

**Minutes
Council Meeting
March 9, 2023
9:00 a.m.**

**Virtual Meeting
via Microsoft TEAMS**

COUNCIL MEMBERS PRESENT VIA MICROSOFT TEAMS: Chair Parks, Mr. Alaquiva, Mr. Astorino, Senator Bartolotta, Representative Ciresi, Mr. Gabel, Ms. Goldberg, Representative Labs, Judge Morgan, Mr. Stull, Ms. Vilayphonh, Mr. Warfield

COUNCIL MEMBERS NOT PRESENT: Ms. Gunderson, Mr. Gabel, Ms. Zaborney

STAFF MEMBERS PRESENT: Karl Blischke, Executive Director; Heather Doughty, Deputy Executive Director; Christopher Duerr, Administrative Officer; 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

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 and introduced new PCA staff member, Christopher Duerr to Council.

ROLL CALL:

Karl Blischke, Executive Director

Mr. Blischke called the roll. A quorum was established.

ITEM 2: REQUESTS FOR PUBLIC COMMENTS:

Jeff Parks, Chair

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:

Chair Parks asked for a motion to approve the December 8, 2022, Council Meeting Minutes.

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

ITEM 4: Recommendations for Creative Communities Initiative

Sarah Merritt, Director of Creative Communities & Creative Economy

Chair Parks stated that he is aware of the following conflict of interest: Vice Chair Gabel for the Adams County Arts Council. Chair Parks asked to let the record show that Vice Chair Gable is not present and is not voting on this item.

Ms. Merritt provided Council with a recap of the Creative Communities Initiative and outlined the requirements of these projects. Ms. Merritt stated that this program has progressed through its third year and noted that the four pilot communities are going into their last year of the program.

Ms. Merritt reported that at the onset of this program, PCA contracted with Metris Arts Consulting to provide a comprehensive evaluation of the four pilot communities to determine the community impact. Ms. Merritt added that in 2024, Council will have the opportunity to review the effects this work is having on the respective communities.

Ms. Merritt stated that the first recommendation is for the approval of changes to the lead applicant for the project in Berwick County. Merritt explained that this project came into the Creative Communities program in 2022 and is currently led by the Community Giving Foundation. Ms. Merritt stated that the Berwick Arts Association, which is a nonprofit organization, will be taking over as the project's lead applicant.

Ms. Merritt reported that the recommendation is for the multi-year grant program that was rolled out last fall. Ms. Merritt explained that in December 2022, PCA worked with a review panel to review the 55 letters of interest from around the state. Merritt added that there are many great projects happening all over Pennsylvania, and it was difficult to select only four out of the 55 received.

Ms. Merritt stated that PCA staff is recommending approval of the following four communities for the Creative Communities Initiative funding:

- Rivers of Steel Heritage Corporation in Brownsville, Fayette County
- Writers Room at Drexel University from the Pawleton and Mantua neighborhoods of Philadelphia, Philadelphia County
- Lewisburg Downtown Partnership Inc. from Lewisburg, Union County
- Partnership for Economic Development of York County DbA the York Economic Alliance from Southern York County (Glen Rock, Railroad, New Freedom, and Seven Valleys.)

Ms. Merritt provided a brief overview of each community's project description and added that this approval would be pending the passage of the Commonwealth Fiscal Year 2023-2024 budget as well as Council's action on PCA's budget at the upcoming July 2023 Council meeting.

Ms. Merritt stated that PCA staff recommend that Council allocate \$174,500 of Fiscal Year 2021-2022 waiver funds to offer additional grant awards to highly rated CCI applicants. Merritt explained that funded community projects may qualify for ongoing participation in CCI going forward based on their activities supported by these grant awards.

Merritt reported that PCA staff recommends that six grants of \$15,000 be awarded to the following CCI communities that advanced through the selection process but were not selected for the Fiscal Year 2023-2024 grant cycle due to program budget limitations:

- 3 Dots Downtown, Centre County
- Butler Rotary Foundation, Butler County
- Chamber of Commerce of Kane PA DbA the Kane Area Chamber of Commerce, McKean County
- Dickson City Borough Council, Lackawanna County
- National Road Heritage Corridor, Fayette County
- Potter County Board of Commissioners, Potter County

Ms. Merritt also stated that PCA staff recommends that 13 grants of \$6,500 each be awarded to the following applicants that submitted letters of interest for Fiscal Year 2023-2024 that were favorably reviewed by the panel but were not selected to advance.

