

**Kentucky Arts Council Board of Directors  
Meeting Minutes  
Dec. 13, 2013  
Noon - 3 p.m.**

**Members present:** Sonya G. Baker, Wilma Brown, Mary Michael Corbett, Paul Fourshee, John S. Hockensmith, Henrietta Venable Kemp, Todd Lowe, Josephine Richardson, Andee D. Rudloff, Kathleen T. Setterman and Randall C. Vaughn

**Members absent:** Ron Johnson, Everett McCorvey, Helen Mountjoy, Roanne Victor, Jayne Moore Waldrop

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

**Others present:** Hopkinsville Mayor Daniel Kemp; Margaret Prim, executive director of the Pennyroyal Arts Council. 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, Dec. 13, 2013, on the stage of the Alhambra Theatre in Hopkinsville, Ky.

**Attendance**

With 11 board members in attendance, Corbett declared a quorum to be present.

**Approval of minutes from the Sept. 2013 meeting**

The minutes from the Sept. 13, 2013, meeting were approved by the board.

*A motion to approve the minutes was made by Kathleen Setterman, seconded by Sonya Baker. The motion passed without objection.*

**Welcome and comments from guests**

Corbett thanked everyone from Hopkinsville for the nice dinner the previous evening. She then invited the mayor of Hopkinsville, Daniel Kemp, to address the board.

Mayor Kemp welcomed the board to Hopkinsville and the Pennyroyal/Pennyrile region, on behalf of the residents of Hopkinsville. He thanked the board for their support of the arts. He said one of the ways to measure a culture/civilization is by how much they appreciate the arts. During his monthly radio program on WHOP, he told the community the arts council board and staff were in town.

Margaret Prim, executive director of the Pennyroyal Arts Council, greeted the board. She thanked the arts council and board for their support of the Pennyroyal Arts Council.

**Comments by the Board Chair**

Corbett thanked the board and staff involved in all of the activities in the past three months. Eleven board members attended the Governor's Awards in the Arts. Corbett, Todd Lowe, Lori Meadows, Marl Renfro and Dan Strauss attended the National Association for State Arts Agencies (NASAA) conference in October 2013.

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

Lindy Casebier said, "We await the session." He said there are uncertain times ahead with a likely revenue shortfall. Casebier said it had been a great week with the Shaping Our Appalachian Region (SOAR) conference in Pikeville earlier in the week, but there are hurdles ahead.

**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 Teaching Art Together (TAT) grant, which provides funding for schools engaging artists for one- to four-week residencies. She said we continue to see a low application rate, attributed to changes in the art education assessment.

Meadows provided an overview of the TranspARTation grant. This program has been in place for a little over a year. It provides funding for bus transportation during school field trips to pre-approved arts organizations. The rate of applications continues to increase in this area. Funding of \$1,200 impacts more than 2,500 students.

Sonya Baker asked why some awards are greater than the requested amount. Meadows said that happens when the schools do the math wrong. We correct the discrepancy. Randall Vaughn asked why some applications are marked ineligible. Meadows said that was because either the school owes the arts council a final report from a prior grant, or their request was not more than \$100 (the minimum amount that will be awarded).

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

**Update on the NASAA Leadership Meeting**

Corbett asked those who attended the meeting to make a report. Todd Lowe said it is important to make sure legislators are educated about the National Endowment for the Arts (NEA) and how money from the NEA flows into the states. Legislators need to be educated about the importance of the arts and the broad impact the arts can have. Legislators often are not aware of the economic impact of the arts. They need to be shown data that proves the local economic impact of the arts, not just national data. They are more interested in data than anecdotes or stories.

Meadows said one of the most important take-aways from the conference was that NEA staff were not able to attend due to the shutdown of the government. That was a very unfortunate thing because of the information that they could provide. There is still no chairman of the NEA, which will greatly affect the NEA's ability to advocate for the agency. NEA staff cannot lobby for funds.

Dan Strauss said the conference was especially effective this time because of the isolated location, which led to more networking and interactions, one of the most important aspects of

the conference. It is a good opportunity for finding panelists. One session he attended dealt with staff turnover. At the arts council, we have a checklist and a plan of action for when people leave the agency, which makes turnover more manageable. A highlight of the conference was hearing from Allen Simpson, a Republican who is also a staunch supporter of the arts. He said the arts are essential to having a well-rounded community or to being a well-rounded person.

Corbett asked Strauss about the meeting on finding new revenue streams. Strauss said general ideas were discussed. Other states have funding streams outside of general assembly support. The Colorado Arts Council has six different revenue streams. The Tennessee Arts Council receives a cut of every single license plate sold. But it is crucial to have the financial support and backing of the general assembly. Other states are in much worse situations than Kentucky.

