

COUNCIL MEETING MINUTES
PENNSYLVANIA COUNCIL ON THE ARTS
THURSDAY, MARCH 13, 2014
CROWNE PLAZA
HARRISBURG, PENNSYLVANIA

COUNCIL MEMBERS PRESENT: Ms. Susan Corbett, Chair; Ms. E. Jeanne Gleason, Vice Chair; Mr. Jeffrey Gabel; Ms. Susan H. Goldberg; Mr. Stephen Harmelin; Mr. Bill Lehr; Mr. Robert W. Pullo; Ms. Marilyn J. Santarelli; Mr. Lee Steadman; Ms. Paula Vitz; Mr. Jim West; and Ms. Jen Holman Zaborney. NOTE: Council members Gayle Isa and Laura Ellsworth were present by telephone for the small group meeting.

COUNCIL MEMBERS NOT PRESENT: Ms. Laura Ellsworth; Ms. Gayle Isa; Mr. Justin Laing; Senator Charles T. McIlhinney, Jr.; Representative Tina Pickett; Representative Brian Sims; and Senator Anthony H. Williams.

STAFF MEMBERS PRESENT: Mr. Philip Horn, Executive Director; Ms. Charon Battles, Deputy Director of Programs; Ms. Heather Doughty, Deputy Director for Communications; Ms. Amy Gabriele, Deputy Director for Administration; Ms. Jamie Dunlap, Arts in Education Division Director; Ms. Caroline Savage, Art Museums and Visual Arts Program Director; Mr. Matt Serio, PPA Partnerships Program Director; Mr. Seth Poppy, Manager of Grants and Information Technology; and Ms. Tina Mozingo, Executive Assistant.

OTHERS PRESENT: Ms. Tammi Snyder-Queen, General Counsel; Ms. Marlene Henkin, for Senator Anthony H. Williams; Ms. Anne Griffin, for Senator Jay Costa; Ms. Laura Abbott, The Education Policy and Leadership Center; Ms. Gayle Cluck, Poetry Out Loud Manager; Mr. David Deitz, Pennsylvania Department of Education; Mr. John L. Moore, III, Preserving Diverse Cultures Consultant; Ms. Veronica Castillo-Perez, Philadanco and Independent Consultant; Mr. Dave Hurst, Steeples Project; Mr. Kim Rauch, Steeples Project; Ms. Jane Golden, Mural Arts Project; Ms. Jenny L. Hershour, Citizens for the Arts in Pennsylvania; Mr. Kelly Summerford, Preserving Diverse Cultures Consultant and Ms. Monta Gentile, Stenographer.

CALL TO ORDER

The meeting was called to order at 10:39 a.m. by the Chair, Susan Corbett. Small group discussions were held prior to the meeting to discuss PennPAT, Advocacy, and Preserving Diverse Cultures.

ITEM 1 INFORMATION Small Group Discussion of PennPAT

Council Member Santarelli presented the report of the small group discussion of PennPAT. The PCA staff has redefined the administrative structure of PennPAT.

Ms. Santarelli reported that the group plans to reconvene to further explore a few issues with which the group is not comfortable. The group would like to further pursue whether the Council is prepared to take the risk of a \$750,000 investment over the next three years. If the Council should decide to make this commitment, it would need to explore where additional funding would come from should the PCA not receive funding in subsequent years and what impact such a commitment would have on other funding streams. Ms. Gleason added that PennPAT is a matching program. The present proposal is for \$750,000 over three years from the William Penn Foundation. An answer is expected from the William Penn Foundation in the near future.

ITEM 2 INFORMATION Small Group Discussion of Advocacy

Council Member Vitz presented the report of the small group discussion on Advocacy. Ms. Vitz reported that the Pennsylvania Legislative Arts & Culture Caucus met on March 12, 2014. There will be a tour in the Lehigh Valley area on April 21-22, at which time there will be an opportunity to meet with the legislators to discuss the impact of arts on the economy.

Citizens for the Arts in Pennsylvania produces a quarterly newsletter which the entire Legislature and legislative staff will be receiving in the future. The newsletter will give an update on what is happening around the state.

National Arts Advocacy Day will be held on March 24-25, 2014, in Washington, D.C. Legislative Visit Day in Pennsylvania will be held on March 29, beginning at 9:00 a.m. in the Capitol Rotunda, during which time the four co-chairs of the Legislative Arts & Culture Caucus will be speaking.

