

**Minutes
Council Meeting
October 7, 2021
9:00 a.m.**

Pennsylvania Council on the Arts
Microsoft Teams Virtual Meeting

COUNCIL MEMBERS PRESENT VIA MICROSOFT TEAMS: Chair Parks, Mr. Alaquiva, Mr. Astorino, Ms. Gunderson, Mr. Gabel, Ms. Goldberg, Mr. Lehr, Mr. Stull, Ms. Vilayphonh, Mr. Warfield, Mr. West, Ms. Zaborney

COUNCIL MEMBERS NOT PRESENT: Representative Ciresi, Representative Labs, Catzie Vilayphonh

STAFF MEMBERS PRESENT VIA TEAMS: Karl Blischke, Executive Director; Heather Doughty, Deputy Executive Director; Jamie Dunlap, Chief of Creative Catalysts & Lifelong Learning; Amy Gabriele, Chief of Finance & Administration; Amy Bantz, Director of Access to the Creative Sector, Norah Johnson, Director of Public Awareness & External Affairs; Laura Kline, Executive Assistant; Sarah Merritt, Director of Creative Communities; Dana Payne, Director of DEI Initiatives, Diverse Cultures & Heritage; and, Ian Rosario, Grants Liaison.

GUESTS PRESENT VIA MICROSOFT TEAMS: Rodney Akers, Chief Counsel; Pam Snyder Etters, Citizens for the Arts in Pennsylvania.

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 new PA Council on the Arts staff member Amie Bantz, who will be leading PCA's Partners in the Arts program and Entry Track. Chair Parks stated that Ms. Bantz brings experience as an arts educator and arts entrepreneur and that the Council looks forward to working with her.

Chair Parks provided some general instructions for the virtual meeting and asked Executive Director Karl Blischke to call the roll.

ROLL CALL:

Mr. Blischke called the roll. A quorum was established

Chair Parks provided instructions on requests for public comments.

Chair Parks welcomed Pam Snyder Etters, Executive Director of Citizens for the Arts in Pennsylvania (Citizens) and asked her to provide Council with a brief update on Citizens' activities.

Ms. Snyder Etters reported that Citizens has finalized all the research in connection with last year's Statewide Services Grant and that they are working to make the research available on their website.

Snyder Etters reported that another new initiative that Citizens is working on is keeping in constant contact with legislators on a regular basis to make sure that they are well informed throughout the year and not just once a year during Advocacy Day.

Snyder Etters stated that each quarter, Citizens will be sending one-page custom newsletters to the region that the legislator is servicing. She added that these newsletters will include little snapshots or stories of arts and cultural happenings that are positively impacting the communities.

Ms. Snyder reported that the next Arts & Culture Caucus will be on November 10, 2021, at 9 am.

Snyder Etters stated that the caucus has requested that Citizens bring focus back to continuing to ask for federal dollars to be given to the Pennsylvania museums as well as including any of the PCA grantees in those federal dollars. Snyder Etters explained that the Caucus is still trying to push for some additional funding.

Ms. Snyder Etters explained that the Caucus is also pushing a major focus on art therapy because they are trying to address some of the issues being faced by people coming out of the pandemic. Snyder Etters stated that Citizens is specifically focusing on a couple of areas. She explained that there is a memo going out that is co-sponsored by Representative Briggs to create some sort of licensing for art therapists throughout the state. Ms. Snyder Etters stated that Citizens will also be looking at art therapy that is specific to veterans. Ms. Snyder Etters stated that Citizens is also having discussions with the Mental Health Caucus.

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:

July 8, 2021, Regular Council Meeting:

Chair Parks asked for a motion to approve the July 8, 2021, Regular Council Meeting Minutes.

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

August 24, 2021, Special Council Meeting:

Chair Parks asked for a motion to approve the August 24, 2021, Special Council Meeting Minutes.

