. Merritt reported that the next call for project proposals for this program will be in the Fall and added that it this is a highly competitive and much sought-after program. Ms. Merritt stated that she will provide Council with the guidelines once they come out so they can be shared with their communities.

Ms. Merritt also stated that the four pilot communities have been working with consultant Metris Arts Consulting to create evaluation tools to measure community impact that are very specific to their projects and can be implemented by the communities. Merritt stated that she hopes to report out on these findings during the December 2022 Council Meeting.

Mr. Gabel stated that this program is very exciting and asked by what measure are these highly competitive grants.

Ms. Merritt explained that since the rollout of this program, she has received 160 project proposal from 40 counties. Merritt added that typically she gets two to three emails or phone calls per week inquiring about the program as well as invitations from communities to come and talk about the program and provide advice on making applications as competitive as possible

Ms. Goldberg asked if the second cycle contained all new applicants or if they were applicants that did not get approved during the first cycle.

Ms. Merritt stated that they were all new applicant and that those who were not approved in the past are encouraged to reapply. Ms. Merritt explained this this Fall will be the third time PCA has put out an open call for project proposals and that former applicants who were not approved in past cycles are encouraged to apply.

Ms. Merritt also mentioned the Creative Communities Mini Grant Program that is in play in 23 communities and funds smaller grants. Merritt stated that these are one-time grants to recognize and support great work being done in those communities.

Ms. Goldberg asked for some clarification on the panel process. Ms. Merritt explained the panel meeting and voting process, with first selecting communities to be site visited and after the site visits and report back, the panel selects a certain number to submit a full application.

Mr. Blischke added information about the competitive nature of this process and said that it gives Council the opportunity to consider its own resources as well as the resources of other organizations. Blischke stated that there may be an opportunity to bring in investors and that is something that the Council can think more about going forward. Blischke mentioned that this is only PCA program that requires a local government resolution and a local government match and added that even in that case, Ms. Merritt is seeing a tremendous amount of interest.

Ms. Gunderman stated that she is interested in further discussion about how to expand this program in the future through different funding streams. Mr. Blischke agreed that this is a further opportunity for the PCA.

Ms. Goldberg said it will be interesting to see the growth of these organizations after the four-year cycle. Ms. Merritt agreed and stated that it has been amazing to see how these communities have been able to leverage other funding because of this program and provided some examples of these sources of funding.

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

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

ITEM 18 ACTION: Recommendations for Creative Catalysts

Jamie Dunlap, Chief of Creative Catalysts & Lifelong Learning

Ms. Dunlap stated that this is the first set of statewide Creative Catalyst Grant recommendations that PCA is bringing to Council for Fiscal year 2023/2023.

Dunlap referred to the two in the corresponding memo totaling \$18,000.

The first grant recommendation is Quantum Theatre. This organization came to PCA with an idea to take their knowledge in theater education and expertise and come up with a theater arts toolkit that will be designed for educators in schools. Ms. Dunlap added that this will be a free tool that will be offered across the state and will be available on their website and promoted through the Pennsylvania Theater Educators Association and PCA's Arts in Education Partnership Network. Ms. Dunlap also stated that this will include career exploration in theater arts.

Ms. Dunlap stated that the request is for \$8,000 and PCA staff is recommending \$8,000.

The second grant recommendation is Nueva Esperanza. This organization is proposing to present live, streamed performances statewide from Teatro Esperanza in Philadelphia, spotlighting Latinx artists from the Pennsylvania region and beyond with music, comedy, theater, and dance from Puerto Rico, Dominican Republic, Cuba, and Mexico. The five performances are:

- Latinx Composers by Astral Artists
- Stand Up! Bilingual Comedy Show with Che Guerrero
- iConexiones! – Music from Cuba by Orchestra 2001
- Christmas in the Barrio Latinx Holiday Event
- The Nichos Project by Tanaquil Marque

Ms. Dunlap explained that the livestreamed series will begin in November 2022 and will run through May 2023. The live stream performances will be promoted through web, social media, arts organization networks and the PA senior center network.