The group also discussed economic development and impact that the arts have and how the Council can expand advocacy in this area.

A sample draft of a letter advocating an increase in funding for the PCA from Council members to their legislators is included in the Council book. In addition, the group discussed making contacts with the leadership of the Legislative Arts & Culture Caucus as the Legislature begins budget negotiations.

ITEM 3 INFORMATION

Small Group Discussion of Preserving Diverse Cultures

Council Member Goldberg presented the report of the small group discussion on Preserving Diverse Cultures. Ms. Goldberg reported that John Moore presented a PowerPoint which looked at the past and the future. The group discussed the concept of doing a similar thing with best projects as was done with PPA projects. The group discussed additional ideas as follows: creating a handbook to help organizations, replicating the Multi-Cultural Arts Leadership initiative, developing peer consultants, sharing PCA information and working with other organizations outside of Pennsylvania. The group discussed additional ideas include unhinging program support from organizational development and bringing back the Challenge Pilot Program.

Ms. Goldberg thanked John Moore and Veronica Castillo-Perez for their contributions to the group discussion.

Following the reports of the small group discussions, Mr. Horn introduced the guests.

ITEM 13 INFORMATION Guest Presentations

The Council recessed from 10:57 a.m. to 12:10 p.m. for presentations from Dave Hurst and Kim Rauch on The Steeples Project in Johnstown and Jane Golden on the Mural Arts Project in Philadelphia.

The Council then recessed for lunch from 12:10 a.m. to 12:50 p.m.

ITEM 4 COUNCIL ACTION

Approval of Minutes of the December 4, 2013, Council Meeting

Upon reconvening the Chair asked for a motion to approve the minutes of the December 4, 2013, conference call. The minutes were corrected to reflect that Council Member Isa was present.

** Ms. Gleason moved. Seconded by Mr. Lehr.

Motion carried.

ITEM 5 COUNCIL ACTION

Approval of 2013-2014 Budget Close-Out Proposal

The Chair called upon Ms. Gabriele to discuss the close-out of the 2013-2014 budget. The proposal is included in the Council book. Because some of the grants were cancelled, staff is recommending that approximately \$54,000 be allocated to Arts in Education and to Technical Assistance (Professional Development and Consulting, including conferences).

The Chair asked for a motion to approve the proposal for the close-out of the 2013-2014 budget.

** Mr. Harmelin moved. Second by Ms. Goldberg.
Motion carried.

ITEM 6 INFORMATION Draft of 2014-2015 Budget Proposal

The Chair called upon Ms. Gabriele to present the proposed budget for FY 2014-2015. The Governor has proposed a \$411,000 (5 percent) increase in the PCA budget. Approximately \$60,000 will be rolled over from NEA funding for grants. The budget as reflected in the Council book reflects a 3.6 percent increase in responsive funding. Mr. Horn noted that there has been discussion about the Council making a commitment to increase most of the annual grants by 4 percent and to use this as an advocacy message. This would be the first increase in eight years. Council members were provided with a copy of a memo entitled, "Increasing Responsive Funding."

Although the Council will be asked to take action on the budget at the July 2014 meeting, Mr. Horn asked for feedback from the Council members with regard to notifying the recipients of a proposed 4 percent increase in responsive funding. It was the consensus of the Council to not provide a dollar amount or percentage amount, but merely to notify the recipients that it is the intent of the Council to use some of the money to increase the responsive funding grants. The intent of any letter sent prior to passage of the state budget should be to get the recipients activated to support the Governor's proposed budget.

ITEM 7 INFORMATION 2014-2015 Funding Formula Scenario

Included in the Council book is a sampling of what the funding formula would calculate if the full \$411,000 increase is added to responsive funding only.

ITEM 8 COUNCIL ACTION

Pennsylvania Partners in the Arts Best Projects Committee

Council Member Gabel, Chair of the Best PPA Projects Committee, reported that the committee reviewed the 13 projects that were recommended by the PPA Partners as the best projects funded through the Project Stream in 2012-2013.

The committee found it challenging to compare a wide range of program types.

In selecting the four finalists, the committee considered statewide distribution and coverage for advocacy purposes, a mix of disciplines, and what best represents PCA strategic objectives. The committee followed the standard review process used by the program panels.