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

ITEM 4 ACTION: Recommendation for Statewide Services – Mid-Atlantic Arts Foundation

Karl Blischke, Executive Director

Mr. Blischke reported that this is a recommendation for an \$80,000 award to the Mid-Atlantic Arts Foundation. Blischke explained that the Mid-Atlantic Arts Foundation is one of six US regional arts organizations created by state leaders in the 1970s to facilitate a regional arts infrastructure. Blischke added that in that capacity, the Mid-Atlantic Arts Foundation is a conduit for both federal and private funds to the mid-Atlantic region, including Pennsylvania.

Mr. Blischke stated that the PCA also recommends that the grant be a non-matching award, although it is acknowledged that Pennsylvania will receive far more than \$80,000 coming back to the state, especially in this time as the Mid-Atlantic Arts Foundation is re-granting additional federal and private sector funds related to the pandemic.

Blischke added that this is a non-solicited application and stated that the PCA did request a waiver of that requirement and did receive that waiver to be able to provide this grant. Blischke also added that PCA has been having conversations with the Mid-Atlantic Arts Foundation about regranting to Pennsylvania and believes that there will be constructive conversations about aligning more of the dollars that will be coming back to Pennsylvania to items in PCA's strategic plan and giving the PCA additional capacity where resources and capacity may be low.

Ms. Goldberg gave input in support of the Mid Atlantic Arts Foundation. She stated the importance of the touring aspects that Pennsylvania used to have and the importance of looking at the broader, global picture and the role that we play in the arts. Goldberg added that she is a member of a think tank called the Foreign Policy Research Institute and stated that what she found is they have not embraced, up until now, the concept of cultural diplomacy and the use of it abroad and the effect that it can have in presenting America's best interests. Goldberg stated that other countries have used this effectively as far as soft power, cultural diplomacy, such as China and Korea. She stated that Council must think globally when thinking about the importance of the arts.

Chair Parks asked for any other addition 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 5 ACTION: Recommendation for Statewide Services – Creative Sector Workforce and Community Development

Jamie Dunlap, Chief of Creative Catalysts & Lifelong Learning

Ms. Dunlap reported that at the July council Meeting, Council authorized the release of a request for proposals to support workforce attraction and retention initiatives. Ms. Dunlap explained that PCA received 15 proposals and the list of those applications are included in the Council book.

Ms. Dunlap stated that after review, PCA staff is recommending the three organizations that are listed in the memo for \$40,000 and added that each recommendation is based on review criteria that is also listed in the Council memo and which was shared during the July 2021 Council meeting.

Ms. Dunlap provided a summary of the three recommended organizations.

1. Fleisher Art Memorial in Philadelphia County. Dunlap explained that the Fleisher Art Memorial will partner with the Delaware River Waterfront Corporation and will launch a two-year initiative focused on workforce development for Latinx creative entrepreneurs and craft makers. Ms. Dunlap stated that these organizations have an opportunity to establish roots and a foundation within the city's creative sector and beyond, helping them to set up as independent vendors and giving them technical assistance. Ms. Dunlap added that the purpose of the program is to promote and enable artisans to continue enterprises and be able to succeed in the Philadelphia. Ms. Dunlap stated that this is a great model and is hopeful that there will be different strategies for other communities across the commonwealth to utilize in their own communities to attract and retain creative workers.
2. Lehigh Valley Interregional Networking and Connecting Consortium (LINC). Dunlap stated that the Creative Workforce Getting Linked pilot program is a 3-pronged approach that is focusing on recruiting and retaining creative workers and helping them relocate and connecting them to employers and opportunities to get hired and to get work. Ms. Dunlap stated that the level of partnership between LINC, Discover Lehigh Valley, which is the local tourism bureau, the Lehigh Valley Economic Development Corporation, the Chamber of Commerce, and the Workforce Development Board is the largest for that level of partnership for that region. Ms. Dunlap stated that they have never brought that number of organizations together to focus on one initiative with one goal.
3. The Oil Region Alliance of Business Industry and Tourism. Ms. Dunlap stated that this project is located in Venango County, which is a rural setting. Ms. Dunlap reported that this is essentially building off a program they started in 2006 called the Oil City Creative Sector Advancement Project, and at that time, they developed this program to retain and attract creative sector workers to their region. Dunlap explained that this proposed program will support advancing the areas that were successful and growing the Arts Oil City/ Oil City Creative Sector Program. Ms. Dunlap added that this will also be a two-year program and the collaboration will be among the Main Street Program and Arts Oil City, and the Chamber of Commerce, Venango Economic Development Agency, and the Oil Regional Alliance of Business, Industry & Tourism.

