

Kentucky Arts Council  
Board Meeting  
Whitesburg  
Sept. 14, 2012

**Members Present:** Todd Lowe, Everett McCorvey, Ronald Johnson, John S. Hockensmith, Jayne Moore Waldrop, Randall Vaughn, Andee Rudloff, Josephine Richardson, Helen Mountjoy, Kathleen Setterman, Wilma Brown

**Members Absent:** Carla Bass Miller, Roanne Victor, Sonya Baker, Paul Fourshee, Henrietta Venable Kemp

**Others Present:** Kentucky Arts Council staff members including Lori Meadows (executive director), Chris Cathers (program branch manager), Suzanne Gray (executive staff advisor), Dan Strauss (senior program analyst) and Heidi Caudill (administrative associate); [Appalshop](#) staff members including Mimi Pickering, Sam Neace, Jon Colwell, Brett Ratliff, Ada Smith, Herb E. Smith and Elizabeth Barret; Whitesburg community members including Dr. David Narramore (Letcher County Tourism Commission and Convention Bureau), Dr. John L. Pellegrini (Whitesburg Surgical Medical Clinic), Sandy Hogg (Letcher County Public Schools), Tina Whitaker (Superior Printing & Publishing/Letcher County Community News-Press) and Jill Hatch (Appalachian Artisan Center); and James Taylor (Dusty Bottle Studio)

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

**Guests:** Rep. Leslie Combs (94th District, Harlan, Letcher and Pike Counties); Beth Bingman, managing director of Appalshop; Derek Mullins, chair, Appalshop board of directors

**CALL TO ORDER AND WELCOME:**

Chairman Todd Lowe welcomed all in attendance. He introduced Helen Mountjoy and Kathleen Setterman as newly appointed board members. Todd thanked Appalshop for hosting the meeting. He then invited Rep. Leslie Combs to speak about the impact of the arts on the Whitesburg community and eastern Kentucky.

Rep. Combs welcomed the board to Whitesburg and Appalshop. She spoke briefly about how the arts represent a “future industry” in eastern Kentucky, closely connected with tourism and economic development. There is a desire to diversify and bring new opportunities to residents, she said, adding that the arts can help the region move forward.

Todd asked the observers in the room to introduce themselves. Ada Smith, program coordinator for Appalshop’s Appalachian Media Institute, thanked the arts council for coming to Whitesburg. James Taylor called himself a long-time friend of the arts council and an early career artist. Dr. David Narramore, chairman of the Letcher County Tourism Commission and Convention Bureau, described how Letcher County and Whitesburg in particular are promoting cultural tourism through public art, art exhibits and art walks. Dr. John Pellegrini, a surgeon, stated that

he came to the meeting because he was concerned Whitesburg did not get enough information about the arts council and the board meeting. He believed people don't know how widespread support for the arts is in the area. Sandy Hogg, of the Superintendent's Office of Letcher County Public Schools, praised board member Josephine Richardson and Appalshop for their work with students. Tina Whitaker, editor of the Letcher County Community News-Press, said that the community is making a conscious investment in the arts. They view supporting the arts as a quality of life issue as well as an economic development and tourism issue. Brett Ratliff, musician and Appalshop staff member, thanked Appalshop for helping him be able to teach traditional music, make a living and remain in eastern Kentucky where he grew up. Mimi Pickering, Appalshop staff member and AI Smith Individual Artist Fellowship recipient, thanked the arts council for making the trip to Whitesburg. Elizabeth Barret, director of the Appalshop archive and AI Smith Individual Artist Fellowship recipient, explained how Appalshop looks at the arts council as a partner that helps make its work possible. Herb E. Smith, filmmaker, former KAC board member and Appalshop staff member thanked the arts council for having the board meeting at Appalshop.

Todd commented there was a bigger crowd at the meeting in Whitesburg than those in Louisville and Frankfort. He noted the board's deliberate decision to come to eastern Kentucky. Todd then introduced Derek Mullins, chairman of the Appalshop board of directors, as the next guest speaker.

