

**Kentucky Arts Council Board of Directors  
Meeting Minutes  
December 5, 2014  
Noon – 3 p.m.**

**Members Present:** Wilma Brown, Mary Michael Corbett, Jo Curris, Paul Fourshee, John S. Hockensmith, Todd Lowe, Everett McCorvey, Helen Mountjoy, Josephine Richardson, Andee D. Rudloff, Kathleen T. Setterman, Randall C. Vaughn, Roanne Victor and Jayne Moore Waldrop

**Members Absent:** Darlene Mazzone, Ron Johnson

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

**Others Present:** Kentucky Artisan Center Executive Director Victoria Faoro, Kentucky Arts Council staff members Lori Meadows, Chris Cathers, Sandy Etherington, Emily Moses, Marl Renfro, Dan Strauss and Tammie Williams

**Note taker:** Tammie Williams

**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, Dec. 5, 2014, at the Kentucky Artisan Center in Berea

**Attendance**

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

**Welcome and comments from guests**

Corbett welcomed and thanked everyone for their attendance. Corbett then invited Tourism, Arts and Heritage Cabinet Secretary Bob Stewart to speak.

Secretary Stewart noted how pleased he was with the Creative Industry Report. Secretary Stewart stated the Creative Industry Report is a great tool to connect with new audiences. Secretary Stewart spoke of the importance of inter-agency cooperation and looking at new ways to make sure the arts are included in the overall tourism marketing effort.

All 15 agencies within the Tourism, Arts and Heritage Cabinet are working hard and all of the agencies have important projects. Currently, work is continuing on the new campaign for spring and summer general tourism in Kentucky. In addition, new research on a return of investment report is in the works. The cabinet has concluded four consumer focus groups. The Kentucky Horse Park has a new director, Jamie Link. Mr. Link is interested in increasing the number of non-equine events at the Horse Park. This could be an opportunity to increase art-related events.

Looking ahead to 2015, there will be lots of attention focused on Kentucky with the Breeder's Cup in Lexington in October and the SOAR initiative in eastern Kentucky. Tourism, Arts and Heritage is looking at additional and different ways to strengthen and build our economy.

Josephine Richardson talked about the differences between creating another Gatlinburg and developing tourism that is authentic to our region.

Stewart agreed, stating that tourism works best when it is authentic to the region. One example is food, partnering with Appalachian Regional Commission an Appalachian culinary tour map has been developed.

Another example in eastern Kentucky is the Appalachian Wildlife Association and the Department of Agriculture work on the development of a wildlife center which would include an elk viewing center and a year-round market that would offer Kentucky Proud products. This would offer tourism that is sustainable because it is authentic to the region.

Stewart talked about the heightened interest in TrailTown designations. The process is rigorous and has to include representatives in the arts, downtown business leaders and tourism leaders.

Interest is high within the state to use tourism and the arts as economic generators.

Corbett added that she and the secretary were looking forward to offering information like the Creative Industry Report to legislators this session. The advantages of using tourism and arts as economic enhancers are important and valuable. Corbett then asked the board if there were additional comments or questions for Secretary Stewart.

Jo Curris asked if canoeing was a component of the tourism focus. Stewart confirmed that canoeing, also known as Blue Ways, was being used as a component in Trail designations.

Stewart said a master trail map of Kentucky is being developed. When completed, the map will show trail travel throughout the entire state. However, the process is complicated because of a variety of factors including individual property rights.

John Hockensmith asked if there were plans for a Horse Farm Trail. Stewart said the Horse Farm Trail map should be completed within the next year.

Corbett asked Stewart to talk about the Corvette Museum in Bowling Green. Stewart said he had recently seen the sink hole at the facility and while it was massive, it did not cause any structural damage to the building. In fact, public relations staff used the national and international media coverage to increase their visitor numbers. Stewart spoke about visiting the Downing Museum at the Baker Arboretum and how Bowling Green is thriving.

Andee Rudloff agreed that Bowling Green was thriving despite some challenges this year. Rudloff talked about how the Office of Sustainability at Western Kentucky University is working with the Baker Arboretum to bring the property behind the arboretum, once a golf course, back to life and incorporate sculpture throughout the property.

Corbett thanked Stewart for great work.

**Approval of minutes from the September 2014 meeting**

Motion to approve: Josephine Richardson

Seconded: Todd Lowe

Approved

Corbett thanked Josephine for her hospitality the evening before.

### **Comments by the Board Chair**

Corbett thanked Lori Meadows and the KAC staff for all of their efforts.

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

TAH Cabinet Deputy Secretary Lindy Casebier spoke of the success of the Creative Industry Summit in Louisville. Casebier added that lessons could be learned. One example was Tracy Taft's presentation about the repurposing of copper mines in Arizona, similar to what eastern Kentucky would like to do with the strip mines.

Casebier talked about increasing the Kentucky presence at Americans for the Arts: Arts Advocacy Day, March 23-24, 2015 in Washington D.C. He will send information to the board. Norman Lear will deliver the 28th Annual Nancy Hanks Lecture on Arts and Public Policy. Corbett added that a visit to former Lt. Gov. Jerry Abramson was essential.

