

**Kentucky Arts Council Board of Directors**  
**Meeting Minutes—NOTES**  
**December 5, 2016**  
**Noon – 3 p.m.**

**Members Present:** Mary Michael Corbett, Andee Rudloff, Paul Fourshee, Everett McCorvey, Luanne Mattingly, Elizabeth Griffith, Angela Rice, Lindsey Jaeger, Dior Cotten, Sallie Lanham, Doug Adams, Janice Turpen, Jeanie Dorton

**Members Absent:** James Boler, Nathan Mick

**Tourism, Arts and Heritage Cabinet:** Regina Stivers (Tourism, Arts and Heritage Deputy Secretary), Leigh Powers (Tourism, Arts and Heritage Legal), Laura Brooks (Tourism, Arts and Heritage Public Affairs), Dave Blevins, Mark Brown, Chris Cathers, Tamara Coffey, Sandie Lawrence, Emily Moses, Tom Musgrave, Marl Renfro, Sarah Schmitt, Chelsea Sparks, Kate Sprengnether, Jean St. John, Dan Strauss, Tammie Williams, Gwen Heffner, Todd Finley, Teresa Parrett.

**Others Present:** George Ella Lyon (Kentucky Poet Laureate), Jill Schinberg, Rachel Shane, Danielle Jones, Derrick Wilson, Shanna Harrison, Anna Weaks, Abigail Craig, Brianna Carter, Lily McIntyre, Crystal Penney, Alia Holland, Jenna French, Katy Lyster, Treysia Jackson, Sophie Wilcox, Ayleia Marcum, Xicoriga De, Jill Craig, Ziqian Jennifer Wan, Boyu Zhang, Sally Baorigele, Anna Davis, Nan Plummer, Allison Kaiser, Elizabeth Kramer, Heather Lyons, Cay Lane, Rebecca Priest, Jessica Mohler, Jennifer Mattox, Neil Chethik, Rachel Ray, Larry Snipes, Tiffany Dupont Novak, Stephanie Harris, Anna Wooden, Alana Ghent, Erika Strecker, Amelia Groetsch, Elias Gross, Joffrey Olive, Beth Flowers, Rep. Kelly Flood, Judge Larry VanMeter

**Welcome and Comments from guests:**

Mary Michael Corbett welcomed guests and asked everyone to introduce themselves. Corbett introduced Judge VanMeter. Judge VanMeter asked the board members to stand and raise their right hands. Judge VanMeter administered the oath and swore in the board chair, vice chair and members present. Corbett thanked Judge VanMeter for his service.

Corbett proceeded with the introduction of the board. Corbett began the introductions and asked each board member to introduce themselves.

**Approval of minutes from the Sept. 2016 meeting**

Motion to approve: Andee Rudloff

Seconded: Paul Fourshee

**No opposition, motion passed**

**Comments by the Board Chair:** Corbett asked everyone present to depart from the meeting room, so the board could go into executive session. The board went into executive session to discuss personnel changes. Executive session ended. Corbett welcomed everyone back and proceeded with the meeting.

Everett McCorvey made a motion that Lydia Bailey Brown be appointed as executive director of the Kentucky Arts Council. Motion was seconded by Doug Adams.

**No opposition, motion passed**

Corbett gave an overview of Bailey Brown's curriculum vitae.

**TAH Report:**

Regina Stivers, Tourism, Arts and Heritage (TAH) Deputy Secretary thanked and welcomed the board. Stivers reported the cabinet is investigating possible public/private partnerships with the parks systems. The cabinet is encouraging collaboration between agencies. Stivers thanked Todd Finley, executive director of the Artisan Center at Berea and his staff for working to increase opportunities for artists. Stivers said sales were up at the Artisan Center at Berea.

**Governance Process:**

Corbett explained the meeting would focus on onboarding procedures due to the number of new board members. The Kentucky Arts Council staff would present briefly on their roles.

Corbett began with the review of the committee process. The four committees of the arts council board are: nominating committee, which recommends potential board members, chairperson and co-chairperson; Governor's Awards in the Arts committee, which recommends recipients for the nine annual awards; Poet Laureate committee, which recommends recipients for two year appointments by the Governor; Stakeholder Relations/Education committee, which develops a comprehensive plan to advance the value of proposition of affiliation with the Kentucky Arts Council.