Ms. Dunlap added a reminder that the hope is that these three projects will result in models for different types of communities across the Commonwealth so they can use strategies and tactics to help attract, recruit, and retain creative workers to their communities and to communities across Pennsylvania.

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

Ms. Goldberg stated that this is an exciting project and asked if these organizations are acting like "headhunters" in a sense to try to recruit talent from all over the country and the world and attracting them to these areas. Goldberg added that

because of Covid, people are relocating. Ms. Goldberg stated that this project will provide an opportunity to bring arts and culture in their community.

Ms. Dunlap stated that this type of recruitment is the foundation or root of why this project was developed. She explained that Covid has changed the landscape of how and where people work and that this project gives an opportunity for Pennsylvania communities to embrace arts and culture, support creative workers so these communities can be amazing places to live, work and play.

Chair Parks stated that as this program was incubating, PCA staff looked across the country at recruitment efforts for people with these talents and learned that many states and some cities are offering \$8,000 to \$12,000 to move to their area and those funds would be applied to housing. Parks added that the real effort behind this set of grants is to encourage the communities in Pennsylvania to think outside of the box and think of different ways to take advantage of the opportunity for both creative individuals but also creative spouses. Chair Parks also stated that many communities are recruiting employees, particularly in health care and education, who may bring along a spouse who is a creative and is looking for artistic or other creative initiatives. Chair Parks said that Council will be interested to see how this comes out and hopefully there will be some ways in which it can work for other communities in the state.

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

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

ITEM 6 ACTION: Recommendations for Creative Catalyst Grants

Jamie Dunlap, Chief of Creative Catalysts & Lifelong Learning

Ms. Dunlap directed Council to the memo in the Council book that lists the four applicants and four recommendations for the Creative Catalyst Grants for Fiscal Year 2021-2022.

1. The Center for Advanced School Teaching and Learning (I'm Fine). Ms. Dunlap explained that this organization was presented and approved at the July meeting. Dunlap stated that the applicant listed "I'm Fine" as the actual applicant's name but once that name was cross checked with their EIN number, it was found that the correct name for the organization should be the Center for Advanced School Teaching and Learning.

Ms. Dunlap explained that she needs to bring this request back to Council to make sure the correct name and EIN number is associated with the grant. She stated that there are no changes in the scope of the project and that it is still a series of community workshops.

Request is for \$10,000 and the recommendation is for \$10,000.

2. University of the Arts – Craft Now. Ms. Dunlap explained that Craft Now is a program within the University of the Arts. Ms. Dunlap stated that the University of the Arts will be managing this project titled "Tools of the Trade" Conference. Ms. Dunlap explained that this aligns with the work PCA is doing in the Creative Entrepreneur Accelerator program.

Ms. Dunlap explained that CraftNow has partnered in that space in Philadelphia with Next Fab, which is based in the Philadelphia region and serves the Mid-Atlantic region. Ms. Dunlap stated that these two groups are coming together to provide a new virtual conference which will support creative entrepreneurs throughout the region. She added that the conference is in collaboration with Next Fab and they are hoping to provide access to different tools that the artists or makers need for their businesses, small batch manufacturing and creative practices.

Request is for \$10,000 and the recommendation is for \$10,000.

