

Kentucky Arts Council
Board Meeting
Louisville
December 9, 2011

Members Present: Todd Lowe, Everett McCorvey, Sonya Baker, Wilma Brown, Paul Fourshee, Josephine Richardson, Andee Rudloff, Randall Vaughn, Jayne Moore Waldrop, John Hockensmith, Ron Johnson, Roanne Victor, Henrietta Venable Kemp

Members Absent: Carla Bass Miller, Nick Kouns

Others Present: Lori Meadows, Chris Cathers, Suzanne Gray, Sallie Showalter, Dan Strauss, Heidi Caudill

Tourism, Arts and Heritage Cabinet: Deputy Secretary Lindy Casebier

Guests: Charles Venable, executive director, Speed Art Museum

CALL TO ORDER AND WELCOME: Chairman Todd Lowe welcomed all in attendance. Todd introduced Charles Venable, who briefly spoke about the contributions of the Kentucky Arts Council to the museum.

APPROVAL OF MINUTES:

With 13 board members in attendance, Todd declared a quorum to be present.

A motion to approve the minutes was made by Roanne Victor, seconded by Jayne Moore Waldrop. The motion passed without objection.

COMMENTS BY BOARD CHAIRMAN:

Todd announced that the nominating committee met before the board meeting. Todd asked whether board members had been checking their messages from their state e-mail accounts. If not, he suggested that the accounts be shut down. Wilma said the state e-mail account was beneficial and she has received messages from constituents. Todd requested that the board check their state e-mail accounts on a regular basis.

Todd reminded the board that February 2, 2012, is Arts Day. Board members have a responsibility to attend and show their support of the arts. Todd introduced the idea of conducting a base-line survey, similar to the recent [study](#) by South Arts, focusing on arts and creative industries in Kentucky. Todd and Lori will investigate whether the arts council could collaborate with another agency to do a proposal for such a study. He mentioned [Stuart Rosenfeld](#) as the current authority for studies of this nature. For examples of studies by other states, visit the [Mississippi](#) and [North Carolina](#) websites. The ammunition provided by the studies in these states has been valuable for their advocacy efforts.

Todd invited board members to walk through an exhibit explaining the long-term plan for the Speed's expansion. Todd mentioned that the museum was open late and board members should feel free to wander around the collections after the meeting. He recommended the William Doherty exhibit, the award-winning children's program [Art Sparks](#), a furniture exhibit and a mini-show on Minimalist art.

REPORT BY TOURISM, ARTS AND HERITAGE CABINET:

Todd asked Deputy Secretary Lindy Casebier to provide a cabinet update. Lindy informed the board that the Tourism, Arts & Heritage Cabinet will be facing a 2% budget cut. The cabinet hopes to avoid further cuts. He predicted the upcoming legislative session will be dominated by redistricting and the state budget, adding that the budget scenario doesn't look good. Todd reassured the board that the arts council knew budget cuts were coming and the agency is ready to deal with them.

CONSENT AGENDA:

Members were asked to review their abstentions and note if there were any additions or deletions. There were no changes to the list of abstentions.

A motion to pass the consent agenda was made by Andee Rudloff, seconded by Sonya Baker. The motion passed without objection.

GOVERNANCE PROCESS:

Todd asked for a report by the nominating committee. Jayne informed the board that the four members who are eligible for reappointment are Everett McCorvey, Ron Johnson, Paul Fourshee and Sonya Baker. The committee expressed interest in retaining them. Currently there is one open spot on the board, which was vacated by Zev Buffman. Jayne welcomed questions and comments on the committee's recommendations. She asked whether the new board member would serve the remainder of Zev's term. Lori stated that the term lasts for 3 more years. Todd closed the discussion by expressing his hope that the four members who are up for reappointment will be able to come back. A motion to pass the committee's recommendations was made by Roanne Victor, seconded by Andee Rudloff. The motion passed without objection.

Todd asked for a report by the advocacy committee. Wilma commended the board for attending the Governor's Awards in the Arts ceremony and luncheon. She explained that their presence at the event is a wonderful way to participate as a board member and advocate for the arts. Todd noted that the 2011 Governor's Awards event had the highest attendance ever from board members.

Todd recommended that the board consider how recent Governor's Award winners could be arts advocates. He suggested that the advocacy committee talk about giving an award to a legislator who has been a great arts advocate.

