

Kentucky Arts Council
Board Meeting
Bowling Green
June 15, 2012

Members Present: Todd Lowe, Ron Johnson, Paul Fourshee, Carla Bass Miller, John S. Hockensmith, Henrietta Venable Kemp, Jayne Moore Waldrop, Sonya Baker, Randall Vaughn, Andee Rudloff

Members Absent: Wilma Brown, Roanne Victor, Everett McCorvey, Josephine Richardson

Others Present: Kentucky Arts Council staff, including Lori Meadows, Chris Cathers, Suzanne Gray, Emily B. Moses, Dan Strauss and Heidi Caudill; [The Public Theatre of Kentucky](#) board members, including Craig Taylor, Patsy Sloan and Regina Newell

Tourism, Arts and Heritage Cabinet: Deputy Secretary Lindy Casebier

Guests: Tom Tomlinson, executive director of the [Southern Kentucky Performing Arts Center](#) (SKyPAC); Rep. Jody Richards (20th District, Warren County); Rep. Jim DeCesare (21st District, Warren County)

CALL TO ORDER AND WELCOME: Chairman Todd Lowe welcomed all in attendance. He introduced Emily B. Moses as the new communications director for the Kentucky Arts Council. Todd thanked Andee Rudloff and SKyPAC for hosting the meeting and asked Andee to introduce the three guests.

Andee welcomed the board to SKyPAC, the new performing arts center in Bowling Green, Ky., that opened in March 2012. She invited SKyPAC executive director Tom Tomlinson and Representatives Jody Richards and Jim DeCesare to talk about how the history of SKyPAC and its impact on the community. Tom Tomlinson spoke first about the success of SKyPAC in the months following its launch: 16 performances with almost every show sold out or almost sold out; 90 percent of reserved seats renewed from the current season; and projections indicating the venue will end the fiscal year half a million dollars ahead. Rep. Richards recounted his efforts 12 years ago in persuading the legislature to lend money to the city of Bowling Green for a performing arts center. He described how SKyPAC has helped the downtown area come alive by attracting visitors from surrounding communities to performances. Rep. DeCesare added that Bowling Green has always been a community that embraces the arts. Todd thanked the three guests and congratulated them for helping SKyPAC become a reality.

APPROVAL OF MINUTES:

With 10 board members in attendance, Todd declared a quorum to be present.

A motion to approve the March 16, 2012, board minutes was made by Jayne Moore Waldrop, seconded by Sonya Baker. All approved.

COMMENTS BY BOARD CHAIRMAN:

Todd reminded the board that this is probably the most important meeting of the year because of the number of grant approvals. He appreciated the extra effort board members made to come to the meeting and ensure a quorum.

Todd addressed the need to spread board meetings further to the eastern and western regions of the state over the course of the next year. Too many of the meetings have taken place in central Kentucky. The December meeting, as usual, will be held in Louisville and the March meeting in Frankfort. The locations of the September 2012 and June 2013 meetings are open for discussion.

REPORT BY TOURISM, ARTS AND HERITAGE CABINET:

Todd asked Deputy Secretary Lindy Casebier to provide a cabinet update. There was little to report about the current budget situation, though Lindy commented he anticipates some changes for the better when tax reform rolls around in 2014. He noted that the summer is a very busy time for the Tourism, Arts & Heritage Cabinet, especially with the start of the annual [Governor's School for the Arts summer program](#) on June 17 at Transylvania University. Lindy observed that it was nice to have two legislators like Representatives Richards and DeCesare recognize the connection between the arts and downtown revitalization. He stated his appreciation of the arts council staff for their diligence and efficiency in completing an ever-growing list of projects.

CONSENT AGENDA:

Members were asked to review their abstentions and note if there were any additions or deletions. Randall Vaughn requested the deletion of the Governor's School for the Arts from his abstentions.

