

**INDIANA ARTS COMMISSION
QUARTERLY BUSINESS MEETING
Friday, June 17, 2016
Conference Room A
Indiana Government Center South
Indianapolis, IN**

Nancy Stewart, Chair

Members present: Libby Chiu, Ruth Ann Cowling, Linda Levell, Jennifer Perry, Allen Platt, Micah Smith, Sherry Stark, Dusty Stemer, Nancy Stewart, Trevor Yager

Members via teleconference:

Members absent: Kathy Anderson, Gil Cárdenas, Susan Hardwick, Jeff Kirk, Al Rent

Arts Commission staff present: Sarah Fronczek, Miah Michaelsen, Nina Perr, Stephanie Pfendler, Lewis Ricci, Paige Sharp, Adrian Starnes, Anna Tragesser, Rex Van Zant

Guests: Scott Wylie (RAP Chair), Bob Burnett (Reg. 7)

- 1) **Welcome and Introductions.** Commission Chair Nancy Stewart welcomed all and asked everyone to introduce themselves. She extended a warm welcome to new Commissioner Dusty Stemer. Bob Burnett, Region 7 coordinator, joined the meeting as a guest and thanked everyone for the work they do.
- 2) **Consent Agenda.** Ms. Stewart presented the agenda and the March 18, 2016 meeting minutes for approval. Commissioner Sherry Stark motioned to approve. Commissioner Allen Platt seconded the motion. The agenda and meeting minutes were approved by unanimous consensus.
- 3) **Chair and Executive Committee Report**
 - a) **Chair's Report.** Prior to the financial report, Ms. Stewart began by thanking everyone for their support and dedication to making the Governor's Arts Awards an amazing event.
 - i) **Financials**
 - a) **FY2016 YTD.** Arts Commission Deputy Director, Miah Michaelsen, presented the May FY2016 year to date Comparative Budget Financial Statement (attached) noting we are under in most categories. Arts Commission Executive Director, Lewis Ricci, thanked Ms. Michaelsen and Adrian Starnes, Grants, Research, & Information Technology Manager, for successfully closing out the fiscal year, noting that we are in the black with a majority of the overage carrying into FY2017.
 - b) **FY 2017 Budget Approval.** Mr. Ricci apprised the Commission of particulars related to the FY 2017 budget. Of note, the State Board of Accounts has announced the 3% reserve will be available to the Commission. Per last year's precedence, Mr. Ricci will request a percentage returned to the Commission for Bicentennial programs, although there is no guarantee the request will be met. The proposed budget includes plans to draw \$20,000 from the \$35,000 in available Cultural Trust interest to support PACE programs. Available interest from the Commission's private endowment will not be drawn upon. Because all Indiana Masterpiece grants were paid with FY16 funds and total encumbrances were less than funds allocated, the remaining funds have been returned to the regional system; a payback after funds were culled from the regional system to cover the increase in FY16 AOSIII grantees. The regional system received more applicants in AOSI and APS categories this year and these returns will assist in filling qualified grants. Ms. Stewart called to approve the FY2017 Budget as submitted.

Commissioner Trevor Yager motioned to approve. Commissioner Libby Chiu seconded the motion. All were in favor. The motion passed by unanimous consensus.