- Adams County Arts Council, Adams County
- Riverlife, Allegheny County
- North Braddock Borough, Allegheny County
- Nine Mile Run Watershed Association Dba Upstream Pittsburgh, Allegheny County
- Borough of Ambridge, Beaver County
- Erie Neighborhood Growth Partnership, Erie County
- Diamond City Partnership, Luzerne County
- Greater Easton Development Partnership, Northampton County
- Antoinette Westphal College of Media Arts and Design, Drexel University, Philadelphia County
- Friends of the Rail Park, Philadelphia County
- City of Pottsville, Schuylkill County
- Arc Human Services, Inc., Washington County
- Wayne County Community Foundation, Wayne County

Ms. Merritt explained that an element of the project proposed in each organization's letter of interest was community engagement and visioning or planning activities, which can include community asset mapping, or the planning and execution of a community designed and driven art projects. Merritt stated that the grant activity for the Creative Communities Mini Grant is January 1, 2023, to June 30, 2024, and added that grant funds must be matched, dollar for dollar and up to 50% of that match can be in-kind.

Susan Goldberg stated that she thinks that all of these projects are very exciting, especially the element of working with developers. Goldberg added that she has tried to find ways to get developers interested in what PCA is trying to do as far as the arts. Ms. Goldberg asked if there is anything that Council members can do to encourage more of these types of programs.

Ms. Merritt stated that she thinks that is something that we should be looking at and added that is actually happening in the project that PCA is funding in the Hill District in Pittsburgh. Merritt explained that this project is the development of the Granada Square Neighborhood and that there are developers involved.

Chair Parks stated that CCI has become PCA's signature program added that there is demand throughout the Commonwealth for not just the financial part but the resources that brings different elements of the community together to address needs that are relevant to that particular community.

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

Mr. Stull made a motion to approve the recommendations. Mr. Warfield seconded the motion. Chair Parks asked to let the record show that Chair Parks voted for himself and for Council member Zaborney, but did not vote on behalf of Mr. Gabel. Motion carried, none abstained or opposed.

ITEM 5 ACTION: Recommendation for the Creative Business Loan Fund

Sarah Merritt, Director of Creative Communities & Creative Economy

Ms. Merritt reported that she has created a one-page document about the loan fund and provided Council with a brief overview of the program. Merritt noted that since the program rolled out and since PCA contracted with Bridgeway in the Fall of 2020, 20 loans have been deployed totaling approximately \$2.2 million. Merritt added that 35% of those loans were for real estate acquisition and others were for working capital, equipment purchases, and refurbishing retail space. Ms. Merritt stated that she will distribute this document to Council.

Ms. Merritt stated that in December of 2022, Council approved the statewide services request for proposals for the Creative Business Loan fund to identify an additional community development finance institution (CDFI).

Ms. Merritt explained that the purpose of adding a CDFI is to ensure access to creative small businesses across the Commonwealth. Ms. Merritt stated that PCA staff is seeking to expand its reach with this program and stated that currently, PCA is working with two CDFIs: Bridgeway Capital and Community First Fund. Ms. Merritt explained that PCA needs additional CDFIs to make sure that the entire state is being served. Merritt stated that PCA is recommending the authorization of \$75,000 to enter into a 5-year contract with Rising Tide Community Loan Fund, which serves the Lehigh Valley and Northeastern Pennsylvania. Merritt stated that Rising Tide Community Loan fund has committed \$400,000 to match the \$75,000 for their participation in the Creative Business Loan Fund.

Chair Parks asked Ms. Merritt to clarify for everybody's information, that these are all revolving loan funds and that as the loans are paid off, new loans can be initiated.

Ms. Merritt confirmed that this is the case.

Chair Parks also asked Ms. Merritt to clarify that PCA would have \$2,600,000 as a revolving loan fund for creative entrepreneurs and also asked if there are other CDFIs interested in participating.

Ms. Merritt confirmed the revolving loan fund amount of \$2,600,000 and also stated that she and Mr. Blischke are working on bringing in other CDFIs moving forward.

Ms. Merritt reported that she recently had a meeting with individuals from Seattle who are working with the Washington State Department of Commerce and Community and Economic Development, because they're really interested in creating a similar loan fund.