GRANTS:

Al Smith Individual Artist Fellowship and Emerging Artist Award:

The [Al Smith Individual Artist Fellowships](#) are \$7,500 unrestricted awards given to Kentucky artists that are meant to recognize artistic excellence for original works. The [Emerging Artist Awards](#) are \$1,000 unrestricted awards to early career, professional Kentucky artists who demonstrate excellence and creativity in their work. Artists can use this money to further their careers. This year the fellowships were open to writers (fiction, poetry, creative nonfiction and play/screenwriting), composers and choreographers. In Fiction, three fellowships and three emerging artist awards were recommended. In Creative Nonfiction, two fellowships and one emerging artist award were recommended. In Poetry, three fellowships and two emerging artist awards were recommended. In Play/Screenwriting, one fellowship was recommended. In Musical Composition, one fellowship and one emerging artist award were recommended. Very few applications are received for Choreography. The panel, which was chaired by Andee, did not recommend any fellowships or awards in that category. Lori stated that the arts council fully supports artistic excellence; if that performance expectation is not met, the fellowships and awards should not be granted.

Folk and Traditional Arts Apprenticeship Grant:

The [Folk and Traditional Arts Apprenticeship grant](#) provides up to \$3,000 to a Kentucky master traditional artist to teach skills, practices and culture to a less experienced artist over the course of a year. Success in an apprenticeship is measured by site visits, public presentations and a final report that documents knowledge gained. The panel, chaired by Lori due to board members' scheduling conflicts, recommended four applications for grant funding.

Kentucky Arts Partnership (KAP) Grant:

The [Kentucky Arts Partnership grant](#) provides unrestricted operating support to arts and cultural organizations to ensure that year-round participation in the arts is available. One hundred and four applications were recommended by the panels for funding this year, up from 100 organizations in FY2012. The KAP grant program takes up most of the grant funds in the arts

council budget, so it is pleasing that even with the budget cuts, the arts council was able to increase the amount of funding in this pool for FY2013 by \$200,000. This was due, in part, to the arts council's effort to cut back on expenses. Another aspect was the cut in expenditures with Kentucky Crafted: The Market and the increased revenue from this event. One board member expressed concern that an increase in applications would translate into reduced funding for some organizations. In past years, this has been the case. In FY13, the funding levels have remained even. Several organizations even received a small increase. Whether this trend will continue or not remains to be seen.

Next year, the arts council plans to split up the tiered panels in response to the review material overload noted by previous panelists. Tiers 1–3 will remain as one panel. Tier 4 will be a panel by itself. Tier 5 will be divided into two panels. Tier 6 will remain the same. In total, there will be five panels.

In Tiers 1–4, there is a contingency on application 1047 ([Speed Art Museum](#), Louisville, Ky.). The Speed Art Museum is preparing to close for renovations for approximately three years. The museum plans to continue doing public programming, but not full programming. The museum was not able to provide the panel with enough information about its budget and plans, so the panel recommended a specific contingency based on more detailed information about programming during the closure. In Tier 5, one organization was not recommended for funding even though it was eligible. Typically, most organizations are recommended for funding with a request for technical assistance. There simply was not enough information in the application for the panel to recommend funding for this organization.

TranspARTation Grant:

The [TranspARTation grant](#) enables Kentucky teachers and schools to make field trips to [Kentucky Arts Partnership \(KAP\) organizations](#) that offer significant arts education programming. There are three levels of review. First, KAP organizations must apply to be on the list of eligible destinations available to grant recipients. Their materials are then reviewed by an in-house panel, which makes recommendations for the list based on the quality of the arts and arts education experience(s) offered. Schools review this list and turn in an application explaining how students would benefit from a visit to their chosen arts organization or performance venue. Applications are reviewed quarterly by an internal panel comprised of arts council program directors. Grants to the schools are based on the mileage from the school building to the KAP venue and the number of buses needed. There is a minimum grant amount of \$100. The number of school applications doubled over the first round. In total, 10 schools were recommended for grant funding.

With so many changes in education, many schools can't facilitate a visiting artist residency. However, they can sometimes go on field trips if there is transportation money. At the moment, performance appears to be the most popular choice. This may be because performance venues like [The Carson Center](#) (Paducah) and the [Mountain Arts Center](#) (Prestonsburg) are actively promoting the TranspARTation grant to schools.

