

COUNCIL MEETING MINUTES  
PENNSYLVANIA COUNCIL ON THE ARTS  
TUESDAY, MARCH 7, 2017  
DIXON UNIVERSITY CENTER  
HARRISBURG, PENNSYLVANIA

COUNCIL MEMBERS PRESENT: Mr. Jeffery Parks, Chair; Mr. Jeffrey Gabel, Vice Chair; Ms. Jeanne Gleason; Ms. Susan Goldberg; Mr. William Lehr, Jr.; Mr. James A. West; Representative Tina Pickett.

**Present via telephone conference:** Mr. Lee Steadman; Ms. Gayle Isa; Mr. Justin Laing.

COUNCIL MEMBERS NOT PRESENT: Ms. Paula Vitz; Ms. Jennifer Zaborney; Representative Brian Sims; Senator Charles McIlhinney; Senator Christine Tartaglione;

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

OTHERS PRESENT: Ms. Jenny Hershour, Citizens for the Arts; Mr. Michael Wood, Office of the Budget; Ms. Pam Breaux, CEO, National Assembly of State Arts Agencies (NASAA) by video and telephone; Eugene Mizdial, Department of Military & Veterans' Affairs; Jeff Copus, Jump Street; Carl DeFebo, Director of Public Relations, PA Turnpike Commission; Christine Baker, photographer, PA Turnpike Commission; Barry Denk, Director, Center for Rural Pennsylvania; Ruby Harper, Americans for the Arts; Gayle Cluck, Consultant for Poetry Out Loud; Anne Griffin, Senator Jay Costa's office; Sally Van de Water, Coordinator, Folk Arts PA; Mary Kandray Gersner, Center for Rural PA; Mr. Will Horst, Stenographer.

**CALL TO ORDER**

The meeting was called to order at 9:30 a.m. by the Chair Jeffery Parks.

A roll call was performed by Executive Director Philip Horn.

(Quorum present.)

Chair Parks asked to move Item 3 and Item 8 to the beginning of meeting to accommodate Mr. Wood's and Ms. Breaux's schedules.

### **ITEM 3     DISCUSSION**

#### **Draft Budget for 2017-18**

Chair Parks called on Mr. Wood. Comments and introduction by Philip Horn. Presentation by Michael Wood, Office of the Budget regarding the proposed funding mechanism for the PCA's grants. He said that a bond issue is proposed to provide the funding for grants for three years for PCA and other grants programs.

Mr. Lehr asked how the debt would be repaid. Mr. Wood said it would be repaid out of the state general fund in the future.

Chair Parks asked if the funds would be reinstated in the General Fund in the future. Mr. Wood said that he thought the funding would be back in the General Fund in the future. He said if the Governor's revenue package goes forward there will be additional revenue. He also mentioned the issue of the pension fund and that it would take years to pay this off. The increase in the cost of the pension fund has slowed and is expected to stop increasing in a few years.

Ms. Goldberg asked about the history of using bonds for this purpose and how the bonds would be issued and sold. Mr. Wood said that this is done through the Commonwealth Financing Authority. He provided examples of past bond issues.

Ms. Gleason asked about the Commonwealth Financing Authority and who makes the decision about how much each state agency will received.

Mr. Wood indicated that the Authority would not have discretion with the use of the funds. This is part of the agreement in the state budget.

Representative Pickett asked if this would require an increase in sales tax to repay the bond.

Mr. Wood said that part of the revenue from sales tax would be designated to repay the bond issue. Sales tax is not being raised.

Mr. Laing asked about the rationale for picking the programs to be included for bond funding.

Mr. Wood said that these are programs that the Governor wanted to fund and still balance the state budget next year. He said these are programs that would assist in economic and community development.

Representative Pickett said that these are highly thought-of programs. She felt these programs are supported by the General Assembly so increases in other programs could be made.

Chair Parks reviewed the discussion. He expressed his concern that the PCA might not be returned to the General Fund in the future.

Ms. Doughty asked about the timing if the PCA was funded through a bond issue.

Mr. Wood said that there might be a slight delay the first year depending on how quickly the bonds are issued.

Mr. Laing expressed his concern that the message being sent is that the arts will be funded by an external mechanism rather than through the General Fund.

## **ITEM 8     DISCUSSION**

### **National Assembly of State Arts Agencies (NASAA) & State Art Agency Planning.**

Chair Parks asked Mr. Horn to introduce Ms. Breaux.

Presentation by Pam Breaux, CEO of NASAA on state arts programs and arts programs. NASAA provides services to state arts agencies. A recent study looked at serving veterans through the arts. NASAA is ready to serve any needs of state arts agencies. NASAA advocates on behalf of the arts. NASAA advocates with Congress with the National Endowment for the Arts and other federal agencies.

She discussed the current political situation in DC and the anticipated funding for the federal cultural agencies including the NEA.

She said the NASAA strategic planning process is underway and that the plan will be presented for approval in the fall. This will include a statement on equity, diversity and inclusion. She thanked Mr. Horn for his work on this issue as a member of the Governance Committee.

She mentioned an anticipated joint study with the NEA and the National Governors Association regarding programs in rural communities that might be studied through the Rural Policy & Research Institute.