Suzanne described how the arts council has started asking the national award winners to do a public service announcement (PSA) every year. Wynona Judd, a previous recipient, has filmed a PSA and the arts council is currently working with her sister Ashley to do one. These PSAs will be available on YouTube and will air on the radio during Arts Week.

Roanne proposed using high school students in commercials. Paul brought up the idea of asking constituents to ask mayors and other elected officials to make an arts advocacy commercial for local radio.

Everett observed that First Lady Jane Beshear could be the possible face of the arts in the next administration. Madeline Abramson, the wife of Lt. Gov. Jerry Abramson, would also be a good arts advocate. She is on the Kentucky Center for the Arts board of directors and is more likely to be engaged in the arts.

The next advocacy opportunity will be at Arts Day on February 2, 2012. Wilma urged every board member to be at the event for at least part of the day, whether it is for the check presentations, the afternoon activities or the evening reception. Wilma stressed that Arts Day is important to advocacy efforts because legislators are there. Board members should thank them and tell them about the arts council.

Jayne provided an update on the Bluegrass Economic Advancement Movement (BEAM) initiative. BEAM helps promote economic development on a regional basis. Jayne noted that there is not an obvious arts advocate on the BEAM committee. She urged the board to contact the members and stress the economic capacity of the arts. BEAM will be a long-term process, so it won't hurt to remind the committee over and over again about the value of the arts in economic development projects. Jayne announced that board members can post comments on the [BEAM Facebook page](#).

Suzanne spoke about the public value report as an advocacy tool for the arts council and arts organizations. Some of the numbers are very impressive, she said, and the arts council has received excellent feedback. Suzanne and Lori recently met with the cabinet legislative liaison, who remarked, "I wish every group would give me something like this." Suzanne suggested that perhaps the public value report will help legislators think of the arts in a different way. Lori agreed, stating that the arts council is very pleased with the format of the report and that it demonstrates how the arts are an industry.

Jayne asked for more information on the "funds leveraged" category. Dan answered that this category includes all revenue for a group except those things that the arts council could not possibly have influenced, such as the sale of real estate, earned revenue, corporate sponsorships, etc. Suzanne added that the arts council wants all numbers on the report to be absolutely supportable. Groups will not only get a check from the arts council, but also a tool they can use in their advocacy efforts.

Sonya asked whether people can download the public value report for the arts council from the website. Sallie informed the board that the arts council intends to have the report listed under the resources menu on the website. Currently the report is located on the advocacy page. Sonya asked if individual group reports would also be available on the website. Suzanne replied that the arts council hopes to eventually have this, but some groups may need to wait a year.

Everett commented that the number of arts jobs on the public value report seemed low. Did this figure include contract and part-time workers? Lori answered that contract workers will not be counted in this first year, but next year they will be included. Dan explained that there is a disconnection between having a large number of contract-for-services employees and taxes. While the arts council would like to include contract workers in the jobs figure, it also wants to recognize the idea of salaried jobs. Jayne suggested that people may be confused with the number of arts-related jobs because of counting only salaried workers. Lori reminded the board that this issue is one of the reasons for commissioning a creative industries report. Working with

an expert like Stuart Rosenfeld who is experienced with using different data sources would enable the arts council to produce a more comprehensive report for the state.

Andee described how she shares the existing [advocacy fact sheet](#) with legislators, who have thanked her for the information. She said, "They actually had talking points instead of just saying that the arts are good." Andee urged the board to use relationships with legislators to advocate for the arts.

Henrietta suggested inviting legislators to arts events and making them part of the agenda as an enticement to show up. Suzanne explained that at the end of every year, she produces a summary of the number of legislators who come to arts council events. The arts council has started keeping a graph that compares how the numbers have changed over the years. The number of events has gone down since 2007 due to budget cuts. Even with fewer events, however, the number of legislators has risen.

Todd thanked the advocacy committee for staying active and keeping opportunities in mind.

Advocacy Best Practices Report by board members:

- Jayne attended the Governor's Awards ceremony and luncheon, Arts Day and Kentucky Writer's Day
- Todd had an opportunity to meet and talk with the lieutenant governor
- Randall and his wife hosted a fundraiser for Gov. Beshear and were able to talk to him about the importance of the arts. Randall commented that many board members have opportunities to deal with elected officials and should try to piggyback the arts onto their conversations. As an example, Randall is scheduled to meet with Rep. Arnold Simpson, and he plans to remind him of presentations by arts organizations in northern Kentucky.
- Todd requested that the arts council send 10 – 12 public value reports to board members to use in their advocacy efforts.
- Sonya attended two conferences with huge advocacy elements. One of the conferences was the National Association of Schools with Music. She remarked that everyone is recognizing the need for advocacy with education as well.

