

Kentucky Arts Council Board of Directors
Meeting Minutes
June 14, 2013
noon – 3 p.m.

Members Present: Sonya G. Baker, Wilma Brown, Mary Michael Corbett, Paul Fourshee, John S. Hockensmith, Ronald E. Johnson, Henrietta Venable Kemp, Todd Lowe, Everett McCorvey, Helen Mountjoy, Josephine Richardson, Andee D. Rudloff, Randall C. Vaughn, Jayne Moore Waldrop.

Members Absent: Kathleen T. Setterman, Roanne Victor

Others Present: Kentucky Arts Council staff members including Lori Meadows, Chris Cathers, Sandy Etherington, Emily Moses, Marl Renfro, Kate Sprengnether and Dan Strauss.

Tourism, Arts & Heritage Cabinet: Deputy Secretary Lindy Casebier

Guests: Jackie Hamilton, director, UK Arts in HealthCare; and Jason Akhtarekavari, Administrative Support Specialist for UK Arts in HealthCare and Music Therapy

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 14, 2013, in conference room A.00.123 of UK's Albert B. Chandler Hospital, Lexington, Ky.

Attendance

With 14 board members in attendance, Corbett declared a quorum to be present.

Welcome

On behalf of Dr. Karpf, executive vice president for health affairs, and UK HealthCare, Jackie Hamilton welcomed the group. Hamilton showed parts of a video on the Arts in HealthCare program and discussed specific programs, including the Tuesdays at Noon music series, for which UK HealthCare partnered with the arts council to showcase artists in the Performing Arts Directory in early 2013.

Comments

Corbett congratulated Everett McCorvey for the success of It's a Grand Night for Singing, which several board members attended the night before the board meeting. Paul Fourshee stated that it was an "awesome" performance. Sonya Baker congratulated McCorvey for helping students at varying levels of abilities succeed.

Corbett thanked the board and arts council staff for their hard work during panel season.

Corbett next discussed National Arts Advocacy Day in Washington, D.C. She was joined on the trip by Lori Meadows, Lindy Casebier, Jim Clark, president and CEO of LexArts, and Barbara Sexton Smith, president and CEO of Louisville Fund for the Arts. Corbett stated that a highlight of the trip was the Yo-Yo Ma performance and lecture, as well as the performance by Music Corps. Members of Music Corps who were amputees discussed their experiences and how important music has been to their recovery. Corbett encouraged other board members to make the trip next year. She said that the group had good meetings with Rep. Brett Guthrie, Rep. Andy Barr and Rep. John Yarmuth, and the

staff of Rep. Hal Rogers and Sen. Mitch McConnell. Meadows commented on the opportunity that Sen. McConnell's office arranged with the Smithsonian Museum shops. A buyer for the Smithsonian contacted the arts council in February to request images of items from Kentucky Crafted artists, that could be sold in Smithsonian gift shops. Charla Reed, the arts council's partnerships and initiatives director, sent a slide show of images, and then followed up with samples of the products available. No decision has been made by the Smithsonian, but Meadows was happy to be able to thank Sen. McConnell's staff for initiating the connection. Sen. McConnell's staff also offered to issue personal invitations from Sen. McConnell to the buying staff of the Smithsonian to attend Kentucky Crafted: The Market 2014. Casebier said that this was his first meeting with Rep. Barr and that he proved to be receptive to supporting the arts and knowledgeable about the arts.

Approval of minutes from March 2013 meeting

The minutes from the March 22, 2013, meeting were approved by the board.

A motion to approve the minutes was made by Wilma Brown, seconded by Josephine Richardson. The motion passed without objection.

Report by Tourism, Arts and Heritage Cabinet

Casebier reported on the new cabinet secretary, Bob Stewart, who started in that position on June 1. Stewart has been involved in and around the arts for a long time. He was formerly the deputy commissioner of the Department of the Arts and the Department of Tourism Commissioner. He is supportive of the arts council. He has met with all of the agency heads, including Meadows. Corbett asked Casebier to forward to Stewart an invitation to attend an upcoming board meeting.

