



MINUTES

COCA Executive Committee Meeting

Thursday, October 20, 2022

4:00pm

Attendance: Dan Taylor, Kathy Maiorana, Lucia Fishburne, Nathan Archer, Rachelle McClure (virtual)

Absent: E Marie Sissle, Kristen Summers

Staff Attendance: Kathleen Spehar, Hillary Crawford, Sahara Lyon, Samantha Sumler, Nick Pavlovic (virtual)

Staff absent: Sarah Painter

I. CALL TO ORDER, WELCOME GUESTS, and PUBLIC INPUT

Dan Taylor, Board Chair, called the meeting to order at 4:07 PM. There was one guest in attendance, Kerri Post. There was no public input. Dan asked Kathleen to read COVID meeting guidelines and she did.

II. CONSENT AGENDA

Dan asked for any questions on the consent agenda items. None were shared. Nathan moved to approve the consent agenda, Kathy seconded, and the motion was unanimously approved.

III. REPORTS

a. COCA Connects FY22 Sub-Committee Reports

Kathleen moved to membership discussion. Currently there are 258 members, and COCA membership income is the highest to date. Membership is being migrated to the COCA website, and we have set up a Stripe account to take payments directly through the site. The new membership platform is more cost effective, and the Stripe payment option is integrated and can be used for multiple purposes beyond membership. Giving Tuesday is November 29th, and COCA will be launching a membership campaign that will last through the end of the calendar year.

The Grants Subcommittee met to review, provide feedback, and approve changes to the Cultural Grant guidelines for a second round of funding in FY23, to distribute the City's \$300,000 investment. All tourism restrictions have been removed, and the tourism section of the review criteria has been replaced with a section that aligns to the goals of the City's strategic plan. The program will launch in November.

Kathleen discussed the Coffee with COCA program and its connection to Diversity, Equity, and Inclusion (DEI) committee priorities. Dan mentioned this is COCA going to groups instead of expecting them to come to us. Nathan discussed another meeting he attended that included a DEI workshop where he received training and materials that he will share at the next DEI meeting.

b. Chair

Dan Taylor had nothing to report.

c. Staff

Nick, Business – Looking at the income and expense statements, he shared results from the end of the FY22 fiscal year. He claimed it was our best year yet. Every single revenue stream was above budget, and membership was up. Grant income increased by 32%. This resulted in a net income of \$183,000. He then moved to balance sheet. He confirmed there is enough revenue to pay all the fiscal contracts and honor those contracts

Sarah, Public Art – *(since Sarah was absent, her report was read by Kathleen)* COCA is opening a popup gallery of Harris Wiltshire’s work at the COCA building. The lobby is prepped and ready for installation, and October 26th has been scheduled as a meet the artist event. Other projects are moving forward. The artist selection committee is meeting for Photo Fest. Michael Crowne’s mural on the Speed Store has been completed. The Art Garden artwork by Zarryen Gaines is ready and needs to be installed. Banner photography has been taken and is moving into the design phase. For the Asphalt Art neighborhood safety project includes murals on crosswalks. The project has been delayed due to construction and is scheduled for the spring.

Sahara, Arts Education – Membership emails were sent out inviting renewals, and social media posts were created featuring two current members. 60 memberships were purchased during the campaign, of which 14 were new, and membership revenue exceeded goal. The arts education grant closed with 22 applications. The panel meeting will take place on November 8. Panelists include Dr Thomas from FAMU Music Education department and Dr Donald of FSU’s Art Therapy program. For Winterfest, 42 teachers applied (2 works per teacher). Each teacher will receive a \$100 stipend. A professional development drumming workshop for teachers, funded through the Duke Energy grant, is being planned.

Samantha, Marketing & Communications – COCA continues to connect with new organizations and share information about our services and programs. This includes Queer TAC, who were invited to become an active part of COCA and purchase a membership. There have been discussions with different arts orgs about expanding our

definition of arts and culture and are currently looking at how to include culinary arts. Street Team engagement has increased through social media. Instagram engagement has increased exponentially, including Reels. Spotlight articles are successful. Media guide and ad package have been updated. The remainder of the marketing budget used to purchase promotional materials. For FY23, we plan to expand our swag to reflect the art that organizations COCA represents. Redesigns to the newsletters have increase reporting stats. The industry standard is 35%, which was met a month earlier. Staff will launch a “Get to know COCA” one on one campaign in November.

Hillary, Grants – The FY22 grant period ended September 30th, with final reports due October 30th. Contracts are going out for FY23, and payments will be requested as contracts are executed. FY23 grantees will be paid out after their reports are approved. Group 4 grantees will receive the full award in the first payment. Groups 1,2,3 will receive 50% in the first payment, and the remainder after submitting the mid-year report. The second round of the FY23 Cultural Grant- City Funding is ready to launch in Submittable. The program launch will be November 3rd. COCA was invited to apply and submitted a South Arts Community Impact grant to extend its current Great Art for Greater Bond project. Staff is currently looking for additional external funding opportunities for COCA and our constituents. Staff is presenting a grant/fundraising panel for Domi Station’s startup week. Kathleen provided a response to an email from the County concerning feedback given at a previous meeting on the FY22 grant process.

d. Executive Director

Kathleen Spehar shared her report. COCA is now fully staffed for FY23. COCA is waiting on the city to appoint the vacant Business seat on the board. COCA hosted Randy Cohen from Americans for the Arts for 2 days. The itinerary included site visits to local arts agencies, and a discussion on arts and economic impact. with Randy and Tallahassee’s mayor John Dailey, moderated by Kim Kelling of WFSU. COCA hopes to bring Randy back in the Spring, to visit all the Chambers, coordinated with WFSU. Dan noted that Americans for the Arts loves Tallahassee and Leon County. Kathleen noted the Arts & Economic Impact Study 6 (AEP6) survey is also tracking BIPOC events and organizations. Our city contract is currently being drafted. There will be a separate contract to administer the City’s \$300,000 investment in the Cultural Grant program. Opening Nights moved out of the COCA building in late September. Discussion on facility options continue as COCA plans its move from the current building. Staff will tour DOMI Station tomorrow.

IV. OLD BUSINESS

There was no old business.



V. NEW BUSINESS

a. Board Member Responsibilities

Board Member Responsibilities for FY23 were presented, noting there were very few changes made from FY22. Board members were asked to recruit Business Memberships for COCA, and dates and hashtags for event postings were updated. Staff requested that board feedback be provided in early November before the revised version is presented to the full board in November.

VI. ANNOUNCEMENTS

There were no announcements.

VII. ADJOURNMENT

Dan asked that the committee go into executive session to review a request from members of the COCA staff. Nathan motioned for an executive session; Kathy seconded. The motion passed unanimously. The meeting was adjourned at 4:50 PM and the committee entered executive session. The executive session began at 4:52 pm and ended at 5:15 pm

Respectfully submitted by Hillary Crawford