

MINUTES
COUNCIL MEETING
PENNSYLVANIA COUNCIL ON THE ARTS
MONDAY, SEPTEMBER 29, 2014
INDIANA UNIVERSITY OF PENNSYLVANIA
INDIANA, PENNSYLVANIA

COUNCIL MEMBERS PRESENT: Ms. E. Jeanne Gleason, Vice Chair; Mr. Jeffrey Gabel; Ms. Susan Goldberg, Mr. Justin Laing; Mr. Lee Steadman; Ms. Paula Vitz; Mr. James West, Jr.; and Ms. Jennifer Holman Zaborney.

(Not a quorum.)

COUNCIL MEMBERS NOT PRESENT: Ms. Susan Corbett, Chair; Ms. Laura Ellsworth; Mr. Stephen Harmelin; Ms. Gayle Isa; Mr. William Lehr; Senator Charles McIlhinney; Representative Tina Pickett; Mr. Robert Pullo; Representative Brian Sims; and Senator Anthony Williams.

STAFF MEMBERS PRESENT: Ms. Charon Battles, Deputy for Programs; Ms. Heather Doughty, Deputy for Communications and External Affairs; Ms. Jamie Dunlap, Program Director; Ms. Jewel Jones-Fulp, Office Manager & Senior Program Associate; Ms. Amy Gabriele, Deputy for Administration; Mr. Philip Horn, Executive Director; Ms. Mira Johnson, Folk Arts Consultant; Ms. Tina Mazingo, Executive Assistant; Mr. Seth Poppy, Manager, Grants and Information Technology; Mr. Ian Rosario, Program Associate; Ms. Caroline Savage, Program Director; Mr. Matthew Serio, Program Director; and Ms. Felicia Settles, Program Associate.

OTHERS PRESENT: Ms. Veronica Castillo-Perez, Dr. Stephanie Caulder, Department of Music Chair at IUP; Ms. Nicole Dezelum, Andy Warhol Museum; Dr. Henry Wong Doe, Professor, Department of Music, IUP; Dr. Michael Driscoll, IUP President; Ms. Barbara Heinlein, Stenographer; Ms. Jenny Hershour, Citizens for the Arts in PA; Dr. Michael Hood, Dean, College of Fine Arts, IUP; Mr. Hank Knerr, Lively Arts at IUP; Mr. Joe Kukula, IUP Regional Poetry Out Loud Champion; Mr. John Moore, Consultant; Mr. Warren Newman and Ms. Sheila Newman, Consultants; Ms. Jennifer Rockage, Artists Image Resource; Mr. Mitch Swain, Greater Pittsburgh Arts Council; Mr. Myron Tomb, Esq., former Council member; Mr. Jeff Wacker, ArtsPath at IUP; and Ms. Heather White, Andy Warhol Museum.

Dr. Michael Hood gave opening remarks and introduced IUP President, Dr. Michael A. Driscoll. President Driscoll thanked the Council and welcomed everyone to IUP.

CALL TO ORDER:

The meeting was called to order at 9:50 a.m. by Vice Chair Jeanne Gleason. Thanks were given to IUP hosts and Council staff.

Special congratulations were given to the winners of the Governor's Arts Awards.

ITEM 1 COUNCIL ACTION
Approval of Minutes of the July 16, 2014 Council Meeting

Since a quorum was not present, the minutes will be considered at the next meeting.

ITEM 2 PRESENTATION
Governor Corbett Letter to Warren and Sheila Newman

Mr. Philip Horn made a presentation to Warren and Sheila Newman, and a letter to them from Governor Corbett was read.

Also, Myron Tomb presented Ms. Heather Doughty with flowers in appreciation of her work on the Governor's Arts Awards.

ITEM 3 INFORMATION
AIE Partnership Presentation

Ms. Jamie Dunlap gave a slide presentation and oral report concerning the AIE Partnership, what counties they serve and how they were leveraging the funds provided by the PCA. Mr. Jeff Wacker gave an oral presentation concerning Arts Path activities and accomplishments.

Mr. Jeffrey Gabel asked that information about the number of students served be included in the future.

Mr. Joseph Kukula was recognized and he read a poem, "The Rain".

Mr. Mitch Swain from Greater Pittsburgh Arts Council gave a slide presentation and spoke concerning Arts Education Partnership events and NEA Chairman, Dr. Jane Chu's visit to Pittsburgh. He noted that there were no organizations of color in the meeting with NEA grantees and Chairman Chu. In response to a question from Mr. Justin Laing, he said that they wanted to build closer relationships with NEA staff to better advantage Pittsburgh in competing for NEA funding and other opportunities.

Ms. Jenny Hershour, Citizens for Arts, gave an oral presentation on the Joint Legislative Arts & Culture Caucus. The next meeting is October 8th, 2014. She said they were considering bringing back Arts in Education Day and the Matthew Ryan Award. They want to have a strong position statement by January to present to the Governor in support of funding for arts and culture, before the Governor prepares his budget.

ITEM 4 INFORMATION
AIE Stories – Committee Report

Ms. Jamie Dunlap gave an oral report about working with AIE partners and their impact stories.

Mr. Jeffrey Gabel thanked the committee for their work. He suggested putting together a small fund to offer to partners to produce similar videos.