Consent Agenda

Members were asked to review their abstentions and note if there were any additions or deletions. Todd Lowe requested that the Louisville Orchestra be added to his other abstentions. There were no other changes.

Meadows provided an overview of the following grant programs:

- AI Smith Fellowships and Emerging Artist Awards - Media and Visual Arts
- Folk Arts Apprenticeship Grants
- Kentucky Arts Partnerships Grants
- Teaching Art Together Grants

General discussion followed.

A motion to approve the consent agenda was made by Wilma Brown, seconded by Sonya Baker. The motion passed without objection.

Governance Process

Corbett thanked the board members serving on the Governor's Awards in the Arts committee. She announced that the arts council has not yet received approval from the Governor, nor has a date been set. Corbett said that, in the future, we need stronger nominations in every category. Paul Fourshee suggested asking for nominations from past GAA recipients. The next deadline for nomination is Nov. 1, 2013. McCorvey suggested workshops in arts criticism, hosted by the arts council, to encourage an ongoing critical dialogue and to develop the pool of art criticism and writing. We could invite news agencies from around the state to send representatives to the workshop. Sonya Baker suggested that the workshop also include school newspapers, to encourage future writers of arts criticism. Fourshee mentioned including other news media on campuses. McCorvey echoed the need to "grow our own." Andee Rudloff suggested that social media could be the subject and the form, such as a webinar. Jayne Waldrop Moore asked if the media category was defined broadly enough and Meadows said

that it does include online media sources. Josephine Richardson suggested it would be acceptable to forgo giving an award in a particular category, if the nominations were not of a high enough quality, in order to protect the integrity of the award. Helen Mountjoy asked if Dan Strauss could bring one of the awards (by wood artist John Keeton) to the September board meeting, so that the board can see what they look like.

Ron Johnson, of the nominating committee, announced that four members' terms will expire in the next year (all in February 2014): Wilma Brown, Henrietta Venable Kemp, Josephine Richardson and Andee Rudloff. The nominating committee will meet prior to the September meeting and present nominations for new members of the board at the September meeting.

The National Association of State Arts Agencies (NASAA) will hold its annual leadership conference in October in Jackson Hole, Wyoming. Corbett encouraged board members to attend. Lowe discussed the value of NASAA, related to two points: 1. They are a direct advocacy link to Washington, D.C., and the National Endowment for the Arts, and 2. The research that NASAA conducts provides the arts council with very useful information. Meadows confirmed that the staff of NASAA is very helpful and they assisted with the preliminary research for the cultural industry study to be conducted later this year. Lowe mentioned a \$50,000 matching grant that NASAA has received and asked board members to consider making donations so matching funds can be raised.

Executive Director's Report Operational Update

Meadows reported general funding from the state will be the same in 2014 as in 2013. Since 2007, state funding to the arts council is down 34 percent. Funding from the NEA is down \$53,000 from last year, due to sequestration and less total funding, and also because the total funding is split between more state arts agencies (two agencies only recently regained their eligibility for funding from the NEA). Budgeting will be increasingly difficult. Corbett said this is why advocacy is more important than ever.

Cultural Industry Study

Tim Pollard, TAH executive director of finance, is working with Meadows on the Request for Proposals (RFP) for consultants to assist with the cultural industry study. At the same time, we will be starting the next strategic planning process, per the NEA's requirements, with public input meetings. Both the cultural industry study and the strategic plan will take about a year to conduct. The final draft of the strategic plan will be presented to the board at the September 2014 meeting. The arts council will conduct several information gathering meetings around the state throughout FY2014.

Arts Education Update

The arts council is trying to stay in touch with affiliate groups that support arts education. The Department of Education has a new art education advisory committee; Meadows and Jean St. John, arts education director, will serve on the committee, as will one of the TAD artists. In September, during National Art Education Week, the arts council will gather statewide art education committees and organizations for a meeting. In addition, Meadows will join the executive directors of the Ohio, Indiana and Pennsylvania arts agencies for a presentation at the national PTA conference.