Sarah Schmitt, community arts and access director, is responsible for ensuring that Kentucky Arts Council programs and services are available to all Kentuckians, and that the arts council is a model of inclusiveness. In this way, "access and community" are defined broadly, and the goal of Schmitt's work is to engage new arts audiences in significant ways. Schmitt's role also includes exploring and promoting Kentucky's unique identities through rural creative placemaking, which uses the power of arts, culture and creativity to serve a community's interests. For example, Next Generation is a cross-sector, inter-generational collaboration among the Rural Policy Research Institute, Art of the Rural, Appalshop, Kentucky Arts Council, and Kentucky Highlands Investment Corporation. Schmitt serves as the arts council representative in the Next Generation partnership. In October 2016, 300 people convened at the University of Iowa for the Rural Creative Placemaking Summit, 19 of those people were presenters from Kentucky. Kentucky is seen as a leader in rural creative placemaking. Schmitt gave an update on the \$51,000 USDA grant the arts council received. The project integrates farmers markets and arts entrepreneurship. The project, which is focused in Owsley and Ohio counties, has been branded Homegrown/ Handmade. Schmitt manages the following programs, Arts Access Assistance, the creative district designation, the Kentucky Peer Advisory Network, and the SmARTy awards.

Emily Moses, creative industry director, is responsible for research, development and implementation of programs and initiatives to facilitate the growth and promotion of Kentucky's creative industry. Creative industries are defined as the sectors of Kentucky's economy that produce goods or services that are highly dependent on

artistic, cultural, creative and or aesthetic content. The third annual Kentucky Creative Industry Summit was held at the Lexington Convention Center on Nov. 30. The main goal of the summit was to provide training and learning opportunities to stakeholders in the arts related to growing and supporting the creative industry in Kentucky. The attendance this year was 179, which exceeded the target goal. Moses gave a report on Arts Day 2017, which will be held at the Capitol in Frankfort on February 24, 2017. Arts Day in Kentucky is a celebration that includes artist demonstrations, performances and check presentations to Kentucky Arts Partnership organizations and acknowledgment of the previous year's Governor's Awards in the Arts recipients in the House and Senate chambers. Arts leaders, artists, educators and other supporters of the arts come to Frankfort to recognize the Kentucky General Assembly for its continued support.

Dan Strauss, senior program analyst, duties include direct administration of the Kentucky Arts Partnership grant (operational support) program; oversight of the agency's program measurement and analysis; and maintenance and documentation of agency policies, procedures and program records. His additional duties include coordination of the Kentucky Poet Laureate selection process and the Governor's Awards in the Arts nomination/selection process. Strauss said the arts council serves three areas of constituents, individual artists, nonprofit organizations and schools. Strauss explained the review and assessment process of grant applications submitted to the arts council. Application driven grants are reviewed by art professionals outside of the arts council. The panels are usually chaired by KAC board members. The board member/chair, nor the staff, assesses the applications. Funding recommendations are made by the panelists and presented to the board for approval. The board member/chair serves on panels to attest to the professionalism of the panel process and that there were no conflicts of interest. Strauss manages the coordination of the board member/chair panel assignments and the panelists' master list. The master list of panelists includes information regarding performance, demographics and number of times of service. Strauss also manages program performance analysis. Programs are evaluated to confirm they are functioning effectively and efficiently.

Tamara Coffey, individual artist director, manages the Performing Artists Directory, Al Smith Individual Artist Fellowships and Emerging Artist Award program. Coffey works with inducted Kentucky Poet Laureates, organizes the Master Class showcase of performing artists, Kentucky Writers' Day activities and the Kentucky Stage at Kentucky Crafted: The Market. Coffey coordinates training opportunities and workshops for individual artists. Coffey works with SouthArts, a regional arts organization that provides grants, programs and services to artists and arts organizations. Coffey attends and represents the arts council at the Performing Arts Exchange (PAE), an annual performing arts booking, showcasing and professional development conference.

Marl Renfro, communication and technology branch manager, is responsible for supervising communications and technology staff and managing and updating the arts council online grant system KASOL.

