

Kentucky Arts Council
Board Meeting
Danville
March 25, 2011

Members Present: Todd Lowe, Sonya Baker, Wilma Brown, Zev Buffman, Paul Fourshee, Nick Kouns, Ed Lane, Everett McCorvey, Josephine Richardson, Randall Vaughn, Jim Voyles

Members Absent: Ronald Johnson, Henrietta Venable Kemp, Andee Rudloff, Ann Schell, Jayne Moore Waldrop

Others Present: Lori Meadows, Christopher Cathers, Suzanne Gray, Melissa Nesselrode, Sallie Showalter, Daniel Strauss

Tourism, Arts and Heritage Cabinet: Deputy Secretary Lindy Casebier

Guests: Stephen Hoffman, executive director, Norton Center for the Arts, Centre College; Stephen Powell, professor of art, Centre College; Chris Kubale, arts advocate

CALL TO ORDER AND WELCOME:

Chairman Todd Lowe welcomed all in attendance. Todd introduced Stephen Hoffman, thanked him for hosting the board meeting and asked that he give an overview of the center.

APPROVAL OF MINUTES:

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

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

COMMENTS BY BOARD CHAIRMAN:

Todd congratulated the Kentucky Arts Council staff for the great work they did with the National Symphony Orchestra residency and Kentucky Crafted: The Market. He also thanked the board members who were able to help the staff with the residency and Market. Todd also thanked the staff for all of their hard work, especially during the current furlough situation.

Todd informed the board that he has not heard from the Governor about the board appointments. He thanked Ed Lane for his years of service and for attending today's meeting, as we are in limbo awaiting new members. Todd also thanked Ed for including the Spotlight on the Arts section in the Lane Report for the Kentucky Arts Council. Ed informed the board that it has been a privilege to work with it and with the Kentucky Arts Council staff.

Todd asked the board to review the newest edition of the Architectural Artist Directory and encouraged members to take copies with them to distribute.

Todd informed the board that Randall has agreed to chair the Governor's Award in the Arts Nomination committee. Randall will soon contact board members about serving on the committee.

REPORT BY TOURISM, ARTS AND HERITAGE CABINET:

Todd asked Deputy Secretary Lindy Casebier to give a cabinet update. Lindy informed the board that the National Symphony Orchestra (NSO) visit was a great experience for the state of Kentucky. Lindy said that the executive director of the orchestra had expressed how pleased the orchestra was with the arts council and its staff and how much the orchestra enjoyed its time in Kentucky.

Lindy informed the board that he will be attending Arts Advocacy Day in Washington, D.C., and meeting with members of the congressional delegation about the need for continued funding in the arts.

CONSENT AGENDA:

Members were asked to review their abstentions and note if there were any additions or deletions. None at this time.

Lori gave an overview of the following grants presented for approval:

- Teacher Initiated Program Grants

General information on the Teacher Initiated Program was discussed by the board. During the discussion Everett informed the board that he would like to form a committee to talk with legislators about adding back the assessment in the arts to the yearly school testing. Todd asked the board to let him or Everett know if they are interested in serving on the committee.

A motion to approve the grants was made by Nick Kouns, seconded by Josephine Richardson. The motion passed without objection.

GOVERNANCE PROCESS:

Todd asked Wilma to give a report on advocacy. Wilma said she was sorry that Jayne was unable to attend the meeting, since she and Suzanne have been working very hard on advocacy information for the board.

Wilma asked the board to make every effort to attend Arts Day next year; she informed the board of the great opportunity it provides to meet with several legislators throughout the day and make needed connections.

Wilma also asked the board members to take Jayne's lead in providing a letter to their local newspaper stressing the need for arts in their communities and asking for the support of their local legislators.

Suzanne gave an overview of the advocacy information packets presented to the members.

General discussion by the board followed.