A motion to approve funding for these grants was made by Carla Bass Miller, seconded by Randall Vaughn and Ron Johnson. The motion passed without objection.

GOVERNANCE PROCESS:

Budget update: Currently for FY2013, the general fund budget for the arts council is \$2,771,000. That figure represents a 34 percent general fund reduction in the arts council

budget since FY2008. Like all other state arts agencies, the arts council experienced a decline in federal funding from the [National Endowment for the Arts \(NEA\)](#). The agency has lost \$100,000 in NEA funds over a 2-year period. The arts council is anticipating an additional budget reduction in FY2013, as it has received one each year during the last four years.

Advocacy update: Todd pointed out that a form of advocacy had already been accomplished at the board meeting with the inclusion of legislators. He reminded the board that advocacy is a matter of “asking and asking again.” Andee added it was a matter of getting information out there, making phone calls, writing notes.

Advocacy best practices update: Todd and Lori attended the Governor’s Derby Eve soiree at the Governor’s Mansion, which gave them a chance to talk to the governor about the arts. Lori talked about attending the [National Arts Advocacy Day](#) in Washington, D.C., in early April with Lindy and Jim Clark (President & CEO, [LexArts](#), Lexington) and Barbara Sexton Smith (President & CEO, [Fund for the Arts](#), Louisville). They were able to make contact at the Arts Day breakfast with Kentucky congressmen, including Rep. John Yarmuth, Rep. Brett Guthrie and Rep. Ben Chandler. Afterwards, Lori sent e-mails to board members within their districts, urging them to follow up with a thank you note. Henrietta Kemp confirmed that she had sent a note. Lori thanked her, saying that it means more coming from someone in their district.

Report by the Governor’s Awards in the Arts Nominating Committee: The [Governor’s Award in the Arts](#) nominating committee—consisting of Randall Vaughn, Jayne Moore Waldrop, Todd Lowe and Ronald Johnson—met on June 14. There were fabulous applications this year and the committee settled on an interesting, unique group for the 2012 awards. Todd could not reveal the nominations yet since the Office of the Governor would be making the final decision.

Todd reminded the board that the **arts council board nomination committee**—consisting of John S. Hockensmith, Andee Rudloff, Jayne Moore Waldrop and Josephine Richardson—needs to meet in August. As always, the committee needs nominations from the board and the field. Nominations should be supported with relevant materials.

Discussion of proposed line-item resolution: In the last two meetings, the board discussed a policy in which organizations are advised not to go around the arts council to seek direct funding through the Executive budget. An ad hoc committee consisting of Ron, Randall and Todd met with Lori to come up with a solution: the arts council will provide fair warning that if an organization does receive funding through the Executive budget, the organization will not be eligible to receive KAP grant funding in the same fiscal year.

Todd thanked Ron for assisting with the legal aspects and opened the floor to discussion. Lori commented that some outdoor dramas—such as [Kincaid Regional Theatre](#), [Kentucky Repertory Theatre](#) and [Jenny Wiley Theatre](#)—currently receive marketing support through the Tourism, Arts & Heritage Cabinet in addition to KAP funding from the arts council. These three organizations with the possibility of a fourth (Music Theatre of Louisville, now structured as [Stage One Family Theatre](#)) would be affected by the new policy. Todd reminded the board that it was only discussing operating support, not capital support. He encouraged additional discussion on whether the application process was the appropriate way to implement the policy.

Jayne remarked that the policy doesn’t seem punitive. Carla asked whether the arts council would send letters to the KAP groups explaining the policy change. Lori assured the board that Dan Strauss and she will send letters and have conversations with specific organizations. The policy would go into effect for FY2014, involving the KAP grant applications due in January

2013. Paul wanted to know whether the two organizations that prompted this policy change would be affected the next time they applied for KAP funding. Lori answered that she anticipated one of the organizations would continue to seek line-item funding. Randall commented that perhaps there are organizations in Kentucky that feel like they can do better with lobbying the legislature than applying for funding through the arts council. This new policy is intended to put everyone back on a level playing field. Organizations that seek line-item funding for operational support will not be funded through the KAP grant program, up to the amount of line-item funding they receive.