Chair Parks stated that PCA is breaking national ground and for a good cause with this opportunity for attracting the creative economy.

Ms. Goldberg stated the importance of getting the word out about this program to developers because they often work with the community and would have the knowledge to be able notify communities about PCA's loan programs.

Ms. Merritt agreed and added that it is a component of the work that developers do in communities with equitable development. Merritt stated that she recently had meetings with the Governor's action team as well as community and economic development departments in every region of the state and has discussed these programs with them as well.

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

Mr. Astorino made a motion to approve the recommendations. Mr. 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 asked Seth Poppy to display the Traveling White Black informational slide onto the screen. Ms. Dunlap explained that she wanted to bring attention to this virtual reality art installation that was supported by PCA with a Creative Catalyst Grant. Ms. Dunlap stated that this installation initially started at Lehigh University and will also be presented at Shippensburg University and in Pittsburgh at the Pittsburgh Cultural Trust.

Ms. Dunlap explained that this installation allows participants to virtually sit at a diner and listen to conversations about being a black person in America. Dunlap stated that the program was very well done and is very powerful.

Ms. Dunlap also stated that PCA's support of this program aligns with PCA's strategic plan goal areas and value statement of being diverse, equitable, and inclusive and has great potential for statewide impact.

Ms. Dunlap presented the following PCA staff recommendations for Creative Catalyst support in Fiscal Year 2022-2023:

Applicant: Playgrounds for Palestine
(Fiscal Sponsor for Palestine Write)

Proposal: Ask the Night for a Dream: Voices
from the Palestinian Diaspora

Ms. Dunlap stated that this anthology of Palestinian writing will feature Palestinian voices from across Pennsylvania and the nation. She explained that the works will include poetry, essays, fiction, and dramatic scripts that portray the diversity of the community along class, gender, and racial lines. There will be approximately 25 literary works selected for the anthology through a peer-reviewed process.

Dunlap reported that during the summer of 2023, the anthology will be launched and will feature a series of virtual and in-person workshops, seminars, readings, and other events across the state, using a network of independent bookstores, libraries, and college and university campuses. Dunlap added that these events will promote the anthology as well as support writers by helping them navigate the world of publishing. The events will also offer an opportunity for aspiring artists to network with publishers and established writers.

Dunlap stated that this organization has made a request for \$10,000 and the PCA staff recommendation is \$10,000.

Applicant: The New Sun Rising
(Fiscal Sponsor for Greater
Pittsburgh Festival of Books)

Proposal: The Greater Pittsburgh Festival of Books
(GPFB)

Ms. Dunlap reported that The Greater Pittsburgh Festival of Books (GPFB) is a free celebration of literature and reading for all ages, communities, and interests that will host a festival to be held on May 13, 2023. Dunlap explained that this festival will feature panels, readings, and discussions by authors representing numerous literary genres, including, but not limited to fiction, history, poetry, science, children's, and young adults.

Dunlap stated that attendees will have opportunities to learn about a range of both region-wide (Western PA) and national, award winning and multicultural authors and poets. Likewise local, regional, and state authors and poets will have an opportunity to connect with publishers, bookstores, and literary organizations.

Dunlap stated that this organization has made a request for \$10,000 and the PCA staff recommendation is \$10,000.

Applicant: Oaks of Central PA

Proposal: Celebrating Women Who Tell Our Stories

Ms. Dunlap reported that Celebrating Women Who Tell Our Stories is a one-day hybrid event that will feature immigrant women artists presenting and sharing their work and stories. She explained that the event will take place on March 19 in Harrisburg and will feature two authors and one painter during the program.

Ms. Dunlap stated that the goal of this hybrid event is to show the diversified faces of immigrant communities and to help increase a sense of understanding, belonging and inclusion and added

that the event will be shared through our Folk Arts Partnership network and various other media outlets. Ms. Dunlap reported that the program will be free and will be livestreamed on various social media platforms including Facebook.

Dunlap stated that this organization has made a request for \$5,000 and the PCA staff recommendation is \$5,000.

Applicant: UPMC Pinnacle Hospitals

Proposal: Creative Arts Therapies for UPMC Wellness Center for Women

Ms. Dunlap reported that the UPMC Magee-Women’s Maternal Wellness Program will be offering new creative art therapy sessions monthly to new mothers with mild to moderate depression and for families seeking community connection and wellness.

