

**Minutes
Council Meeting
March 14, 2019
9 a.m. - 2 p.m.**

Pennsylvania Council on the Arts
Dixon University Center
Harrisburg, PA

COUNCIL MEMBERS PRESENT: Mr. Alaquiva, Mr. Astorino, Ms. Colón, Mr. Gabel, Ms. Goldberg, Mr. Lehr, Judge Morgan, Mr. Parks, Mr. Stull, Senator Ward, Mr. West, Mr. Warfield.

COUNCIL MEMBERS PRESENT VIA PHONE: Ms. Vilayphonh

COUNCIL MEMBERS NOT PRESENT: Senator Tartaglione, Representative Pickett, Representative Sims, and Ms. Zaborney.

STAFF MEMBERS PRESENT: Karl Blischke, Executive Director; Heather Doughty, Deputy Executive Director; Amy Gabriele, Deputy Director for Administration; Seth Poppy, Program Director; Norah Johnson, Director of New Projects & Capabilities; Sarah Merritt, Special Assistant to the Executive Director and the Council; Matthew Serio, Program Director; Jamie Dunlap, Program Director; and Ian Rosario, Grants Officer.

CALL TO ORDER *Jeff Parks, Chair*

Chair Parks called the meeting to order at 9:03 a.m.

WELCOME *Jeff Parks, Chair*

Chair Parks welcomed new Council Member, Senator Judy Ward and new PCA staff member, Ian Rosario.

Parks introduced Jenny Hershour of Citizens for the Arts in Pennsylvania. Ms. Hershour informed the group that on February 5, the Governor submitted his budget recommending level funding for the PCA. She said Citizens is showing its support for the PCA's new strategic plan by asking for a \$300,000 increase in funding. Ms. Hershour said the 2019 National Arts Action Summit was held the second week of March. More than 50 advocates from PA joined Citizens to meet with members of Congress in support of funding for the NEA, with PA having one of the largest groups. Advocates asked for \$155 million. To conclude her remarks, Ms. Hershour reminded the group that PA Arts Advocacy Day is scheduled for May 1. She offered details of the day's agenda.

ROLL CALL *Karl Blischke, Executive Director*

In the absence of Council Secretary, Ms. Zaborney, Mr. Blischke called the roll. A quorum was established.

Chair Parks pointed out Council conflicts of interest and reminded the group of the PCA's policy regarding such conflicts.

He reminded Council of the importance of the meeting as they will be voting to adopt the 2019-2024 Strategic Plan and a new program related to the plan.

ITEM 1 ACTION Approval of the Minutes of the December 6, 2018 Council Meeting

Jeff Parks, Chair

Motion by Mr. Lehr, seconded by Ms. Goldberg. Motion carried.

ITEM 1a ACTION Approval of the Executive Committee Meeting Minutes

Jeff Parks, Chair

Chair Parks directed Council to the minutes of the December 20, 2018 Executive Committee meeting. He reminded the group that at the December 6, 2018 Council meeting, Council authorized the Executive Committee to address recommendations for transferring FY 2018-2019 partnership responsibilities from Jump Street to other entities to ensure continuity of services.

The Executive Committee met on December 20, 2018 and acted. Chair Parks asked Mr. Blischke to add an update for Council.

Mr. Blischke stated that after the Executive Committee action, PCA staff acted quickly to work with other partners in the capital area region so there would be continuity in providing regranting services, arts in education services, and folk art services to organizations in the region. He commended PCA program directors for their hard work facilitating the transition.

The Chair asked for a motion to approve the Executive Meeting minutes. Motion by Mr. Warfield and seconded by Ms. Goldberg. Motion carried.

ITEM 2 ACTION 2018-2019 Budget Close Out

Amy Gabriele, Deputy Director of Administration

Ms. Gabriele presented Council with the documents related to the close-out budget. She informed the group that Council must act on any cancelled grants or existing balances for the FY 2018-2019 budget so PCA staff can finish allocating the grants budget. She directed Council to page 15 of the Council Meeting Book and highlighted the budget items they approved. Ms. Gabriele deferred to PCA program directors to highlight areas of importance in the budget.

Ms. Dunlap reaffirmed the items listed in the Council Book. She informed Council of the following recommendations for funding:

- **Pennsylvania Music Education Association (PMEA)** is hosting the National Association of Music Educators, and staff recommends funding of \$10,000. Ms. Dunlap pointed out that this is the first time the PMEA has hosted this conference in eleven years.
- **Pennsylvania Arts Education Association** funding in the amount of \$3,000 for its 63rd annual state-wide conference. This annual conference regularly attracts more than 300 art educators (pre-k through higher education) from across the state. The PAEA conference provides art educators with new experiences to take back to their schools and share with students. PAEA also emphasizes advocacy to promote the visual arts in our schools.
- **PA Wilds Cooperative - Creative Entrepreneurs Cohort-** the PA Wilds Cooperative is a rural network of creative entrepreneurs. As part of the cooperative's work, they are planning to provide professional development to a cohort of 15 creative entrepreneurs through the Covation Center, a Williamsport-based business that provides training on small business development for long-term growth.
PCA staff propose supporting the first cohort of artists and creative entrepreneurs. The program includes 2 to 3 in-person sessions as well as virtual trainings on topics such as marketing, business plan development, branding and messaging, and value and proposition design. The cost per person is \$1,500. PCA staff recommended supporting the full cohort for \$22,500.
- **AIE Catalyst Grants** - As part of the FY2018-2019 budget close-out process and to allocate the funds balance, PCA recommends inviting the Arts in Education Partners and Folk Arts Centers to propose projects that reach a new audience or expand on an existing relationship. These grants could be the "catalyst" to developing a new relationship or initiative. They should advance learning and engagement through arts in education experiences. PCA staff recommends \$40,000 be allocated to support these AIE Catalyst Grants. Proposals will be