Mr. Serio presented a PowerPoint on the recommended process as follows:

Have PPA Partner staff recommend three projects to their boards. The boards will evaluate the projects based on the original criteria used to review the applications: quality of artistic product/process/service, access to the arts, and management; as well as a fourth criterion based on the goals of the PCA Strategic Plan and PPA program.

One project from each Partner region will be submitted to the Council along with support materials and a letter explaining why the project is being recommended. Any project being recommended is required to properly credit the PCA to be eligible.

A committee of the Council will meet and review the projects and decide which ones should be considered the best of the best.

The committee will then recommend to the Council the best projects and how the projects should be recognized by the PCA.

Out of the 13 projects reviewed, four were chosen as the best of the best.

Included in the Council book is a summary of the 13 projects that the committee reviewed. The four finalists are as follows:

Portside Arts Center, Philadelphia County - Greater Philadelphia Cultural Alliance - Council Member Goldberg described this project.

Julie Mader's "Power Within;" Cameron, Elk, Forest, Jefferson, and McKean counties - Elk County Council on the Arts - Mr. Serio described this project.

The Learning Lamp, Cambria County - Pennsylvania Rural Arts Alliance. Council Member Santarelli described this project.

Fiberart International 2013, Allegheny County - Greater Pittsburgh Arts Council - Council Member West described this project.

Although the Little Buffalo Festival, Perry County (Community Partnerships RC&D) was not selected as a finalist, the committee is recommending a Governor's Greeting and a PCA Greeting recognizing the Little Buffalo Festival on its 30th anniversary.

The committee presented the following recommendations on how the PCA should recognize the four best projects of 2012-2013:

Develop a video documentary on the projects, the Partners, and the PPA program, with a budget of \$10,000. Work with Citizens for the Arts in Pennsylvania to present a plaque to the winners, with their legislator present either in their home district or at the Capitol.

Arrange for the Partners of the winning projects to attend the Americans for the Arts conference and, if possible, make a presentation at the AFTA conference about the winners and the PPA program.

The Chair asked for a motion to approve the recommendations of the PPA Best Projects Committee.

** Mr. Pullo moved. Second by Ms. Gleason.

Motion carried.

ITEM 9 COUNCIL ACTION

2014-2015 Teacher Artist Partnerships and Long-Term Residencies Recommendations

Ms. Dunlap provided a brief summary of the next three memos presented in the Council book to show how the three agenda items are connected. The TAPS and LTRs provide funding for projects that provide long-term, in-depth interaction between professional teaching artists, students, teachers and others through workshops and classes sponsored by schools, non-profit organizations, units of government, and other institutions. These have been a priority of the AIE Division over the last several years. Research conducted by Silk Strategies has shown that TAPs are making an impact on students as well as the way the teacher teaches and the way artists do their work. One of the objectives of the PCA Strategic Plan is to promote the work of the TAPs and LTRs. In order to continue that work in a meaningful and lasting way, the PCA staff plans to prepare teaching artists through

training opportunities. The PCA has been educating the AIE Partners over the past several years on the art of storytelling in order to promote the great work that is being done.

Ms. Dunlap presented the TAP and LTR recommendations for 2014-2015. A total of 14 applications were received, three for TAP projects and 11 for LTR projects. The 14 applications are included in the Council book. The PCA staff recommends funding 13 of the 14 projects for a total of \$211,843. Recommendations for funding in 2014-2015 were based on a review of the applications by an outside panel of arts in education professionals.

Additionally, the TAP applications were reviewed by education consultant Dr. Warren Newman and the PCA staff. The PCA funds up to \$30,000 for TAPs and up to \$15,000 for LTRs.

It was noted that Council Member Vitz has a conflict of interest with regard to the application of stARTSomething. Therefore, Council Member Vitz recused herself from discussing or voting on this application.

The Chair asked for a motion to approve the recommendations as presented.

** Ms. Goldberg moved. Second by Ms. Santarelli.

Motion carried.

ITEM 10 COUNCIL ACTION Teaching Artist Training Opportunities

Under Goal 2 of the Strategic Plan, the PCA will make current efforts more effective and efficient and will learn more about how to provide and enhance access to the arts for all Pennsylvanians. As part of that effort, the PCA staff plans to have a more direct relationship with teaching artists across the state as well as provide them more professional development opportunities.