Dunlap explained that this program will be open to any woman across the state with many of their sessions being held virtually to help increase access for those out of the central PA area. Dunlap stated that this program is marketed through the UPMC website and social media, and informational flyers are given out for the program in the OB/GYN offices. Ms. Dunlap added that as this program develops, UPMC staff will share information with their colleagues across the state to seek their interest in offering a similar program at their hospital locations and build on this program through networking and collaboration. Ms. Dunlap stated that these sessions will be free and will run twice a month and once a quarter for a four-week one-hour session. There will be a total of 40 music and art therapy sessions over the course of one year.

Dunlap stated that this organization has made a request for \$5,000 and the PCA staff recommendation is \$5,000.

Applicant: Artsi Inc. (fiscal sponsor for the SMS Poetry Summit)

Proposal: SMS Poetry Summit

Ms. Dunlap reported that this proposed project is a three-day poetry summit entitled “SMS Poetry Summit” which will be held in Philadelphia April 28-30. Dunlap stated that this event will include panel discussions, workshops, live performances, a “poetry after dark” open mic experience, and a slam competition.

Ms. Dunlap explained that this event will be the state’s first poetry festival of its kind, focused on being inclusive and expansive in what is offered and that one of the major goals of the summit is to amplify the Black narrative, particularly with regards to authorship. Ms. Dunlap stated that Artsi will host a book writing panel featuring several panelists, one of whom who will touch on her experience as a self-published Black author.

Dunlap stated that this organization has made a request for \$10,000 and the PCA staff recommendation is \$10,000.

Applicant: Carnegie Institute – The Andy Warhol Museum

Proposal: The Pop District – The Warhol: Works

Ms. Dunlap reported that in May 2022, The Andy Warhol Museum launched The Pop District, a programmatic and physical expansion of the museum driven by arts and economic development. Ms. Dunlap stated that one of the strategic pillars of The Pop District is a youth-focused, creative economy workforce development program called “The Warhol: Works” which officially launched in 2023.

Dunlap explained that this program focuses on instilling in young people the skills, knowledge, and dispositions necessary for them to compete and succeed in the creative economy.

Ms. Dunlap stated that beyond visual art, The Warhol: Works is inspired by Andy Warhol's early career as an advertising professional and commercial illustrator and added that in alignment, the museum views creative economy through an interdisciplinary lens at the intersection of marketing, communication, media, design and technology.

Ms. Dunlap reported that there are two focus areas within The Warhol: Works that the Creative Catalyst funds would support:

The Warhol: Creative – A boutique digital content creation studio producing media assets for both The Warhol and outside clients powered by an in-house production team and annual fellowship program focused on diverse youth participation.

The Warhol: Academy – A suite of youth-focused training and learning programs featuring 21st century skill-building curriculum and activities.

Ms. Dunlap reported that The Warhol: Works is a case study for how Pennsylvania communities can invest in retaining and developing young creative talent and recalibrating local economies to support creative work. She explained that with support from PCA, The Warhol will conduct two workshops to share knowledge and best practices to communities throughout the state, with one workshop in Harrisburg and one workshop in greater Philadelphia. Both workshops will occur in the first quarter of 2024.

Dunlap stated that this organization has made a request for \$20,000 and the PCA staff recommendation is \$20,000.

Applicant: Pennsylvania School of Arts and Design (PCA&D)

Proposal: A Programmatic Study for York and Lancaster Region

Ms. Dunlap reported that PCA&D is seeking funds from the PCA to assist with a feasibility study and market analysis for expanded programming in creative arts and design for secondary education students in York and Lancaster County. Dunlap stated that the study will begin in March and will go through October and explained that on top of bringing awareness of opportunities in the region, this study will provide the region with a blueprint to make creative workforce priorities a reality. Ms. Dunlap stated that through their current program, Center for Creative Exploration, PCA&D offers classes to individuals from the first grade to retirees and added that the program actively provides lifelong learning and opportunities to enhance creative skills at low-to-no-cost options to prevent any learning barriers.

Dunlap reported that the study is specific to Lancaster and York County region, but the information could be valuable to other PA arts organizations/communities who are interested in similar priorities. Ms. Dunlap added that with the support from the PCA and our partnerships, the team plans to share the research and completed feasibility study through a virtual presentation in November.

Dunlap stated that this organization has made a request for \$20,000 and the PCA staff recommendation is \$20,000.