Ms. Dunlap stated that the request is for \$10,000 and PCA staff is recommending \$10,000.

Ms. Dunlap noted that both of both organizations need to have at least a one-to-one match to be able to apply.

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

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

ITEM 19 ACTION: Recommendations for Fiscal Year 2022-2023 Grants Budget

Amy Gabriele, Chief of Finance & Administration

Ms. Gabriele referenced page 57 of the Council Book which outlines the details of the entire PCA's 2022/2023 Grants Budget proposal. Gabriele explained that most of the budget items relate to programs and recommendations addressed and acted upon today and stated that the 2021/2022 chart is shown for reference.

Ms. Gabriele stated that the budget includes a \$9,590,000 state appropriation for the PCA's grants budget. She explained that the state budget was passed last week, and this is the same amount as the 2021/2022 budget.

Ms. Gabriele stated that the balance of the two last items on the spreadsheet: statewide creative catalysts and statewide services will be specific grants acted on by Council at future Council Meetings as those applications are submitted. She also stated that the amount shown on the spreadsheet may fluctuate throughout the year.

Ms. Gabriele stated that PCA also has small balances in the 2020 and the 2021 budgets and that a waiver has already been submitted to the Governor's Budget Office to request to use those funds in FY2022/2023 and PCA should hear an answer about this request in a few weeks.

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

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

ITEM 20 INFORMATION: Update on the DEI Committee and DEI Action Plan

Natalee Gunderson, Committee Chair, and Dana Payne, Director of DEI Initiatives, Diverse Cultures & Heritage

Ms. Gunderman provided an update on the progress of PCA's DEI Committee. She gave an overview of mission of the committee and explained that the committee is charged with reviewing research and best practices from within the organization and outside the organization and the Commonwealth. The Committee will then develop recommendations for the Council to consider. Ms. Gunderman stated that the committee consists of herself, Susan Goldberg, Judge Morgan and Emmal Alaquiva.

Ms. Gunderman stated that to date, the committee has met 3 time and anticipates meeting through the Fall to continue the development of recommendations for Council's consideration.

Ms. Payne stated that the DEI Committee's objectives are prioritized into two areas and directed Council to the corresponding memo on page 60 in the Council Book.

Ms. Payne explained that Tier 1 Objectives are items for near term focus and those are items that are ready to act upon.

Ms. Payne stated that Tier 2 Objective are those that require more time, consideration, and resources and/or definition. Payne stated that PCA's objective are categorized into three areas: programming, internal, operations; and, external and marketing.

Ms. Payne stated that PCA staff initially completed work on several of the objectives that are listed in the grid on pages 60-63 of the Council Book. She explained that several of those objectives including Tier 1 items 1, 2 and 3.

She said that those are the items where the objective is to incorporate DEI into PCA's grantmaking policy and the way it is communicated in the PCA Program Guidelines as well as the way that it is reflected in PCA's criteria and the way it is communicated and added to PCA's applications. Payne stated that those items are reflected in the work that the PCA's DEI Committee is currently doing and the recommendations that the committee will ultimately make to be included in the language of PCA's program guidelines, grant applications and the criteria designed to increase accessibility to PCA's grant programs.

Ms. Payne reported that PCA staff practices inclusion internally and explained that staff are encouraged to participate in any area of interest and are consistently updated on activities. She added that PCA staff is also invited to attend and participate, as appropriate, in the Council DEI Committee meetings. Payne also stated that progress and items of interest and are also discussed in PCA's daily staff meetings.

Ms. Payne stated that in Tier 2, all these objectives are related to programming and PCA is looking at developing a statewide grant opportunity to address the lack of direct opportunities for constituencies that we are still working to establish relationships with such are artists with disabilities and individual artists located in rural areas. Payne stated that the Committee is also working to identify a strong partner organization to assist with identifying some of those constituencies.

Ms. Payne stated that since this process was started, PCA has served as a resource for other art organizations as they go along and look to engage in making changes in their grantmaking processes as well as looking at ways in making equitable funding.