Derek observed that the arts council and Appalshop have grown and worked together for more than 40 years, as the Kentucky General Assembly established the Kentucky Arts Commission (the precursor to the Kentucky Arts Council) in 1966 and the Appalachian Film Workshop (later Appalshop) in 1969. He remarked on how he had never lived in a world without Appalshop and the Kentucky Arts Council, and hoped never to do so. He added that both organizations provide access to great work and great art produced by Kentuckians.

#### **APPROVAL OF MINUTES:**

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

*A motion to approve the June 15, 2012, board minutes was made by Jayne Moore Waldrop, seconded by Josephine Richardson. All approved.*

#### **COMMENTS BY BOARD CHAIRMAN:**

Todd noted the large number of monitoring reports to be discussed in the meeting. He then mentioned the upcoming [National Assembly of State Arts Agencies](#) (NASAA) Assembly event Oct. 4 – 6 in Washington, D.C. Todd added that not only would he be attending the conference as a representative of Kentucky, but also as a new NASAA board member. The board congratulated him on the appointment.

#### **REPORT BY TOURISM, ARTS AND HERITAGE CABINET:**

Todd asked Deputy Secretary Lindy Casebier to provide a cabinet update. Lindy echoed Rep. Combs' statements about the arts promoting the standard of living and economic health in the region and state. From his perspective, the Tourism, Arts and Heritage Cabinet and the

Kentucky Arts Council are working to create opportunities for Kentuckians that nourish both the wallet and the soul. “We’re one small agency and one small cabinet, but we have your back,” he said. Lindy also emphasized the importance of elections and their consequences for the arts.

#### **CONSENT AGENDA:**

Members were asked to review their abstentions and note if there were any additions or deletions. Everett McCorvey requested the deletion of the Lexington Center from the abstentions list.

#### **GRANTS:**

##### **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 staff. 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. In total, 18 schools were recommended for grant funding in the latest round of applications.

The TranspARTation grant is one of the arts council’s easiest, shortest and most accessible applications. Any school can call the arts education director and ask for assistance in choosing and planning a trip. Schools are encouraged to visit more than one venue, maximizing the impact of the grant funds and offering students another arts education opportunity. The arts education director can also provide feedback on denied applications. Unlike other arts council grants, the TranspARTation grant is offered multiple times in a year.

*A motion to approve funding for this grant was made by Wilma Brown, seconded by Helen Mountjoy. The motion passed without objection.*

#### **GOVERNANCE PROCESS:**

##### **Report by ad hoc committee:**

An ad hoc committee — including Randall Vaughn, Everett McCorvey and Ron Johnson — met on Sept. 10 in Frankfort to discuss a possible contingency in the awarding of the Speed Art Museum’s 2013 KAP grant. Ron reminded the board of how the arts council awards KAP grants. Applications are divided into one of several tiered panels based on the organization’s operating size. Panelists rigorously review the applications and make recommendations based on specific, pre-determined criteria. To determine the amount funded, the arts council applies a formula based on the organization’s operating revenues, the panelists’ assessments of the application and the funds available for the KAP grant program. However, the award of the grant

is not then set in stone. Upon notification, the organization is told a contingency could affect the disbursement of awarded funds.

In the last year, the arts council has had to make decisions on funding for two organizations with potential contingencies. The first was the Louisville Orchestra. Between the panel meeting and the awarding of grant funds, the orchestra experienced a material change in its ability to deliver arts programming to the community. With a labor impasse between musicians and management, the orchestra was forced to cancel concerts and other programming; therefore the organization was not able to fulfill its mission. The ad hoc committee — including Todd Lowe, Randall Vaughn and Ron Johnson — decided it was not appropriate to give the orchestra the full amount of money awarded. This matter was discussed at the March 2012 board meeting and no objections were raised by board members.