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. Senator Bartolotta seconded the motion. Motion carried, none opposed.

Ms. Dunlap then reviewed an additional memo that is separate from what was sent in the original Council Book. Dunlap explained that this is a Recommendation for the 2023/2024 Creative Catalyst

Guidelines and stated that these adjustments that PCA staff is recommending are rooted in further aligning this program with PCA's Strategic Plan, and it is an outcome of managing this program over since Fiscal Year 2020-2021.

Ms. Dunlap directed Council to the memo and highlighted the few areas of the guidelines that PCA staff is recommending be adjusted. Ms. Dunlap explained the highlighted changes in the description and eligibility bullets in the memo.

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

Mr. Astorino made a motion to approve the recommendation. Mr. Warfield seconded the motion. Motion carried, none opposed.

ITEM 7 INFORMATION: Fiscal Year 2023-2024 Draft Budget

Amy Gabriele, Chief of Finance & Administration

Ms. Gabriele directed Council to the information on page 32 of the Council Book. She referred to the spreadsheet of a draft 2023-2024 budget and explained that this will be acted upon during the July 2023 Council meeting. Ms. Gabriele explained that on that spreadsheet, the 2022-2023 budget is shown as a reference.

Ms. Gabriele stated that the Governor's proposed budget, which was just presented, includes a \$1,000,000 increase for the PCA grants budget. Ms. Gabriele explained that the numbers in the spreadsheet will reflect that increase for Council approval in July.

Gabriele stated that some of these amounts will fluctuate depending on reviews of applications and other Council actions and added that final amounts for all grants are presented to Council in July and other Council meetings for Council action before they are actually implemented.

Chair Parks thanked Ms. Gabriele for the information and reiterated that in the Fiscal Year 2007 - 2008 state budget, the PCA was to receive \$15 million. When the 2007-2008 financial disaster hit, PCA was reduced to \$9,500,000 and it remained at this same until just now.

Parks added that in the meantime, PCA's main area where money is spent is Arts Organizations, Arts Programs (AOAP) and that he believes that amount is still the same in this budget. Parks stated that the focus of the Council transitioned to serve communities in a better way and so the AOAP funding for BIPOC or rural communities is \$26,000 per organization and \$13,000 for all other communities.

Chair Parks stated that the number of arts organizations that are requesting grants more than doubled since fiscal year 2007-2008, so PCA is unable to really accommodate everybody to the level that is needed.

Chair Parks stated that the PCA has changed its role significantly in terms of acquiring both the talent and the resources to provide communities with resources to develop cultural programs that meet their needs. Chair Parks explained that PCA is trying to help these to become more attractive for retaining and attracting residents and that most people in economic development understand that it's crucial that a community has arts and culture that welcomes people to their community.

Chair Parks stated that PCA is uniquely the only state agency that has this these skill sets and that he appreciates the fact that the governor has recommended \$1,000,000 more but that PCA should be funded at a minimum of \$25 million. Chair Parks asked Council to now become advocates.

Representative Ciresi stated that he is pleased that there is a \$1,000,000 increase but agrees that it is not enough especially because of what PCA does to help with community and economic development. Representative Ciresi stressed the importance of all in attendance to be advocates of

a larger increase. Ciresi asked Mr. Blischke to provide Council members with information about what other states received and asked Council members to send letters to the Governor.

Mr. Alaquiva asked if there is any measurement of the impact of the arts in our lifetime, especially with regard to how it helped during pandemic. Alaquiva wanted to reiterate how important the arts are.

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

Mr. Astorino made a motion to approve the recommendation. Mr. Warfield seconded the motion. Motion carried, none opposed, Ms. Goldberg abstained.

ITEM 9: Chair's Report

Jeffrey Parks, Chair

Chair Parks took a moment to publicly recognize Jeffrey Gabel, PCA's Vice Chair, and congratulated him for his remarkable work as the founding Executive Director of Gettysburg College's Majestic Theater. Parks stated that Vice Chair Gabel announced that he will retire in early January 2024 after 20 years of dedicated service.

Chair Parks encouraged Council to congratulate Vice Chair Gabel on the important role that he has played for the Majestic Theater and Gettysburg and added that his work is a terrific example of how arts organizations can build, help build communities.