Cultural Districts

Two new certified cultural districts were announced in May, Bardstown and Maysville. The First Lady, Secretary Sparrow and Casebier attended the presentation ceremony. The town of Horse Cave had to be de-certified because the requirement for an anchor organization is no longer met, since Kentucky Repertory Theatre closed. Meadows spoke about what a difficult and disappointing decision this was. Meadows also mentioned that the arts council partnered with the arts agencies of Ohio and Indiana for a colloquium on community arts. The arts council paid the registration fees for

representatives from the certified cultural districts, including those from Horse Cave. The arts council hopes to bring in Craig Dreeszen to conduct an evaluation and assessment of the cultural districts program.

Architectural Artists Directory

Meadows stated that the three year-old program continues to grow. Some of the artists (Don Ament and Guy Kemper) have received large commissions. Charla Reed, partnerships and initiatives director, is presenting at the regional American Institute of Architects (AIA) conference in October, along with three artists in the program.

KAGC Awards

The arts council recently won 10 awards from the Kentucky Association of Government Communicators in many areas—design work, videos, billboards, etc.

Monitoring Reports

Global Ends Statement 1.0—Mission of the Arts Council

The mission of the Kentucky Arts Council is to create opportunities for the people of Kentucky to value, participate in, and benefit from the arts. Meadows said everything that the arts council does is in support of the mission. As an example, Meadows discussed a grant that Sarah Schmitt, arts access director, secured for the arts council and an upcoming exhibit that she is planning for artists with disabilities. Brown asked how we reach out to underserved communities - specifically counties without arts organizations, or with new and/or small arts organizations. Meadows answered that we conduct technical training workshops around the state, always with the intention of reaching small and/or underserved arts organizations and communities. We do it as frequently as possible. The arts council also responds to legislators' requests for assistance in their communities. Meadows reported that she recently met with Rep. Pullin from Greenup County about how to work with that community and we are working towards partnering with Greenbo State Park on a joint arts event. Fourshee inquired about arts extension agents, which are funded by UK. Presently, there are arts extension agents in the following counties: Pike, Greenup, Muhlenberg and Whitley. Could we get more arts extension agents in rural counties? Baker suggested that the arts council produce a video to show organizations in smaller communities how to work with their local government and officials, and how to seek state support. Meadows commented that this could be an offshoot of the Certified Cultural District Program.

Monitoring Report 2.3 Financial Planning/Budgeting

Meadows said all agency spending goes through several levels of approvals, which helps cut down on unnecessary spending. The arts council uses a financial database that was created in-house and incorporates more information than the state's own financial database. We can always tell how much money is in each fund, which is very helpful for planning purposes, and which helps us to spend all of our money each year, so that we don't lose unspent general funding. We work closely with the Cabinet, the Finance Cabinet and the State Budget Director to insure that we are in compliance with state regulations.

Monitoring Report 2.7 Grant Panels/Process

Meadows said the arts council has one of the best panel processes of any in the country. We do a lot on the front end to make sure that it goes smoothly, and we help organizations to understand the process so they know decisions are made thoughtfully and carefully - and not by the staff. Helen Mountjoy commended the staff for including in-state panelists, as it is good professional development for them, and exposes in-state professionals to out-of-state professionals. Corbett said that it is very important for board members chairing panels to go to the orientation and to the dinner afterwards. Meadows said the reason for having the orientation is to make sure the panelists have all done the work of scoring and to get to know each other. Additionally, Meadows said the arts council maintains

a master list of potential panelists, which numbers in the 100s, and the panel chairs all fill out evaluation forms on the panelists.

