

**Minutes
Council Meeting
October 6, 2022
9:00 a.m.**

Virtual Meeting
via Microsoft TEAMS

COUNCIL MEMBERS PRESENT VIA MICROSOFT TEAMS: Chair Parks, Mr. Alaquiva, Mr. Astorino, Representative Ciresi, Mr. Gabel, Ms. Goldberg, Ms. Gunderson, Representative Labs, Judge Morgan, Mr. Stull, Ms. Vilayphonh, Mr. Warfield, Ms. Zaborney (via Proxy)

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; Seth Poppy, Director of Data Systems & Creative Services; and, Ian Rosario, Grants Liaison.

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

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

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:

July 14, 2022 Council Meeting:

Chair Parks asked for a motion to approve the July 14, 2022, Council Meeting Minutes. Mr. Astorino made a motion to approve the minutes. Mr. Warfield seconded the motion. Motion carried, none abstained or opposed.

ITEM 4: Authorization for Executive Committee to Act on Selection of Region 12 Pennsylvania Partners in the Arts (PPA) Partner

Karl Blischke, Executive Director

Mr. Blischke reminded Council that during the July 2022 meeting, Westmoreland Museum of American Art would no longer serve as the PPA partner for Bedford, Blair, Cambria, Fayette, Somerset, and Westmoreland Counties (Region 12).

Mr. Blischke reported that since that time, PCA staff has been working on a smooth transition to provide services to grantees in that PPA region and to also begin the process of identifying a new partner which is done with an open solicitation, application, and review process. Blischke stated that this process is underway and PCA is hoping to find partner to start serving next fiscal year.

Mr. Blischke explained that in the event that PCA staff is able to identify a quality partner for region, before the December meeting, this action item is to have the Executive Committee act on the authorization of that new partner. Blischke added that if we do not have a partner before the December meeting, PCA will simply bring this action item before Council at that regular council meeting.

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 recommendation. Judge Morgan seconded the motion. Motion carried, none abstained or opposed.

ITEM 5 ACTION: Recommendations for Creative Catalyst Grants

Jamie Dunlap, Chief of Creative Catalysts & Lifelong Learning

Ms. Dunlap reviewed the following create catalyst recommendations for Fiscal Year 2022-2023 and directed Council to the list outlined in the corresponding memo in the Council Book.

Ms. Dunlap stated that the first item on the memo, Center for Civic Arts, will be skipped during this meeting because of issues with the specific name of the organization and with not being able to obtain a vendor number. Dunlap explained that this matter will be brought before Council at the December meeting.

Applicant: 203 West Main Street Inc.

Proposal: Exchange Arts DbA The Exchange

Ms. Dunlap reported that this proposal is for an initiative called In-Fill PA, which references vacant lots that many communities have in their Main Street downtown areas.

Dunlap explained that In-Fill spaces proposes to host six exhibition galleries throughout the Susquehanna Valley region. She added that the exhibit will feature submissions from designers, artists, and will offer opportunities for community engagement and will encourage visitors to contribute design ideas.

Ms. Dunlap stated that the hope of these community exhibitions and conversations through the In Fill PA Exhibit series will become a tool that is replicable to other communities in Pennsylvania and elsewhere. Ms. Dunlap explained that these exhibitions will be in person and will also be share online so that other communities can approach vacant spaces in their locations.

Dunlap stated that this organization has made a request for \$2,500 and the PCA staff recommendation is \$2,500.

Ms. Goldberg asked for some clarification regarding the In-Fill-PA project and asked what the \$2,500 will cover. Ms. Dunlap explained that the \$2,500, which is a one-to-one match, will cover the gallery spaces, marketing and paying designers and artists for the pieces that will be displayed in the gallery spaces.

Applicant: Lehigh University Zoellner Arts Center

Proposal: Traveling While Black

Ms. Dunlap reported this request is for a very large exhibit that blends together cinema, the arts, and virtual reality in an installation. She stated that traveling While Black is a cinematic virtual reality installation experience that immerses viewers in the long history of restriction of movement for

Black Americans and the creation of safe spaces in communities. Dunlap explained that audience members that come to visit that virtual reality exhibit will be able to be a part of a virtual recreation of the historic Ben's Chili Bowl restaurant in Washington, D.C.

Ms. Dunlap reported that Lehigh University came to PCA with this idea and stated that they have brought together two other partners across the state that also want to participate in this exhibit. She added that this will become a traveling virtually reality installation that will start at Lehigh University and will then move to a rural partner at Shippensburg University and will finally move to the Pittsburgh Cultural Trust. Ms. Dunlap added that Lehigh University will work with different groups and stated that August Wilson is one possibility as well as different art spaces and galleries that are associated with the Pittsburgh Cultural Trust.