Marl Renfro said this was his first time attending the conference. It was good to connect with other directors to find out about other operations, budgets, best practices, etc.

Corbett said it was a very rewarding experience and great to meet other board chairs and encouraged other board members to consider making the trip in the future. The arts council will pay the registration fee, but board members will pay their own travel expenses.

### **Monitoring the Executive Director's performance**

Corbett explained a new approach to the monitoring reports. Only one monitoring report will be discussed in each meeting, although other reports are in the board materials. Board members should feel free to ask questions about other reports.

Meadows discussed the financial planning/budgeting report, presented two times a year. The board establishes the ends and the staff carries out the means to the ends. We are in compliance with the ends and with the NEA and state mandates regarding the budget. In fiscal year 2014, the arts council received \$2,771,900 from the general assembly. There was a \$53,000 reduction in funding from the NEA from the previous year. The arts council is preparing for a budget reduction for the upcoming 2015 fiscal year. We evaluate every program and grant each year to make sure it is successful.

The arts council awards almost \$1.9 million to Kentucky Arts Partnership (KAP) groups. The eligible revenue from the KAP groups is more than \$68 million. In 2013, 103 KAP groups were awarded funds, a 2 percent increase over the previous year. Our budget continues to go down, while the KAP groups' budgets, and number of organizations applying, continue to increase.

The arts council had a successful close-out of fiscal year 2013. No bills were pushed forward into the next year. No state funds were lost due to not being spent. All general state funds and all federal funds were spent.

Lowe asked about monitoring report 2.2, the employee review process. Meadows stated the arts council uses the state-mandated process. There are employee reviews three times a year (every four months). Every staff has a performance plan based on the job description. Supervisors go over this with employees every four months and a score is given at the end of the calendar year.

Sonya Baker asked about the ratio of state versus federal funding. How has it changed over the past few years? Meadows said since 2011, there has been a 34 percent reduction in state funding and a 16 percent reduction in federal funding, but we receive almost \$700,000 in federal funds and \$2.7 million in state funds. Federal funds are dropping and will continue to drop. Meadows said this is the new reality and we must figure out how to work with it.

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

### **Governance process**

Baker gave the report for the nominating committee. The following board members asked for, and were recommended for, re-appointment: Richardson, Brown and Andee Rudloff. Henrietta Kemp asked not to be considered for re-appointment. A new board member, Darlene Mazzone of Paducah, has been nominated. She owns a marketing firm and is a strong supporter of the arts. She has served on the boards of the local chamber of commerce, the orchestra and the arts. She is a pianist and a writer. She is very excited about the possibility and will be a dedicated board member.

Corbett thanked everyone who made nominations.

Richardson gave the report for the Governor's Awards committee. They will meet in January 2014. She asked that the board members consider corporate business nominees in their communities. Fourshee asked about the possibility of not giving a particular award, if the nominees are not strong candidates. Richardson replied this has been considered in the past. Corbett said that for the business award, we are looking for a candidate who doesn't just give money to the arts, but also engages with the arts community.

Corbett asked if anyone had any advocacy opportunities they would like to share with the board.

Richardson said she sent holiday cards, made by Kentucky artists, to her legislators. Kemp said at the Chamber of Commerce meeting, she thanked David Adkisson for investing in the artwork in their new building. Baker said she hosted a session for music majors at Western Kentucky University to educate students about the arts council and advocacy. She hopes to grow young arts advocates, so she regularly teaches her students how to advocate for the arts. The students were very interested and engaged.

Corbett said it's the role of the arts council board to keep the conversation going, and to continually educate legislators, since there are new ones every year. She said she would like to create an arts caucus next year, after we have the results from the creative industry study.

Meadows discussed Arts Day in Kentucky on Jan. 28. The pictures will be taken in the Capitol Annex, where legislative committee meetings are held, so there should be better participation from the legislators. The reception will take place concurrently with the photos, so there will not be an evening reception, which has not been well-attended in recent years. The afternoon will include an arts celebration, 1-3 p.m., in the Capitol Rotunda with refreshments on the Mezzanine. Board members are asked to play the role of hosts. We are broadening our focus past KAP groups, to include individual artists in the celebration, in order to increase the representation across the state. We are trying to get participation from every county across the state, if possible. There are KAP groups in only 36 counties.

Redistricting is a big challenge right now. The Senate is using the new districts and the House is using the old districts. There is no way to get accurate information.