REVIEW OF THE EXECUTIVE DIRECTOR:

Lori reported on the following monitoring reports:

- 2.4 Emergency Executive Director Succession

- 2.5 Board Awareness and Support

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

EXECUTIVE DIRECTOR'S OPERATIONAL UPDATE:

Lori gave an overview of the following:

- Lori expressed her thanks to board members for their assistance with all of the NSO and Market activities. Budget update: The Kentucky Arts Council has not yet heard the status of state or federal funds for FY 2012.
- Arts Day: Many of the organizations were able to attend, but legislators were called into session at the last minute, causing many of them to miss or reschedule their picture times. The session time change also reduced the number of legislators who could attend the evening reception. Even though fewer legislators were in attendance, Arts Day was very successful. Lori thanked the board members who participated in the day's events.
- Poetry Out Loud: Torie DiMartile, a senior at Beechwood High School, Fort Mitchell, won the Poetry Out Loud state competition and will be participating in the national competition in April. The National Endowment for the Arts has indicated that Poetry Outloud will be continued next year, dependent on funding.
- Arts License Plate: The Kentucky Foundation for the Arts license plate will be promoted during several Kentucky Arts Council and non-arts council events. Everett agreed to add the plate to the Grand Night for Singing program; Jim Clark from LexArts will be having a reception announcing the plate; the arts council also hopes to present information about the plate during upcoming gallery hops.
- Governor's Derby Celebration: The Kentucky Arts Council was asked by the Governor and First Lady to have the Governor's Derby Exhibit in the Rotunda again this year; it will be on display from April 1 – May 10, 2011. The arts council was also asked to arrange for artists to sell products on the lawn of the Old Capitol during the Governor's Derby Celebration breakfast on May 7. The First Lady will have a "meet and greet" with the artists on April 6 in the Rotunda. The Kentucky Arts Council will also be working with schools across the state to provide decorated tablecloths for the picnic tables.
- Kentucky Crafted: The Market 2011: Due to low registrations from Kentucky Proud vendors, the Kentucky Arts Council opened up exhibit space to out-of-state food vendors, which was a great success. The Kentucky Arts Council also tried Groupon this year as a marketing tool for admission to The Market; we had 631 "Buy one get one free" admissions sold through Groupon and had a total of 900 attendees who used the coupon. Admission was down this year but buying was up among those who attended. The workshops presented at the market went very well and had good attendance.

BOARD DISCUSSION ON ENDS:

Lori provided an overview of the dramatic change in the work of the agency over the past two to three years. She noted that this is also the case with other state arts agencies and provided a list of long-term issues and challenges for state arts agencies similar to those experienced by the Kentucky Arts Council compiled by the National Assembly of State Arts Agencies.

While grant programs have been eliminated and put on hiatus due to lack of funding, the arts council has focused on other delivery methods to ensure that the agency continues to make progress toward its ends. She noted that the NSO residency provided outreach and educational programs directly to Kentucky audiences, and new opportunities for artists to live and work in a supportive environment include facilitation of commissions with the Kentucky Chamber of Commerce and public entities. The agency is able to develop more targeted technical assistance through ongoing program analysis, and there is a much more stringent process of internal quality control. This takes more time but the quality of products being produced has garnered positive attention.

An increased demand for events presented by the agency (some mandated and others by choice) is occurring while we are losing funds, reducing grant amounts and cutting programs. Changes have generated confusion among our constituents, increasing the amount of time the staff is spending in response to inquiries. Staff members are also under strain because their jobs are continuously changing, they're subject to mandated furlough days, and meeting new demands leaves less time to perform those responsibilities which were previously considered core duties. However, they continue to do an excellent job despite these difficulties.

Todd asked the board if it was a concern that the staff might be unhappy about the way things have changed or that they might be misinterpreting the ends statements. The board agreed with the direction that Lori and the staff are taking and would like to see more educational information provided through the Web.

At Todd's request Everett led the board meeting evaluation discussion. The following comments were made:

- Everett informed the board that he was delighted to be at the Norton Center
- Jim noted that he considered today's discussions among the best at recent board meetings
- Zev and Ed thanked the Kentucky Arts Council staff for all of their hard work
- Sonya expressed her sense of community pride from serving on the board

Todd asked the board to mark Frankfort as the location for the June 24, 2011, board meeting.

Adjournment