- c) **FY18 Budget Construction Update.** Mr. Ricci noted that we are at the front end of FY 2018 budget construction for the Commission. The Governor's Office has asked our agency to submit numbers based on the agency's FY16 appropriations, which included Bicentennial year legacy projects. Mr. Ricci is prepared to defend these projects as a commitment beyond the bicentennial year. In looking ahead to 2018, Mr. Ricci further outlined advocating for additional resources based on the new lay of the land which has seen increased budgets of AOS grantees and numbers of APS applicants. A study group has been assembled to review this new lay of the land. Scott Wylie, Regional Arts Partner chair and member of this study group, added that with the group's current focus on community engagement, demonstrating public value of public funds is something to consider in our advocacy efforts. The possible outcomes and challenges of incentivizing community engagement were discussed. Mr. Wylie continued and warned that in incentivizing community engagement we do not want to harm the distribution to rural organizations, who are often the ones who lack the capacity to fulfill certain requirements. Mr. Ricci concluded that in looking ahead to 2018 we should anticipate further growth. Advocating for additional resources for the PACE program is also a priority, as the Commission would like to eventually have partnerships in all 12 regions. Further discussion revolved around advocacy efforts to retain young people in the State, citing current data from the Arts United Economic Impact Study and other demographic statistics. Mr. Ricci noted that there needs to be some energy put into retaining artists and young people in general. Ms. Stark noted collaboration possibilities, one example being the Lily endowment program that retains young people through scholarships to Indiana colleges. Once the Strategic Plan becomes cohesive, advocacy efforts will be better defined. Ms. Stemer proposed entering into FY18 conversations with a higher ask amount in case less is approved. Mr. Ricci concurred and added that advocates in the State will present it to their legislators to get a read on the ask amount.
- ii) **Commissioner Appointments and Reappointments.** Mr. Ricci announced that Kathy Anderson, Al Rent, Sherry Stark and Nancy Stewart have been officially reappointed to serve 4 more years as Commissioners. Susan Hardwick's expected reappointment is pending due to paperwork being batched separately. Commissioner Gil Cárdenas' second term ends on June 30th. He has agreed to serve until replaced. A list of recommended nominations (attached) was presented to the Commission for approval. Mr. Ricci asked for Commission input on State Senator Randy Truitt's nomination and noted he will not be seeking reelection beyond the end of his term in November. Discussion followed. Ms. Stewart presented the nominations for approval. Commissioner Libby Chiu motioned to accept. Commissioner Trevor Yager seconded the motion. All were in favor. The motion to submit presented recommendations for nomination passed.
- iii) **FY17 Slate of Officers.** Ms. Stewart presented the FY17 Slate of officers (attached) for reaffirmation by the Commission to enter into the last year of their two year term. Commissioner Allen Platt moved to reaffirm. Ms. Chiu seconded the motion. All were in favor. The motion passed. Nancy Stewart will continue to serve as Chair, Kathy Anderson as Vice-Chair and Linda Levell as Secretary for FY17. Formal officer elections will occur next year.
- iv) **Review of dates for FY17 Committee Meetings and Quarterly Business Meetings.** Due to national convening opportunities for Arts Commission staff members to attend the Arts Midwest and NASAA conferences being held the same week as the September 16, 2016 Quarterly Business Meeting, the Commission was asked to review and provide input on alternate dates. Ms. Michaelsen will send out a doodle poll to Commissioners to determine the best date. Once a final date is determined, the location will be finalized.

4) Executive Director Report

a) Staff update

- i) The Commission welcomed Communications and Community Engagement Manager Bridget Eckert, Governor's Summer Intern Anna Tragesser and Marketing Intern Nina Perr. Nina is a current student at Purdue University. Anna is a graduate student in the Indiana University Arts Administration and Public Affairs program. Bridget just completed her degree with Herron and was a Governor's summer intern last summer for the Commission. She was employed with the Office of the Lieutenant Governor prior to accepting her position with the Arts Commission.

b) Technical Assistance/Capacity Building update

- i) **Statewide Creative Economy Review.** Mr. Ricci presented a brief preview of the Arts United statewide economic Impact study that looks at the creative economy by region. Mr. Ricci explained that job data is coded by individual creative jobs whether that job was with a company like Lily or Cummins, for example, or if that job was an accountant within a creative company. Of note the cottage industry sector has grown 8% and regular creative jobs show a 1% increase over the last 4 years. The Indiana University Public Policy Institute is helping to put the information into public presentation form and to benchmark against other national data not included in the original study. Discussion followed on how to best announce the study findings, perhaps with another announcement in each region.
- ii) **Creative Placemaking.** The Commission is currently pursuing the Creative Placemaking Conference and the Statewide Arts Convening "bubble up" conference for FY 2017 as the most viable Capacity Building request for proposal submitted.

c) National Partnership updates.

- i) **National Assembly of State Arts Agencies.** No report.
- ii) **National Endowment for the Arts.** Mr. Ricci noted a small increase in NEA funding and their Tony award nomination.
- iii) **Arts Midwest.** Mr. Ricci presented information on Arts Midwest's investment in the State of Indiana (handout attached) noting their support of programs in our State, namely Worldfest which was held in Plymouth this year. After investing approximately \$31,000, the return is approximately tripled in grants returned to the State.
- iv) **Americans for the Arts.** While no IAC staff will attend, a conference is being held in Boston. Libby Chiu is attending separately of the Commission.

Ms. Stark questioned Commissioners giving to Arts Midwest or NASAA initiatives when requests are mailed to them personally. Mr. Ricci responded that Commissioners should do what they like in this matter. He noted that a small swath of NASAA funds is out of private fundraising. He also noted that Arts Midwest has a little more impact locally in our state. But concluded it is really a personal choice for Commissioners.

