



MINUTES

COCA Board of Directors Meeting

Thursday, November 17, 2022

4:00pm

Attendance (in person): Dan Taylor; Kathy Maiorana; Nathan Archer; Rachele McClure; Kristen Summers; Ayne Markos; Commissioner Kristin Dozier; Commissioner Jeremy Matlow; Jennifer Wright-Allen

Attendance (virtual): Donmetrie Clark, Paul Lewis Jr

Absent: Amanda Clements; Haiqiong Deng; Lucia Fishburne; Kati Schardl; E Marie Sissle; Beth Keating; Heather Thomas; Kim Harding; Michelle Personette

Staff (in person): Kathleen Spehar; Hillary Crawford; Sahara Lyon; Sarah Painter; Samantha Sumler

Staff (virtual): Nick Pavlovik

I. Call to Order

4:04 pm The meeting was called to order. Dan asked Kathleen to read Governor's meeting orders and she did.

II. Consent Agenda

The consent agenda was skipped at this time, due to a lack of in-person quorum. Kathleen took this opportunity to recognize two Ex-Officio Board Members for their service to COCA. Calla McNamara, the Board liaison for Florida State University (FSU) left the board after six years of service. Calla has been replaced by Jennifer Wright-Allen, Director of Opening Nights at Florida State University (FSU). Commissioner Kristen Dozier did not run for reelection to her County Commission seat and was recognized for her eight years of service. The Commission will appoint a new member of the Commission to replace her. Both members were presented with framed original portraits by COCA Board Member and artist Nathan Archer, in appreciation for their service.

III. Reports

A. COCA Connects FY23 Subcommittee Reports

Membership Subcommittee-Kristen Summers, Membership Subcommittee Chair, gave a report from the membership meeting. A plan was created for Giving Tuesday and the December Membership Campaign. A one-page flier was also created and shared with the Board. The November 29th Giving Tuesday campaign focuses on "Radical Generosity" and the definition of radical generosity was shared. The campaign will consist of five emails beginning on Giving Tuesday and continuing through December 31st. Emails will be sent through constant contact, and there will be a social media portion as well. Will highlight grantees and COCA's services. Campaign goal is \$3500, and 60 memberships with 20 new members, and 40 renewals. New "Producer"

COCA's mission is to serve and support the community by promoting and advocating for arts and culture in Florida's capital region.



membership level introduced at the \$1,000. Membership benefits have been increased as well. Flier comes in two formats, print version features QR codes, and digital version features links. Kathleen requested that the Board recruit at least one new business member and donate to the organization.

Grants Subcommittee – Chair Amanda Clements was absent, so Hillary Crawford, Grants Manager presented the Grants Subcommittee report. The committee met in September, and there was discussion about the distribution of the City’s \$300,000 investment in COCA’s Cultural Grant program for FY23. The committee was presented with updated guidelines. All tourism language was removed from the guidelines and replaced with Community Engagement consisting of alignment to the City’s strategic plan. The committee approved the changes, and the grant program launched on 11/3. The committee will meet again in December to review changes for FY24.

Diversity, Equity & Inclusion (DEI) Subcommittee –Chair E. Marie Sissle was absent, so Nathan Archer presented the DEI subcommittee report. There was a meeting with the DEI committee with new committee members to go over priorities for this year. DEI is launching a new initiative called Creating Spaces, where COCA is going to different spaces, specifically BIPOC organizations, and organizations that are not currently connected with COCA. COCA will be partnering with Capital City Chamber to present some networking events that will be inclusive to BIPOC organizations. The first event will be held on December 6th at Poco Vino.

B. Chair

Dan Taylor presented his report. Dan was asked to speak about arts, culture, and heritage at Opportunity Tallahassee to about 40 new and emerging leaders and some new residents. Dan asked that the board continue to attend arts and cultural events and share and tag COCA on social media.

C. Liaisons

Jennifer Wright-Allen from Florida State University’s Opening Nights announced upcoming events to celebrate the 60th anniversary of integration at FSU; along with several upcoming performances presented by Opening Nights. Donmetrie Clark from Tallahassee Community College shared upcoming performances at TCC’s Turner auditorium.

D. Staff

Nick Pavlovik, Business Manager provided an update on the status of COCA’s FY23 grant contracts and payments, which are over 80% completed at this time. The City contract to administer the additional \$300,000 investment in the grant program is being negotiated. COCA is currently working with our auditors to complete the FY22 audit. The final audit report will be presented to the Board at the January meeting. Dan commented that the financials look great.