### **Consent Agenda**

Corbett asked the board if anyone had any abstention changes.  
Abstentions: no changes.

Corbett asked Meadows to speak about the grants.

Meadows spoke about the Teaching Art Together spring (TAT) grants which are one- to four- week residencies conducted by artists from the Teaching Artists Directory. Meadows provided the board with the panel recommendations for spring residencies.

Meadows also presented the panel recommendations for the TranspARTation (TRS) grant which enables Kentucky teachers and schools to offer students high quality arts experiences by providing transportation funding.

Mountjoy made the motion to approve both the TAT and TRS panel recommendations. The motion was seconded by Rudloff. Motion approved.

Casebier encouraged the board to view the KET presentation of “Celebrating One Hundred Years of Music at the Governor’s Mansion,” which included performances by Board Vice Chair Everett McCorvey.

McCorvey thanked Casebier and added that he was excited and honored to have the platform in which to showcase the talents of his students. Gov. Beshear would like the performance to be presented at art centers around the state.

Corbett asked the KAC staff to present on their experiences at the NASAA Conference in New Orleans.

Sandy Etherington spoke about the good information and positive experience attending the NEA reporting requirements workshop. Etherington also attended the Grant and Fiscal Officers peer group session which focused on how changing technology was affecting the workplace. Before attending the session, Etherington thought KAC was behind in managing technological changes. However, it appears KAC is one of the leaders in managing its grant and fiscal systems.

Emily Moses echoed Etherington’s sentiments. After attending the Communication and Public Information Officer peer session Moses indicated that KAC’s management of communications was more at the top of the field. Moses also attended the Federal Resources and the After the Election sessions which were both informative. Moses said the overall conference was beneficial.

Dan Strauss said one of the standouts from the conference was the Awesome Data Visualizations session. The session focused on data collection. By requesting a complete address from funded arts organizations and sub-grantees, the NEA was developing a national map that could pinpoint where things are happening. Strauss also attended the Deputy and Assistant Directors peer session where he made a presentation on KAC’s Cultural Districts program. Strauss said the conference was interesting and informative.

Strauss talked about meeting and attending the keynote address from the new NEA president, Dr. Jane Chu. Strauss noted that Dr. Chu was impressive and encouraging regarding partnerships with state agencies.

Corbett thanked the staff for their reports. Corbett asked Lowe to give an update on the CEO search for National Assembly of State Arts Agencies.

Lowe said the search committee has a candidate who may be confirmed within the next few weeks.

Corbett attended the How a Blue Dog is transforming schooling in Louisiana session. The session was about a program that uses art integration in every classroom. Currently 170 schools in four states, (Los Angeles, North Carolina, Arkansas, Oklahoma) are using the program successfully. Corbett passed along the information to the Jefferson County Public Schools Academic Officer Dr. Dewey Hensley.

Corbett talked about the possibility of advocates who are affiliated with the Kentucky Arts Council. More discussion is needed and additional ideas will be presented at a later date.

Meadows echoed Strauss' perception of NEA president Dr. Jane Chu. Meadows talked about the SAA executive directors meetings where Dr. Chu spoke of the importance of the NEA working with state art agencies and the 40 percent allocation. Meadows explained that 40 percent of the NEA funding goes to state and regional art organizations. Chu was adamant about her support in continuing to fund state and regional organizations. An interesting factoid about Dr. Chu, her first teaching job was on the Fort Knox military base. Meadows said this year's conference was great and worth attending.

Meadows thanked the staff for driving to New Orleans to help save money.

### **Executive Director's Operational Update**

Meadows talked about the budget/finance monitoring report 2.3 which is presented twice a year. Meadows talked about the removal of \$600,000 from KAC agency funds at the beginning of 2014. Agency funds are earned

revenue. KAC spoke directly with grantees. Grantees understood funds being distributed later than originally scheduled. KAC is trying to save and cut back in every way feasible. One of the ways KAC has reduced costs is conference call panels. Meadows gave credit to the staff for their quick and efficient response to making conference call panels work. KAC is asking organizations to pay mileage if staff travels to present. Meadows talked about the importance of having a successful Market to balance our budget and pay the outstanding debt to the state. The Market is KAC's only revenue making event. Meadows reiterated the cost cutting measures that are in place and the diligence to continue to look for additional ways to maximize funds and to decrease expenses.

Meadows asked Casebier to pass along thanks to Tim Pollard (Tourism, Arts and Heritage Cabinet fiscal officer) who met and worked with the Finance Cabinet, Meadows and Etherington to assist with managing the loss of funding.

Meadows stated that every state agency has had cuts in funding. Over the course of the last seven to eight years, KAC has lost 42 percent of its general fund money. Meadows said 42 percent general funding cuts was the average for state agencies. Meadows said looking ahead to fiscal year 2016 additional cuts will be made with the Kentucky Arts Partnership program. While the funding cuts are challenging, Meadows said they could be worse.