Lori explained that the arts council will add a question to the application asking if the organization has applied for or been a beneficiary of line-item funding. In July 2013, when the grant agreement form is due, the arts council would ask the same question again. If an organization is in the state budget for line-item funding, whether it actually receives it or not, the organization would be ineligible for KAP funding in the amount of the line-item funding.

Lori reminded the board that there have been several organizations through the years that have attempted to get line-item funding. In the case of the two groups this year, there wasn't enough money in the state budget. Sonya thanked the committee for spending time on the policy revision. She said she hoped the letter sent to KAP groups will state that seeking line-item funding goes against the mission of the arts council. Lori promised to send the letter to an ad hoc committee to approve. She commented that organizations probably don't realize how line-item funding could hurt other groups across the state. Lindy observed that it is a matter of advocacy and education.

A motion to ask the arts council staff to include the policy's language in future grant application forms was made by Sonya, seconded by Paul. The motion passed without objection.

EXECUTIVE DIRECTOR'S OPERATIONAL UPDATE:

Current agency initiatives and projects: [National Assembly of State Arts Agencies](#) (NASAA) Chief Executive Officer Jonathan Katz visited Kentucky in May to attend the Derby. His visit coincided with the release of the National Governor's Association report [New Engines of Growth: Five Roles for Arts, Culture, and Design](#) that recognized Kentucky for the [Cultural Districts Certification Program](#), the [Kentucky Crafted Program](#) and the [Artist Relocation Program](#) in Paducah. Jonathan Katz had a meeting with individuals from different organizations across the state to generate more support and publicity for the cultural districts. He and Lori also met with Tourism, Arts & Heritage Secretary Marcheta Sparrow to discuss how the arts play a significant role in economic and tourism development. Jonathan Katz had several ideas for collaborations between the arts council and the cabinet.

Additions to arts education programming: The arts council held training for its new arts education [SWAT \(Specialists With Arts Tactics\)](#) Team. This group consists of seven teaching artists and arts professionals who are available to do three-to-six-hour consultancies with schools and districts on policy development, including the arts in the [Comprehensive School and District Improvement Planning \(CSIP/CDIP\)](#), arts curriculum alignment, developing performance assessments and integrating the arts across the curriculum. Consultancy fees are paid by the arts council. We anticipate that the SWAT consultancies will be successful and we plan to announce this new program in a week or two.

Applications to the [Teaching Art Together \(TAT\) grant program](#), formerly known as Teacher Initiated Program (TIP) grants, continue to drop because of the arts and humanities assessment

introduced by [Senate Bill 1](#) in 2009. The arts are being cut from schools and we're trying to find a way to remedy this situation. The arts council is currently working with the Department of Education to assist with training teachers in arts and humanities instruction.

Kentucky Cultural Districts Certification Program: This initiative started with the purpose of strengthening citizen engagement with the arts. The arts council is currently conducting site visits to the five districts—[Berea](#), [Covington](#), [Horse Cave](#), [Danville](#) and [Paducah](#)—selected in the first round of applications. Communities provide a tour and share updates with staff in addition to discussing their most important needs. The arts council has developed a logo to brand cultural districts. [Business Lexington](#) and [The Lane Report](#) have also written articles about the program.

Strategic plan: The arts council is extending the time on the agency's strategic plan, 2009 – 2013, since there are things that have not been addressed due to limited funding. The new strategic plan will be submitted to the board for approval in June 2014, in time for the next major funding application to the NEA (due in the fall of 2014).

Staffing update: Emily B. Moses is the new communications director, taking over the position from Ed Lawrence who is now the arts marketing director. Sallie Showalter, communications and technology branch manager, accepted a job at Transylvania University. We are now searching for candidates for the branch manager position. In addition, the position of folk and traditional arts program director was approved by the Office of the Governor. This coincides with the dissolution of the Kentucky Folklife Program partnership between the arts council and the Kentucky Historical Society.