Monitoring Report 2.8 Interim Grants

Meadows reported on interim grants. These are grants that come up throughout the year that don't fit within another grant category. Meadows can award up to \$5,000 to individuals and organizations, with the total not to exceed \$50,000 per fiscal year. One stipulation is that there must be matching funds in the budget. Meadows gave three recent grants as examples: 1. \$625 to Kentucky Crafted artist Christine Kuhn to attend the Vermont Studio Center for one month; 2. \$2,000 to the Kentucky Center to support professional development training for teaching artists; and 3. \$2,500 to Kentucky Ecuador Partners to support a basket exhibit featuring work from Kentucky and Ecuador artists. Baker asked what the total amount awarded was in FY2013. Meadows said \$25,000. Baker pointed out that this might be of more benefit to younger artists, but older, more established artists are more likely to know about the arts council. Baker asked how we could bridge that gap. Meadows responded that we don't advertise the interim grants. Carrie Nath, former arts education director at the arts council, and now the executive director of the Governor's School for the Arts (GSA), lets students know about the arts council. Charla Reed works with universities who exhibit at The Market. Meadows asked board members to help us reach younger artists and to spread the word about the arts council and the opportunities we offer.

A motion to approve the monitoring reports was made by Sonya Baker, seconded by Helen Mountjoy. The motion passed without objection.

New Artists in Directories

Meadows ended her report by discussing the new artists adjudicated into the Performing Arts Directory (PAD) and the Teaching Artists Directory (TAD). McCorvey encouraged board members to look at the artists in PAD if they are in need of performers for an event.

Board Discussion on Ends:

1.4 Public policy supports the arts in Kentucky

Corbett said all board members should be in touch with their contacts regarding the work that the arts council does.

Lowe stated that he and Corbett had a meeting with Louisville Mayor Greg Fisher regarding the Certified Cultural Districts program. They hope to meet soon with Lexington Mayor Jim Gray.

Mountjoy said the advocacy committee had a good meeting. She encouraged board members to be in contact with local officials and legislators, encouraging them to be strong advocates for the arts council and KAP groups in their districts. Every board member should "adopt" their representatives. Additionally, legislators in all leadership positions need to be "adopted" - we might not have board members in their districts. Mountjoy asked all board members to review the list of legislators in leadership or key positions and come up with a list of people they are willing to contact before the September board meeting. Talking points will be provided. Board members need to be proactive statewide and have a statewide perspective when advocating for the arts—not just focused on groups in their hometowns. Focus on relationship-building, and remember to initiate contact several times with each person, not just once. Waldrop asked how many contacts should each board member choose, and Mountjoy said that everyone should mark all of the people who they are comfortable contacting and the committee will look at where the lists overlap.

Casebier reminded the board that this is a bi-partisan issue.

General discussion followed.

Meadows said that it is important to acknowledge and thank legislators for any work that they do in support of the arts in Kentucky.

Announcements

- Mountjoy reminded the board that the advocacy committee will meet at 10 a.m. on Sept. 13, prior to the board meeting. All are invited to attend.
- It was suggested that the June 2014 board meeting be held in Danville, in order for everyone to attend the Brass Band Festival, June 6-8.
- Meadows announced that Arts Day will likely be held in January, instead of February, because legislators' schedules are so busy in February.
- Poetry Out Loud will be funded by the NEA again for 2014. The NEA is looking for poems that should be included in the anthology and the arts council is working to get one of Frank X Walker's poems included.
- Meadows announced that she and Kate Sprengnether are serving on the artist selection committee for the Gov. Wetherby Statue in Middletown.

Board Meeting Evaluation

McCorvey led the review of the meeting:

- Fourshee commented that this is one of the best boards in terms of participation. There was perfect attendance at the March 2013 meeting.
- Hockensmith is thankful for the information about advocacy and is looking forward to working more in this area.
- McCorvey asked everyone to remember that Meadows and the staff of the arts council cannot advocate - it is the job of the board.
- Baker asked if monthly advocacy reminders could be sent to board members again.

The meeting adjourned at 2:50 p.m.