The second organization with a possible contingency was The Speed Art Museum, which is starting a large-scale renovation. As a result, the museum will be closed to the public for three years starting in September 2012. The ad hoc committee met to determine whether the closing signified changes in the ability of the organization to provide public programming and, if so, what actions should be taken. The Speed provided the arts council with detailed information on how it would continue to offer arts programming to the Louisville community and across the state. The museum will not cease operations, which means it will have to maintain a core staff and a budget. The panel scored the application with the full knowledge that the museum would close for three years. The committee recommended disbursing the full award with some stipulations. The Speed is expected and required to submit quarterly reports on its arts programming. If the Speed decides not to do this, it will be ineligible to apply for funding the following year (FY 2014). The committee believes the Speed Art Museum's situation is significantly different from that of the Louisville Orchestra.

Todd thanked the committee members for their service. He said the board's ad hoc committees seem to be effective in dealing with situations that come up between the quarterly board meetings. One of the challenges for members is that the meetings have to be done in person and usually turn out to last only a few hours. Todd appreciated the dedication shown by members in volunteering on the ad hoc committees. He then asked for any negative comments about the process by which unexpected situations are managed and whether the board needs to amend its guidelines to create an executive committee.

Josephine praised the ad hoc committees as a good way of keeping all the board members involved, especially those who don't live in central Kentucky. Ron noted that the board's ad hoc committees do not subscribe to groupthink. Committee members debate, question and consider possible scenarios, and by this means arrive at well-thought-out decisions. In his view, this is a good process. Wilma Brown agreed, adding that executive committees eventually become too like-minded. Todd concluded that if the board was happy with the idea of ad hoc committees, it would continue to use them.

**Advocacy update:**

Todd and Lori have discussed the need to launch a more formal advocacy committee. The board will be asking for volunteers soon.

**Advocacy best practices report by board members:**

Jayne Moore Waldrop reminded the board of two upcoming events: Governor's Awards in the Arts (Oct. 9, 2012) and Arts Day (Feb. 13, 2013), both at the Capitol in Frankfort. Several legislators are scheduled to attend the Governor's Awards; Governor Beshear may be present at the ceremony as well.

Todd noted that under Lori's leadership, advocacy has become a focus for the board, helping raise the visibility of the arts council. The board makes a fresh start with its advocacy efforts after every election. Lori added that new advocacy notebooks, specific to each board member's district, will be distributed after the elections.

**Report by nominating committee:**

Another ad hoc committee — including Josephine Richardson, Andee Rudloff, Ron Johnson and John Hockensmith — met in Whitesburg on Sept. 13 to review new nominations and possible reappointments to the board. Members up for reappointment are Todd Lowe, Randall Vaughn, Jayne Moore Waldrop and Kathy Setterman. The committee chose to recommend reappointment of these members, with Todd recommended for reappointment as chairman of the board.

**Report on creative economies study:**

Todd informed the board that Tourism, Arts & Heritage Cabinet Secretary Marcheta Sparrow was enthusiastic about the creative economies study and had given the go-ahead to start the process. The project will have to be released through the process of a state bid, though at present a budget has not been finalized. Ideally, the researchers would mine an enormous amount of information that the arts council could then publicize online for anyone to access. Another goal of the project may be to make the information customizable according to the needs of the user. The study will also be used to help plan future programming and initiatives.

Todd asked the board to think about funding opportunities for the study. Lori announced she and Todd would be meeting soon with Larry Hayes, secretary of the Kentucky Cabinet for Economic Development, to talk about a possible collaboration. The Kentucky Chamber of Commerce would be another logical partner on the project. She emphasized that this study about creative economies can't just be done by the arts council; it should involve other groups in state government and in the private sector.

Helen Mountjoy suggested the board look at local economic development corporations, which display artwork in their lobbies. Many people involved in local economic development have embraced the idea that quality of life, as enhanced by the arts, is a major factor in convincing companies to move to their communities. The arts council wants the local economic development offices to have that perspective, Lori said. Josephine related a story about her doctor in Lexington who had moved to Kentucky because he believed it would add 10 years to

his life. Jayne stated that quality of life figured prominently in an [international law firm's decision to relocate to Lexington](#), introducing 250 jobs to the area next year.

