

**Kentucky Arts Council Board of Directors  
Meeting Minutes  
June 6, 2014  
Noon - 3 p.m.**

**Members present:** Sonya G. Baker, Wilma Brown, Mary Michael Corbett, Paul Fourshee, Ron Johnson, Todd Lowe, Darlene Mazzone, Everett McCorvey, Helen Mountjoy, Josephine Richardson, Andee D. Rudloff, Kathleen T. Setterman and Randall C. Vaughn

**Members absent:** John S. Hockensmith, Roanne Victor and Jayne Moore Waldrop

**Tourism, Arts and Heritage Cabinet:** Deputy Secretary Lindy Casebier

**Others present:** Bill Dexter, TAH Cabinet legal counsel, and Kentucky Arts Council staff members Lori Meadows, Chris Cathers, Sandy Etherington, Marl Renfro, Kate Sprengnether and Dan Strauss

**Note taker:** Kate Sprengnether

**Call to order**

Mary Michael Corbett, board chairperson, called to order the quarterly meeting of the Kentucky Arts Council board of directors at noon Friday, June 6, 2014, in the studio of Stephen Rolfe Powell, Danville, Ky.

**Attendance**

With 13 board members in attendance, Corbett declared a quorum to be present.

**Welcome from Stephen Rolfe Powell**

Artist Stephen Powell welcomed the board to Danville and to his studio and thanked them for their support of the arts.

**Approval of Minutes**

The minutes from the March 21, 2014, meeting were approved by the board.

*A motion to approve the minutes was made by Helen Mountjoy, seconded by Randall Vaughn. The motion passed without objection.*

**Comments by the Board Chair**

Corbett thanked everyone for their attendance. She asked Sonya Baker to announce her news. Baker said she has accepted a position with James Madison University and will be moving to Virginia in the next month, therefore, she must resign from the arts council board of directors. Corbett thanked Baker for her service.

**Report by the Tourism, Arts and Heritage Cabinet**

Lindy Casebier, deputy secretary of Tourism, Arts and Heritage Cabinet, spoke about the meeting on June 5 with TAH Secretary Bob Stewart, Lori Meadows and several members of the board of directors, including Mary Michael Corbett, Todd Lowe, Randall Vaughn and Ron

Johnson. It was a productive meeting. Secretary Stewart feels the Creative Industry Study will give the arts council and board of directors solid data to present to legislators.

#### **Consent agenda**

Members were asked to review their abstentions and note if there were any additions or deletions. There were no changes.

Corbett thanked board members for their service as panel chairs in the past four months and asked each panel chair to comment on their experiences. Overall, the consensus was that most of the panelists were well prepared, with only one or two exceptions. Panel chairs also agreed that phone panels work well, but in-person panels are better. Josephine Richardson and Baker expressed concern that some applications were of uneven quality. Lori Meadows assured the board that the arts council staff offers technical assistance with completing the application prior to the deadline.

Corbett noted that the Kentucky Arts Partnership (KAP) program would receive at least a 25 percent decrease in funding, due to budget reductions.

*A motion to approve the consent agenda was made by Sonya Baker, seconded by Todd Lowe. The motion passed without objection.*

#### **Governance Process**

Corbett said a replacement for Baker is needed, and she asked board members to consider who they might nominate. A report from the nominating committee will be provided at the September 2014 board meeting.

Corbett thanked board members for their advocacy efforts and asked Helen Mountjoy to give a report from the Advocacy Committee.

Mountjoy reminded board members that advocacy needs to happen year round and she encouraged board members to contact their legislators over the summer.

Corbett said the chairman of the tourism committee lost his election, so we will need to build a relationship with the new chairman, who has not yet been appointed.