Renfro said Katie Lewis, graphic design coordinator, was unable to attend the meeting. Renfro gave an overview of her responsibilities. Lewis is responsible for the creation, development and production of printed, display and web-based materials, along with keeping the agency's tools and software for layout and design up-to-date and current

with industry trends. Lewis collaborates closely with the agency's communications team to implement a consistent and efficient marketing plan.

Tom Musgrave, communications director, promotes the arts council's events, programs and activities for artists and the general public. Musgrave coordinates all news media communications and works to increase news coverage of the agency, artists and the creative economies. Musgrave serves as the agency representative in print, broadcast and in person. In addition, Musgrave is the editor of Arts E-news, produces the arts council's annual report and works with staff to manage the agency's social media presence.

Sandie Lawrence, information technology manager, serves as Web master for the agency and provides technology training and technical assistance to arts council staff, arts organizations' staff and artists in Kentucky.

Corbett adjusted the agenda and asked, Kentucky Poet Laureate George Ella Lyon to speak next. Lyon said it was both a pleasure and an education serving as Kentucky Poet Laureate. Lyon said she's met wonderful people all across the state and has been moved by their welcome and work. Lyon said, to her, the poet laureate program was less about honoring an individual and more about bringing readers and writers together in their communities, sparking and sharing the energy and insight that reaching for deep words brings. Lyon shared 11 poems from the "Where I'm From" statewide project, which collected approximately 738 poems from 85 counties. The project is simply a list of what's important to you and follows the structure and style of Lyon's original "Where I'm From" poem. Corbett thanked Lyon for her attendance and work throughout the state.

Corbett introduced and thanked Todd Finley, executive director of the Kentucky Artisan Center at Berea, and his staff for their hospitality. Finley welcomed everyone. Finley said he looked forward to continuing to work with the arts council. Finley said he appreciates the work ethic of harmony and professionalism of the arts council's staff. Finley said over 800 Kentucky artists were represented throughout the Artisan Center at Berea. Finley introduced Gwen Heffner, information specialist of the Kentucky Artisan Center at Berea. Heffner said visitation and sales were up for 2016. In November 2016, the Artisan Center had the largest retail sales month in its history. Changes in merchandising, additional products and pop-up stores have assisted in increasing revenue for the Artisan Center. The Artisan Center is updating and implementing new advertising and marketing.

Tammie Williams, grants manager, is responsible for management of the administrative functions of the grant application and panel processes. Williams serves as the board liaison and coordinates board information and meeting materials. Williams said the art council's staff structure includes three areas, communication and technology, programs, and fiscal and administrative. The arts council has 18 full-time staff and three open positions, database manager, fiscal manager and social media manager.

Mark Brown, folk and traditional arts director, duties include managing the Kentucky Folk and Traditional Arts Apprenticeship program, which honors traditional artists and encourages the continuation of Kentucky's living traditional arts by funding master

artists to teach skills and practices vital to their cultural heritage to less experienced artists within their communities. There are three apprenticeships underway for FY2017. Brown makes site visits to document the progress of the apprenticeships. The Makings of a Master: Kentucky Folk Art Apprenticeships is a traveling exhibit that explores relationships between master folk artists and their apprentices. Brown also manages the Kentucky Community Scholars program which trains members of a community in documentation, interpretation and dissemination of their unique local cultural resources and traditional art forms. Training consists of several sessions and occurs twice a year in different communities across the state.

Kate Sprengnether, public art and design director, is responsible for managing the Architectural Artists Directory, which is an adjudicated marketing program for Kentucky's architectural artists who have an established history of working on special architectural or design-oriented projects and installations. Sprengnether consults and coordinates public art partnerships between the agency and organizations, businesses and community groups. Sprengnether manages the visual art exhibits for the agency. Two exhibits are in process, Kentucky Visions at the Capitol, which is open to artists in the Kentucky Crafted program or recipients of an AI Smith Fellowship, and The Illustrated Word, a traveling exhibit, open to all Kentucky Artists. The Illustrated Word exhibit will travel to 10 libraries, across the state, beginning February 2017 and ending October 2018.