Todd asserted that creative economies studies are not just about the economic impact of the arts; they are broad cultural impact studies. The arts council can't go far enough to prove its point that the arts build vibrant communities. He repeated his request that board members consider private funders who might be interested in the project. It would be an achievement to raise \$100,000 or more from private donors and the business community.

## **EXECUTIVE DIRECTOR'S OPERATIONAL UPDATE:**

### **Current agency initiatives and projects:**

The arts council nominated Governor's Award recipient [Alltech Inc.](#) for the [BCA 10: Best Companies Supporting the Arts in America](#) for 2012. The corporation was among 10 national companies to receive the prestigious award recognizing exceptional commitment to the arts. [Americans for the Arts Business Committee for the Arts \(BCA\)](#) sponsors the award. The awards ceremony will take place in New York City on Oct.4. The only other businesses in Kentucky to have received the BCA 10 award are Humana and Brown-Forman.

To recognize Alltech's award within the state, the arts council will host a "business and the arts" symposium on Friday, Oct. 26 at LexArts in Lexington. The symposium will be followed by a reception in Alltech's support of the arts.

The [Governor's Awards in the Arts](#) ceremony will be Oct. 9 at the Capitol Rotunda in Frankfort. There will also be a lunch honoring the recipients. One of the Governor's Awards — an aluminum, plastic, glass and resin sculpture with an LED backlight and a removable ART brooch by artist Mark Needham — was shown to everyone in attendance.

### **Kentucky Folklife Program Partnership:**

The Kentucky Folklife Program partnership between the arts council and the Kentucky Historical Society ended in June and the program has since moved to Western Kentucky University (WKU). All of the Folklife Program's archives are now at the university where the public can easily access them. The arts council was excited to add a position to the agency and hire Mark Brown as the new folk and traditional arts program director. Mark formerly worked for the Kentucky Folklife Program as a folklife specialist. Bob Gates, who headed the Kentucky Folklife Program for more than 20 years, will retire in December. Brent Björkman is now running the program at WKU; he was a folklife specialist with the Kentucky Folklife Program and a circuit rider with the arts council.

### **Kentucky Cultural Districts Certification Program:**

The Cultural Districts Certification Program has received national attention. Though other states have similar programs, the arts council's program is specific to Kentucky allowing for differences between large and small communities as well as urban and rural areas. The arts council discovered that after communities receive certification, their awareness of the value of arts and culture increases. A specific example is Berea. The city was just awarded a \$67,000 [Our Town](#)

[Grant](#) by the NEA to support creative placemaking. Berea plans to use the [grant](#) to commission a graphic design firm to create a wayfinding system and artistic place markers to direct visitors to cultural destinations throughout the city. Several people connected with Berea's cultural district certification have attributed the designation as a factor in getting the Our Town Grant. As an added bonus, the mayor of Berea feels even more strongly that arts and culture are valuable to the community.

Another example of how cultural district certification benefited a community is Horse Cave. Horse Cave was able to use its certification to convince the economic development authority to provide Kentucky Repertory Theatre with a low-interest loan.

The arts council feels it needs to provide training and professional development for both certification recipients and applicants.

#### **Staffing Update:**

Mark Brown is the new folk and traditional arts program director. The arts council is continuing its search for candidates for the communications and technology branch manager position.

#### **REVIEW OF THE EXECUTIVE DIRECTOR:**

Lori provided an overview of the following monitoring reports:

- 1.1 End: Kentuckians Value the Role of Arts in Society
- 1.2 End: Lifelong Education in the Arts is Encouraged
- 1.3 End: Statewide Delivery of Arts Programs and Services is Provided
- 1.4 End: Artists Live and Work in a Supportive Environment
- 1.5 End: Public Policy Supports the Arts in Kentucky
- 2.6 Grants Panels Composition

General discussion followed:

#### **1.1 Kentuckians Value the Role of Arts in Society**

Lori said the arts council continues to look for ways to demonstrate the value the arts bring to community and economic development. For instance, in 2011 the Cabinet for Economic Development [hosted a series of public meetings](#) to inform a statewide economic development strategic plan. This plan was intended to identify and guide investment in promising business sectors in Kentucky. Arts council staff and board members represented the arts in every meeting held in cities across the state from Bowling Green to Pikeville. This was a form of advocacy, said Lori. The arts council also works to show how corporations can incorporate the arts. Lori met with George Ward, the executive director of the University of Kentucky's [Coldstream Research Campus](#), who was interested in adding the arts to live-work spaces. The arts council is also working with [Tempur-Pedic](#) to feature artwork in its Lexington, Ky., headquarters. To date the corporation has commissioned large pieces from Kentucky artists.

Lori said the arts council is increasingly called upon to work with other groups in state government. In the summer of 2011, the arts council was asked to send a team to Jenny Wiley State Park to help improve the appearance of the lodge in anticipation of the [Appalachian Regional Commission's](#) regional conference. Several Kentucky Crafted artists loaned artwork for exhibit in the lobby and exterior areas of the lodge. Some of the artwork sold as a result. Lori noted the arts council has a reputation for excellent teamwork and commitment, which she attributed to its dedication to supporting the arts within and outside state government. One example is the arts council's annual participation in Derby activities, such as the Governor's Derby exhibit, the horse blankets designed by schoolchildren, and the Derby tent with space for Kentucky Crafted artists to sell work. Another recent example is the commissioning of coat racks for the educational facility next to the Governor's Mansion. The First Lady's Office contacted the arts council to ask whether one of the Kentucky Crafted artists could make and donate coat racks for the building. Lori insisted the artist be paid for his or her work, citing the board's [resolution on artists' compensation](#). In the end, the arts council provided the funds for the commission. A call for artists resulted in two entries, with the First Lady's Office choosing metal artist [David Shadwick's](#) design. Photographic exhibit panels showing the process of creating the iron coat racks will be displayed above the work.

Ron asked where the money for the coat racks came from. Lori answered that the arts council has a small pool of money reserved for incidents such as the coat racks. These funds are put into the budget at the beginning of each year. The coat racks, she added, cost under \$1,200. Ron speculated that people with the best intentions may not often understand how artwork gets funded. Lori said at this point, a lot of people are donating services and time to the state. The arts council, however, will never ask an artist to work for free. Ron questioned how the arts council can better communicate the idea of fair compensation so it doesn't constantly find itself in these situations. Lori and Todd both agreed the arts council should continue repeating the message that artists need to be paid. This is their livelihood; a promise of great exposure is not enough. Lindy said the board members, who are appointed by the Governor, need to also reinforce the idea.

Everett praised the board's decision to make artists' compensation a policy, which supports the arts council when responding to such a situation. He suggested the arts council design a logo stating "we believe all artists should be compensated" and require the KAP partners to include it on their materials.

## **1.2 Lifelong Education in the Arts is Encouraged**

Lori explained the arts council focuses mainly, but not solely, on K-12 education. This effort is becoming increasingly difficult due to the negative impact caused by the removal of the arts and humanities component from the state's assessments. In response, the arts council changed the Teacher Initiated Program (TIP) to the [Teaching Art Together \(TAT\)](#) program in order to emphasize collaboration between teachers and professional teaching artists. The arts council also raised the stipend for teaching artists who had not seen an increase in their pay in 15 years. Unfortunately, the arts council continues to see a drop in interest from schools in artist residencies.



Lori described the new [TranspARTation Grant](#) program, which enables Kentucky teachers and schools to offer students quality arts experiences by offering transportation funding. Grants are based on the mileage from the school building to the arts organization or performance venue, as well as the number of buses necessary. The minimum grant amount is \$100. Any Kentucky public or private school that supports pre-K through 12 can apply.

The [Specialists With Arts Tactics \(SWAT\)](#) team is another new component to the arts council's focus on arts education, Lori said. This program is much like the Kentucky Peer Advisory Network (KPAN) program, where the arts council pays the consultancy fees. Arts education professionals are available to provide 3 to 6-hour consultancies to assist schools and districts with policy writing, arts curriculum alignment, developing performance assessments and integrating the arts across the curriculum. Any Kentucky public or private school or district that supports grades P-12 is eligible to apply.