The PCA staff has developed a three-pronged approach to address this goal as follows:

Teacher and Artist Partnership Cohort

The PCA staff has been working with Dr. Warren Newman on the development of the Teacher and Artist Partnership Cohort. This team will be trained in the TAP philosophy and technique with the intention of becoming the training team for future TAP Institutes and to act as mentors for future TAP team artists. Each AIE Partner was given the opportunity to nominate teaching artists from their directory. A total of 16 artists were nominated. Included in the Council book is the list of the 12 artists that have been asked to participate in the cohort.

Teaching Artists Certificate Program

The PCA staff and a core group of AIE Partners have been discussing the development of a statewide teaching artist training program since the fall of 2013. This program would synthesize and synchronize the type and quality of training provided to teaching artists through the partnership. In collaboration with the University of the Arts, the PCA staff would like to use the UArts Teaching Artists Certificate program as the advanced-level program for PCA directory artists. The PCA staff has been working closely with the PA Department of Education and the University of the Arts to develop a revised syllabus that will align with the goals of the PCA and the PDE. The PCA guidelines state that the PCA generally will not support "activities for which academic credit is given." Because this would be a certificate program through an institution of higher education, the PCA staff is requesting an exception to this policy.

Teaching Artist Retreat - Fall of 2014

This professional development opportunity would be available to all Pennsylvania teaching artists regardless of their level of experience or affiliation with the PCA. The Teaching Artist Retreat would provide attendees with concurrent sessions on subjects such as evaluation strategies, arts integration, residency plan design, and marketing/promotion. By offering a variety of content, the needs of teaching artists would be addressed regardless of their level of experience. In addition to the educational opportunity, the retreat would offer teaching artists an opportunity to network with their peers.

The Chair asked for a motion to approve the recommendations as presented.

** Ms. Goldberg moved. Seconded by Ms. Gleason

Motion carried.

ITEM 12 COUNCIL ACTION

Approval of Folk Arts Field Work Proposal, Folk Arts Report

The Chair called upon Ms. Savage to present a proposal with regard to conducting a folklife field survey. The PCA staff is proposing to use the remaining \$7,000 from the Folk and Traditional Arts Apprenticeships budget to fund a folklore contractor to conduct a folklife field survey in at least three of the counties not currently covered by the Folk Arts infrastructure.

The Chair asked for a motion to approve the recommendation as presented.

** Ms. Gleason moved. Seconded by Mr. Pullo.

Motion carried.

ITEM 11 INFORMATION 2014 AIE Partnership Stories

Ms. Dunlap noted that over the past three years, the PCA staff has been working with the AIE Partners on the art of storytelling. The Partners were asked to not only think about their most successful arts in education stories but also the ones that would resonate most with the target audiences, highlighting the impact they have made on students, artists, teachers, schools and/or communities. With the education and tools provided through workshops, the AIE Partners have been working on finding those stories, creating and documenting them, and now pulling it all together to share them with audiences across the Commonwealth. Included in the Council book is a list of story summaries from all of the AIE Partners, with the exception of Galaxy. As an example, Ms. Dunlap presented the story documented by ArtsErie about a long-term residency project at the Barber National Institute in Erie.

ITEM 14 INFORMATION 2014 Poetry Out Loud

The Chair called upon Ms. Cluck to present a report about the 2014 Poetry Out Loud competition. Ms. Cluck reported that 9,444 students from 104 schools participated statewide, making Pennsylvania third in the nation for participation in Poetry Out Loud. Elliot Davidson will be representing Pennsylvania in the national finals to be held on April 28-30 in Washington, D.C.

ITEM 15 INFORMATION Conflicts of Interest

The Council members were asked to provide to Ms. Mozingo by June 13, 2014, a list of organizations with which they have an affiliation which would be considered a conflict of interest.

ITEM 16 INFORMATION 2014 Governor's Awards for the Arts

The 2014 Governor's Awards for the Arts will be held on Sunday, September 28, at the IUP Performing Arts Center at Indiana University of Pennsylvania. Nominations are open, and nominations from Council members are welcome.

ITEM 17 INFORMATION Economic Impact of Arts & Culture

Ms. Doughty reported that in December 2013, the Bureau of Economic Analysis of the U.S. Department of Commerce and National Endowment for the Arts released a preliminary report on the impact of arts and culture on the U.S. economy - the new Arts and Cultural Production Satellite Account.

