

MINUTES
COUNCIL MEETING
PENNSYLVANIA COUNCIL ON THE ARTS
WEDNESDAY, JULY 27, 2016
DIXON UNIVERSITY CENTER
HARRISBURG, PENNSYLVANIA

COUNCIL MEMBERS PRESENT: Ms. Jeanne Gleason, Chair; Mr. Jeffrey Gabel, Vice Chair; Ms. Susan Goldberg; Mr. Justin Laing; Mr. William Lehr, Jr.; Mr. Jeff Parks; Mr. Robert Pullo; Mr. James West, Jr.; Mr. Lee Steadman; Ms. Jen Holman Zaborney;

COUNCIL MEMBERS NOT PRESENT: Ms. Paula Vitz; Representative Tina Pickett; Representative Brian Sims; Senator Charles McIlhinney; and Senator Christine Tartaglione.

STAFF MEMBERS PRESENT: Mr. Philip Horn, Executive Director; Ms. Charlotte Flynn Michalski, Acting Executive Assistant; Ms. Samara Gomez, Chief Counsel; Ms. Heather Doughty, Deputy for External Affairs; Ms. Amy Gabriele, Deputy for Administration; Ms. Charon Battles, Deputy for Programs; Ms. Jamie Dunlap; Ms. Norah Johnson; Mr. Seth Poppy.

OTHERS PRESENT: Ms. Sally Van de Water; Ms. Jenny Hershour; Ms. Anne Griffin for Senator Costa; Ms. Gail Reinard for Senator McIlhinney; Mr. William Horst, Stenographer.

CALL TO ORDER

The meeting was called to order at 9:05 a.m. by the Chair, Jeanne Gleason. A roll call was performed by Charlotte Flynn Michalski.

(Quorum present.)

Discussion regarding Conflicts of Interest

ITEM 1 COUNCIL ACTION

Approval of Minutes of the March 2, 2016 Council Meeting

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

Motion carried, minutes approved.

ITEM 2 COUNCIL ACTION

Approval of Minutes and Actions of the April 19, 2016 Executive Committee Conference Call Meeting

** Motion by Mr. Gabel. Seconded by Ms. Zaborney.

Motion carried, minutes and actions approved.

ITEM 3 COUNCIL ACTION

Authorization for the executive director to submit applications for which state arts agencies are eligible.

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

Motion carried.

ITEM 4 COUNCIL ACTION

Authorization for the executive director to award contracts and grants to implement the partnerships and initiatives as presented in the budget, as approved by the Council at this meeting.

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

Motion carried.

ITEM 5 COUNCIL ACTION

Authorization for the executive director to appoint panelists to serve on panels in the 2016-2017 fiscal year.

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

Motion carried.

ITEM 6 COUNCIL ACTION

Recommendations for Arts in Education Division.

Chair Gleason called the Council's attention to the conflicts of interest.

Chair Gleason recused herself due to a conflict of interest.

** Motion by Mr. West. Seconded by Mr. Gabel.

Motion carried with the exception of the conflicts of interest.

Mr. Horn informed the Council that the partnership will shift from the Visual Arts Department to the Ware/Winter Center. Funding was provided by the Council to organize a residency outside their home county. This was accomplished and Ms. Dunlap visited the residency. The staff recommends that the partnership be continued at Millersville University under the new arrangement.

Mr. Parks asked for information about the number of districts and students served for advocacy purposes. Mr. Horn said that this will be provided in the fall.

Motion regarding Arts in Education, (pages 33-38), including Millersville University

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

Motion carried.

**ITEM 7 Information
Report on Department of Aging and Department of Military & Veterans Affairs**

Report by Mr. Horn.

Ms. Doughty and Ms. Dunlap have been working on this. There are comments from the Secretary of Aging Osborne about the arts. Through the PCA's arts in education program there are hundreds of teaching artists able to provide services.

Ms. Doughty has continued a relationship with veterans over the years. PCA did a pilot with the Dept. of Aging in 14 centers. They were very pleased with the results.

