

COUNCIL MEETING MINUTES
PENNSYLVANIA COUNCIL ON THE ARTS
FRIDAY, OCTOBER 27, 2017
FULTON THEATRE
LANCASTER, PENNSYLVANIA

COUNCIL MEMBERS PRESENT: Mr. Jeffrey Parks, Chair; Mr. Jeffery Gabel, Vice Chair; Ms. Susan Goldberg; Mr. William Lehr; Mr. Lee Steadman; Ms. Paula Vitz; Mr. James West; Ms. Jennifer Zaborney.

COUNCIL MEMBERS NOT PRESENT: Ms. Jeanne Gleason; Ms. Gayle Isa; Mr. Justin Laing; Senator Charles McIlhinney, Jr.; Representative Tina Pickett; Representative Brian Sims; Senator Christina Tartaglione.

STAFF MEMBERS PRESENT: Mr. Philip Horn, Executive Director; Ms. Jamie Dunlap, Program Director (AIE); Ms. Amy Gabriele, Deputy Director for Administration; Ms. Norah Johnson, Director of New Projects & Capabilities; Ms. Sarah Merritt, Special Assistant to the Executive Director and Council; Ms. Charlotte Flynn Michalski, Acting Executive Assistant; Mr. Seth Poppy, Manager of Grants & Information Technology; Mr. Matthew Serio, Program Director (PPA). Ms. Heather Doughty, Deputy Executive Director, was not present at the start of the meeting.

OTHERS PRESENT: Ms. Jenny Hershour, Citizens for the Arts; Ms. Anne Weeks, Lancaster Office of Promotion; Ms. Lydia Brubaker, Creative Works of Lancaster; Ms. Rose Luciano, Fruition Collective; Ms. Tanay Harris, Fruition Collective,

CALL TO ORDER

ITEM 1 COUNCIL ACTION **Roll Call**

The meeting was called to order at 10:04 a.m. by Chair Jeffrey Parks. A roll call was performed by Secretary Zaborney. Ms. Paula Vitz was not present at the start of the meeting.

(Quorum was not present at this time.)

Chair Parks welcomed the former Chair Ms. Susan Corbett and former Vice Chair Mr. Paul Ware. Chair Parks expressed his gratitude towards the Event Committee and all its volunteers. Mr. Bob Shoemaker shared a few

comments regarding the event and looks forward to helping the next city succeed. Ms. Weeks thanked the weather. She reviewed the events the week of the Governor's Arts Awards.

ITEM 6 INFORMATION

Update on Grants Budget, Grants to-date, Postpone Full Cycle of Grant Applications

Ms. Amy Gabriele, Deputy Director for Administration, reported that the 2016/2017 grants have been paid. As for 2017/2018, she mentioned they haven't started any paperwork for that. The latest budget and revenue packet is currently on the Governor's desk.

She discussed how they are launching a new eGrant system in November through the Commonwealth's Department of Community and Economic Development (DCED). DCED has their own help desk of about five people that will be helping with any technical issues, but because of that PCA will be extending the Interim year status for all the Applicants in the AOAP and Program Streams so that the Applicants can ease into it. The Applicants will also be filling out their 2017/2018 Grant Award Agreements to get their payments. Ms. Gabriele responded to questions raised by the Council.

ITEM 7 DISCUSSION

Search Committee and Transitions

Chair Parks reviewed the job description for the PCA Executive Director position, as well as the questions that were asked for the Applicants. The process began with contracting with Anna and Richard Linzer, who are already on the state's approved list of consultants.

Chair Parks and Mr. Horn met with the state HR department. Their responsibility is finding people for executive level positions in the state. Council members suggested specific groups that should be notified of the position availability. Direct letters were sent to applicants and other organizations for distribution nationally. The application period began September 15, 2017 and closed October 15th. Sarah Merritt has been the staff liaison to work with the Committee. There was a total of 60 applicants. The Linzers have gone through them and they provided a preliminary report that was sent out to the committee members. There was a total of eight potential finalists to be interviewed for the next stage, however five of those require additional phone contact for clarification of information in their applications.