Mr. Horn asked about the per capita funding for state arts agencies.

Ms. Breaux said that Pennsylvania ranks 27<sup>th</sup> in the per capita ranking of state arts agencies (SAAs) Seven SAAs are predicting increases. Three SAAs are anticipating flat funding. Eleven SAAs are slated for decreases.

Chair Parks thanked Ms. Breaux for speaking to the Council. He said that the PCA would be interested in information about rural communities. He said that there are many post-industrial cities in Pennsylvania. Pennsylvania is lagging other states in percentage of population with college degrees. He asked if there was information about this. She said they know of urban areas that credit their revitalization to the arts. She mentioned her experience with the re-building of New Orleans and Louisiana after Hurricane Katrina.

Chair Parks thanked Ms. Breaux. She indicated that NASAA is always available to help any Council members.

## **ITEM 1 COUNCIL ACTION**

### **Approval of Minutes of the December 14, 2016 Council Meeting**

Chair Parks asked for a motion to approve the minutes.

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

Motion carried.

\*\* Minutes approved.

## **ITEM 2 COUNCIL ACTION**

### **2016 - 2017 Budget Close-Out**

Chair Parks called on Ms. Gabriele. Discussion and comments by Ms. Amy Gabriele. She is proposing how the balance of grants funds should be spent as presented in the council book.

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

Motion carried.

**ITEM 4 COUNCIL ACTION**  
**2017-18 Teacher Artist Partnerships (TAPs) and Long-Term Residencies (LTRs) Recommendations**

Chair Parks asked about conflicts. Mr. Horn asked if Ms. Isa was on the call. She did not respond. Mr. Horn said that Ms. Isa is the only conflict of interest and as she is no longer part of the meeting there are no conflicts to observe.

Chair Parks called on Ms. Dunlap.

Discussion and comments by Ms. Dunlap

23 applications were received. Three were TAP projects; 20 were for LTR projects.

Ms. Gleason asked about the two applications from the Pittsburgh Center for the Arts. Ms. Dunlap said that this is allowed. Mr. Horn said that these are for different schools. Ms. Dunlap said that these are different artists.

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

Motion carried.

(Ms. Gayle Isa not present.)

**ITEM 5 COUNCIL ACTION**  
**Conflict of Interest Policy**

**ITEM 6 COUNCIL ACTION**  
**PCA By-Laws**  
**Office of General Counsel.**

Chair Parks read into the record the results of the activities of the Council Executive Session. The Office of General Counsel recommended a series of actions. This includes a set of by-laws and ethics policies. Chair Parks indicated that there will be an annual review of the Executive Director, travel and other expenditures by the Executive Director will be reviewed by the Chair. Mr. Horn is also working with the Human Resources department to re-establish the Deputy Executive Director position to act in the absence of the Executive Director.

The opportunity was given to Council members for discussion. No discussion occurred.

Chair Parks said that since these were delivered to the Council only recently. He said this would be acted upon at the next council meeting. He asked Council members to contact Mr. Horn with the questions, comments, and suggestions.

Mr. Horn thanked Ms. Doughty, Dunlap and Gabriele for their initiative in establishing a relationship with the Department of Military & Veterans' Affairs

Mr. Horn introduced Eugene Mizdial of the Department of Military & Veterans' Affairs. He gave a PowerPoint presentation and offered comments regarding veterans.

Mr. Horn called on Ms. Goldberg for comments.

She said it was a very worthwhile project. She is thinking about bringing military bands into the homes.

Mr. Horn thanked Mr. Mizdial and offered to help DMVA connect to local cultural resources.

Chair Parks said we are excited to work with DMVA.

Chair Parks called for a 15-minute break. He said he would like to move into the discussion about serving rural and diverse communities so Mr. Denk and his staff can participate in the discussion.

## **ITEM 10 INFORMATION**

### **Pennsylvania Turnpike Commission Mural Project**

Jamie Dunlap gave a presentation on the Arts in Education project to install murals

created by local schools at PA Turnpike Service Plazas along the length of the Pennsylvania Turnpike,

Jeff Copus from Jump Street offered some comments and discussion on the project.

Carl DeFebo, Director of Public Relations, PA Turnpike Commission, offered some comments.

A group photo of Council members and Turnpike officials was taken.

## **ITEM 9 DISCUSSION**

### **Center for Rural Pennsylvania**

Mr. Horn introduced Mr. Barry Denk, Director of the Center for Rural Pennsylvania. Mr. Denk gave a presentation and discussion on the arts in rural Pennsylvania. He acknowledged Representative Pickett for her service on the Center board. He also recognized Ms. Gleason for her work in rural Pennsylvania.

He said that Pennsylvania has the third largest rural population in the U.S. behind Texas and North Carolina. He reviewed the assets and opportunities and challenges in rural Pennsylvania.

Vice Chair Gabel commended Mr. Denk on the presentation. He said the theatre he directs is an asset in recruiting doctors to the local hospital.

Mr. Denk recommended the Nebraska Community Foundation for their work in rural communities.