Chair Parks thanked Ms. Payne and the DEI Committee for the work done thus far. He stated that it is critical work, and that Council is appreciative of the time that has been spent on it.

ITEM 21 INFORMATION: Update on Prism Podcast Series with Keystone Edge

Norah Johnson, Director of External Affairs and Public Awareness

Ms. Johnson provided an update on the Prism Podcast Series, which is in partnership with Keystone Edge, a digital publication that has covered many facets of stories of Pennsylvania communities. Ms. Johnson explained that PCA created a partnership with Keystone Edge to help broaden listeners' understanding of the creative sector in Pennsylvania and make inroads with adjacent vertical markets that PCA has been increasingly working with community and economic development, creative entrepreneurship and creative placemaking.

Ms. Johnson stated that the goal is to put stories out there for listeners that are not directly perceived as Pennsylvania Council on the Arts but more so to help educate people on what is happening within the creative sector.

Ms. Johnson provided a few summaries of some of the podcasts that have recently aired.

Ms. Goldberg commended Ms. Johnson and the PCA for the podcasts that have been aired. She stated that it has been fascinating and stated that she particularly enjoyed the most recently aired program and she was very impressed with the quality. Ms. Goldberg asked what PCA's investment is in this project.

Ms. Johnson said the cost is \$10,000.

Ms. Goldberg asked if the organization comes up with the topic and guests for the episode and Ms. Johnson stated that PCA has editorial sessions with Keystone to talk about some of the broader high-level goals that PCA is trying to meet with the series and through PCA staff and partners, are able to connect their editor with interview subjects.

Ms. Goldberg asked if any of the podcasts had featured any PCA grantees or funding programs.

Ms. Johnson said a recent podcast featured immigrants who are part of the Erie Culture's work with immigrants in the community and a future episode will feature individuals who are involved with PCA's Creative Communities initiatives.

ITEM 22 INFORMATION: Presentation from Harrisburg University

Charles Palmer, Program Lead & Associate Professor of Interactive Media, Executive Director, Center for Advanced Entertainment & Learning Technologies

Charles Palmer spoke about his experience at Harrisburg University and the program that he has developed regarding interactive media program which is a space that takes young talented creatives that have a technology bend and lead them into careers in production, video development, user experience design and game development.

Mr. Palmer also gave led an informative discussion about the evolution of the internet as well as an overview of the technologies associated with gaming and the metaverse and provided some insights into how it will evolve in the future and what it means for the arts.

ITEM 23 INFORMATION: Presentation from First Person Arts

Jamie Brunson, Executive Director

Ms. Brunson shared a video presentation highlighting the work of First Person Arts. After the video aired, she discussed how First Person Arts was affected by the pandemic and how the organization pivoted and continued to find a way to continue to serve the community. Ms. Brunson shared that First Person Arts had an approximately 50% increase in funding when PCA implemented the new funding strategy and thanked Council for it and added the work they did during the pandemic would not have been possible without the grant. Ms. Brunson gave an overview of the different ways she and her team continued with community outreach using online platforms.

Ms. Brunson also shared information about the landscape in her community and said it was still precarious and she has learned that many of the large philanthropic organizations have indicated that they are unsure if they will still be able to support First Person Arts.

ITEM 24: Chair's Report

Jeffrey Parks, Chair

Chair Parks stated that Amy Gabriele and Jamie Dunlap were honored with the Advocacy Award from the Mid-Atlantic Region of the American Music Therapy Association for an award that is given annually to a non-music therapist who has exhibited exemplary efforts in advocating for the advancement of music therapy. Ms. Gabriele and Ms. Dunlap were awarded for their work to bring music therapy services to front line health care workers during the Covid 19 Pandemic.

Chair Parks reported that the Susquehanna Museum of Harrisburg held a commemorative event this past Sunday honoring Bill Lehr, who was a longtime patron and served on the museum's board. Chair Parks stated that the museum is holding a memorial exhibition featuring the collection of Bill and Beverly Lehr until the end of July.