REVIEW OF THE EXECUTIVE DIRECTOR:

Lori provided an overview of the following monitoring reports:

- 1.0 Global Ends Statement
- 2.3 Financial Planning/Budgeting
- 2.7 Grant Panels/Process
- 2.8 Opportunity/Interim Grants

General discussion followed:

2.3 Financial Planning/Budgeting

Lori praised the arts council staff for being able to cut back on expenses and for creating new tracking methods to account for every penny spent in the office. These include a financial database with expenditure reports. The arts council takes care not to lose general fund money at the end of the fiscal year (something that happens to agencies with unspent general funding). Spending is tracked precisely. The arts council also makes sure it doesn't carry over fiscal obligations from one fiscal year to the next.

2.7 Grant Panels/Process

Todd thanked all the board members who chaired or co-chaired panels throughout the year. He said the grant process is strong and equitable, and the arts council constantly looks at ways to make sure it remains so.

Randall asked whether the proposed separation of tiers in the KAP grant panel reviews would have an impact on the arts council's budget. Lori answered that splitting up the tiers will mean

eight additional panelists and their travel expenses. The justification for this action is to ensure panelists have enough time to read through the applications in order to make good decisions. Referring to earlier comments about panelists and information overload, Paul asked whether anyone had ever refused to be on one of the panels. Lori confirmed that some people cannot participate because they can't fit the panel into their schedule. She remarked that in the state arts agency world, it is an honor to be asked to serve on a panel. Agencies know they have to help each other out. Paul wondered if feedback from panelists is generally complimentary, to which Lori replied that the most positive comments center on the preparation process and information organization.

2.8 Opportunity/Interim Grants

Lori reported on opportunity and interim grants. These are grants that come up throughout the year that don't fit within another grant opportunity. Lori can make grants of up to \$5,000 per instance and not to exceed a total of \$50,000 per fiscal year. She described several examples from this past year: Trent Altman was [selected](#) by the Art of Autism collaborative as one of eight artists for the United Nations Autism Awareness stamps for 2012, and the arts council provided funding for him to travel to take part in the stamp release celebration in New York City; Bianca Spriggs will be doing an exhibit and performance in January 2013 at Transylvania University and she applied for supplemental funding for this project; Art Village in Woodford County is developing more barn quilts; Jason Thompson was selected as a fellow to participate in [nief-norf Summer Festival](#) and the arts council provided part of his travel funding; and last summer the arts council provided \$1,000 to Hospice of the Bluegrass for the dedication and unveiling of the Flight 5191 memorial sculpture. Todd asked Lori how she connects with individuals seeking these grants. Lori answered that they find the arts council. She either approves or rejects the request, depending on the information provided to her. Randall brought up the situation of the artists affected by the March 2012 tornadoes, wondering whether these grants could help them. Lori explained that the arts council offered the Morgan County and Magoffin County School Districts a chance to have teaching artists come and work with students. The arts council is now working with an artist in West Liberty who is organizing a public meeting to discuss how to use the arts to help rebuild their communities. The funds for these endeavors did not come as an opportunity or interim grant, but the arts council found money in other ways. Sonya then asked if Lori kept records of where the grant requests come from. Lori replied that most requests come from Lexington and Louisville. She encouraged the board to inform her if they knew of someone who could use help for a one-time opportunity. One caveat is that the applicants must show they are trying to get additional funding from other sources.

A motion to approve the monitoring reports was made by Randall, seconded by Jayne. The motion passed without objection.

BOARD DISCUSSION ON ENDS:

1.4 Public policy supports the arts in Kentucky

Todd opened the discussion with the comment that everything the arts council does, all services and partnerships, are focused on creating arts opportunities for the people of Kentucky. He felt the staff under Lori's direction is going a step beyond what other agencies in state government would do. Take for example Kentucky Crafted: The Market 2012. The arts council worked to get a more accurate sense of how much the event usually costs and cut down expenses accordingly. This reflects good stewardship of taxpayer money. He thanked the arts council for its hard work.

Todd turned the conversation to the idea of creating a report on the impact of arts and culture on Kentucky. Lori explained there is not a comprehensive picture of how the arts really benefit economic, community and tourism development in the state. The arts council is interested in conducting that research, which can be used in many different ways. Lori brought up the Department of Travel's [recently released figures](#) for FY2011 and FY2012 on the impact of the tourism industry in Kentucky. The arts council should be able to publish similar information on the impact of the arts.