Ron Johnson spoke about the issue with line item funding. Some of the KAP groups are going directly to their legislator to request funding. One problem with this is the KAP groups receive funding from two government sources. The second problem is the line item funding is sometimes run through the cabinet or arts council's budgets, making it appear as if the budgets are larger than they are in reality. In 2013, the board passed a resolution that KAP groups receiving line item funding were no longer eligible for KAP grants, although organizations that received outdoor drama grants were exempted from this resolution since there are separate state funds set aside to support outdoor theater programs. New legislation in 2014 changed the outdoor drama funds to tourism grants, making more KAP groups eligible. Therefore, the arts council has dropped the exception for outdoor theater. At this time, all KAP groups who receive line item funding will be ineligible for KAP funding in the current fiscal year. The meeting with Secretary Stewart that Casebier mentioned was about this issue. Secretary Stewart is sympathetic to the issue and said he will help the arts council appeal to the legislators for the discontinuation of line item funding to arts organizations.

Corbett explained changes to the committees of the board. The first change is to rename the Legislative Change Advisory Committee to Stakeholder Relations/Education Committee. The second change is to adjust the schedule of the Governor's Awards in the Arts Nominating Committee. Instead of December, the committee will be appointed in September of each year. The final report will be due in March, instead of June. The third change is to adjust the schedule of the Kentucky Poet Laureate Committee. Instead of June in even-numbered years, the committee will be appointed in September of even-numbered years.

The board discussed advocacy issues. Corbett said the arts council would like to encourage a meeting of a legislative arts caucus. Johnson said a caucus would be helpful, so there are legislators who are knowledgeable about issues in the arts and can help educate their colleagues.

Casebier reminded the board that advocacy is a year-long process, especially as new legislators take office.

*A motion to approve the changes to the board committee was made by Kathleen Setterman, seconded by Helen Mountjoy. The motion passed without objection.*

#### **Executive Director's operational report**

Meadows provided an overview of the budget in fiscal year 2015. There will be a 5 percent decrease in the general fund appropriation. The arts council will also lose \$600,000 in agency funds in FY2015 through a fund transfer.

The arts council was invited by the National Endowment for the Arts (NEA) to partner with the Citizens Institute for Rural Design on a series of workshops, funded by the NEA. We are the first state arts agency to be involved in such workshops. The workshops went very well, and there has been a lot of follow-up communications. Follow-up meetings will take place in FY2015.

Richardson said she knows several people who attended one or more of the meetings, and they were all enthusiastic about and grateful for the opportunities.

Meadows invited Marl Renfro, communications and technology branch manager, to report on the Creative Industry Study. Renfro said there are three exciting things to report. The first is this study is likely to be one of the most important policy studies in Kentucky, and it is certainly the only state-wide report on the arts economy in Kentucky. The second is it brings us into a small group of other states who also commissioned such studies. The other states include New York, Louisiana, Massachusetts and Arkansas. In these other states, there was an increase in funding to the state arts agency following the study. The third point is the group conducting the study, Mt. Auburn Associates, is well-known and highly respected for this type of work. This report will include actionable conclusions, and it will hopefully allow the arts council to leverage more funds for the arts.

Renfro said the surveys for the study have been distributed. Consultants from Mt. Auburn are interviewing stakeholders, artists, arts administrators and focus group members. They are also consulting other sources of data regarding the economy, employment, etc.

Meadows then asked Dan Strauss, senior program analyst, to report on the arts council's new strategic plan. Strauss said the NEA requires the arts council to submit a new strategic plan with each grant application, every three years. In addition to the creative industry surveys, the arts

council is also conducting a different survey that will inform the strategic plan. Over 1,000 of these surveys have been submitted. We will also use information culled from the SOAR conference and CIRW workshops for the strategic plan. In the past, the long range plan was projected for five years, but we have re-aligned it to the NEA's schedule. The long-range plan will now be projected for the next six years.

Meadows talked about the demographics of the survey respondents. There are very few surveys by people in the 18-24 age range. In Kentucky, women are 50.7 percent of the population, but women make up 65 percent of the survey respondents. We need more men and more people of color to take the survey.

Darlene Mazzone asked how the survey is being shared. Meadows said it's been shared in e-blasts, press releases, on Facebook and Twitter. KAP groups were asked to share it with their constituents or members.

Meadows said the Governor's Awards in the Arts have been approved by the Governor and the announcements will be made the week after next. The ceremony will be in October.

