



DRAFT

COCA Executive Committee Meeting Minutes

Thursday, August 18, 2022

4:00pm

Attendees in-person: Kathy Maiorana, E. Marie Sissle, Kristen Summers, Dan Taylor

Attendees virtually: Nathan Archer, Rachelle McClure

Absent: Lucia Fishburne

Members of the public: Kerri Post, Visit Tallahassee

Staff: Hillary Crawford, Sahara Lyon, Sarah Painter, Samantha Sumler, Kathleen Spehar, Nick Pavlovik

Chair Dan Taylor called the meeting to order at 4:04 pm. Dan asked Kathleen Spehar to remind everyone of the Governor's public meeting rules, which she did.

Kathy Maiorana moved to approve the items in the consent agenda, and Kristen Summers seconded the motion unanimously approved.

Dan moved on to Old Business, the draft FY24 budget (attachment 5). Nick went over changes in the budget. The Cultural Grant will increase by 61% and the Marketing Grant will increase by 75% due to increased TDT collections. Nick reminded the board that we are aligning awards with actual tax revenue collected. The grant income line-item increase is due to full funding from the Division of Arts & Culture, which doubled our award for next year. We are receiving \$40,000 out of our ARPA funds, and an additional \$50,000 in smaller grants (\$10,000 - \$15,000 each) including South Arts, Bloomberg, DAC, NEA Partnership, and Duke Energy. Memberships and license plate income remains steady. We are projecting an increase in advertising. The increase in expenses is due to equipment and payroll. This is due to remote work and new hires. Marketing increased to previous levels due to the TDT collections going up. Due to the hybrid office environment, office space is decreasing. Dan asked about the insurance change. Nick said it is due to adding new hires to our insurance plan.

Dan addressed a question from Kathleen regarding the requested notes on the budget for clarification. Nick will include notes for line items questioned at the meeting. Dan stated that notes on changes in the month-to-month budget make more sense than on the annual budget unless there was a significant change. Kathy asked what was driving the increase in direct costs related to cost of revenue. There was clarification that these are not pass-through grants, but COCA's programming costs related to contracted services from incoming grants to COCA for our programming costs. Dan requested notes for clarity when presented to the entire board about issues raised in this meeting. Kathy moved to approve the operating budget, with the addition of notes suggested at today's meeting, seconded by E Marie, and unanimously approved.



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Dan asked Kathleen for an update on the strategic plan. The strategic plan committee met in June to incorporate changes and clarity on goals, objectives, and metrics. The committee has not had a chance to weigh in on the updated plan but will do so by August 25. Rachele asked how COCA would track metrics. Previously, COCA staff added a tracking column to the plan. Metrics are collected weekly, monthly, and daily by staff and included in the biannual reports for the City and the County. Dan asked if Kathy or Rachele had a suggestion about tracking the plan. Kathy suggested that the board receive updates bi-annually in a report form. First report would be ready for the May board meeting. Executive committee will make any proposed changes in Word, with tracking and forward them to staff.

Dan then moved on to the FY23 Cultural Grant Awards. Kathleen shared that the Cultural Grant panel took place in June, and the Cultural Tourism Marketing Grant panel will be on August 25. Hillary presented the FY23 Cultural Grant Award report. The grant panel recommended funding for all 25 organizations eligible for tourism funds. The total recommended funding totals \$822,638. The panel reviewed the four organizations not eligible for TDT funds and recommended them for funding pending the appropriation of City funds to COCA's grant program. COCA staff will continue to work with applicants on visitor tracking and out-of-county marketing, which seem to be the main eligibility issues for TDT funds. E. Marie asked about any additional funds not awarded, and if they could fund the other four applicants. As these are TDT funds, and those organizations are not eligible for TDT funds, COCA has applied for a subgranting grant from the NEA for FY24, which would allow us to regrant funds to organizations not eligible for TDT funds. If the City funds do not come through, these organizations will not receive funding. If there are any TDT funds left over from this round, they will move forward to next year. Grantees must receive a minimum score of 70, awards are based on their score. Applicants with scores from 70 – 79.99, receive 80% of requests; 80 – 89.99, 90% of request, and 90 – 100 100% of request. Kathy said that the number of applications were down from previous years, E. Marie asked if we knew the reason for this decrease. Hillary stated that organizations that have not been eligible for TDT funds in the past have chosen not to reapply. This confirms the need for City funding for local art programs. E. Marie moved to approve the FY23 Cultural Grant Report, Kristen seconded the motion, which was unanimously approved.

Dan moved on the slate of offices. The slate will remain the same for FY23 due to staff changes that have occurred recently. Dan moved to approve the slate, E. Marie seconded the motion, which was unanimously approved.

COCA requests the County reappoint Dan Taylor and Rachele McClure to their County seats for another term. The FY23 board candidates to the City business seat are Carol Hill, Elizabeth Paine, and Giovanna Williams. Dan moved to present the candidates to the entire board at the September meeting. E. Marie seconded the motion, which was unanimously approved.

Kathleen went over the FY23 Subcommittee appointments. The community engagement team is disbanding since all board, staff, and COCA street team will continue to work in engaging the community. The strategic plan is ad-hoc and will meet as needed. When reviewing the committees, staff looked at the top three priorities for COCA in FY23. The three active committees will be Membership, Grants and DEI.

Kathy asked if all board members were on a committee, and Kathleen confirmed. Dan stated that members might request to serve on an additional committee or to change committees. Kathy moved to approve the FY23 Subcommittee Placements, E Marie seconded, and the motion was unanimously approved.

Dan moved on to the FY23 board schedule. There were no questions. Dan moved to approve the FY23 Board Schedule, Kathy seconded, and the motion was unanimously approved.