Andee Rudloff announced the upcoming opening of the [Southern Kentucky Performing Arts Center](#) (SkyPac) in Bowling Green, Ky. The performing arts center opens March 10 with Orchestra Kentucky joined by singer LeeAnn Rimes. Not only has SkyPac been selling tickets, but they have sold out several sections of the show. In addition, Andee (the education director at SkyPac) recently learned that the Laura Goad Turner Foundation plans to [donate a million dollars](#) to the education program. Jayne commented that there is a lot of hubbub about sold-out shows at the [Eastern Kentucky University Center for the Arts](#). Wilma stated that performing arts centers are one of the wonderful features of Kentucky, a feather in our cap and something we should be proud of. Lori acknowledged that the panelists at the recent Kentucky Arts Partnership (KAP) panels had commented on the spread of performing arts centers across the state.

EXECUTIVE DIRECTOR'S OPERATIONAL UPDATE:

- TIP Grant: This grant supports artist residencies in schools. Schools bring artists on the Teaching Artist Directory to their classrooms to conduct 1 – 4 week residencies. The numbers of residencies have fallen dramatically in the last few years in part because of

[Senate Bill 1](#). Recently awarded TIP grants support residencies that will take place this spring.

- Cultural Districts: This is not a grant, but a certification. The Cultural Districts panel went well and included extremely competent panelists. Robert McBride worked as a consultant for the arts council during the pilot project. Maryo Ewell is a consultant with the Colorado Arts Commission. She has an extensive background in community arts and is well known in her field. Colorado is also starting a similar cultural districts project. Becky Gorman is the Main Street Program Coordinator for the Kentucky Heritage Council. The Kentucky Main Street program is one of the oldest in the country. Amy Potts currently works for Preservation Kentucky. Arts council staff had no input in the selection process. The arts council will continue working with communities that were denied certification, and they will have the opportunity to apply again. As for the five approved communities, the arts council will work with them in more detail and promote them. The arts council hopes Governor Beshear will make the announcement of the approved cultural districts in the first few weeks of January 2012.
- Budget: There is a proposal to reduce both general and agency funds by 2%. Agency funds are earned revenue, generally through workshops and Kentucky Crafted: The Market. According to the cabinet fiscal officer, there is a good chance that the arts council will be affected by another budget cut in the next year.
- Power2give.org: The arts council is collaborating with the Fund for the Arts on an exciting program called [power2give.org](#). This is an online fundraising mechanism where people can make donations for any amount over \$1 for projects posted on the website. The arts council is working with the Fund to match donations raised for KAP groups. As KAP groups come up with a project, the Fund sends the details to Dan and he makes sure the project is appropriate for the arts council match. There are now 26 projects available. Our collaboration gives the Fund the opportunity to take power2give.org statewide.
- Arts Day: The arts council hopes to have a good turnout. Some organizations have already been approached about hosting extra activities to fill the day.
- Kentucky Crafted: The Market: For the first time in 25 years, the Market will be held in Lexington. Online ticket sales will be new this year.
- Kentucky Visions Exhibit: The exhibit will be installed in the hallways and reception areas of the Senate and House offices. There are 75 pieces in the exhibit.
- Governor's Mansion Exhibit: The Governor's Awards exhibit will be installed on January 9 at the Governor's Mansion. A reception is planned during the time the exhibit will be on display. Most of the work is for sale.
- Holiday Gift Guide postcards: All legislators will receive a set of 12 postcards featuring Kentucky Crafted products. These cards are preaddressed to the individual artist and can be dropped in the mail for more information.
- Kentucky Monthly Holiday Gift Guide: The arts council worked with Kentucky Monthly magazine to create a holiday gift guide advertisement featuring Kentucky Crafted artists. This collaboration did not cost the arts council anything, but it gave the artists a reduced price on marketing their work.
- Storage Issues: The arts council will move its storage area from the YMCA building to eight separate storage units. This involves sorting through years and years of files, materials and Market items.
- Arts Education: The arts education advisory committee met to discuss how the arts council can contribute to promoting arts in the schools. One of the suggestions is training an S.W.O.T. team of artists from the teaching artists directory to work with schools in

completing the program review, which replaced the old assessment. The arts council is also looking at changes to the TIP grant category and the possibility of expanding it.