Mr. Philip Horn suggested they talk about funding at next meeting and that in March there will be a proposed budget to work with. Three videos that were made by partners were shown, and a discussion by Mr. Philip Horn, Mr. Justin Laing, Ms. Jamie Dunlap and Mr. Jeffrey Gabel followed.

ITEM 5 INFORMATION

Preserving Diverse Cultures - Proposed changes in Strategies for Success; Proposed Draft RFP to study support for diverse cultural communities in Pennsylvania.

Ms. Charon Battles, Deputy Director for Programs, gave an oral report. A historical context was detailed. Details of expansion of programs, incorporating a funding program, opportunities for capacity building, networking as well as professional development were discussed. The Asian Arts Initiative was discussed. In October, an Asian theater conference and festival will be held in Philadelphia, hosted by the Asian Arts Initiative and supported by the PCA. Development of new programs and expansion of existing programs and bringing back suspended programs was discussed.

Mr. John Moore was introduced and gave an oral presentation on the PDC program. He discussed going to three different national conventions to acquire information and get a more complete picture of how the PCA program compares with other efforts and what might be done to improve the PCA program.

Ms. Veronica Castillo-Perez, Consultant, gave an oral presentation on funding and the effect of PCA funding on diverse organizations in Philadelphia.

Ms. Charon Battles discussed the leadership development program and the impact of individuals moving on from the program into different areas of leadership in other organizations. Also, the Challenge Program was discussed, beginning in 2016 and focusing on marketing and new sources of revenue.

In addition, networking and service programs revisions were discussed. There was a "boot camp" of six to seven hours because the prior two- to three-day conference was too long for most attendees. This was done by Skype to include Rhode Island.

Mr. Justin Laing spoke to the draft request for proposal. This will be addressed at the next council meeting.

ITEM 7 PIANO RECITAL

Dr. Stephanie Caulder, Department of Music Chair at IUP, introduced Dr. Henry Wong Doe, Associate Professor of Piano, IUP.

Dr. Henry Wong Doe performed the First Movement of Chopin's 2nd Sonata.

After Dr. Henry Wong Doe's piano recital, Mr. Philip Horn introduced Ms. Heather White and Ms. Nicole Dezelum of The Andy Warhol Museum and Ms. Jennifer Rockage of Artists Image Resource. Photographs were presented of various Council members being "Warholized". Also, a demonstration of the Warhol DIY App process was given using Mr. Jim West as the subject.

ITEM 8 LUNCH

At 12:15 p.m., lunch was served.

MEETING CALLED BACK TO ORDER

At 1:00 p.m., Ms. Jeanne Gleason called the meeting back to order. The following agenda items were skipped for today and small group meetings would be held. [Item 6 (tabs A-J); item 10-12; and item 14 were skipped].

ITEM 9 SMALL GROUP MEETINGS

After the groups met, each gave an oral report.

Ms. Jennifer Zaborney reported for her group on forms of communication, be it through technology and/or personal contact, and how and who is carrying the message. Approachability, as a state agency, was discussed and the fact that even though there are processes in place, staff is available to help. The emphasis of the small group was communication, who is carrying the message and what is the message.

Mr. Lee Steadman reported for his group on accessibility. Accessibility was divided into two sections, accessibility for audiences and also for creating art. It was identified that the creating aspect was something that needs to be looked at. Also collaboration was stressed, how to collaborate with various organizations such as hospitals, Veterans' Administrations, senior centers, etc.

Also, Ms. Susan Goldberg added that it is important to have more information concerning who we are trying to help and a better understanding of particular needs.

Mr. Philip Horn reported for his group. The possibility of bringing back Arts Education Day and the Matt Ryan award was discussed. Also, the possibility of film trailers about the PCA being put together and, perhaps, commercial movies.

Also, it was discussed that advocacy trailers could be shown before feature films in smaller non-profit theaters, especially in the more arts-friendly theaters. It was also discussed that the corporate world could be contacted to discuss showing the films at their functions or through their electronic communications.

A discussion by various Council Members followed. Ms. Amy Gabriele discussed the involvement of legislators. Ms. Jeanne Gleason discussed the

potential of using the administrative offices of each of the legislators and creating an exhibition called The Artist in Your Office.

ITEM 13 INFORMATION
Executive Director's Report

Mr. Philip Horn discussed meetings with boards of partners in Erie with Erie Arts and Culture, and with the Southern Alleghenies Museum of Art. The concern was that there were no questions from the boards. It was discussed that not all the videos were shown and that it would be helpful to do that in the future.

Mr. Philip Horn discussed the National Heritage Awards in Washington and a slide show of participants was shown. Mr. Jim West said it was a phenomenal experience and that it preserves the heritage for the future.

Ms. Caroline Savage was asked to give a report on the Council website. She gave a power point presentation on the new Council website and updates. She described how to navigate through the website and how various sites were linked.

ADJOURNMENT:

Ms. Jeanne Gleason thanked all the staff for their work on their reports that were not going to be presented at this meeting, but would be presented at a future meeting. She also thanked everyone for their work on the Governor's Awards for the Arts.

The meeting was adjourned at 2:35 p.m.

Respectfully Submitted,

Commonwealth Reporting Company, Inc.

By Barbara A. Heinlein