Mr. Horn said they he is hopeful that the PCA will be able to provide teaching

artists for the Pennsylvania State Veterans' Homes. He said that since it is a hospital setting it provides the opportunity for observation to demonstrate the effectiveness of the arts in this kind of setting. \$60,000 is set aside in the budget to accomplish this. The match is not yet in place.

Report by Jenny Hershaur, Citizens for the Arts in Pennsylvania

Chair Gleason called on Jenny Hershaur, Managing Director of Citizens for the Arts in Pennsylvania (CFA) to present information about this work. She reported on the Professional Development grants program now administered by CFA. She also reported that CFA is coordinating the Arts and Economic Prosperity study for Pennsylvania with Americans for the Arts. She said the CFA and its board and members met during advocacy day with 75 legislative offices with a very positive response in support of the work of the PCA. She also reported that she is working closely with the Arts and Culture Caucus of the General Assembly.

Chair Gleason commended Ms. Hershaur for her work as the sole employee of CFA.

(Applause.)

COMMENDATION by Ms. Gleason for Executive Director Philip Horn regarding years of service to the Pennsylvania Council on the Arts:

MS. GLEASON: I am going to take the Chair's liberty and deviate a little from the agenda before we go into the conflict of interest areas and voting on the action items.

I'd like to say that Philip mentioned the 50th anniversary of the Pennsylvania Council on the Arts. And I'd like to celebrate him today, because we have in our midst the longest serving executive director of the Pennsylvania Council on the Arts.

Philip has served this important role for more than 23 years. He is mostly responsible for the success of these councils that we all sit upon. And over those years, some of those years have been pretty challenging, just as last year's was. His accomplishments are myriad. But I will attempt to mention a few.

He has served six governors of the Commonwealth as executive director of the PCA office of those governors. Two of those governors, Tom Ridge and Ed Rendell, were recognized by Americans for the Arts and the

U.S. Conference of Mayors with the National States Leadership Award.

Pennsylvania remains the only state to have had two governors so recognized. (And we know who made them look so good.)

He led the Arts Council in a number of major achievements. And I couldn't possibly mention them all. But the innovations include implementing the decentralization of the grants awards process, the peer review process, the Pennsylvania Partners in the Arts Program, expanding the arts grants to all 67 counties every year.

The number of grantees has increased from 400 to more than 1,300 thanks to this decentralization program, and the creation of the first ever e-grant application program.

The Picture Pennsylvania Project, which included a partnership of many of the state's museums, the PennPAT Partnership with the Heinz endowments, the Pew Foundation, the William Penn Foundation and Mid-Atlantic Arts Foundation was the initial statewide partnership of major public and private funders for the support of the arts.

He brought the first ever national performing arts convention to Pennsylvania.

His reorganization of the Pennsylvania grants program has created a streamlined, integrated sequential process that provides easier access for new applicants.

He implemented a system of multi-year grants for support of consistent applicants, and fostered the development and implementation of the Pennsylvania Cultural Data Project.

The groundbreaking Pennsylvania Arts In Education Partnership demonstrates an unprecedented ability to expand the Pennsylvania Council on the Arts' support of the arts in our educational system. And in fact, it was the first arts agency in the country to ever receive the National Guild of Community Schools for the Arts national leadership award in 2009.

I have just given you a sampling of what's gone on here under these many years under Philip's watch. But I wanted to tell you, as many of you know, a good number of personal awards have been heaped on him as well.

He has served on the National Board of Directors of the PTA, and was granted a lifetime membership in the PTA of Pennsylvania. He holds an honorary doctorate degree from Juniata College in Pennsylvania, received the Sydney Yates Advocacy Award from the Association of Performing Arts Presenters in 2013.

Past recipients of this award have included Tom Ridge, Ted Kennedy and Dr. Billy Taylor. So that's pretty heady company.

He has received the National Accessibility Leadership Award from the National Endowment for the Arts and the National Assembly of State Arts Agencies, the Very Special Arts International Award for Excellence in Leadership, the National Leadership award from the National Guild of Community Schools of the Arts, and the Gary Young Award for the National Assembly of State Arts Agencies.