Wilma Brown said the role of the Kentucky Arts Council has changed. With continued decline in funding opportunities local art organizations may want to consider more fundraising opportunities.

Curriss asked about a visualization of data piece for KAC. Meadows said that KAC has a Public Value Summary available. Discussion ended.

Motion to approve the monitoring reports: Everett McCorvey  
Seconded: Jane Waldrop  
Motion Approved

### **Governance Process**

Strauss said the number of nominations for Governor's Awards in the Arts were similar to past years. A staff meeting regarding nominations has been scheduled for Dec. 10. Information from that meeting will be passed along

to the Governor's Award nominating Committee. Strauss thanked the board members who submitted nominations for the Governor's Awards.

Corbett asked about the KAC Board Nomination Committee. Richardson said a meeting was scheduled after the board meeting. Information from that meeting would be circulated.

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

Corbett asked Meadows to give the executive director's report.

Meadows informed the board that our final reports and application, along with our six-year strategic plan and our one year working plan were sent to the NEA. Meadows said hard copies of our strategic plan were being printed and a link is on the KAC website.

Meadows thanked the KAC staff for their efforts. The workload has been heavy. Additional projects this year include working on and designing The Creative Industry Report, the Strategic Plan and application materials for NEA submission, The Creative Industry Summit in Louisville and working with the Creative Commonwealth Network through funding received from the NEA's Citizens Institute for Rural Design.

The Creative Industry Summit in Louisville went well. The summit reached a different group of people. Meadows thanked Todd Lowe and Randall Vaughn for serving on the Creative Industry Advisory Committee.

Meadows thanked Lowe for helping raise sponsorships. Some of the sponsorships included Brown-Forman, The Lane Report, Rainbow Blossom Bakery, Heine Brothers Coffee, The Kentucky Center for the Arts and The Kresge Foundation.

To assist the SOAR initiative, the Arts Access Assistance Grant for FY 2016 is focused on the 54 Appalachian Regional Commission counties.

Arts Day will be Feb 11, 2015. KAC has two new staff members, Todd Cremeans, administrative associate and Tom Musgrave, communication director. Emily Moses has moved into a new post as creative industry director. There is one more position left to fill, administrative associate-fiscal.

KAC is going to be more stringent in some reporting requirements. Kentucky Arts Partnership organizations are required to turn in Final

Reports by July 30. Some organizations are not complying. There is language regarding final reports that states funding could be jeopardized if the organization does not comply with the July 30 deadline.

A grantee organization has a severe financial situation; KAC has put contingencies in place. Typically this type of situation happens early in a grant cycle; however, this mid-cycle issue needs to be addressed. Meadows will work with Strauss to make necessary adjustments promptly.

Meadows asked the board to sign up for chairing/co-chairing panels.

### **Board Schedule**

Arts Day- Feb. 11

March 20, 2015 - KAC Board Meeting

March 6-8 - The Market

March 23-24 - Americans for the Arts: Arts Advocacy Day

Poet Laureate Committee will be meeting soon

### **Board Meeting Evaluation**

Corbett turned the meeting over to McCorvey for board meeting evaluation. McCorvey thanked The Kentucky Artisan Center at Berea for their hospitality. McCorvey said those present should encourage other citizens to visit and make purchases. McCorvey opened the floor for comments.

Richardson sits on the board of the Kentucky Artisan Center at Berea and asked the board members to encourage others to consider the Kentucky Artisan Center at Berea for meetings and other events and to consider visiting Berea College.

Lowe appreciated the staff involvement in the meeting.

Curriss talked about having buses run from Lexington to Berea during the Breeder's Cup.

Richardson added that perhaps the Berea Tourism Council would be interested in funding buses.

Meadows said Jayne Waldrop had made a similar suggestion regarding integrating the arts into the Breeder's Cup. Waldrop made the first contact and gave the contact information to Meadows.

Meadows mentioned seeing Nikki Finney browsing during the meeting in the Artisan Center.

Victoria spoke about local travel agencies putting together tours for the Breeder's Cup.

Waldrop spoke about the value of the Creative Industry Report.

Helen Mountjoy asked about receiving additional copies of the Creative Industry Report.

Meadows offered the copies on hand and mentioned the PDF copy on the KAC website.

Rudloff said she sent the PDF copy of the Creative Industry Report to her legislators.

#### **Board Discussion on Ends**

Artists live and work in a supportive environment.

Corbett thanked Faoro for the hospitality of Kentucky Artisan Center at Berea.

Faoro said she was delighted the KAC board chose to have the December meeting at the Artisan Center. The Kentucky Artisan Center at Berea just celebrated its 11th year. Richardson is the chair of the governing board of

the Artisan Center. The Kentucky Arts Council holds a seat on the governing board. The Artisan Center welcomes over 240,000 visitors a year. The Artisan Center buys directly from over 700 artists across the state. The Artisan Center also has special exhibits and demonstrations.

Faoro offered a tour of the facility.

Meeting adjourned at: 2:14pm