

**Kentucky Arts Council Board of Directors**  
**Meeting Minutes**  
**Sept. 13, 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, Helen Mountjoy, Josephine Richardson, Andee D. Rudloff, Kathleen T. Setterman and Randall C. Vaughn

**Members absent:** Everett McCorvey, Roanne Victor and Jayne Moore Waldrop

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

**Others present:** Kentucky Arts Council staff members including Lori Meadows, Chris Cathers, Sandy Etherington, Emily Moses, 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 on Friday, Sept. 13, 2013, in the Education Center of The Carnegie, Covington, Ky.

**Attendance**

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

**Approval of minutes from the June 2013 meeting**

The minutes from the June 14, 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.*

**Comments by the Board Chair**

Corbett commended the staff for their hard work since the last meeting in June.

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

Lindy Casebier introduced the new cabinet secretary, Bob Stewart. Casebier said that Stewart came to the Cabinet with an understanding about what the arts council does and how the arts positively impact the state. Stewart said that he is delighted to return to the Tourism, Arts and Heritage Cabinet. He was deputy commissioner of the Kentucky Department of the Arts and commissioner of the Department of Travel. The Cabinet has grown in the time since he left. The Tourism, Arts and Heritage Cabinet combines

everything that he loves, and he is delighted to be involved again with the arts council. Since his background is in marketing, Stewart said, one of his ideas is to explore new and different ways that agencies in the Cabinet can work together, communicate and partner. He said he is very supportive of collaborations, and against the “silo mentality.” The tourism agency needs to learn more about the art community, and the art community needs to learn more about what is going on in the tourism industry, as well as the preservation and heritage agencies. Stewart said he wants to take a good look at how the Cabinet’s marketing materials include and present the arts. Studies show arts and culture tourists stay longer than other types of tourists when they travel and spend more money. Stewart said the arts are different in Kentucky than in other states. The arts are what make Kentucky special and set us apart from other states; cultural diversity is what makes Kentucky interesting.

At Corbett’s request, each board member introduced him/herself to Stewart.

Corbett said the board is made up of people with diverse backgrounds from all over the state who are ready to advance the Cabinet’s mission.

### **Consent Agenda**

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

Lori Meadows provided an overview of the TranspARTation grant.

General discussion followed. Andee Rudloff said it might be possible to involve the education departments of the arts organization involved in the TranspARTation grant application. She said this might be beneficial for the teachers and schools, and from her standpoint, the art organizations’ education staff would be happy to help. Meadows said teachers who are organizing the field trip and writing the grant need to make those connections.

*A motion to approve the consent agenda was made by Helen Mountjoy, seconded by Paul Fourshee. The motion passed without objection.*

### **Governance Process**

Helen Mountjoy delivered the advocacy committee report. Mountjoy encouraged board members to contact the legislators on their lists with information that would be of interest to them, such as Governor’s Awards recipients in their districts. The focus in October should be on the Governor’s Awards in the Arts recipients and ceremony. The focus in November will be on the economic impact of The Market. The committee will send information to each Board member that they can share with their legislators regarding public value reports and the economic impact of The Market. In December, board members should send holiday greetings to legislators, preferably using cards made by Kentucky artists.

Arts Day will be held in January 2014, instead of February. The focus will be on celebrating the arts. Arts groups and artists will be invited to participate. It is difficult to get legislators to attend the evening reception so the committee is looking at the possibility of hosting a reception during the day. There will be music in the Rotunda; artwork on display; and the Governor's Awards recipients will be introduced in the legislative chambers. It will be a celebration of the arts – but not a rally – and a chance for legislators to be exposed to the arts.

Corbett said LexArts and the Fund for the Arts would be invited to assist.

### **Advocacy Best Practices Report**

Wilma Brown said redistricting presents a good opportunity to make new friends (with new legislators) and to make new connections.

### **Nominating Committee Report**

Ron Johnson said the committee meeting prior to the board meeting had to be cancelled. He will reschedule the meeting.