I know this is a lot to digest. But there's much to applaud here for our executive director, who, in 23 of the 50 years of the Pennsylvania Council on the Arts, has exemplified leadership, innovative thinking, sustained commitment to public service and support for the arts, and dedication to diverse cultural expression.

In addition, he has a real innate ability to choose amazing program directors and staff who present this Council at every meeting with all of the information that we need to make intelligent, appropriate and correct decisions for the artists and arts consumers of this Commonwealth.

I've been a member of the PCA since 2000, and was active with it prior to my appointment. I am proud to say that I have served with Philip for 16 of his 23 years. And for as long as I have served, it's been a pleasure. And I hope you feel the same pride in that service as I do.

Congratulations, Philip, on your 23 years.

(Applause.)

Mr. Pullo asked that the Chair's remarks be included in the minutes. The Council agreed by acclamation.

ITEM 8 COUNCIL ACTION

Recommendations for Pennsylvania Partners in the Arts (PPA) Partners Funding

Chair Gleason directed the Council to the list of conflicts of interest. She asked if there were any other conflicts of interest. Hearing none, Chair Gleason recused herself due to conflicts of interest.

Report by Ms. Battles in Mr. Serio's absence. She reviewed the requirements of PPA partners including funding a project in each county. She reviewed the process for evaluating individual partners. Comments by Mr. Horn said that he was looking forward to a review of the entire program as well as the individual partners.

Chair Gleason asked about the start of the PPA Program. Mr. Horn said the program started as a pilot in 1997 with five partners. It grew to 17 partners then was cut back to 14 partners. It has made it possible for the PCA to be in every county every year. Mr. Horn credited partners with innovations in the program.

Mr. Horn asked Chair Gleason to appoint a Best Projects Committee.

Chair Gleason asked Mr. Horn to state the motion. He said the motion was to approve funding to the PPA Partners.

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

Motion carried with the exception of the conflicts of interest..

Ms. Battles asked the Council to review the information about upcoming panel meetings and their availability to attend a meeting. Chair Gleason said this is the best way to learn how the funding process works.

ITEM 9 COUNCIL ACTION

Recommendations for PPA Program Stream Transitions & Panel Review of PPA Partners

Report by Ms. Battles in Mr. Serio's absence. She said that this includes a recommendation to adopt the same application cycle as AOAP (i.e., a three year cycle). Mr. Horn pointed out the additional information provided to the Council with the assessment totals for Program Stream applicants from the previous year which are included in the recommendation for Council approval.

Ms. Goldberg commented on the panels she attended convened by the Greater Philadelphia Cultural Alliance. She mentioned the discussion of the support materials and the application requirements. She said that the panelists are interested in a digital panel book but that most still wanted a printed copy. She commended Matt Serio and Charon Battles and the PCA team for their relationship with the GPCA.

Chair Gleason called on Mr. Parks to report on his experience with the Art Museums panel. He expressed concern for the future of the smaller art museums in competition with larger museums. Mr. Horn mentioned that the smaller arts organizations do not compete with the largest institutions. Organizations with

budgets of less than \$200,000 are reviewed by partners. Mr. Horn said that the PCA wants applicants to tell their story and back it up with data. There are outstanding organizations at every budget size.

Chair Gleason asked the Council if there were any conflicts of interest. Hearing none, the Chair asked for a motion to approve the recommendations.

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

Motion carried.

ITEM 10 COUNCIL ACTION

Recommendations for Entry Track Funding

Chair Gleason asked Ms. Battles to report in Mr. Serio's absence. Ms. Battles reviewed the information. She pointed out that one application was deemed ineligible. There was an erroneous change in the written guidelines. An exception was made by the Council for funding for programs for academic credit for PCA teaching artists enrolled in the certificate program from the University of the Arts. This was not meant to change the policy for exempting programs for academic credit from PCA support.