Chair Park gave an update regarding the Governor's Arts Awards. He stated that this year is a difficult environment for presenting a live in-person event for the Governor's Arts Awards, so PCA proposes the creation of a digital alternative that succinctly shines a light on Pennsylvania's creative industries, and he provided an overview of the proposed plan.

Chair Parks discussed the recently passed budget process for the Commonwealth and expressed the importance of sharing the work of the PCA throughout the communities across Pennsylvania.

Chair Parks expressed his disappointment in the lack of increase in the PA Budget and reminded Council that PCA's budget has remained the same since 2008.

Chair Parks stated that we cannot continue to add grantees without adding resources. Parks expressed the importance of PCA's Creative Communities program, especially with regard to the incorporation of the creative sector in economic and community development.

Chair Parks stated that the Creative Business Loan Program has leveraged \$2 million and that is probably going to increase. Parks added that this program focuses on women, BIPOC and rural communities.

Parks cited Creative Catalyst Grants as another example of PCA trying to encourage creativity throughout the state.

Chair Parks thanked Representative Ciresi for leading an effort to encourage the House of Representatives to double PCA's budget to \$18 million. Parks also thanked Representatives Labs for endorsing that effort. Parks stated that he was disappointed but not deterred.

Parks commended PCA staff for the \$500,000 ARC grant as well as creating new programs and getting them to work.

Representative Ciresi addressed the issue with funding and his disappointment in not increasing arts funding. He encouraged the Council members to be more proactive in letting legislators know what arts means to the Commonwealth of Pennsylvania.

ITEM 25: Executive Director's Report

Karl Blischke, Executive Director

Mr. Blischke referenced the comments made by Chair Parks and Representative Ciresi. Blischke asked those present to think about where Council has been and stated that PCA staff thinks about this every day. Blischke reported that over the last couple of years Council has implemented a powerful new set of tools and these tools are receiving attention; not only in Pennsylvania communities with cross-sector partners but also national attention. PCA's tools such as Creative Communities, Council's revamped general operating support, the Creative Business Loan Program; the Creative Catalysts; and expanding our folk art region are all getting noticed.

Mr. Blischke stated that PCA needs to share more broadly, about its toolkit. Blischke explained that following this meeting, he is going to be providing a precise one-pager that has compelling, brief pointed language about PCA's tools. Blischke stated that this document will contain data about who and where PCA is reaching as well as links with images and videos. Mr. Blischke said that this will be a resource guide to be at Council Member's fingertips to use to share where appropriate.

Mr. Blischke stated that PCA has worked on the messaging that is compelling in all Pennsylvanian communities and goes to the heart about what communities are concerned about right now which is about being competitive, vibrant, and able to get the talent needed for this.

Mr. Blischke stated that he would be sending Council information about the product of a new tool that PCA has subscribed to, the Creative Vitality Suite. Blischke explained that this tool covers information about the creative sector in individual counties throughout the state. Blischke stated that he will be sending each Council member, their specific county's economic statistics with respect to the industries, the establishments, the occupations, the earned revenue, the demographics for the creative sector in these individual counties. Blischke added that if any Council member ever needs data that is more granular, that is down to the zip code for a specific reason, that can be obtained for an ongoing basis.

Mr. Blischke discussed the Prism Podcast and encouraged Council members to subscribe. Blischke explained that PCA is telling a story to a wider community, in particular community and economic development and added that an upcoming episode will feature individuals other than an arts person telling our story in a very compelling way.

Mr. Blischke reported that he will be at the York Economic Club in August to talk to that community about what PCA is doing. Blischke explained that the PCA's Creative Entrepreneur Program caught their attention.

Mr. Blischke stated that PCA will be presenting its Creative Entrepreneur Program at the National Assembly of State Arts Agencies conference in Kansas City in September.

Mr. Blischke stated that he and Sarah Merritt will be touring of the Northern Tier in the Pennsylvania Wilds during the first week of August.

Mr. Blischke thanked PCA staff members as well as Chair Parks for creating PCA's new tools and stated that the next challenge will be to really tell PCA success stories. Blischke explained the different ways that PCA will work to collect these stories to be able to share in a broad and compelling way.

Meeting adjourned at 2:19 pm