It identifies and calculates the arts and culture sectors' contributions to gross domestic product, a measure of presenting the final dollar value of all arts- and culture-related goods and services produced in the U.S. A detailed report is included in the Council book.

ITEM 18 INFORMATION
NASAA 2014 State Arts Agency Appropriations

Each year the National Assembly of State Arts Agencies publishes a summary of legislative appropriations to state arts agencies. This report, State Arts Agency Revenues: Fiscal Year 2014, is included in the Council book.

ITEM 19 INFORMATION
FY 2014-2015 PCA Budget Hearing Narrative

Included in the Council book is the FY 2014-2015 PCA Budget Hearing Narrative as submitted to the Governor's Office, distributed to the members of the House and Senate Appropriations Committees, and available online to the public.

ITEM 20 INFORMATION Chair's Report

The Chair thanked Council Member Vitz for arranging a tour of Jeff Koons' studio and the Think Loud studio.

The Governor and First Lady were the grand marshals of the First Night Parade in Pittsburgh.

The inspiration for the Sheep-to-Shawl competition at the 2014 Farm Show was works of art.

Treasures of Korea is currently being exhibited at the Philadelphia Museum of Art.

A quintet from the Pittsburgh Symphony performed in Naples, Florida, in March. The concerts were sponsored by a Pittsburgh law firm.

ARTiculture was the theme of the 2014 Philadelphia Flower Show.

Currently being exhibited at the Governor's Residence is art work from the alumni and faculty of the Pennsylvania Academy of Fine Arts.

Eight of the worst school districts in the United States were selected to participate in the President's Arts and Humanities Turnaround Schools initiative. This is a pilot program which demonstrates how the arts can be

used as a strategy for at-risk children. Students from two of the schools entertained the guests during a luncheon hosted by Mrs. Obama.

Joan Myers Brown, the founder of Philadanco, received the Leeway Transformation Award. In 2013, Ms. Brown was awarded the National Medal of Arts by President Obama.

The Chair reported that Council Member Gabel was the Master of Ceremonies of the 2014 Poetry Out Loud state competition.

Mr. Gabel represented the PCA at the annual meeting of the Mid Atlantic Arts Foundation in Baltimore. Mr. Horn is a member of the Board of Directors.

As of January 2013, Mr. Gabel was elected to the position of Vice President of the National Board of League of Historic American Theatres.

Council Member Gleason, along with the Executive Director, went to Waynesboro and observed the progress of the vacant storefronts project sponsored by the Arts Alliance. Part of the mission was to try to encourage people to use these vacant spaces to turn economic things into action. Three of the 13 vacant buildings have now been converted into for-profit businesses.

Council Member Lehr attended a concert by pianist Steve Rudolph in honor of Harrisburg Symphony Orchestra Maestro Stuart Malina's 50th birthday. Chair Susan Corbett and Executive Director Philip Horn also attended the concert.

Council Member Pullo announced that Joanne Riley has retired as President of the Cultural Alliance of York County. Mary Anne Winkelman will be assuming the position.

It has been announced that the City of York is a finalist for an Artspace project.

The PCA assisted PennDOT in selecting the winner of the Aviation Art Contest.

Council Member West attended Juniata College's presentation of Blind Summit Theatre's solo puppet show, The Table.

Along with Mr. Horn and Ms. Mazingo, Council Member Goldberg attended an open rehearsal of BalletX.

ITEM 21 INFORMATION Updates from Council

Council Member Gleason reported that a merger of the Arts Works and the Bottle Works Ethnic Arts Center has occurred and is now called Bottle Works on Third. A full-time executive director has been hired.

Ms. Savage reported that Amtrak has created a Writers Residency. Applicants must supply writing samples. Amtrak will provide a free round trip on a sleeper car for one to two days to write.

ITEM 22 INFORMATION Executive Director's Report

Mr. Horn presented excerpts from The Table, the Wonder Twins, BalletX, the Quebe Sisters, and the Steve Rudolph composition for the Harrisburg Symphony concert.

The Executive Director's written report will be e-mailed to the Council members.

ADJOURNMENT

The Chair asked for a motion to adjourn.

** Mr. Pullo moved. Seconded by Ms. Vitz

Motion carried.

The meeting was adjourned at 3:12 p.m.

Respectfully submitted,

Monta E. Gentile

Stenographer