Chair Gleason said that she is not aware of any conflicts of interest. She asked if the Council had any conflicts of interest. Hearing none, she asked for a motion to approve the recommendations.

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

Motion carried.

ITEM 11 COUNCIL ACTION

Recommendations for Entry Track Transitions

Report by Ms. Battles in Mr. Serio's absence.

Chair Gleason said that she is not aware of any conflicts of interest. She asked if the Council had any conflicts of interest. Hearing none, she asked for a motion to approve the recommendations.

** Motion by Mr. Parks. Seconded by Mr. Steadman.

Motion carried.

ITEM 12 COUNCIL ACTION

Recommendations for the Preserving Diverse Cultures Division

Report by Ms. Battles. She mentioned that the new Community Based Engagement projects for programs to serve culturally-specific communities without the organizational development aspects of Strategies for Success. Prior to this, there was no project option in the Preserving Diverse Cultures Program.

Congratulations and gratitude was expressed to Ms. Charon Battles for her work with Diverse Cultures.

Chair Gleason said that she is not aware of any conflicts of interest. She asked if the Council had any conflicts of interest. Hearing none, she asked for a motion to approve the recommendations.

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

Motion carried.

ITEM 13 INFORMATION

Report on Community Engagement Projects

(Item 13 was discussed previously.)

ITEM 14 COUNCIL ACTION

Recommendation to support the appeal by Mexican Cultural Center.

Comments were made by Mr. Horn about the process for an appeal. The staff agreed that the comments from the panel did not seem to indicate that they applicant should not be funded at the same level of other applicants. Mr. Horn recommends that the Council support the appeal. Since the fiscal year is over funding is recommended to come from the current fiscal year.

Chair Gleason said that she is not aware of any conflicts of interest. She asked if the Council had any conflicts of interest. Hearing none, she asked for a motion to

approve the recommendations.

** Motion by Mr. Parks. Seconded by Mr. Steadman.

Motion carried.

ITEM 15 COUNCIL ACTION
Recommendations for Folk Arts Apprenticeships

Mr. Horn introduced Ms. Van de Water as the new state folklorist and folk arts consultant to the PCA and the state. She is on contract with Jump Street of Harrisburg to provide these services.

Ms. Van de Water noted the increase in applications for apprenticeships. She reported on her visit to the Walk In Art Center in Schuylkill Haven.

Chair Gleason noted that the staff adjusted the schedule for the folk arts panel to coincide with the other PCA panels. For that reason the panel was convened last week and the recommendations have been delivered to the council at this meeting.

Chair Gleason said that she is not aware of any conflicts of interest. She asked if the Council had any conflicts of interest. Hearing none, she asked for a motion to approve the recommendations.

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

Motion carried.

ITEM 16 COUNCIL ACTION
Recommendations of Assessment Numbers for 2016-2017 Full Applications

Report by Ms. Battles, for Ms. Savage, on AOAP organizations.

Re: AOAP assessment totals for art museums, arts education, art service organizations, dance, folk and traditional arts, literature and theater.

Chair Gleason directed the Council to the list of conflicts of interest. She said that there would be a separate motion to approve recommendations with which Council members have a conflict of interest. She said that the recommendation are made

with the exception of the conflicts of interest.

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

Motion carried.

ITEM 17 COUNCIL ACTION
Proposed Grants Budget for 2016-2017

Ms. Gabriele reviewed the proposed budget.

Mr. Laing said there should be a motion so that the Council would have the choice to look at funding formulas that have an equity dimension, one on budget size, one on merit, and one on diversity. He requested that the Council have options that would consider an equity dimension in these choices.

Gleason asked for a second

Second by Pullo

Further discussion ensued.

Chair Gleason asked for a vote.

All in favor? Laing voted "Aye"

Opposed? A majority of members voted "No."

Motion defeated.

Chair Gleason asked for a motion to approve the grants budget as presented.

** Motion by Mr. Lehr. Seconded by Mr. West.

Motion carried.