SouthArts recently completed a report, Arts Education in the South, with data gathered from public school principals and anecdotal evidence. Responders were most likely to be those who are already strong supporters of the arts. Initially, the language did not specify that the data was based only on the responses received. After Meadows protested, the language was changed to "responding schools," instead of "all schools." The arts council will share the information but will first put it into context.

Everett McCorvey asked if there will be a press release or other event to mark the release of the creative industry study. Meadows said yes.

### **Monitoring Reports**

- 1.0 Global Ends Statement**
- 2.3 Financial Planning/Budgeting**
- 2.7 Grant Panels/Process**
- 2.8 Opportunity/Interim Grants**

Meadows said the budget planning was done to the best of the arts council's ability. There was no way to predict how drastically the budget would change in the middle of the fiscal year. In response, the staff moved quickly to cut spending. Steps taken include grants being put on hiatus, job searches stopped, staff travel eliminated, print jobs cancelled, some KAP grant payments postponed and, when possible, panels were done by phone. Meadows reported compliance.

*A motion to approve the monitoring reports was made by Josephine Richardson, seconded by Andee Rudloff. The motion passed without objection.*

### **NASAA Report**

Lowe said Kentucky donations to National Association of State Arts Agencies (NASAA) were the third highest the organization received last year, behind only New York and California. Jonathan Katz, CEO of NASAA, is retiring and a search is on for the next CEO. This position is important, as he or she represents the state arts councils to the NEA. Lowe thanked board members for supporting NASAA.

### **Board Discussion on End Statements**

Meadows discussed the proposed changes to subheadings of End Statement 1.3: Statewide delivery of arts programs and services is provided. The proposed revision reflects the changes in the landscape over the past several years, including the change made to the agency mission statement in March. The earlier version was based on serving the organizations, as opposed to working with the organizations to enhance their ability to serve the people of the state. The new subheadings will read as follows:

- A. There is a vibrant infrastructure of organizations and facilities providing arts opportunities for the people of Kentucky.
  - i. The arts infrastructure is stable and provides consistent, year-round arts programs and services upon which communities can rely.
  - ii. The leadership of arts organizations and facilities, including staff and board members, represent and are empowered by the demographic composition of their communities.
  - iii. The management and programming of arts organizations and facilities promote the state's creative industry and enhance community quality of life.
  - iv. The arts infrastructure benefits from networking and collaborations among local, state and national agencies and organizations.
  - v. The arts infrastructure is equipped with the resources necessary to successfully provide public value for the people of Kentucky.
- B. The programs and services of the arts infrastructure are informed by communities' need for the arts.
- C. Arts organizations and facilities creatively work with communities in developing their value for diverse and new arts opportunities.

Strauss said the changes were informed by the performance expectations of the KAP groups. The shift is subtle, focused less on financial support. Vaughn said the changes add substance to the arts council's charge for the boards of KAP groups to be more diverse. Mountjoy said we need to model diversity on our own board.

*A motion to approve the changes to the board committees was made by Todd Lowe, seconded by Everett McCorvey. The motion passed without objection.*

### **Board Schedule**

Corbett invited Mountjoy to talk about the Sept. 19 board meeting in Owensboro. Mountjoy said there are 90,000 residents of Owensboro and six KAP groups. The new convention center has art, as does the hospital system. The city has embraced the idea of the creative industry. The county judge will likely attend the meeting to talk about creative industry and other initiatives.

Corbett opened the discussion about the December board meeting by asking if it should be in Louisville or Berea. Board members leaned toward Berea. Upcoming dates of importance:

Sept. 19	Board meeting, Owensboro
Sept. 29-Oct. 2	Performing Arts Exchange, Atlanta
October	National Arts and Humanities month
Oct. 9	Governor's Awards in the Arts
Oct. 16	Master Class (formerly Kentucky on Stage), Grand Theatre, Frankfort
Nov. 13-15	NASAA annual meeting, New Orleans
Dec. 5	Board meeting, Berea

**Board Evaluation**

McCorvey thanked Brown for arranging all of the details for the meeting and for her hospitality to board and staff members.

The meeting adjourned at 1:47 p.m.