Todd brought up the topic of publishing a report on the impact of the arts on economic, community and tourism development in Kentucky. Lori explained that such a report could help the arts council as it faces the FY2014 budget. In order for public policy to support the arts, it is important to provide documentation and research. Todd commented that there has not been a comprehensive economic study of the arts in Kentucky in a long time.

Lori reminded the board about [Stuart Rosenfeld](#) who has conducted studies on the arts for several states and international groups. She stated her interest in talking to him about the possibility of creating such a report for Kentucky. He has at least one connection to the state through his work with Kris Kimel, creator of the [Idea Festival](#). Todd added that the arts council should look for partnerships with other areas of state government. Perhaps some funders outside of state government who recognize the value of the report would be willing to donate towards the cost. Todd asked the board whether the arts council should actively pursue this idea.

Paul asked if this report is needed and if it is who is going to do it. Jayne mentioned the [Brookings Institution](#) and its studies involving the arts. Todd replied that the economic studies conducted by Stuart Rosenfeld go deeper and take into account areas like film and architecture that are normally left out. Lori added that [Dun & Bradstreet](#) numbers are used in Americans for the Arts studies, but if you don't have a [DUNS number](#), you don't get counted. Randall asked about the [Pew Charitable Trusts](#) as a possible funder. Todd answered that the arts council could examine other states that have conducted economic studies and look at their funders. He suggested the [New England Foundation for the Arts](#) as an example. Todd proposed that the board spend time before the September meeting coming up with more details and a strategy for finding funding for the study.

Paul urged the board to consider how to collect the funds, how to maximize use of the funds, and how to use the report to its best effect. Todd said he envisioned the study as being "sliceable," so that organizations could use it in many different ways. He wanted the study to contain good, live, useable data that could be viewed online like the [one produced by Mississippi](#). Randall asked whether an additional RFP would be required for commissioning the study. Todd replied that an RFP would not be needed if the [Kentucky Foundation for the Arts](#) could raise the funds privately.

In the absence of Everett McCorvey, Jayne Moore Waldrop led the board meeting evaluation discussion. The following comments were made:

- Lori announced that the National Symphony Orchestra (NSO) residency program has been discontinued due to budget cuts. The NSO provided a wonderful residency in 2011 for Kentucky, the last state to participate in the program.
- Paul announced that the exhibit The Dorothy and Herbert Vogel Collection: Fifty Works for Fifty States, organized by the Speed Art Museum, [would be coming to Cadiz, Ky.](#) for two months.

- Andee revealed that [VSA Kentucky](#) will be moving its headquarters in mid-July to the Capital Arts Building, owned by SKyPAC. SKyPAC is taking the first 15 days of the month to make the building ADA compliant on the first floor where the VSA Kentucky offices will be housed. An elevator will later be installed to open the second floor as a gallery and workshop space for VSA Kentucky. Andee stated she is excited about the collaboration between the two groups.
- Randall passed around magnets listing the 2012–2013 [University of Kentucky Opera Theatre](#) season. He spoke for Everett in saying that the UK Opera was one of the few universities to receive rights to perform Phantom of the Opera this year.
- Sonya announced that a Murray State University student was [one of six winners](#) in the Metropolitan Opera auditions for young artists. She is also participating in a fellowship program with the American Council on Education in the next year, and was thrilled to find out that out of 56 fellows there are at least 10-13 artists in the program.
- Jayne described a movement in Lexington to have Kentucky recognized as the literary capital of mid-America. [The Carnegie Center for Literacy & Learning](#) is spearheading the effort. Jayne welcomed ideas from the board, as she is on the planning committee. The committee wants to create a literary hall of fame, featuring five or six new inductees a year, as well as tours of sites with rich literary traditions.

Todd thanked Andee and SKyPAC for hosting the board meeting. He reminded everyone about the reception that evening honoring John S. Hockensmith and his work in the Main Gallery of SKyPAC.

Adjournment