Helen asked if there are other options to ensure young people are regularly exposed to the arts. She suggested creating partnerships with after school programs as another opportunity to incorporate the arts.

Wilma expressed her concern about lifelong education in the arts. She said she still didn't see what the arts council was doing for people past K-12; in her opinion, the agency was not meeting the needs of this group. Lori responded that the arts council looks to the KAP groups to reach out to lifelong learners. However, she also agreed the agency was not currently focused on this group.

Todd asked if the arts council could be stronger in asking KAP groups to measure their success with lifelong learning. Everett offered the idea of inviting legislators involved with the Arts and Humanities Assessment to speak to the arts council, which would perhaps start a conversation. He felt concerned as a college educator teaching students with limited to no exposure to the arts.

Everett also mentioned the growing number of retirees who, as a group, could have an influence on arts education. Kathy Setterman brought up a North Carolina program called [Silver Arts](#) that provides a creative outlet for senior citizens as an example of engaging older populations with the arts. Andee Rudloff said Bowling Green has the largest retirement community in Kentucky. Her organization, [SKyPAC](#), is currently completing a cultural mapping project targeting the needs of senior citizens in the area. Jayne Moore Waldrop and John Hockensmith identified Murray as another city with a large community of retirees. Josephine observed that Murray and Bowling Green both have universities that provide cultural experiences, but smaller towns rely on local arts groups.

### **1.3 Statewide Delivery of Arts Programs and Services is Provided**

Lori said the arts council works to make sure arts organizations in Kentucky are strong and fiscally responsible, providing artistic and programming excellence and access to information. In

the case of the KAP groups, the arts council looks at the grant applications as a planning tool with benchmarks the groups need to meet to receive funding.

The [Power2Give program](#) with the Fund for the Arts, which focuses on crowd-source funding, leveraged extra money for the KAP groups. The arts council plans to provide matching funds for the KAP groups again this year.

The arts council intends to conduct many more site visits to organizations to promote awareness of its programs and partnerships.

Kentucky hosted several national conferences in the past year, such as the [National Arts Marketing Conference](#) in Louisville in November 2011. The arts council provides scholarships to arts organizations to attend these programs, Lori said.

Lori added that another major role of the arts council is as an information resource. Wilma stressed that one service the arts council provides, which few partners use, is technical assistance for grant applications.

#### **1.4 Artists Live and Work in a Supportive Environment**

Lori said the arts council provides a great deal of training and assistance to constituents. There is a strong focus on improving artists' marketing skills, working with artists with disabilities and, whenever possible, offering opportunities for artists to network. Direct funding programs for individual artists at this time are the [Al Smith Fellowships](#) and [Emerging Artist Awards](#). The arts council is very proud of what it accomplishes in light of budget reductions.

Todd asked why the arts council doesn't work more with artists with disabilities. Lori answered that the arts council is in the process of reaching out to artists with disabilities. She described the ["We're Listening: an \(un\)conference on careers in the arts for people with disabilities"](#) event hosted by the arts council in June 2012. This conference centered on drawing arts council staff and artists with disabilities together, having conversations with them about their work, listening to their ideas on improving access, and then finding ways to address their needs. The arts council learned valuable information such as the difficulties of attending morning meetings, transportation needs and more accessible meeting locations. The arts council's accessibility committee is currently working with artists to solve these problems. There are also small stipends for transportation services available through a grant from the [National Arts and Disability Center at UCLA](#) and the [National Endowment for the Arts](#).

Todd suggested if there are working artists with disabilities who are trying to market their skills, the arts council should find them. Lori encouraged the board to contact Arts Access Director Sarah Schmitt with information and questions.