ITEM 18 COUNCIL ACTION
Proposed parameters for the AOAP and PPA Program Stream Funding Formula

Report by Ms. Gabriele; comments by Mr. Horn.

Mr. Laing made a recommendation to direct staff to create other options for funding, including options for a formula based on income definition, a diversity definition and a merit definition, with a deadline of the fall Council meeting. This was discussed extensively by the Council.

(A verbatim transcript of this discussion was prepared.)

There was a motion by Council member Parks as follows:

** Motion that that the Chair appoint a committee of Council members to review the funding formula for future use, taking into consideration the mission of the Council, and whether or not that mission is being met with regard to all people in Pennsylvania, including any -- including diverse and rural populations.

Chair Gleason asked for a second.

Second by Mr. Lehr

All those in favor of the motion, say "Aye."

A majority of members voted "Aye."

Program Stream Funding formula:

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

Motion carried.

Conflicts of Interest:

Council Members Gabel, Goldberg, Laing and Lehr recused themselves from discussing or voting on this motion.

Motion to approve the actions with which these council members have a conflict of interest:

** Motion by Ms. Zaborney. Seconded by Mr. Parks.

Motion carried with a show of hands.

Conflicts of Interest (Vice Chair Gabel):

Council Members Gleason, Pullo, Parks, Steadman, Vitz and Zaborney recused themselves from discussing or voting on this motion.

Motion to approve the actions with which these council members have a conflict of interest:

** Motion by Mr. Lehr. Seconded by Mr. West.

Motion carried with a show of hands.

ITEM 19 INFORMATION
Progress Report on Marketing Initiative

Report by Ms. Johnson about the progress by Americans for the Arts on the development of a program of training in marketing for PA arts organizations.

ITEM 20 INFORMATION
Delay start of “Picture Pennsylvania”

Mr. Horn reported that due to staff changes that the implementation plan for Picture Pennsylvania will be delayed. Caroline Savage was the lead on this effort before she retired from the PCA.

ITEM 21 INFORMATION
Using Assessment Totals to advise applicants

Mr. Horn reported that the Council discussed this at the round table meetings. Mr. Horn said the staff wants the Council to consider posting the normalized assessment totals identified by the application number not by the name of the organization. Also information will be provided to show where the applicant’s assessment total stands in relation to other applicants. We discussed this for AOAP applicants so that the PCA staff would handle these calls before we asked the partners to do this.

Chair Gleason said that using the word “normalized” would be confusing and suggested that we not use the word “normalized” when we present this information.

Mr. Laing asked if there were comments to share on all applicants.

Mr. Horn said that these comments are available as are the raw scores by each criterion. Normally, applicants would need to contact the PCA for these comments and raw scores. This might increase requests for this information.

Ms. Goldberg cautioned that there might be a lot of questions and that the PCA staff needs to be prepared to answer these questions.

Ms. Zaborney said she thought there would be value in providing the information about scores and that the staff would be happy to discuss the application and give more feedback.

Chair Gleason asked if the Council wants to leave this to the staff to consider. This came up at the roundtables.

Mr. Laing suggested starting with a small sample of applicants, perhaps by discipline, to test the approach.

ITEM 22 INFORMATION

Chair and Council Member Reports

Report and comments by Ms. Gleason. She said she attended the Central PA Festival of the Arts in State College. It is their 50th anniversary. Mr. Horn said that Ms. Doughty has a copy of the handwritten list of the first grants made by the PCA. Mr. Poppy projected this for the Council to see.

Mr. Laing asked Mr. Horn to be in touch with Ron Cowell of the EPLC about the PCA’s work on Arts in Education.

Ms. Zaborney mentioned that there is a wonderful exhibition of music and politics at the Rock and Roll Hall of Fame in Cleveland.

ADJOURNMENT

Chair Jeanne Gleason asked for a motion to adjourn.

** Motion by Mr. Gabel. Seconded by Mr. Parks.

Motion carried.

The meeting was adjourned at 1:45 p.m.

Respectfully submitted,

Commonwealth Reporting Company

By William J. Horst, Stenographer