Chair Parks mentioned the next step is to give the finalist a phone interview with 8 to 10 questions for each candidate. All members will be invited to attend the meeting in Harrisburg for the interview process. The goal is to have a final candidate to start working with Mr. Horn in January. Chair Parks noted that a quorum will be necessary at the December 5 meeting, and asked the members to mark their calendars.

ITEM 8 DISCUSSION

Proposed Research into Arts & Community Revitalization

Chair Parks mentioned under the NEA requirements, the Council is required to have a strategic plan. There has been previous discussion initiated both by Council members and externally about the funding program, and how it is decided who will receive public funding.

**Ms. Paula Vitz entered the meeting at 10:29 a.m. (Quorum present.)

Chair Parks noted that a much bigger discussion is needed about what public funding for the arts means, and what “arts” are, with the transformation of the arts considering the digital age. He noted that current public funding means funding existing institutional organizations that deliver arts to the public. Access to the arts, and the relevancy of the arts to communities is an issue that we must start to think about head-on, and who is accessing these arts and why.

He suggested a discussion as to: What *is* art? What should be funded publicly? Can/Should for-profit organizations be funded?

Chair Parks discussed how this is an opportunity both with a change of leadership, a new plan, and understanding the challenges that the Commonwealth faces, as well as understanding the relationship between the arts and the community development that creates opportunities. Chair Parks mentioned the new Executive Director will be leading the PCA in developing a new strategic plan. Council members expressed their comments and concerns.

Mr. Steadman expressed his concern about other local past efforts at planning that did not get results.

Ms. Goldberg referred to the Greater Philadelphia Cultural Alliance study on the economic impact of the arts.

Vice Chair Gabel discussed the challenges to existing institutions. He said the PCA should look at how to help existing institutions transition to the new realities.

Mr. Horn called on Ms. Johnson to talk about the proposed work with the Downtown Center on issues like this. They work with other state agencies on these issues. According to them the successful efforts are market driven and asset based and include aspects in addition to the arts. Answers are not formulaic but specific to the community. Mr. Horn said the staff would probably have something for the Council to consider at the next meeting.

ITEM 10 INFORMATION
Results from Creative Aging Research Project

Ms. Jamie Dunlap, Program Director (AIE), introduced the Honorable Teresa Osborne, Secretary of Aging. Ms. Dunlap mentioned the PCA has collaborated this past year working with the University of Scranton and Dr. Catherine Cullen on a research project that is intended to find out if a creative aging program can affect loneliness and isolation factors for seniors in the Commonwealth.

Secretary Osborne mentioned the ‘Three Cs’, that the Governor has spoken about to the cabinet: Coordination, Collaboration, and Communication, which are embedded in the project. Secretary Osborne gave some background information, and thanked the Council for the chance to share her thoughts with the Council.

Dr. Catherine Cullen presented the findings from the Creative Aging Research Project. Dr. Cullen thanked everyone involved for all their assistance with this project. Dr. Cullen entertained questions from the Council.

Secretary Osborne thanked her for the studies and is looking forward to collaborating in the future.

ITEM 4 ACTION
Approval of July Meeting Minutes

** Motion by Mr. Lehr. Seconded by Mr. Gabel.

Ms. Goldberg asked that the minutes reflect that she attended the meeting by telephone.

Motion carried.

ITEM 5 ACTION
Approval of September Meeting Minutes

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

Motion carried.

ITEM 11 ACTION
Extend Current Plan Through 2018

Mr. Horn explained that the NEA requires that the PCA have an active plan. The current plan expires this year and the Council needs to vote to confirm the extension of the current plan.

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

Motion carried.

ITEM 9 INFORMATION
Update on Arts Marketing & Audience Engagement Training Initiative

Norah Johnson, Director of New Projects & Capabilities, reviewed the Memo that was included in the Council book. An in-person training was held in August at the Susquehanna Art Museum; the topic was Creating a Marketing Plan.

In October Ms. Johnson visited the Banana Factory, part of the ArtsQuest facility in Bethlehem and updated the Council about her visit.

Ms. Johnson noted that in November, all cohort members will be visiting the National Arts Marketing Project Conference. There will be two sessions for the cohort members before the conference; one on diversity equity and inclusion, and the other on cultural tourism.

Rose Luciano, Founder, and Curator of Fruition Collective, addressed the Council with a brief background. Fruition Collective is social enterprise, which the core value system is amplifying and uplifting unheard and

underserved communities within Lancaster. She was appreciative of what she learned being a part of the cohort membership.