Hillary Crawford, Grants Manager provided an update on COCA's grant programs. Of the 50 awards made in FY22, all final reports have been approved except for two grantees who requested an extension. For FY23 grants, there were 51 awards in total. Currently there are three outstanding contracts for the Cultural grant and three outstanding contracts for Marketing grant. Payments have been requested for all grants with executed contracts. The grant portal opened for the City funding on November 3rd, and a webinar was presented on November 9th, along with a presentation to FSU faculty earlier today. The application deadline is December 8th. COCA is currently seeking panelists to review the City funding round, and the panelist nomination form is available on our website.

Sahara Lyon, Arts Education Manager, provided updates in her area. For the FY23 Arts Education grant, COCA received 22 applications, which were reviewed on Monday. 17 awards were fully funded for a total of \$7,498, and an additional award was added this year. Contracts have been sent out to all teachers, and payment requests will be submitted as soon as contracts are executed. The Winterfest exhibit opens this week. 40 teachers submitted artwork, and 39 will exhibit their work in person. The exhibit features 77 artworks in person and 79 in the online gallery. 11 awards will be presented at the opening reception, including first, second, and third place for elementary, middle, and high school; honorable mention; Mayor's choice, and a new award "Amanda's Choice", in honor of COCA's former Assistant Director, Amanda Karioth Thompson. Each participating teacher will receive a \$150 stipend.

Sarah Painter, Public Art Manger provided an update on COCA's exhibition programs. The Winterfest exhibition is opening tomorrow night at City Hall, while Photofest will be opening at the airport on December 1st. Artist agreements for 2023 are currently in process. The opening reception for Brush Strokes and Harris Wiltshire occurred earlier this fall, and an extension exhibit for Harris is currently downstairs in the lobby. The Great Art for Greater Bond (GAGB) projects are finishing up. Walter McDonald is the artist for the Banner project; Michael Crown for the Speed Store Mural, and artist Zarryean Gaines is continuing to work on the Art Garden project. His works will be installed with Parks and Recreation, City of Tallahassee, by the end of the year. The prospectus for Asphalt Arts is launching tomorrow. It starts with a Phase 1 RFQ, then RFP, and finally an artist/s will be selected from these proposals. Nine crosswalks and two intersections will be painted. \$15,000 will be paid out to artists. A schedule for March and April of 2023 completion is in place, unless construction delays interfere. Commissioner Dozier asked about the process of working with Parks & Recreation to see if the process can be replicated in other areas and neighborhoods. The Bicentennial was mentioned as a potential way to incorporate more art.

E. Executive Director

Kathleen Spehar presented her advocacy update with post-election information on the local level, and policies and procedures on the state and federal level. Kathleen



announced that statewide advocacy meeting would take place in Tallahassee March 21 – 23, 2023. This fall, Randy Cohen, Vice President of Research for Americans for the Arts, had a successful visit with the Mayor and several local arts organizations. COCA hopes to bring Randy back again in the spring to continue the conversations with our local government officials. Kathleen shared that COCA offices will be relocating to the DOMI Station building over the next few weeks. Finally, Kathleen discussed the upcoming membership campaign and requested the board continue to recruit COCA members.

The meeting moved on to the approval of the consent agenda, as there was now quorum. Rachele McClure moved to approve the consent agenda, and Kristen Summers seconded. The motion was unanimously approved.

IV. OLD BUSINESS

V. NEW BUSINESS

Dan then moved on to New Business as there was no Old Business. The FY23 Board Member responsibilities have been updated, but the changes are minimal. The Board is asked to continue to represent COCA at local cultural events. When members attend an event, they are asked to post on social media using the recommended hashtags.

VI. Announcements

Commissioner Matlow recognized COCA staff for a remarkable year including the increased City funding and relocating of our office.

Commissioner Dozier congratulated Ayne Markos for her new job as Director of Finance at Innovation Park.

Kathleen announced that the second annual Family Day celebration will take place the day after Thanksgiving 10AM – 2:30 PM at Lake Anita Favors Park.

Rachele expressed appreciation to program staff for providing metrics in their reporting.

VII. Adjournment

The meeting was adjourned at 5:27 pm.

Respectfully submitted by Hillary Crawford.