5) Committee Report

- a) **Programs, Grants and Services Committee.** In Committee Chair Al Rent's absence, Director of Programs, Paige Sharp, presented the Programs, Grants and Services Committee (PGSC) items.

i) Arts in the Parks

- a) **Historic Sites.** Upon PGSC recommendation, Historic Sites will be included in the Arts in the Parks Program. Ms. Sharp noted that no original program guidelines will change and that including these sites provide a vehicle to integrate more programming, especially in rural areas.
 - b) **Artist Workshops.** Ms. Sharp noted that workshops will be offered at Ft. Harrison, Brown County, and Indiana Dunes state parks in July and August. Training will be offered to strengthen grantees understanding of community engagement and site specificity within individual projects.
- ii) **"Lay of the Land" May meeting.** Discussed earlier in relation to the FY18 budget construction.

- iii) **New online granting system.** Ms. Sharp reported on the transition to the new online granting system, Foundant. Currently utilized by the Vanderburgh Community Foundation, in comparison with the previous granting program, ease of use by grantees and administrators, efficiency in data reporting and preservation of data integrity in that reporting are reasons for the move. Ms. Sharp noted that they have strategically pushed for the program to be in place to test with The Arts in the Parks grant applications with the hopes of going into the AOS grant cycle with increased confidence. Ms. Michaelsen thanked Ms. Sharp and Mr. Starnes for their diligence and work in this transition. Ease of use for grantees including automated email reminders for grant and final report deadlines, confirmations of received applications, and transfer of historical information will be available to reoccurring applicants. Ms. Sharp noted that conversations have begun with the Indiana Office of Technology and the Department of Administration on the possibility of entering into e-contracts. Ms. Chiu questioned access to the technology for applicants and if there have been any problems, especially in rural areas. Ms. Sharp answered that in training for the Arts in the Parks grantees this question was gauged. The role of libraries in their communities is to provide this access and the regional partners can provide assistance in locating and/or providing access to the technology for grantees.
 - iv) **FY17 Grant and Regional Partner Contract Approval.** Ms. Stewart presented the FY2017 recommended grant allocations (attached) and called to approve as submitted. Mr. Yager motioned to approve. Ms. Stemer seconded the motion. Ms. Stewart asked for any further discussion. All were in favor. The motion passed.
- 6) **Regional Arts Partner Update** – Scott Wylie, Regional Arts Partners (RAP) Chair, apprised the Commission of the work the Partners are continuing to do and improve upon. The May 2016 RAP meeting saw conversation centered on the emerging Lay of the Land and the challenges that come with trying to equitably fund growing arts organizations and increased number of art projects. In serving those agencies with improved budgets, there is a strong reduction in available APS funding and this becomes a challenge when being, for example, mindful of expanding services into rural areas. The Partners were given a preview of the Arts United Economic Impact Study and saw how the data can be used to support the creative sector. Mr. Wylie added that this data will be extremely helpful to “those who are trying to continue to insert the idea of the arts and humanities in the concept of economic development.” He continued that Evansville recently received the regional cities award. While the submitted report heavily proposed creative placemaking, no funding went to the arts. Concluding that this study is a great way for us to insert ourselves into and impact these conversations in the future.

BREAK

7) Committee Report and Special Planning Session

a) **Committee on the Future, Sherry Stark, Chair.**

i) **Cultural Trust**

- a) **Activity.** Arts Commission Marketing and Communications Director, Rex Van Zant, presented the Cultural Trust report (attached) noting assets totaling, \$2,953,732.36 and slight increases in interest rates. He continued that intern, Nina Perr, is working on display ads for all AOS III grant recipients to help us market the license plate and touched briefly on e-blast reminders that go out to plate holders prior to their renewal time. Mr. Yager proposed a campaign to push our fund to \$3 million since we are so close to the mark with marketing that utilizes and communicates those educational programs the plate benefits. Ms. Stemer questioned if commissioners can send out the information on social media to further market and Ms. Stewart concurred that we can. She noted she provides information about the plates and programs to the organizations she belongs to. Ms. Chiu suggested sending promotional materials to car

dealerships. Mr. Ricci suggested promoting the sales push after the legislative session to shelter the fund from possible political motivations that may impede the fund's purpose.