Dunlap stated that the organization has made a request for \$30,000 and the PCA staff recommendation is \$30,000.

Representative Ciresi asked if \$30,000 is what the exhibit will cost. Ms. Dunlap stated that the full budget for bringing this is going to be over \$70,000 and explained that Lehigh University received some additional funding from community sponsors and private donations, which were more than the required one-to-one match. Dunlap added that Shippensburg University and the Pittsburgh Cultural Trust will be contributing resources to the community events as well as marketing around the installation.

Mr. Gabel asked for some clarification of what the actual exhibit is. Ms. Dunlap explained that Traveling While Black has a website that describes this immersive experience that will take the participant virtually into the Ben's Chili Bowl restaurant. While virtually in the restaurant, participants will hear conversations and learn the history of the era, all while being immersed in the virtual reality experience.

Applicant: Casa De Venezuela Inc.

Proposal: Venezuelan Expressions 2022

Ms. Dunlap reported goal of this program in this proposal is to reach out across the state to share about the history and the culture of Venezuela through the arts. Dunlap explained that Casa De Venezuela, Inc. has a wonderful relationship with the Governor's Commission on Latino Affairs, and they plan to utilize that relationship to help spread this across the state.

Ms. Dunlap stated that Casa de Venezuela plans to produce Venezuelan Expressions, a two-part program that includes 1) a statewide online master class workshop and community engagement program and 2) a full stage production of in-person and live streamed music performances. Dunlap explained that these will be free of charge and added that this will be held in person and will also be live streamed

Dunlap stated that the organization has made a request for \$7,000 and the PCA staff recommendation is \$7,000.

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. Mr. Astorino seconded the motion. Motion carried, none abstained or opposed.

ITEM 6 ACTION: Recommendations for Pennsylvania Partners in the Arts (PPA) Guidelines

Amanda Lovell, Director of Access to the Creative Sector

Ms. Lovell stated that this Action Item is related to the Creative Sector Flex Fund. Ms. Lovell explained that in Fiscal Year 2021-2022, PCA transitioned from Project Stream to Entry to Program Stream. Ms. Lovell stated that when she came into her role at the PCA, all of the panel meetings were taking place. She stated that she participated in 20 panel reviews and was able to gather a lot of insight into the applicants across the state and our PCA's partners.

Ms. Lovell reported that PCA has completed those panel reviews and in during the July Council meeting it was agreed what grantees would receive funding in this new program. Ms. Lovell explained that it became very apparent that the Entry to Program Stream program needed some improvements. Ms. Lovell stated that through collaboration with PCA partners, feedback from panelists, debrief sessions with panelists, as well as feedback from community and everything that PCA staff has been noticing, PCA staff is proposing to move forward in a new direction with that grant.

Ms. Lovell stated that this new direction aligns – with PCA's strategic plan and DEI initiatives.

Ms. Lovell stated that one of the hopes of this new program will allow better access to the grants that are in place. Ms. Lovell explained that Entry to Program Stream currently focuses on operating support. She stated that organizations that were applying for this grant, general operating support for a smaller organization wasn't resonating with them. She said that PCA staff is seeing in their applications, a large disconnect about what their needs actually were and the general operating support.

Ms. Lovell explained some of the reasons for the transition into the proposed Creative Sector Flex Fund which are outline in the corresponding memo in the Council Book.

Ms. Lovell reported that the proposed Creative Sector Flex Fund will address needed clarification of purpose and usual of funds. She stated that will also address the supply and demand issue.

Ms. Lovell then reviewed some of the solutions that the proposed Creative Sector Flex Fund will offer. These are outlined in the corresponding memo in the Council Book.

Ms. Lovell stated that PCA staff recommends retiring the Entry to Program Stream and Program Stream grant programs starting in Fiscal Year 2023-2024. She explained that PCA staff developed a new program titled the Creative Sector Flex Fund that will better address the needs of the art organizations with revenue sizes from \$10,000-\$200,000.

Rep Ciresi asked if public schools can apply for this grant.

Ms. Lovell stated that neither public nor private schools can apply for this grant.

Ms. Goldberg asked for clarification on brand new projects and how that would be reviewed.

Ms. Lovell stated that the project would have to be in existence for 2 years for this grant and added that there is still a matching fund piece.