reviewed by PCA staff on a first come first served basis. No request may be submitted for over \$5,000 and the funds must be spent by December 31, 2019.

- Mr. Blischke informed the Council of an important funding opportunity to support an arts summit presented by **Citizens for the Arts in Pennsylvania**. PCA staff recommends a \$30,000 allocation for the summit which will convene arts and community and economic development practitioners from across the state.
- Mr. Blischke recommended a \$10,000 allocation to the **PA Humanities Council** to further the Orton Family Foundation's Heart & Soul program which works in communities to spark conversation about history and tradition, and challenges and opportunities. He stated that this program connects to the PCA's new strategic plan as it advances the goals of community engagement and connectedness, building social capital, and leveraging other funding partners.

After a brief question period, Chair Parks asked for a motion to approve the recommendations. Motion was made by Mr. Lehr and seconded by Mr. Stull. The motion carried.

ITEM 3 ACTION 2019-2024 Strategic Plan

Karl Blischke, Executive Director

Mr. Blischke informed the Council of the extensive information gathering process the PCA underwent to advise the strategic plan formation. Chair Parks affirmed Mr. Blischke's statement by stating that the new strategic plan is designed to move the organization forward.

Chair Parks asked for a motion. Motion by Mr. Stull, seconded by Mr. Astorino.

Chair Parks asked if there was any discussion. Vice-Chair Gabel stated that he fully supported the plan.

Chair Parks asked for a vote. All voted in favor of adopting the 2019-2024 Strategic Plan. Motion carried.

ITEM 4 INFORMATION Creative Placemaking Presentation

Anne Gadwa Nicodemus, Principal & CEO, Metris Arts Consulting

Julie Burros, Principal Cultural Planner, Metris Arts Consulting

Ms. Gadwa Nicodemus and Ms. Burros gave Council a presentation providing an in-depth description of arts-based community and economic development or creative placemaking. They highlighted examples of the work through case studies from communities in Rhode Island, Minnesota, and Pennsylvania.

ITEM 5 ACTION Creative Communities Pilot Program Recommendation

Karl Blischke, Executive Director and

Sarah Merritt, Special Assistant to the Executive Director & Council

Chair Parks thanked Anne Gadwa Nicodemus and Julie Burros for their presentation. Mr. Blischke elaborated on their work and highlighted his and Chair Parks' trip to Colorado.

Ms. Merritt presented the proposed guidelines for the Creative Communities Pilot Initiative.

Chair Parks asked for a motion to approve the Creative Communities Pilot Initiative. Motion made by Mr. Stull; motion seconded by Mr. Lehr. Motion carried.

ITEM 6 ACTION Arts in Education (AIE)/ PA Partners in the Arts (PPA) Funding Guidelines

Jamie Dunlap, Program Director & Matthew Serio, Program Director

Mr. Serio informed the Council that at the December Council Meeting, Council approved the realignment of the partnership regions. He informed Council of the administration budget for partners.

Mr. Serio elaborated on the current funding formula and directed the group to page 49 of the Council Book. He discussed a formula that could be based on per county, per partner, per capita metrics. Mr. Serio then referred Council to page 50 of the Council Book for Project Stream grant information.

Ms. Dunlap stated that PCA staff is recommending a similar funding formula to support the administration of Arts in Education Partnership program and artist residencies in each region. She pointed out that while the partners primary role is to support and manage artist residencies, partners are also required to recruit and train teaching artists, provide professional development opportunities, serve as a resource and an advocate for arts in education.

Ms. Dunlap directed Council to the chart highlighting the funding formula recommendations for \$20,000 base funding, \$1,500 per county, and \$.05 per capita. She discussed the per region funding cap and the importance of being able to provide potential partners with an idea of the funding amount for their region.

Chair Parks asked Mr. Serio to remind Council of the role of the Pennsylvania Partners in the Arts (PPA). Mr. Serio stated that the regional PPA partners are the PCA's regranting organizations. PPA partners regrant for the Project Stream and Program Stream programs. He pointed out that the maximum amount for a Project Stream grant is \$2,500. After two to three years receiving a Project Stream grant and with consistently high scores, an organization can transition to Program Stream. Mr. Serio informed the Council that Program Stream provides ongoing funding with a minimum grant amount of \$3,000 and a maximum of no more than 35% of the grantee organization's budget.

Chair Parks pointed out that the PPA and AIE partnerships exist to expand the PCA's capacity and ensure funding and/or services in all of Pennsylvania's 67 counties.