### **Executive Director's Report**

Lori Meadows said the Creativity and Innovation symposium on Sept. 11 was very successful. Tom Shelton, Fayette County Schools Superintendent, spoke about the importance of arts education for all students – not just the ones who show talent or interest. The STEAM (science, technology, engineering, art and math) school opened in Lexington this school year and is the first in the state, with 150 ninth grade students. Shelton said the arts are not an add-on to the day but an integral part of the curriculum. Meadows said Shelton started the day off on a very positive note. He was followed by a panel of speakers from Kentucky businesses that support the arts: Toyota (Rick Hesterberg); Big Ass Fans (Erika Strecker), Gray Construction (Susan Brewer); and Kentucky Science and Technology Corporation (Kris Kimmel). Meadows said the panelists did a great job of making the connections the arts council wanted them to make. All of the panelists agreed that CEOs are very concerned about having enough creative and innovative thinkers in the future workforce. In the afternoon, Jane Dewey, arts specialist with Danville public schools, gave a summary about the program review for the arts and humanities in the state. This is a very confusing area for educators. She was followed by three arts educators from organizations around the state. The forum was videotaped and copies are available for anyone who would like to watch.

Corbett said connections need to be made with the Kentucky Chamber of Commerce to encourage making arts education a part of economic development. Meadows said the business community does not necessarily realize art education leads to innovative and creative workers.

Meadows said the arts council would be submitting the NEA final report and the application for 2015 later in September. She will go to the Performing Arts Exchange in Nashville in two weeks to help present Kentucky's performing artists. The arts council is also preparing for the 30th anniversary of the Al Smith Individual Artist Fellowships.

Many state arts agencies no longer give money to individual artists, so it is a unique program. The exhibit will open at the Lyric Theatre and Cultural Arts Center in Lexington, and then travel around the state for the next 10-11 months.

Meadows talked about a new group in Lexington, the Law Network for the Arts. Jayne Moore Waldrop made the initial connection. They are looking for lawyers who are interested in serving in this group. There will be no fees for artists and art organizations for issues that relate to the arts (personal issues will not be covered). It is modeled after a program in Colorado, although that program charges a fee. Meadows will send out information about the group to board members as soon the group is official.

Meadows passed out a handout that showed that the economic impact of Kentucky Crafted: The Market was more than \$2 million. This amount was derived from the exhibitors' sales reports. Exhibitors submit a report in the first four to six weeks after The Market and then a second report five months after The Market. The later report catches after-Market wholesale orders and commissions. The arts council surveyed out-of-state exhibitors and buyers to find out how much money they spent in Lexington on other things – hotel, food, gas, amenities, etc.

Secretary Stewart said the marketing and advertising for The Market, since it moved to Lexington, has been outstanding and very creative. Lexington seems to embrace The Market. Meadows said the marketing and publicity for The Market fits into the new directions in communications the arts council has taken in the past few years.

Meadows reminded the board that the Governor's Awards in the Arts will be Oct. 29. The ceremony is at 10 a.m, the reception at 11 a.m. and the luncheon at noon.

Meadows said the arts council is working with the National Endowment for the Arts (NEA) and the Citizens Institute on Rural Design for a workshop in Pikeville. It is one of four in the country funded by the NEA. The goal of the workshop is to show how the arts feed into economic development, tourism, etc. It will be Oct. 29-31 at the Central Appalachian Institute in Somerset.

The arts council is still waiting on news about the budget from the NEA. If there is a federal government shutdown, it will not affect us this year, but it could affect us next year. For the second year in a row, we received a reduction in NEA funding. This year, it's a \$50,000 reduction. This affects not only the arts council's budget, but also the organizations that receive competitive NEA funds.

Meadows talked next about the National Association of State Arts Agencies (NASAA). She said that it is the best form of peer-to-peer networking. NASAA helps the arts council a lot; they offer professional development and give us assistance on varying topics. They respond immediately to questions, and the information is accurate and in-depth. It is a good way to keep up with trends in the arts. There is currently a challenge grant from the Windgate Foundation for \$50,000 – NASAA is now only \$1,800 short of meeting the match. Donate by Sept. 20 to get your name in the program. NASAA

leadership group is coming up in October. Corbett and Todd Lowe are going. From the staff, Meadows, Dan Strauss and Marl Renfro are going.