Subcommittee reports were given. Under Membership, Kristen had no updates, but the membership campaign is ongoing, and board members should continue to recruit members and business sponsors. Kathleen added that a consultant is coming in September to assist with membership. The current focus is on renewals.

Under Grants, Hillary shared that the Cultural Tourism Marketing Grant panel will take place on August 25. Hillary stated that we continue to collect feedback from grantees. As a result, staff will update the guidelines for FY24, and work on incorporating feedback with the grants subcommittee. Updated guidelines will then be present to the executive and the board. Hillary asked for a board volunteer to observe the meeting. Kathy agreed to attend the meeting.

Under DEI, E. Marie stated that the DEI committee will be meeting in- person on 8/22 at 5:30 pm. At the July board meeting, the board agreed to have a DEI discussion at the September meeting. The committee will plan for this.

Under Community Engagement, Dan stated that this will be the last report for this committee. He requested that as everyone went out to events, that they share and post on social media, or send photos to staff to post on their behalf.

Dan gave the Chair Report. He started with DEI and stated that he sits on another board that was able to do some DEI work with UPHS (United Partners in Human Services). There was a survey that enlightened issues that need addressing. Although COCA is a smaller organization, there are things we can do to address these issues. Dan then asked that everyone keep their membership current, promote memberships, and consider gifting memberships. The next full board meeting is September 1, and he requested that members attend in person, if possible, to reach a quorum. Dan reminded everyone that the State of the Arts license plate creates revenue for COCA.

Staff Reports followed. Hillary attended the Leadership Exchange in Arts & Disability (LEAD) conference in Raleigh and will be sharing some accessibility resources with staff, board, and grantees.

Nick stated that we are moving closer to end of fiscal year. Nick is working on wrapping up our fiscal year and preparing for the audit that is coming up in October.

Staff Reports continued. Sarah shared that applications are live for Photofest and the FY23 Art in Public Places program. Sarah has assembled an Advisory committee to review submissions. Two of three artist are confirmed and starting their projects for the Greater Art for Greater Bond project. Staff continues to collect surveys for AEP6. COCA is working with Tallahassee Museum about open air gallery, and

discussions continue with other exhibition partners. In addition, Paloma Rambana is onboarding as intern. Paloma is an aspiring curator and disability advocate she will work on ways to make COCA more accessible.

Sahara shared that she has sent out arts and education newsletter for August, launched the application for the Arts and Education Grant, and is researching grant opportunities for COCA and our constituents. Sahara has been doing community outreach, including sending an email to every principal and arts teacher in public elementary, middle and high school, and attended and attending the elementary art teacher's meeting. Sahara is currently working on the Winterfest grant application which will go live in September, looking into new programming and expanding our arts education resources. Dan stated he was excited about the timing of Sahara's onboarding as the school year is about to start. E Marie suggested that Sahara email the public charter schools as well.

Samantha (Sam) shared that they started July 25 and has been spending their time gathering a firm foundation at COCA, especially learning about current marketing strategies. So far, they are focusing their time on advocacy PSA videos, updating marketing materials, and reprinting tag rack card. Sam continues increasing engagement through the street team, strengthening marketing resources for grantees, expanding community communications, and engaging with institutions of higher education. They are working with new writer for COCA spotlight articles. They are also working on the newsletters, to bring our open rates up to nonprofit industry standards. COCA will release two more advocacy videos by September 7. Dan stated that September 7 is the City meeting to address their FY23 budget and COCA's funding request will be discussed. Dan asked about the feature writer, and Sam confirmed the new writer is Christina Rodriguez de Conte

The Executive Director report was shared. Kathleen stated Sarah, Sahara and Samantha have done excellent job onboarding to COCA. Each staff member has started three or four new initiatives since they've begun. Kathleen also appreciates how staff members are collaborating with each other. She then moved to updates. The Sheridan performing arts center project is going in a different direction and will no longer be located at the Northwood Mall. The Sheridans will continue to talk with COCA about potential sites. All the DOMI Station renovations are moving forward, so they have extended their construction completion timeline. COCA can stay in its current facility on a month-to-month basis while construction takes place.

COCA continues to pursue the requested FY23 City funds for our grant program, to fund local community arts programs. The FY23 budget meeting is at City Hall on September 7 at 3pm. The \$300,000 has been broken down by priority level, with \$40,000 for the FY23 cultural grants needed immediately. The remainder will reinstate programs that were previously funded or be available for new organizations and programs. Funding is crucial to our community, and we will continue to work with the City on ways to fund these programs. On a national level, the Art and Social Impact Explorer tool in your materials are in your packet and shows how the arts can impact quality of life, poverty, and other social issues. There is some additional legislation that would impact the field, including the Create Act which impacts gig workers. COCA staff continues to collect surveys for our AEP6 study, and we are currently at 40 % of our overall goal. On September 1, after the board meeting, COCA will host a meet and greet with our new staff at Ouster City brewery. Events are increasing, and there are several gallery



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openings in September. The State of the Nonprofit Sector event will take place on September 29 at Theatre Tallahassee at 10am. Staff continues working with the City and County on the Bicentennial plan. Samantha's has agreed to represent COCA on the City's DEI committee. We continue working with our partners on Greater Art for Greater Bond, Asphalt Art Project, History & Culture Trail, and resources for the community's next Cultural Plan.

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General announcements were made. E Marie shared that SOMO Arts receive 173 seats from Young Actors Theatre. Kristen announced a ribbon cutting for the latest KCCI project on August 25 at 10am at Pedrick Pond. Nathan has a cartooning workshop coming up August 27 from noon - 1 pm.

Dan adjourned the meeting at 5:21 pm

Respectfully submitted by Hillary Crawford