Mr. Gabel stated that he excited about this flex fund. Mr. Gabel stated that he has a couple of concerns. He stated that he carefully read the memo that although it is daunting to look at, he clearly understood everything presented because it was clearly written. Mr. Gabel's concern is about the number of pages that a normal application will have. He stated he is coming from the perspective of a grant from a grant writer.

Mr. Gabel stated that it would be easier if PCA had a standard application form that is two pages, as opposed to one that is 5-10 pages for a \$2,000 grant.

Ms. Lovell stated that she agrees that could be a barrier to access.

Ms. Gabel stated that PCA staff is still in the process of developing and find tuning questions for applications and will most likely include 10 narrative questions and required attachments. She added that the questions will relate to PCA's review criteria which will be discussed later in the meeting.

Chair Parks thanked PCA staff for working on this matter. Chair Parks then 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 recommendation. Judge Morgan seconded the motion. Motion carried, none abstained or opposed.

ITEM 7 ACTION: Recommendation for DEI Statement

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

Ms. Payne stated that a DEI statement outlines an organization's commitment to diversity, equity, and inclusion. She explained that DEI statements touch upon the role of DEI in shaping values, and the overarching ways that DEI strategy serve as a catalyst for change through policy and programming.

Ms. Payne stated that the DEI statement in the council book describes the purpose of the PCA and reflects PCA's values and commitment to equitable grantmaking, to ensure access to the arts for all Pennsylvanians.

Ms. Payne stated that this statement is a result of PCA staff input and Council DEI Committee review and feedback on programming and policies that guide grantmaking activities.

She added that this statement is intended to be a public-facing, living document that will be refined and updated as our objectives are achieved.

Ms. Payne stated that PCA staff recommends that Council approve the PCA DEI Statement. Ms. Payne added that this was shared with the National Assembly of State Arts Agencies. She explained that PCA's DEI Statement is fluid and PCA staff will listen and look for feedback after we make it publicly available.

Chair Parks asked Ms. Payne to keep Council apprised of any feedback that she receives about the DEI statement after it is posted.

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

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

ITEM 8 ACTION: Recommendation for Application Review Criteria

Karl Blischke, Executive Director

Mr. Blischke reported that as the new strategic plan, mission and overarching values were adopted, Council knew that the application review criteria would need to be revised to align with Council's new mission, strategic plan goal areas and overarching DEI value. Blischke stated that this recommendation is to approve the revised review criteria to be used specially with our general

operating support program, Entry to AOAP. Blischke stated that PCA is also recommending that these criteria be used with the Creative Sector Flex Fund and to other PCA programs, as applicable.

Mr. Blischke reported that there are proposed criteria on pages 39 and 40 of the Council Book. He explained that the three headlines are aligning to community values, which is PCA's mission statement; DEI, which is PCA's overarching value, and stewardship, which is about our effective management and accountability for public tax dollars.

Chair Parks stated that this really changes the filter by which grants are given in this state. He added that it is different from what we have done in the past. Parks added that the communities impacted by the arts will be a part of the discussion in terms of what their community values are and how this impacts their community. Chair Parks stated that the filter of all these three items will be used in assessing grant applications.

Ms. Goldberg asked where Pennsylvania stands in relationship to other states.

Mr. Blischke stated that there is a lot of discussion happening at state arts agencies across the country around the topic of review criteria. Some agencies are contemplating a change in review criteria to better address community value and access, while other agencies are focusing on funding formulas that better address community access. Overall, agencies recognize that changes in funding policy and review criteria are necessary.

Chair Parks stated that the history of the art world with regard to funding of the arts has always favored institutional and larger arts organizations and what is considered high culture and not on what art is bringing to communities.

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 as presented and amended in the Council materials. Judge Morgan seconded the motion. Motion carried, none abstained or opposed.

ITEM 9 ACTION: Recommendation for Statewide Services – Serving Individuals with Disabilities

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

Chair Parks turned meeting over to Vice Chair Gabel.

Ms. Payne reported that this RFP for serving individuals with disabilities was developed to help PCA to establish relationships that strengthen its ability to connect with and better understand the needs of and to support individuals with disabilities.

Ms. Payne explained that she and Mr. Blischke met with leadership from organizations that serve individuals with physical, intellectual, and developmental disabilities to gain insight into how we can best connect with these communities and provide support through the arts.

Ms. Payne stated that she and Mr. Blischke met with the Director of Accessibility at the Kennedy Center, who is also in charge of the Leadership Exchange in Arts and Disability (LEAD) program, who provided PCA with a list of resources as well as a national perspective on the arts and communities with disabilities.