The arts council received three proposals in response to the request for proposals (RFP) for the creative industry study. A decision will be made soon on who will conduct the study. Meadows thanked Secretary Stewart for the \$25,000 from the Cabinet budget for the study. This study will feed into many things that we do at the arts council, including the new strategic plan. Federal and state governments mandate that the arts council have a strategic plan. The current one expires in 2014. The new strategic plan will be submitted to the board at the June 2014 meeting.

The arts council needs to communicate what we do in a way that is more closely linked to the interests of our authorizers. We need to be prepared to change direction quickly. When we first started getting budget reductions, we needed to change gears in our programs very quickly. Things are not going back to the way they were – in terms of the budget. This is the new normal. Organizations have closed, funding and programming have shifted and they are not going to go back to previous levels anytime soon. We will likely face even more budget reductions from the NEA and the state. We need to do work that is a benefit to the Commonwealth, to individuals and to organizations. We need to demonstrate our relevance; make connections; and show how we can be a value to our partners. We do not have the luxury of taking a long time for anything. We need to focus on the important things because we cannot be everything to everyone. We need to be proactive instead of reactive.

For the strategic plan, we have determined thematic areas. In the past, we conducted public meetings and focus groups around the state, asked the same questions in each, and then built a plan based on the responses. This time, we need to find out what the significant needs in the state are. What are the national and state trends? Our products need to be categorized according to the thematic areas – areas of effort.

These are the strategic plan themes: vibrant communities, creative industry, creativity and innovation, showcasing the arts, and the buzz (hot topics, recent news and communications). These points all tie into the mission statement and the ends statements – they sum up the way that we carry out the work that we do to reach the ends.

The public input meetings will be different, they will be focused and targeted around the specific themes, for example, at a tourism conference, we will gather a group of tourism professionals.

Meadows said that marketing and promotion have traditionally been the final product, but we are looking at that from the beginning. We need to use marketing and promotion to brand the agency and products/programs of the agency. We looked at every other state agency website, and consider the new themes as “windows into opportunities.”

## **Update on the Strategic Plan Report**

### **Communications Report from Emily Moses, KAC's Communications Director**

Emily Moses said the arts council communicates with a lot of different audiences, but if they are not getting from us what they want to know, we are not doing our job. We want our brand to be friendly and helpful. These are the characteristics that we are striving for: accurate; complete; easy to use and pass on; actionable steps to participate and to grow the arts; useful; and accessible. The arts council staff understands the importance of communications. We create a yearly communications plan once the full year calendar is in place. We incorporate communications needs in the beginning of the project, instead of making communications the last step. We have better outcomes when we include communications in the planning process of events and programs. Here's an example of a communications success story: We did extra communications for Kentucky on Stage (KOS) this year. We sent several eblasts; we sent three press releases (up from one press release sent last year). KOS was picked up in Lexington media and the media in the performers' communities. It was a main topic of Arts E-News. It was on the radio. There was an interview on Taddoo.com about KOS. Last year, about 25 people came to KOS; this year 100 people pre-registered and 80 came. The extra effort in communications paid off.

The arts council is making a concerted effort to reorganize the structure of our social media program. Social media is now organized around a campaign model. The first campaign was called the Kentucky Art Adventures Campaign. We don't want to just push our message out; we need to create a relationship, a dialogue. We want to hear back from people. The next campaigns will be for the Governor's Awards in the Arts in October; followed by a holiday campaign in November and December that the whole staff will participate in.

Randall Vaughn asked if there was any feedback from the business community about the Lane Report. Meadows said yes, people comment all the time about seeing the art notes in the Lane Report.

Sonya Baker asked how the arts council can engage people who are not already involved in or acquainted with the arts council. Meadows said that the arts council is developing new relationships in the business community and working to be proactive in that area. We are new members of the Kentucky Association for Economic Development.

Kathy Setterman said that she attends all city council meetings where she lives (Ashland, Ky.) and that every time she addresses them she presents an economic impact report. She does economic impact reports for every event of the Paramount Center, not just a once a year overview. This helps the members of government in her area to think about the arts as an economic driver.