3. Clay Studio. Ms. Dunlap stated that this is an organization based in Philadelphia that is planning a one-day symposium called "Making a Place Matter" which will be a free gathering that will consist of some in person elements

but will also be online. Ms. Dunlap explained that this will be a hybrid program and that the in-person components will be focused on the Philadelphia region, and because it is hybrid, it will be marketed in the Mid-Atlantic region and across the country. Ms. Dunlap stated that the symposium will be held in early April 2022. Ms. Dunlap added that this organization is unique because they built a new home in the South Kensington neighborhood of Philadelphia and worked with some groups in the neighborhood for over 18 months to create this exhibition with the goal to understand their new community and cultural partners within that neighborhood. Dunlap stated that this symposium will discuss the outcomes of that project, which is the keystone of the symposium.

Dunlap added that experts from across the state and the region will participate in the symposium and will discuss how crossing different cultural fields to explore broader relationships around identity, place, cultural heritage in urban spaces is at the heart of this program.

Request is for \$10,000 and the recommendation is for \$10,000.

4. Writers Conference Northern Appalachia. Ms. Dunlap explained that the Northern Appalachia encompasses parts of Pennsylvania, Ohio, Maryland, New York, and the northern parts of western Virginia. Dunlap stated this organization will be hosting a conference scheduled to be held in early 2022 at Duquesne University in Pittsburgh. Ms. Dunlap stated that this organization has come to PCA for support of this regional conference that will bring together writers, creators, and poets to learn from each other and provide a professional development setting to enhance and support the region's writers and literary artists.

Request is for \$10,000 and the recommendation is for \$10,000.

Ms. Goldberg asked about the Center for Advanced Learning and Mental Health and if it would be appropriate for any collaboration between the project PCA has in the medical field as far as exhibits. She asked if there is any tie-in between the two.

Ms. Dunlap stated that this is an interesting thought. Dunlap stated that the mental health program of Governor Wolf lives under the Department of Human Services; however, the Department of Human Services works in parallel now and that there could be some intersection there. Dunlap added that at the heart of PCA's Creative Arts Resiliency Program, bringing arts and music therapy together into these health care settings, mental health is at the foundation of that as well. Ms. Dunlap said it was a good point and something to think about to see if there are some opportunities to connect some of those pieces.

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

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

ITEM 7 INFORMATION: 2019-2020 Grants Report

Amy Gabriele, Chief of Finance & Administration

Ms. Gabriele stated that each year, PCA publishes every grant that Council has approved, and this includes sub-grants. Ms. Gabriele explained that this year this report is a little later than usual because of delays caused by Covid which resulted in delays in processing grants.

Ms. Gabriele directed Council to page 41 of the Council book which contains the full list of the Fiscal Year 2019-2020 grants, listed by county. Ms. Gabriele stated that the last page provides a summary by each program division and county sorts (alphabetical and per capita ranking.)

Ms. Gabriele reported that there are over 1,700 grants that were made in Fiscal Year 2019-2020 and that this memo is just for informational purposes to see all the wonderful work that everybody has done.

Chair Parks asked Council members to use this information as a resource in conversations with communities to share what the Council is doing with the state monies that were authorized, which happens to be the lowest (per capita) of every state surrounding Pennsylvania apart from West Virginia.

Mr. Stull stated that he sees some of the same names of grantees listed on two items and asked is that because one was for 2019 and one was for 2020.

Mr. Blischke stated that a reason that an organization would be listed more than one time is because of the additional funds that were made available through the CARES Act. Blischke added that PCA's small staff did quite a bit of processing.

Chair Parks reminded Council that there were two grant cycles last year due to the Covid grants. He thanked PCA staff members for the incredible amount of work that was involved in processing these grants.