Corbett asked the board to spread the word about Arts Day, to alert their local community and friends/colleagues around the state.

Brown asked about the counties without KAP groups; do they have arts councils or other starter organizations? Meadows said in many cases the arts councils last for only a few years. Other times, in rural areas, the arts council's budget is so small they do not think to apply for KAP funding.

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

Meadows said the contract with Mount Auburn Associates and consultants for the creative industry study will be signed shortly. Mount Auburn is the main consultant, but they have contracted with consultants Stu Rosenfeld and Robert Donnan. Both Rosenfeld and Donnan attended SOAR and the arts council forum the following day.

Meadows informed the board of upcoming staffing changes. We are currently seeking to fill the executive staff advisor position, which will now be the creative industry director. Charla Reed left the arts council in the fall and we are seeking to fill her responsibilities with a new position, public art and design program director. Both job postings close today.

Meadows said there has been a lot of activity at the arts council since the September board meeting. The NEA application and final reports were submitted on time in September 2013. Meadows and Tamara Coffey participated in Performing Arts Exchange (PAE) in Nashville. National Arts and Humanities month was in October; American Craft Week was also in October. In celebration of the 30th anniversary of the Al Smith Fellowships, we opened Uncommon Wealth, an exhibit of work by recipients of visual arts fellowships, at the Lyric Theatre in Lexington. This exhibit will travel to several venues around the state. Several unexpected opportunities arose in the past few months, including being asked by the NEA to assist with a conference in Somerset with Citizens Institute on Rural Design (CIRD). This was part of a series of workshops in four states around the country, the first one being in Somerset. We assisted with setting up the panelists. TAH Secretary Stewart suggested that we do something similar for the SOAR conference, which led to the follow-up meeting that we held after SOAR. The NEA also assisted with this.

Meadows reminded board members to sign up to chair upcoming 2014 panels.

### **Board discussion on ends**

#### **Ends statement: Statewide delivery of arts programs and services is provided.**

Corbett invited Margaret Prim, executive director of the Pennyroyal Arts Council, to present information on the evolving role of the Pennyroyal Arts Council and the services it provides to the community. Prim said when she started as the executive director of the arts council, she quickly learned the organization needed to build partnerships with schools, sponsors, and other arts organizations. They are working with the new superintendent, who is very supportive of the arts, and with teachers to develop relevant, useful programs. They serve thousands of school children each year through the Students Meeting the Arts (SMARTS) program. In addition, they work with home school groups and Fort Campbell families. In partnership with the Hopkinsville Art Guild, they recently released the book *H is for Hopkinsville* and, after only three weeks, have sold half of their books. They partnered with the local literacy council and the chamber of commerce to coordinate a day of reading, and more than 7,000 children had the book read to them by community leaders in one day, in schools, boys and girls clubs, Headstart, etc. At the annual Polar Express Night, there are carriage rides, train rides, visits from Santa, and every family gets a free copy of the book "The Polar Express." It's a free event and more than 1,400 children are served.

They applied for and received a Renaissance matching grant of about \$40,000, which allowed them to upgrade the Alhambra Theatre, enabling them to show movies there for the first time in 30 years. Family movies are shown monthly. It's a low-priced family-friendly event. The Alhambra Live series is bringing new and younger people to the theater. Season subscriptions are up 30 percent this year.

Lowe asked Prim how easy the Kentucky Arts Council is to work with. Is there anything that the arts council can do to help the efforts of the Pennyroyal Arts Council? Prim answered that assistance with grant-writing is the greatest concern and need.

Meadows asked what the biggest challenge to fulfilling the mission is, besides funding. Prim answered that, not having a large staff, she finds it challenging to manage the business of the arts council, do programming, and also get out to be visible and active in the community, talk to businesses and organizations about sponsorships, etc.

Meadows asked how well the arts are integrated into the local schools. Prim said they are very integrated. Henrietta Kemp said while this is true, they also have a difficult time getting teachers to apply for grants. They are so close to the Tennessee border and it is very typical for schools to go to Nashville for field trips since it's only about 70 miles away.

#### **Guest**

Rep. John Tilley (Hopkinsville), chairman of the House Judiciary Committee, arrived and greeted the arts council board and staff. He commended Prim on the work she has done with the arts council and the recent successes of the theater, which he said is a great asset. He expressed concern that the Kentucky General Assembly is not funding the arts to the extent it should. He cited an international report on education that shows other countries focus on, and support, the arts more than in the United States.

Corbett thanked Rep. Tilley for his support and asked him to spread the word to his cohorts in the legislature. She told him about the upcoming creative industry study.