Chair Parks asked for a motion to approve the recommended funding formulas. Ms. Goldberg made the motion. Mr. Stull seconded the motion. No discussion. Motion carried.

ITEM 7 ACTION Teacher Artist Partnerships (TAPs) Long-Term Residencies (LTRs) Recommendations

Jamie Dunlap, Program Director

Ms. Dunlap explained that for Long-Term Residencies (LTRs) the teaching artist works in a school or community organization for 60 days. She informed Council that the Teacher Arts Partnerships (TAPs) are an arts integration program for which a teacher and artist collaborate throughout the school year, co-teaching in a subject such as science or math. In this situation, the teacher and artist include the arts as a tool in the curriculum.

Ms. Dunlap directed Council to the list of applicants and stated that the PCA received a total of 22 applications; tw21for LTR and one for TAP. She informed the group that of the 22 applications, six are new applicants. She recommended funding for fourteen applicants. Ms. Dunlap explained that because the TAP program requires schools to execute extensive evaluation, documentation, and training the PCA does not receive a lot of TAP applications.

Chair Parks asked if there was a plan to reexamine the TAPs program. Ms. Dunlap said that there have been some internal discussions and further investigation is needed.

Chair Parks stated that this recommendation is contingent upon passage of the state budget. He asked for a motion. Motion made by Mr. Gabel and seconded by Mr. Lehr. No discussion or questions. Motion carried.

ITEM 8 ACTION FY 2019-2020 Recommendation for Arts in Education (AIE) Partnership Coverage

Jamie Dunlap, Program Director

Ms. Dunlap explained that at the December Executive Committee meeting, Council approved staff's recommendation to transfer funds from Jump Street to Perry County Council of the Arts to administer payments for completed artist residencies in FY 2018-2019.

She explained that the recommendation is to determine how we will support the region, previously managed by Jump Street, which includes Cumberland, Dauphin, and Schuylkill counties for FY 2019-2020. The FY 2019-20 will be our gap year prior to the selection of a new AIE Partner for the region through our partnership open application process.

Ms. Dunlap informed Council of the recommendation for Perry County Council of the Arts to administer the AIE program in Cumberland and Dauphin counties for the amount of \$48,000 and South Central Partners at Millersville University to administer the program in Schuylkill County. She explained the formula used to arrive at the funding amount for each county.

Chair Parks asked for a motion. Motion made by Mr. Stull and seconded by Mr. Warfield. There was no discussion or questions. Motion carried.

ITEM 9 ACTION Recommendation of Funding Guidelines Review Committee

Jeff Parks, Chair

Chair Parks reminded the Council that it may establish standing and special committees by resolution. He recommended that Council establish a committee to review the funding formula for the PCA's responsive funding. He pointed out that each year Council has a discussion about how the funding formula is devised. Chair Parks stated that the PCA needs to look at best practices and other state arts agency programs. He emphasized the importance of a committee examination of the funding formula to ensure equity in the PCA's grantmaking.

Chair Parks explained that he has asked Judge Morgan to serve as chair of the committee. Judge Morgan pointed out the importance of staff insight and guidance throughout the committee's examination of the formula. The group discussed how other state arts agencies provide grants.

Chair Parks asked for a motion to establish the committee. Motion made by Ms. Goldberg and seconded by Judge Morgan. No discussion. Motion carried.

ITEM 10 INFORMATION

a. FY 2017-2018 Grants Report

Amy Gabriele, Deputy Director of Administration

Ms. Gabriele presented Council with a FY 2017-2018 grants report. She pointed out that over 1,600 grants were awarded. She explained the different aspects of the report and how each section was sorted. Ms. Gabriele stated that grants for the arts in Pennsylvania are about \$.75 per capita.

b. Marketing Initiative Update

Norah Johnson, Program Director

Ms. Johnson informed the Council that recruitment for Cohort 3 of the Marketing Initiative was underway. Cohort 3 participants will be from the north central and north east regions of the state.

Executive Director's Report

Mr. Blischke announced the 2019 Governor's Awards for the Arts will be held in Pittsburgh on September 27. He asked Council to put it on their calendars. He told the group that the PCA is looking at the addition of a new award category, Creative Industry Award. This award will recognize an outstanding contribution from a creative industry.

Mr. Blischke informed Council of the required Financial Disclosure Statement to be submitted to the State Ethics Commission. He explained that the form can be completed online or a hardcopy can be submitted. He told the group that hardcopies are available and links to the form will be emailed.

New Council Orientation Books are at each member's place. Mr. Blischke pointed out the addition of the new Conflict of Interest form.

Finally, Mr. Blischke told the group about the ArtSparks unveiling at the New Stanton Service Plaza. He explained that the project is a partnership with the Turnpike Commission, the local visitor's bureau, the regional AIE partner, a local school and a teaching artist. He praised the beautiful artwork and the student speakers.

Chair's Report

Chair Parks informed the group that Emmai Alaquiva had generously volunteered to take photographs of Council and staff. He announced Council will go into executive session to discuss Mr. Blischke's annual evaluation.

Meeting was adjourned.

Executive Session