Lydia Brubaker, Creative Works, addressed the Council also with a brief background. Creative Works is a volunteer-run, performing arts group whose mission is to explore unexpected theatrical frontiers. Creative Works is happy to be part of the cohort membership. She said they could not have access to this training without this opportunity. She said they were able to create a comprehensive marketing plan. It is helpful to hear from the other members of the cohort about their challenges.

Mr. Lehr and Ms. Zaborney expressed their support for the work being done with the Susquehanna Art Museum.

ITEM 1 DISCUSSION

Update on PCA Plan

Sarah Merritt updated the Council regarding the matrix of objectives she created regarding the PCA Plan.

ITEM 12 INFORMATION

Program Updates from the Staff

Chair Jeff Parks thanked the staff for all the work they have done on the awards.

Amy Gabriele addressed the Council regarding the management directive regarding Internal Controls as set forth by the Commonwealth, as a yearly requirement, to ensure that each Commonwealth Agency has established an effective internal control system. This year's report has been completed and submitted, and a response was received. The PCA will need to respond to the suggestions.

Sarah Merritt contacted all the organizations whose grant amounts were increased as a result of having higher scores.

Seth Poppy reported that he was nominated, accepted and completed the commonwealth's Leadership Development Institute (LDI) Program. He is hopeful that it will be a good program for raising the profile of the Council with other state agencies, and making new contacts.

There is an Arts in Education residency in the planning state at SCI-Muncy, Women's Correctional Institute because of the LDI Program and

meeting other state employees. Mr. Poppy also made contact with staff from the state parks, as they are footholds for rural areas.

He was named Program Director for Art Museums and has begun the tour of site visits.

Matthew Serio, Program Director (ppa), explained that there will be a peer panel review of each PPA Partner and the Partnership program. He mentioned that there are a lot of new staff members on the PTA Partners level. There will be a meeting of the PPA partners at Bald Eagle State Park, which will be more like a boot camp, going back to basics.

Mr. Serio has been doing a lot of site visits focusing on meeting with the entry track organizations, and updated the Council.

Ms. Dunlap announced that Gayle Cluck is stepping down as the Director of the Arts in Education Partnership at the Cultural Alliance of York County, but she has agreed to continue to consult with the Council. Sarah Merritt will manage Poetry Out Loud. She also reviewed progress on the installation of murals at Turnpike Service Plazas. She reviewed the joint partnership meeting at the Southern Alleghenies Museum of Art last fall.

Philip Horn announced that Americans for the Arts presented Bill Lehr with the Legacy Award. A video tribute to Mr. Lehr was played.

Mr. Horn mentioned that NASAA has a \$25,000 challenge grant, and will be sending the Council information, in hopes that the Council could find a way to make contributions in the name of the PCA to help them meet the match.

The Majestic Theatre, along with the Conservatory of Music presented Pershing's Own, the U.S. Army's number one most famous band (70 members), and gave master classes to students at the conservatory. Ms. Goldberg reviewed her work with her husband Woody Goldberg with the Band and other projects for veterans.

ITEM 13 PUBLIC COMMENT

Jenny Hershaur talked about the statewide Arts and Economic Prosperity Study. The study was released at a public meeting of Legislative Arts & Culture Caucus.

Ms. Hershour noted that there will be a joint meeting of the Early Childhood Caucus and the Arts Caucus; the date is to be determined.

(Heather Doughty, Deputy Executive Director, entered the meeting)

Mr. Horn thanked Ms. Doughty for her work on the Governor's Arts Awards.

Mr. Horn called on Mr. Paul Ware for his observations as a former Vice Chair of the PCA. He reviewed the use of the space in which the Council is meeting. It is a new space for the Fulton Theatre. He expressed his thanks for bringing the meeting to Lancaster for the second time and the Governor's Awards after 20 years of waiting. He said he hoped the Council was pleased. He said Lancasterians are asking for more.

Mr. Horn said that Mr. Ware chaired the Council committee that created PA Partners in the Arts.

ITEM 7 ACTION Adjournment

The meeting was adjourned at 11:47 a.m.

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Reviewed and edited by Philip Horn, Executive Director