Chris Cathers is responsible for supervising program staff, managing community based initiatives and overseeing Kentucky Crafted: The Market. Kentucky Crafted: The Market in its 35th year is the Kentucky Arts Council's signature event. The Market, produced each spring, features the highest quality art, craft, literature, music and food found in the state. More than 200 Kentucky Crafted and select out-of-state artists, musicians and artisanal food producers make their finest work available to wholesale buyers and the general public during the three-day event. This year's Market is scheduled for April 21 - 23.

Chelsea Sparks, program assistant, duties include assisting the executive director and the creative industry director with detail work. Sparks works with the communication director in managing the agency's social media accounts. Sparks manages The Give-A-Gift made in Kentucky campaign, which is a sampling of artists offering unique gift ideas for the holidays, as well as opportunities to visit their studios to learn more about their individual stories and how they create art. These artists represent the Kentucky Arts Council's Kentucky Crafted, Performing Artists, Architectural Artists and AI Smith Individual Artist Fellowship directories.

Cathers introduced Dave Blevins, arts marketing director for the Kentucky Arts Council. Blevins manages Kentucky Crafted, an adjudicated program that provides assistance to Kentucky visual and craft artists through marketing and promotional opportunities and arts business training. Blevins said more than 350 artists have been juried into the Kentucky Crafted program.

Jean St. John, arts education director, manages the educational grants and adjudicated programs for the arts council, including Poetry Out Loud, Teaching Art Together, Teaching Artists Directory, TranspARTation, TranspARTation Directory, Showcasing the Arts, and Specialists With Arts Tactics. St. John is the point person for updates and

changes to the educational core standards. The arts council's newest program is a partnership with the Kentucky Department of Education to offer the Arts First Aid program. The Arts First Aid program, is based on the turn-around arts model and offers two of the lowest scoring elementary schools in Kentucky, four, one-week Teaching Art Together residencies, a Showcasing the Arts grant, and a Specialists With Arts Tactics consultancy. In addition, St. John manages the Hands-On Area at The Market, an interactive area for children; the Derby Blanket project, in which schools contribute a painted canvas for the tables on the grounds of the Old State Capitol; and the Summer Camp Directory, an online directory of summer arts camps, programs and activities for Kentucky students hosted by Kentucky Arts Partnership organizations.

Andee Rudloff spoke about the panel process. Rudloff said the staff is incredible and assists the panelists and chair through the entire process. Rudloff encouraged the board to serve as panel chairs because they would learn a lot by reading the panel materials.

St. John gave an update on the grants for board approval, Teaching Art Together, a residency grant; TranspARTation, a transportation funding grant for schools; and the Showcasing the Arts grant, a performing and visual art in-school lecture/demonstration grant.

Corbett asked for a motion to approve the Teaching Art Together, TranspARTation and Showcasing the Arts grants.

### **Consent Agenda**

Motion to approve: Paul Fourshee

Seconded: Dior Cotten

**No opposition, motion carried**

Fourshee said serving as a panel chair is an exciting and rewarding opportunity to come together and see what is happening across the state. Rudloff added the staff provides assistance throughout the process and the panelists are usually well prepared.

Corbett told the board they would be receiving correspondence from Lydia Bailey Brown. Corbett encouraged the board to review the arts council website for information. Corbett said upcoming meeting dates would be set soon.

Moses concluded the meeting with a poetry reading.

Lindsey Jaeger asked a question. Is the KAC Board a governing or advisory board? Leigh Powers, TAH legal, answered the question. The board is a little of both. The executive director runs the day-to-day operations; however, the board approves grant funding.

Another question was posed by Angela Rice. Where does the staff work? The entire staff works at 1025 Capital Center Drive, Third floor, in Frankfort.

Stivers thanked the arts council staff for doing a great job. Powers told the board that ethics training is required. The training date will be determined later and administered by Powers.

Corbett told the board that all the quarterly board meetings are open to the public. Corbett said strengthening Kentucky's creative future was the board's mission. Corbett said she was excited to work with the board and staff.

Corbett asked for a motion to adjourn.

**Consent Agenda**

Motion to approve: Everett McCorvey

Seconded: Sallie Lanham

**No opposition, motion carried**

**Time Adjourned: 2:22 p.m.**