Ms. Payne stated that conversations here also held with the Executive Director of Art Reach in Philadelphia, an organization that creates outreach and opportunities in the arts for underserved and under-resourced individuals with disabilities

Ms. Payne stated that she and Mr. Blischke also spoke with the Executive Director of the Arts of the ARC of PA. Ms. Payne explained that the ARC of PA is not directly related to the arts and serves and

advocates for children and adults with intellectual and developmental disabilities and has 30 chapters across the state.

Ms. Payne stated those conversations and the perspectives and recommendations received, helped PCA staff to develop this RFP.

Ms. Payne stated that funds to support this initiative would originate from FY 2021-2022 waiver funds and not FY 2020/2021 budgetary reserve as was erroneously indicated on the corresponding Council Memo.

Ms. Payne stated that she hopes to receive up to four quality responses to this RFP and make recommendations for an award of up to \$25,000 each at the December Council Meeting.

Ms. Payne stated that PCA staff recommends that Council review and approve the RFP guidelines that follow this memo in the Council Book for accepting proposals focused on serving individuals with disabilities to the arts to increase access to the arts.

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

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

ITEM 10 INFORMATION: 2020-2021 Grants Report

Amy Gabriele, Chief of Finance & Administration

Ms. Gabriele reported that PCA staff publishes a full list of grants each year to give a picture of the direct and indirect grants from the PCA. Ms. Gabriele explained that the indirect grants are given to PCA partnerships in AIE, PPA and Folk Arts.

Ms. Gabriele stated that this list represents the Fiscal Year 2020-2021 grants and explained that there are over 1,300 grants listed.

Ms. Gabriele directed Council to pages 70, 71, and 72 in the Council Book and explained that these pages show summaries of grant totals for each track, program, and division by county and per capita ranking.

Ms. Gabriele stated that this list is included in the Council Book every year and that it shows the fine work that Council approves every year.

Vice Chair Gabel asked the Council for any additional questions. Hearing none, Gabel 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: Chair's Report

Jeffrey Gabel, Vice Chair

Vice Chair Gabel stated that PCA recognizes the passing of Lois Lehrman Grass who was beloved by the greater Harrisburg community and left her mark with countless organizations and individuals.

Gabel reviewed her many contributions to the state and region's creative sector. Mr. Gabel stated that Ms. Grass served as a PCA Council Member from 1986-1995 and received a Patron Award at the 1995 given Pennsylvania Governor's Awards for the Arts ceremony. Vice Chair Gabel stated that Lois Grass will be missed by all of us at the PCA and the community.

Vice Chair Gabel congratulated Jamie Dunlap and Amy Gabriele for their work relating to the Academy for Creative Aging, a free visible platform that offers a certificate of completion for teaching artists as well as on demand video lessons for older adults. Secretary of Aging Robert Torres commended PCA on the development of the Academy for Creative Aging. Secretary Torres stated that this online platform will send and reach opportunities for more individuals and communities to participate in activities that benefit and enrich the lives of older adults.

Vice Chair Gabel recognized 2019 Pennsylvania Governor's Award for the Arts, Artist of the Year recipient Vanessa German on the announcement of her 2022 Heinz Award for the Arts.

Representative Ciresi provided comments about his disappointment in lack of an increase in the budget for the Council on the Arts. He stated that he was an advocate in the \$30 million increase in the budget for the film industry. Representative Ciresi stated that PCA must change the way it advocates for funding of the arts. He stated that PCA must involve larger arts organizations and have their executive directors meet with the legislators in their districts. Ciresi stated that he thinks more needs to be done other than once per year in April at the State Capitol.

Representative Ciresi also suggested that for every grant awarded, that PCA requires an invitation to that organization's state legislator and senator for openings and events.

Representative Ciresi stated that the large arts organizations need to stand alongside the PCA and that other states, smaller than Pennsylvania, are supporting the arts more than Pennsylvania.

ITEM 12: Executive Director's Report

Karl Blischke, Executive Director

Mr. Blischke stated added as the PCA approaches 2023, there is a transition in the Governor's office and there will be new members of the general assembly. He stated that it is a critical time for the PCA to educate and to raise the visibility of our sector and the PCA. Mr. Blischke stated that part of this strategy involves having these discussions with legislative members and that the PCA will be doing on its own part with individual members.

Mr. Blischke stated that Pennsylvania needs to be competitive in the Mid-Atlantic region and beyond. Blischke explained that this involves educating about the potential of the sector, historical funding and how the Commonwealth matches against states it is competing with.

ITEM 13: Adjournment

The meeting adjourned at 10:30 am