## **ITEM 11 DISCUSSION**

### **Responsive Funding Study: Rural and Diverse Grantees – Equity, Diversity, and Inclusion**

Charon Battles and Philip Horn offered comments and a slide presentation on funding.

Ms. Battles said the staff is working on definitions for rural and diverse, funding formulas and options, recommendations for how and if to move forward.

Mr. Horn said the staff is continuing to research the challenges the Council put

forward about serving small, rural, and diverse community. We were also asked to address merit. Mr. Horn said the staff would need definitions from the Council. The question of “What is rural?” led us to Barry Denk and the Center for Rural Pennsylvania.

Ms. Payne has also developed a matrix for the definitions. He reminded the Council that our objective is to serve the communities. He said that the PCA does not have any grantees that are diverse non-profit arts organization located in rural counties. He said that there are not philanthropies that solicit proposals to fund the arts outside the urban areas. He mentioned the option to increase the minimum grant. He asked the Council to consider the current maximum of 25% of budget for an increase to 30% or 40% of fiscal size.

Ms. Battles demonstrated an approach that takes the rural and diverse organizations out of the funding formula and calculating these grants independent of other grantees.

Ms. Payne has addressed the criteria for determining if an organization is diverse. Ms. Zaborney recommended that the criteria be weighted.

Ms. Payne described her process for developing and weighting the criteria. Mr. Horn described the process for determining what is “rural.” Mr. Denk said the Center examined the research and developed a population density criterion. Mr. Horn reminded the Council that it has been proposed that applicants that are not in rural counties but intentionally and consistently serve rural or diverse communities might be rewarded for this through the application review process.

Mr. Horn reviewed how the current funding formula operates. He provided a spreadsheet of cohorts of grantees of similar sizes. He showed that the funding formula does adjust for assessment total (scores). The assessment totals can have a greater impact on the funding amounts.

Ms. Gleason commented on the issue of achieving parity among organizations of like size and like assessment totals (scores). Mr. Horn said that the council has limited decreases in the context of the PCA grants budget having been cut in half. Organizations new to the PCA have a hard time achieving parity.

Mr. Laing asked about needing a definition for diverse. He asked if there was a definition. Mr. Horn said that the staff has provided a possible definition. At present our definition is that these are deeply rooted in and reflective of the African

American, Latino or Hispanic, Asian American or Native American cultures. The Strategies for Success panel reviews each application and makes a recommendation if the panel believes an applicant qualifies for funding in the Strategies program.

There was a discussion about the criteria for establishing eligibility as a diverse organization and changing the definition.

Chair Parks asked Mr. Laing to provide his suggestions to Mr. Horn.

Mr. Denk and his staff offered information about how to conduct research into the needs of rural communities.

Mr. Laing suggested that “advantage” be part of the funding criteria as we look at “disadvantage.” He said the present formula favors larger organizations with a long history of funding from the PCA.

## **ITEM 12 INFORMATION**

### **2015-2016 Grants Report**

Amy Gabriele explained that the Council is provided with the complete list of grants for 2015 – 16, sorted by county. Different sorting is available on line by discipline and by PCA program.

## **ITEM 13 INFORMATION**

### **Poetry Out Loud State Finals**

Gayle Cluck offered comments and a video presentation. Madalina Richardson is the new state champion.

## **ITEM 14 INFORMATION**

### **Statewide Marketing Initiative**

Norah Johnson offered information about the application process for arts organization to be accepted into the program. A workshop will be presented in the same room at 2:30 pm.

Ruby Harper, Americans for the Arts, offered comments.

## **ITEM 15 INFORMATION**

## **Chair's Report**

Chair Jeffery Parks presented his report.

- Arts Advocacy Day is hosted by Americans for the Arts in Washington, DC. Citizens for the Arts in Pennsylvania is also hosting an advocacy day in the state capitol.
- Jim Vaughan and Nancy Moses of the Historical and Museum Commission, joined the Council at dinner last night.
- He encouraged council members to express their interest in serving on the planning committee.
- He offered congratulations for Jim West for his sculptures.
- A tribute was presented to Charon Battles for her many years of service with PCA. She was presented with a bouquet of flowers.

Ms. Battles thanked the Council and staff.

## **ITEM 16 INFORMATION**

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

Philip Horn

- Mr. Horn thanked Charon Battles for her service and having done an amazing job. The rest of the country knows that as well.
- Perry County Council of the Arts has a new Executive Director.
- He met with a local arts agency director from North Carolina who has an exhibit of photographs by veterans in Afghanistan. Photos were shown to the Council. She was introduced to the Susquehanna Art Museum.
- We continue to visit boards of directors of the partner organizations. This is going well.
- Ms. Battles will be leading webinars on diversity for several organizations.
- There will be a historical marker for the Dixie Hummingbirds placed at the home of the founder, Mr. James Davis. Ms. Doughty did all the research and submitted the application. He thanked Ms. Doughty for her work.

## **ADJOURNMENT**

Chair Jeffrey Parks asked for a motion to adjourn.

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

Motion carried.

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

Respectfully submitted,

Commonwealth Reporting Company

By William J. Horst, Stenographer

Philip Horn, Executive Director