



MINUTES

COCA Grants Subcommittee

Tuesday, September 27, 2022

4:00pm

Attendance: Amanda Clements, Beth Keating, Katherine Maiorana, Ayne Markos, Rachelle McClure

Absent: Kim Harding, Paul Lewis, Jr.

Staff: Hillary Crawford, Sahara Lyon, Kathleen Spehar

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

Amanda Clements, Chair, called the meeting to order at 4:02 PM. There were no guests or members of the public present.

II. CONSENT AGENDA

A. Grants Subcommittee Meeting Minutes – March 9, 2022

The chair asked for discussion or corrections to the minutes, and none were given. Kathy Maiorana moved to approve the minutes, and Rachelle McClure seconded. The motion was approved unanimously.

III. OLD BUSINESS

A. FY23 Grants

Hillary Crawford, COCA Grants Manager, presented an update on the FY23 Grant process. The FY23 grant rounds have closed. There were 29 applications to the Cultural Grant Program. 25 applications were deemed eligible for Tourism Development Tax (TDT) funds, and four were deemed ineligible from the County review. All 29 applications were reviewed by the panel on June 30th. All applications were recommended for funding, with the four TDT ineligible grants to be funded contingent on the appropriation of City funds. There were 23 applications to the Cultural Tourism Marketing Grant Program. Upon the County review, all were deemed eligible for TDT and recommended for funding. Funding recommendations have been approved by the COCA Board and the Tourism Development Council (TDC). The Chair asked for questions or discussion, and none was given.

IV. NEW BUSINESS

A. FY23 Cultural Grant – Round Two

Hillary Crawford, COCA Grants Manager, went over the changes to the guidelines for the second round of FY23 Cultural Grant Program to award the \$300,000 appropriated by the City for FY23. The funding for the four grants previously recommended by the applications reviewed

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in June totals \$31,344. The remaining funds will be awarded to organizations for local arts and cultural programs taking place in the City of Tallahassee. Applicants will be able to request \$10,000, regardless of budget size. The grant request cannot exceed 50% of the program/project budget. The Tourism Criteria was removed from the guidelines and replaced with a Community Impact section. The Community Impact section aligns with the City's Strategic Plan goals. The guidelines provide examples and resources for grantees to address how their project or program aligns with the following: Economic Development, Impact on Poverty, Public Safety, and Quality of Life. Applicants will not be eligible to receive funding from the Community Human Services Project (CHSP) or the Community Redevelopment Agency (CRA) for the same program/project. Priority funding will be given to applicants not funded in the first round, BIPOC organizations, and organizations with budgets of less than \$150,000.

Rachelle asked if we have previously asked our grant applicants to identify how they impact economic development or impact of poverty quality of life. Hillary stated that the economic impact numbers are collected annually from applicants, but that the impact on poverty is new. Rachelle requested that we assist grantees with the city strategic plan alignment question. She also suggested that we urge City funded grantees to track their out-of-County visitors as well to help them prepare for TDT funding eligibility. Hillary said that there are links to definitions and examples in the guidelines. There will also be a workshop for grantees and new applicants to go over the application and one-on-one consultations will be available for both. We can request zip codes and counties from grantees to see where visitors are coming from and investigate some more resources for grantees to help tracking visitors.

Kathy asked for if grantees recommended for City funding would they need to reapply since the application was different. Hillary stated that the tourism criteria was removed for the applicants in the previous panel, but that they would have the option to reapply to the second round or apply for additional funding up to the \$10,000. Kathy asked if we would award the full \$300,000 or if we were planning on holding anything back for next year. Hillary said the intention is to award the full \$300,000, but that any remaining funds would be moved forward to FY24. Kathy asked if grantees who applied for the Cultural Tourism Marketing Grant would be allowed to apply for the city funding too. Hillary explained that the Marketing grant was funded through TDT funds, therefore grantees could apply for both. Hillary said that grantees funded in Round 1 would have to apply for expenses that were not included in the previous grants.

Kathy then asked if the name of the program should be different so that there is no confusion about the grants. Hillary stated that COCA's grant program was originally created with the City for community arts programs, and the tourism language was added to accommodate the restrictions on TDT funds. The hope is that we can go back to funding all organizations through the same program using both City and County funds. This year, the funding was allocated too late to be included in one round, but hopefully in the future, we can review all applications together. We will add "City Funding" to the title of the grant program for clarification. Kathy

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moved to approve the guidelines with the suggested language changes, and Beth seconded. The motion was unanimously approved.

B. Tallahassee Museum FY18 Cultural Facilities Grant

Amanda then moved on to the Tallahassee Museum FY18 Cultural Facilities Grant. Hillary reviewed the process to date for the request of an extension from the County to close out the Tallahassee Museum grant. Kathleen added that the extension would also allow FAMU to complete their reporting requirements for their Black Archives grant project. Ayne asked if there would be a deadline on the usage of funds. Kathleen stated that FAMU would have through the end of November to complete their report, and Tallahassee Museum would have an extension through August of 2024 to complete their project. Rachelle moved that we move forward with the process for amending the Tallahassee Museum contract, Kathy seconded. The motion was approved unanimously.

V. ANNOUNCEMENTS

Kathleen announced that the Giving in Florida event and the Artist Talk have been postponed due to Hurricane Ian, and that COCA offices would be closed on Friday. The committee agreed to meet again on December 1st to review the FY24 guidelines.

VI. ADJOURNMENT

The meeting was adjourned at 5:04 PM.

Respectfully submitted by Hillary Crawford