- b) **Establishment of low number issue policy.** Pending further discussion with the Bureau of Motor Vehicles, the low number plate issue policy has been deferred. Mr. Van Zant offered information to those who would like a low issue plate.

ii) **Strategic Planning, Sara Peterson, Consultant**

- a) **Web Café Results.** Intern, Anna Tragesser highlighted web café results (attached) for artists, organizations and community leaders noting similarities and differences in ways each group saw the arts working in their communities. For all participants focus was on education, community development and placemaking. Each group was asked in what ways they saw the IAC helping. Results showed access to education, developing the arts in rural communities, leadership development and community level arts marketing were important to all constituent groups.
 - a) Consultant Sara Peterson presented the Commission with emerging Strategic Planning focus areas and guiding principles. With research complete, she presented the timeline for the final stages of the process (attached). The second Strategic Planning Steering Committee (SPSC) meeting will take place on June 28th with the specific objective to narrow the plan. Discussion on establishing junctures for public input ensued. It was noted that the public has had access to the process throughout.
- b) **Outcomes discussion.** Ms. Peterson reported on the staff and Commissioner Outcome Evaluation and logic modeling workshops with Minnesota Humanities Council Executive Director David O'Fallon. Ms. Michaelsen noted that evolving our systems and processes around impact will help how we work as a staff. Mr. Ricci noted that whether you use a logic model or not, intentionality of process and discipline of mindset is what we are introducing. He continued that since the IAC is an *indirect agent* that creates something through other organizations and partnerships, it becomes more challenging to articulate our direct impacts. Ms. Peterson introduced a metaphor to explain. If you drop a rock in a lake there are many extraneous variables that make it hard to discern if the effect you cause is directly linked to your rock. As opposed to a rock being dropped in a bathtub in a more controlled environment. Discussion followed on the 4 focus areas (Access, Impact, Capacity and Diversity) that emerged from the first strategic planning session and how input from the web cafés has begun to build upon these. Ms. Michaelsen noted that in the Commission work session with Mr. O'Fallon there was an emergence of the "Big Idea" concept: what is the change the IAC seeks to create in the world so everything else we do can make sense under it. Mr. Ricci noted the example of Indiana University under the direction of Chancellor Wells. The "big idea" he implemented was to make IU global and this has transformed IU into what it is today. Mr. Yager in response asked, what is our *Big Idea*? Ms. Michaelsen answered that in the Commissioner workshop the idea started to coalesce. Many of our programs, including PACE and Arts in the Parks, are all "embedded" with the arts. Mr. Platt noted that the value of "arts everyday everywhere for everyone" is a great way to "capture the pervasive accessibility and inclusiveness of our mission and noted whatever the big idea is, it should capture a sense of this." Mr. Ricci responded that we don't have to create a new tagline or lose sight of this one, what we are going for is a philosophy that permeates everything we do. Mr. Yager asked about tactics. Ms. Peterson responded that this will be the focus of the next strategic meeting. Mr. Yager cautioned against lingering too long in this planning phase. Discussion on the reoccurrence of the SPSC every 5 years followed. Since a great deal of work and time is going into this plan, perhaps, when we begin the process again in the next 5 years, the preliminary meetings can be avoided and the Commission can just build out work plans, instead of revisiting what has already been accomplished. Mr. Ricci agreed but added that each administration wants to have some input

or perceived input into that level of the Commission's work. Ms. Peterson added that for long term impact, the foundational items that are emerging from this strategic planning session should be evergreen. These ideas should not change every 5 years. For example, economic development and education will always be components. Ms. Peterson also added that the NEA has some requirements on strategic planning reporting. In conclusion, Mr. Yager proposed using dashboards to track the continued progress of our programs.

- 7) **Old Business/New Business.** Mr. Ricci reported that Community Development Manager and Education Coordinator, Sara Fronczek will be retiring within the month. Ms. Fronczek, a former educator and state education board member, brought her expertise to forming the PACE program and maintaining the Individual Artist Program. Mr. Ricci expressed his gratitude to Sarah for what she brought to the Commission.
- 8) **Closing Comments.** Ms. Stewart thanked everyone with a reminder that in September we will have more in depth information on the Strategic Planning results and the economic impact study.
- 9) **Adjourn.** Ms. Stewart called to adjourn the meeting. Mr. Yager moved to adjourn. Mr. Platt seconded the motion. All were in unanimous consensus and the meeting adjourned at 11: 45 a.m.