Chair Parks also recognized Rodney Akers, PCA's Chief Counsel and longtime Deputy General Counsel in the Governor's office of General Counsel, where he had managed business and technology aspects of nearly 500 attorneys who serve over 30 executive branch and independent Commonwealth agencies. Parks stated that Mr. Akers is leaving state government service, and this is his last council meeting. Chair Parks stated that Mr. Akers will be greatly missed and personally thanked him for all the fine work that he has done with and for the Council.

ITEM 10 Executive Director's Report

Karl Blischke, Executive Director

Mr. Blischke reminded Council about submitting their Statements of Financial Interest with the Ethics Commission. Blischke stated that these are due on May 1, 2023, and added that Laura Kline will be sending the link to file the reports. Blischke asked Council members to reach out to him with any questions.

Mr. Blischke stated that PCA is looking into the possibility of holding in-person Council meeting, either in July or October. Blischke explained that this will offer Council members the opportunity to visit some of the funded activities and to engage with community leaders, elected officials and to hear from the community. Mr. Blischke explained that more information will be coming over the next few months.

Mr. Blischke reported that PCA, as an agency, has developed new tools and is making relevant resources and investments available in communities and in part thinks that this has been through relationship building and being proactive in reaching out to the community and economic development organizations across the state.

Blischke also stated that PCA is working to develop cross-sector relationships that are beneficial to the agency's long-term interest going forward and stated that being able to work within the healthcare sector allows PCA to leverage opportunities in a new market for the creative industries.

Mr. Blischke reported that another way that PCA has worked across sectors and built a long-term relationship is in transportation with the Pennsylvania Turnpike Commission. Blischke stated that PCA just had the opportunity to do an unveiling of an Art Sparks project at the Valley Forge Service Plaza and shared some images of a mosaic that was developed with the Archbishop Carroll High School students and a PCA resident artists and Arts in Education Partner.

Mr. Blischke reported that a key relationship that PCA is starting to build is with Labor and Industry. Blischke stated that PCA has had good interactions with L&I and is interested in developing pathways for people to work in creative industries. Mr. Blischke gave an overview of a Creative Catalyst project that is a good example of taking young talent, especially talent that may not choose to go to college and having that training as well as a clear pathway to local corporate employers who will need that talent. Mr. Blischke added that he and Ms. Dunlap are in discussions about how PCA can support employer success through a creative talent pipeline.

Mr. Blischke reported that PCA is looking at ways to be better at telling its story using the data behind what PCA is doing. Mr. Blischke explained that with the Creative Entrepreneur Program, PCA has been able to serve 385 creative entrepreneurs in 44 counties in just over one year. Blischke stated that he thinks PCA should tell the story around that and explained that one way that we see this happening this spring is to use the frame of Pennsylvania Small Business Week to help tell that story. Mr. Blischke stated that Norah Johnson has been working on creating content around this storytelling. Mr. Blischke asked Johnson to give an overview of these efforts.

Ms. Johnson gave an overview of the Creative Spotlight Series that PCA created that will roll out during Pennsylvania Small Business Week in May 2023. Ms. Johnson explained that this series will allow PCA to get better at telling the story, visually, of what the agency does and is also trying to find better inroads for presenting that story to stakeholder agencies. Ms. Johnson stated that this series will include three videos that have been created over the past year with a video producer out in Western Pennsylvania, Make Roots marketing.

Ms. Johnson stated that she will share these YouTube videos with Council so they can get a flavor of the things that PCA is creating.

Ms. Goldberg asked Ms. Johnson to provide clarification about the outlets for distribution for this information other than Small Business Week. She thinks there are great possibilities for this information to be presented in other outlets.

Ms. Johnson stated that PCA is working with social media, other partner state agencies and as well as working with PCA grantees that are part of the storytelling. She invited Council to provide any thoughts or suggestions for other outlets that can be used to promote these stories.

Ms. Goldberg stated that she was involved in something similar to her work and stated that she believes in cultural diplomacy and also soft power. Ms. Goldberg stated that this think tank reached out to some not-for-profit organizations, one of which was Ballet X. Ms. Goldberg explained that this was done at the Comcast Center in their innovative lab and added that it is on YouTube.

Mr. Blischke stated that he agrees with Ms. Goldberg that there should be multiple channels that can be used to share PCA's accomplishments.

Mr. Blischke thanked all in attendance and stated that PCA will be sending Council members information about the next meeting that will hopefully be in person.

ITEM 13: Adjournment

The meeting adjourned at 10:23 am.