ITEM 8 INFORMATION: PCA Branding Update

Norah Johnson, Director of External Affairs & Public Awareness

Mr. Blischke stated that Norah Johnson will provide Council with a walk through on PCA's branding efforts. Blischke said that PCA has been talking about this for a long time, but now has a brand that is to go with those discussions. Mr. Blischke wanted to take the opportunity to say thank you to Ms. Johnson and to those Council members who helped and were part of the process of developing this new brand. Blischke thanked Susan Goldberg, Jennifer Zaborney, Jeffrey Parks and Emma Alaquiva. Blischke asked Mr. Alaquiva to provide some comments about his participation in developing the new plan.

Mr. Alaquiva stated that he was excited that PCA has taken these steps toward updating the branding with a new flair. He added this new branding initiative includes new ingredients as we lead PCA into the future. Alaquiva stated that the Council members who worked on the rebranding really thought this through on how this can be a re-set and not necessarily a re-start. Alaquiva explained that with this re-set, PCA can start to build those cultivated relationships that are needed with its constituents and artists around the state.

Alaquiva stated that it has been an absolute pleasure being one of the individuals that helped to bring this to the forefront and thanked Mr. Blischke, Ms. Johnson as well as the other Council members involved in allowing him to be part of the team.

Ms. Johnson provided an overview of the new PCA branding and shared a PowerPoint presentation with an update on where it started and where it is now.

Ms. Johnson reported that over a year and a half ago, PCA engaged with a digital marketing firm out of Harrisburg called Bravo Group to develop a new look and feel and fresher brand for PCA. Johnson stated that PCA didn't have a specific brand before, other than a state logo and colors.

Ms. Johnson reviewed one constraint is in regard to the Commonwealth requirement of having keystone as its core logo component. At the start of the engagement with Bravo Group, Ms. Johnson went to the Governor's Office asked for permission to step a little bit away from the Commonwealth Branding Guidelines and explained that they did grant that to PCA in supporting the following components of the brand: PCA's pallet and font, etc. Johnson explained that PCA did have to adhere to the Commonwealth logo brand standards, which was specific restraint in terms of the direction.

Ms. Johnson reported that Bravo Group identified some key themes and stated that part of the research they evaluated was PCA's strategic planning, documentation, as well as the stakeholder input.

Ms. Johnson displayed PCA's updated color pallet and fonts. She also showed some examples of how the diagonal line, which is played off the "A" can be used in many branding and messaging pieces.

Johnson stated that Bravo Group also conceived a partner mark that our partners can use in conjunction with our logo. She explained that there are specific branding guidelines for the partners to use to make it easy and simple for them to adhere to. Ms. Johnson then displayed the taglines that can be used to stakeholders that our outside of our network to succinctly describe who the PCA is and what the PCA does. These are succinct messages that can be displayed in tandem with the logo. Ms. Johnson stated that PCA's tagline is "Building stronger communities takes creativity." Johnson stated that this tagline will provide additional fluency and flexibility in terms of how we can message stakeholder groups that might not as familiar with the PCA.

Ms. Johnson went over some next steps and stated that PCA is currently in the process of finalizing all the brand materials and the deliverables. She explained that she recently had a call with the Bravo Group about the implementation of this work and provided some examples of some of the types of branding and visuals that will be used going forward.

Ms. Johnson stated that PCA will be announcing the new brand on social media and will be distributing the brand guidelines to PCA partner organizations.

Ms. Johnson added that this has been an exciting period for the PCA. She stated that as Mr. Alaquiva commented, this is not an overhaul of PCA visually, but is an opportunity to show visually and externally who we are and who we have been for several years now.

Chair Parks thanked Ms. Johnson as well as the Council members who participated. He also stated that this has been a long time coming.

Ms. Astorino said the concepts are straightforward and that the branding is a great step in moving away from what we had before.

ITEM 9: Chair's Report

Jeffrey Parks, Chair

Chair Parks reported that the 133rd Annual Meeting of the American Folklore Society will be held virtually on October 18-20, 2021, and in Harrisburg physically on October 21-23. He explained that the theme of the meeting is "Natural States / Environment, Politics and Traditions." Parks added that Dana Payne and several of PCA's folk artist partners served on the host committee. Parks stated that several of PCA's folk arts partners will facilitate or serve as panelists for meeting sessions in addition to hosting activities related to the Central PA Culture and Heritage.