#### **1.5 Public Policy Supports the Arts in Kentucky**

Lori affirmed the large role played by advocacy in promoting legislation supportive of the arts. The arts council works hard to make sure members of the Kentucky General Assembly know

about the agency and its activities. Even so, the arts council is frequently confused with other state government entities. Legislators receive many communications from the arts council about activities and grant opportunities through mail, email and handwritten notes. The arts council makes the arts in Kentucky known through events like Arts Day and the Kentucky Visions exhibit in the Senate and House offices. Lori said the arts council continues to encourage public art and serves as a resource for communities.

## **2.6 Grants Panels Composition**

Lori turned the board's attention to a handout listing all the grant panelists through the past year. Peer review panel meetings help the arts council in its grantmaking decisions. Panels are composed of a wide range of demographic factors and arts disciplines. An effort is made to have gender and ethnic diversity on individual panels. Each panel meeting is chaired by an arts council board member who conducts the meeting. Lori thanked the board for its service on the panels.

### **BOARD DISCUSSION ON ENDS:**

Todd introduced Beth Bingman, managing director of Appalshop, to speak to the board on her organization and whether the arts council is fulfilling its obligations to lifelong learning.

Beth said lifelong education in the arts is why Appalshop was founded. The organization focused on training programs at first, and then quickly transitioned to how artists learned to live and work in their own communities. In 1969, the film industry was limited in Whitesburg. The question became: How do we continue to live and work in Whitesburg and make films? Appalshop began to add other artistic disciplines to its repertoire: Storytelling, music and theatre. In the early 1980s, Appalshop started [WMMT FM 88.7 Mountain Community Radio](#), which now broadcasts 24 hours a day and reaches 300,000 people. Appalshop also created the Appalachian Media Institute to train young people in media skills and literacy. The organization hosts the Summer Documentary Institute and after-school media labs. In summary, Appalshop grew from an initial education program into an organization that supports and is operated by artists.

When questioned about the policy goal of artists working in a supportive environment, Beth explained that Appalshop embodies that goal. The organization is made up of artists working together to create a space that works for them. Artists are moving into Whitesburg because of the supportive environment created by the town.

Lori asked Beth how the arts council's partnership with Appalshop meets the policy goal of lifelong learning. Beth replied that Appalshop is particularly strong in lifelong learning. The organization works with K-12 students, parents and grandparents, and college interns. She cited several examples, including residencies in community theater, film and music in schools and communities.

John said digital education might apply to intergenerational learning. Beth agreed and suggested having an after-school media lab at a senior citizen center. Todd said lifelong

learning is situational. In his opinion, the arts council's policy on lifelong learning needs greater specification and better language. Todd commended Appalshop for its work, saying Whitesburg is a terrific example of a community supporting artists and artists supporting the community.

Everett McCorvey led the board meeting evaluation discussion. The following comments were made:

- Everett noted that in the 1980s, before he moved to Kentucky, he served on the NEA committee to review grants. He knew nothing about Kentucky and found himself representing Appalshop at a panel. This experience taught him a lot about the work of Appalshop and Kentucky culture.
- Kathy said she was thrilled to be in Whitesburg and had found the board meeting to be very informative and concise. The information exchange was important and insightful. She was also impressed by the number of community leaders who came to the meeting.
- Josephine was pleased the board had chosen to meet in Whitesburg. She noted that Appalshop would never have started if not for the openness of the people in the local community.
- Helen said many people have no idea there are vibrant, small communities tucked away in the rural areas of the state.
- Jayne reminded the board of the [Kentucky Writers' Hall of Fame](#), organized through the Carnegie Center for Literacy & Learning in Lexington. Nomination forms are available online until Oct. 1, 2012. Lori will be chairing the selection committee.
- Todd suggested the arts council set up something like an online bulletin board through the board website, allowing members to communicate with each other and post information.
- Wilma complimented Whitesburg, saying that art pervades the town. She was glad to hear from community members and Rep. Leslie Combs about their enthusiasm for the arts.

Todd thanked the board members for making the trip to Whitesburg. He reminded everyone about the [Governor's Awards in the Arts](#) in Frankfort on Oct. 9.

Adjournment.