- TranspARTation Grant: The arts council has a new TranspARTation grant for schools that are unable to transport students to events at KAP organizations. Funds will be available to schools to pay for transportation costs. Schools apply directly to the arts council, and no matching funds are required.

REVIEW OF THE EXECUTIVE DIRECTOR:

Lori provided an overview of the following monitoring reports:

2.0 End: General Executive Constraint

2.1 End: Treatment of Constituents

2.2 End: Treatment of Staff

2.3 End: Financial Planning/Budgeting

2.4 End: Emergency Executive Succession

2.5 End: The Executive Director shall not permit the board to be uninformed or unsupported in its work

General discussion followed.

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

Lori thanked Lindy, Todd and the board for their support.

BOARD DISCUSSION ON ENDS: Public Policy Supports the Arts in Kentucky

Todd and Lori opened a discussion on public policy and how it supports the arts in Kentucky. Lori brought up the subject of how line-item funding can be detrimental to arts organizations. A current example is the [Owensboro Museum of Fine Art's](#) efforts to secure special line-item funding to become the western Kentucky equivalent of the Artisan Center. Todd spoke for the board in saying it is opposed to line-item funding.

Lori explained the reasons for opposition. One, there is no fiscal oversight for line items. Money is appropriated and goes directly to an organization with no reporting required. Two, the funds come out of existing budgets. For example, legislators might think it is the same as giving money to the arts council and take money out of the arts council budget. Three, line items sometimes provide double funding to organizations. The arts council may not know this is happening until it is too late. For example, the arts council might fund an organization that is also receiving state money elsewhere. Four, there is the perception that funding one or two organizations is better than funding the arts council, which provides services to organizations and individuals across the state. Five, line items could cause adversarial relationships to form between arts groups, to the detriment of all involved. The arts council does not support line-item funding.

Todd asked the board if opposition to line-item funding is still a valid policy. Wilma asserted that it is certainly still a valid policy because otherwise the arts council funding could be distributed piecemeal throughout the state. She asked how the arts council could stop it. Lori replied that we can't stop it since we generally don't know about line items until they happen. She added

that while the arts council wants arts organizations across the state to do well, line-item funding does not always continue and could leave an organization in worse shape than before. There is not a written policy by the board on this matter. Lindy explained that even without a written policy, board members could still be advocates and contact legislators about an issue.

Josephine asked whether line-item funding for the Owensboro Museum of Fine Art will come up in the next legislative session. Todd replied that there's not much support among local legislators for it, so probably not. Paul questioned whether the board would be on record for opposing a project like the Kentucky Center for the Arts, which also receives funding from the state. Lori responded that it would depend on the purpose of the project.

Todd brought up the idea of capital vs. operating or project funding. Should organizations be able to go after capital directly? Ron reminded the board that the mission of the arts council is not directed at capital. The arts council doesn't want to appear opposed to capital funding. Lori replied that she doesn't see capital funding as the same issue as operating funding. Sonya brought up the Lincoln Bicentennial funding, which the arts council supported.

Wilma asked how the concept of the [Artisan Center at Berea](#) came into being. Lori answered that the idea did not come from the arts council, though it was supportive of the effort. The city of Berea lobbied for the Artisan Center. Berea had been named Folk Art & Craft Capital of Kentucky. Everything aligned at that point. Josephine remarked that the Berea situation happened because there was support from the community, legislators and Berea College. There had been no central place to purchase Kentucky crafts. The homework was done and outside circumstances at the time warranted people pulling together to establish a crafts center along the highway. Lori added that the Artisan Center has a statewide mission.

Paul said that any policy created by the board on line-item funding needs to be carefully crafted, so as not to be too broad. The board must think of situations that may come up down the road. Everett agreed, saying that the policy needs to be general enough to answer some of these concerns, but broad enough not to box the arts council in. Todd concluded that the board needs to consider things that do interfere with the arts council's mission. He suggested drawing up a list to start a conversation in the next board meeting.

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

- Wilma complimented the Speed Art Museum's facilities
- Everett reminded the board that former Kentucky Arts Council executive director Gerri Combs is retiring from South Arts
- Todd thanked the board for driving to Louisville and reminded everyone to take a look around the museum on their way out

Adjournment