Mr. Parks reported that in September, the Fourth Economy and Local Government Academy hosted the webinar "Arts and Economic Recovery in Your Community, Case Studies from Pennsylvania." Parks explained that the webinar featured the findings and recommendations from a report that Council commissioned on the impacts of the pandemic and strategies for integrating the creative sector into community and economic development efforts. Chair Parks indicated that PCA staff will send Council a link to this webinar.

Chair Parks reported that he is pleased to highlight that Emma Alaquiva was awarded two 2021 Regional Emmy Awards this year for a video essay "Black Lives Matter" and short form content "No Justice, No Peace."

Mr. Alaquiva thanked Council for the recognition. He stated that 2020 was a very interesting year for American history and that nothing was greater than to be able to document what was going on, not only in a Covid space but also in the space of diversity and inclusion, especially with the deaf and hard of hearing community. Mr. Alaquiva stated that "Unspeakable" has gone viral with 300 million views in over 60 countries. He stated this was the catalyst for this video essay and the Black Lives Matter work and added that it was all inspired by his 8-year-old daughter.

ITEM 18: Executive Director's Report

Karl Blischke, Executive Director

Mr. Blischke thanked PCA staff for this past year, which required a lot of extra work, including the implementation of federal relief funds. Blischke stated that PCA came together, worked very hard and delivered on behalf of the Commonwealth.

Mr. Blischke stated that as PCA was waiting to bring on our new staff member, Amie Bantz, PCA staff stepped up to help programs move along as well as continuing to work on their own programs. Mr. Blischke recognized staff that worked to fill in gaps including Sarah Merritt, Jamie Dunlap, Norah Johnson, and Laura Kline.

Now that Council has established the new mission and strategies, an enhanced program portfolio, and new branding, PCA is ready to engage with its stakeholders and to engage with cross sector partners to leverage more resources and more visibility on behalf of the creative sector. Blischke stated that this week he will be attending the Pennsylvania Economic Development Association conference in order to continue PCA's engagement with the community and economic development professionals and organizations across the state.

Blischke reported that over the next year, PCA staff will engage with community and economic development organizations representing all 67 counties. Blischke explained that in part, PCA will be advancing its new brand and working on telling its story. Blischke explained that he and Ms. Johnson have been in conversations with Keystone Edge, which is Pennsylvania's

monthly online magazine and stated that they will be creating a series of six podcasts and collateral articles on key issues that are related to the creative sector and its works and relevancy in communities and is another way for the PCA to tell its story.

Mr. Blischke reported that the actual implementation of PCA's Creative Entrepreneur Accelerator Program will occur this Fall. He explained that this is another way that the PCA can tell a story about creative entrepreneurs. Blischke added that we are very excited that Amie Bantz is on board and will be part of that program. Blischke explained that this is another opportunity for story telling in a different way about creative entrepreneurs.

Mr. Blischke stated that one of PCA's key partners is Bridgeway Capital, who works with the PCA on the Creative Business Loan Program but are also now a key partner in PCA's Creative Entrepreneur Accelerator Program. Blischke explained that Bridgeway is developing story telling around creative entrepreneurship.

Blischke shared a video from Bridgeway Capital as an example of some of that work that explains what creative entrepreneurship looks like.

Chair Parks thanked Mr. Blischke for sharing the information and video and asked that the other two Bridgeway videos be shared with Council. Parks added that Bridgeway is a great partner and he thanked Mr. Blischke for bringing these CDFIs into the realm of partnerships with the Council.

Chair Parks thanked those who participated in the meeting and stated that hopefully, the pandemic conditions will allow Council to gather personally soon.

Meeting adjourned at 10:50 am.