Paul Fourshee said the new economic reality has forced the arts council to work harder on being relevant to the state. Meadows said the arts council is assessing all of its programs to see if and how goals are being met.

### **Report from Dan Strauss, KAC's Senior Program Analyst**

Dan Strauss was asked to comment, and he said the arts council assesses grant programs every year to tweak the applications, guidelines and the whole process. This year we decided to do an assessment of everything, not just grants, but all events and programs, too. We are looking at what we are trying to achieve, our goals.

Other areas that we are assessing include communications (Are we provided with the information that people want? Is the database working optimally for us? Is it easy for our constituents to get the information that they want or need from us?); Arts Day (Making real changes this year based on what it is we are trying to accomplish); KPAN program; Governor's Awards in the Arts; and Cultural Districts (with the help of an outside evaluator).

The arts council is taking a comprehensive look at these programs to see how they fit into the development of a new strategic plan.

An upcoming workshop, Creative Industries Forum: Engaging your Community and Diversifying Fundraising, is based on the assessment of the KAP program. Two main issues – diversity and fundraising – that came out of the program evaluation will be addressed in the workshop. A trend over the last four to five years shows that diversity is a problem for our KAP groups, including within the largest and smallest organizations. Fundraising is a problem for mid-size groups. The workshop will help organizations discuss and look at best practices for achieving diversity. Organizations that are successful at having a diverse board will be present. The afternoon will consist of advice about fundraising.

Meadows said the planning part of the strategic plan is done and input meetings are the next step.

Lowe suggested the arts council find a way to use the new strategic plan, which is so creative, in other ways than just for the NEA. He is anxious to hear the NEA's response. Meadows said the only other state doing something similar is Michigan.

Casebier said the arts council has effectively demonstrated the arts are essential. Everybody else is rising to the occasion on this. Everyone is taking note of the arts council because it has a strategic plan that it sticks with.

Baker asked that events and public input meetings be live-streamed, when possible, for those in the state who live too far away to attend. Meadows said the arts council is looking into it and will also continue to videotape events and meetings.

Randall Vaughn asked if Kentucky on Stage could be live-streamed. Meadows said that it's a possibility.

Corbett said the new process for developing the strategic plan might help the arts council and the board to look at things differently.

Meadows reminded the board of upcoming meetings: December 2013 board meeting will be in Hopkinsville; March 2014 in Frankfort; June 2014 meeting in Danville to attend the Brass Band Concert; and September 2014 in Owensboro. Other important dates: Meadows will attend the Performing Arts Exchange later in September; Arts and Humanities Month is October; the NASAA conference is in October. The arts council will pay the registration fee for board members who wish to attend. The Governor's Awards in the Arts is Oct. 29. Arts Day will be in January 2014.

### **Greeting from Katie Brass, executive director of The Carnegie**

Katie Brass welcomed the arts council staff and board members to The Carnegie. She talked a little bit about the programming at The Carnegie. They showcase local and regional artists in their galleries with six shows each year. Matt Distell is the new gallery director. In the summer, they produce Camp Carnegie, a performing arts camp that costs each child only \$10. There are 160 kids in each session, working to produce and perform a play. They have certified art and music teachers on staff, and they provide art and music teachers to the schools. They provide all of the art and music curriculum for the schools, for the second year in a row.

### **Monitoring Reports**

Meadows gave a report on the following:

- 1.1 End: Kentuckians Value the Role of Arts in Society
- 1.2 End: Lifelong Education in the Arts is Encouraged
- 1.3 End: Statewide Delivery of Arts Programs and Services is Provided
- 1.4 End: Artists Live and Work in a Supportive Environment
- 1.5 End: Public Policy Supports the Arts in Kentucky
- 2.6 Grant Panels Composition

*A motion to approve the monitoring reports was made by Kathy Setterman, seconded by Sonya Baker. The motion passed without objection.*

### **Board Meeting Evaluation**

Baker said she appreciated hearing from staff members. Corbett liked the creative location. Fourshee commended Meadows for the amount of work that she puts into the Monitoring Reports.

At 2:55 p.m. the meeting adjourned.