Rep. Tilley asked the board how the general assembly can support the work of the arts council, outside of more funding. Are there new funding methods, or new partnerships that we could work on? Meadows said arts education is the most important action the legislature could take. Senate Bill 1, removing assessment for the arts and humanities, hurt arts education tremendously. The latest study shows that, across the state, only 22 schools are proficient in the arts and humanities.

Corbett said this is an issue that affects the economic future of the state. Employers are looking for employees with creativity and ingenuity. When the arts are removed from education, these skills drop, which will impact the future workforce. The arts are not just about expression and enrichment, but also important for a variety of other reasons.

Meadows said we need a greater recognition of the impact of the arts on the state of Kentucky - not just "art for art's sake." As demonstrated in the public value report, 103 arts organizations received money from the arts council in fiscal year 2013. People who are outside of the arts underestimate the importance of the arts for our culture and for the economy.

Corbett invited Rep. Tilley to Arts Day and asked him to be an advocate for the arts. Tilley responded that he grew up attending arts events and a love for the arts is ingrained in him.

Another of his passions is large-scale criminal justice reform and he would like to see more arts education in prisons.

Corbett asked about redistricting and when it would be finalized. Rep. Tilley said legislators have to represent the district to which they were elected, their current district.

### **Board discussion on ends**

#### **Ends statement: Public policy supports the arts in Kentucky.**

The meeting continued with a discussion of the above ends statement and an overview of SOAR and the arts council's follow-up forum, Leveraging Community: Putting Arts and Cultural Development to Work.

Meadows said SOAR was put together quickly by the Governor and U.S. Rep. Hal Rogers, as the beginning of the discussion about issues affecting eastern and southeastern Kentucky. It was a day of presentations, panels and input sessions. Secretary Stewart urged the arts council to offer the follow-up meeting at the conclusion of SOAR and he put Meadows in touch with the SOAR staff. She also worked with the NEA, who suggested some of the panelists from outside of Kentucky. The goal was to show the arts can and should be part of the solution, helping with tourism development, economic development, education and maintaining the vitality of the region's culture.

Josephine Richardson, who attended both conferences and lives in the region, said the biggest problem now is the loss of jobs due to the downturn in coal production, but job creation was hardly mentioned. She said the attendance at SOAR was great, with more than 1,700 registrants. The audience was very diverse, with many legislators in attendance, local officials, city council members, county judge executives, visitors from the cities, and lots of young people who want to stay in the region. Participation from the tourism industry was also strong. Some people want to create more adventure tourism, but Richardson feels that won't bring in the revenue the region needs. No one knows what the best course of action will be; there is no obvious next step and no easy solution.

Corbett said a bright spot was the young woman who was a transplant to Kentucky who is now working in her community to expand broadband wireless. Another young woman returned to Hazard and opened a coffee shop with art, readings, music, etc.

Meadows said Congressman Rogers mentioned art and culture at the end of his talk, which is a positive sign. His field representative spent all day Tuesday at the arts council's follow-up forum. The local newspaper had an article about SOAR on their front page, with an article about our forum right below it. Secretary Stewart was quoted as saying, "any economic growth strategy that does not include the arts is doomed to failure."

Regarding the arts council's forum, Meadows said the keynote speaker John Davis was outstanding. Stu Rosenfeld spoke at lunch. It was very significant that Hal Rogers' field representative was there.

Richardson said artists and craftspeople need buyers. If they don't have people to buy their work, they can't continue to make it.

Kemp asked if there was any discussion about education. Richardson responded that "career-ready" is the new buzzword, but if they don't have a place to go to work, it doesn't matter if they are career-ready or not.

Baker said broadband can also help artists, because they can sell from websites. She cited Wayne Bates, a potter from western Kentucky, who has a very successful online business selling his work.

**Board schedule**

Upcoming board meetings (tentative):

March 21	Frankfort
June 6	Danville (Brown said Stephen Powell has invited the board to meet in his personal studio and he will do a glass-blowing demonstration.)
Sept. 5 or 6	Owensboro
Dec. 5	Louisville

Other upcoming events:

Jan. 7-April 18	Kentucky Visions at the Capitol exhibit, Capitol Annex
Jan. 17-19	Buyers Market of American Craft, Philadelphia
Jan. 28	Arts Day, Frankfort
March 7-9	Kentucky Crafted: The Market, Lexington
March 24-25	National Arts Advocacy Day, Washington, D.C.
March 29-May 5	Governor's Derby exhibit, Capitol Rotunda
April 24	Kentucky Writers' Day, Frankfort

The meeting adjourned at 3:13 p.m.