



MINUTES

COCA Grants Subcommittee

Wednesday, December 14, 2022

4:00pm

Attendance: Amanda Clements, Katherine Maioriana, Beth Keating, Rachelle McClure

Staff: Kathleen Spehar, Hillary Crawford

Public: Kerri Post, LaShawn Riggins

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

Committee Chair, Amanda Clements, called the meeting called to order at 4 PM. Amanda asked Kathleen if there were any guests. Kathleen stated there were no members of the public, and no requests had been made for public comment.

II. CONSENT AGENDA

Amanda then moved on the consent agenda. There were no questions or discussion. Kathy moved to approve the consent agenda; Beth seconded. The motion was approved unanimously.

III. REPORTS

Amanda asked Hillary to present the reports. Hillary provided an update on the FY23 Cultural Grant Round 2 application process. The deadline was December 8th. 27 applications were received: including 10 from new organizations; 8 from BIPOC organizations; 19 from organizations with budgets of \$150,000 or less. The funding pool is great enough to fund all applications submitted in December, and the applications recommended this summer.

Hillary then presented an update on the outstanding Cultural Facilities Matching Grant projects. COCA was contracted for an additional two years to close out the remaining projects. FAMU has submitted their final report for their Black Archives project. The report was approved, and the file is closed. An amendment has been executed for Tallahassee Museum, amending their property purchase to funding to support the construction of a new alligator exhibit. The new project must be completed by September 1, 2024. Amanda asked if there were questions, there were none.

IV. NEW BUSINESS

Hillary then presented the summary of proposed changes for FY24 (attachment 2). Changes include the proposed tourism eligibility meeting; combining of Cultural and Marketing grant applications; and inclusion of community in rubric to accommodate both county and city funding.

The proposed eligibility meeting would replace the current second step of the county's eligibility review. After the preliminary review, any applicants with eligibility concerns from the Director of Tourism would have the opportunity to address those concerns in a public meeting, where a final decision would be

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made regarding eligibility. The meeting would be public, and would include COCA's grants subcommittee, and Tourism staff. This meeting would cut down on the application review time and improve transparency in the Tourism review process.

Historically, some applicants are eligible for the Marketing Grant, have not been eligible for the Cultural Grant; although, the eligibility requirement is the same. Since out of county marketing/promotion is required per statute for tourism funding, the Marketing grant request would fulfill the statutory marketing requirement for both programs. Combining the Cultural and Marketing grants would decrease the workload on the applicants as most applicants apply to both programs. There would only be one TDT review process, which would decrease the workload for both COCA and Visit Tallahassee.

The scoring was adjusted from a 100 to 50-point scale to address the removal of the technical review score. The proposed new criteria would stay at 40% each for Organizational Capacity and Program Evaluation, with the remaining 20% being split by Tourism and Community at 10% each. This would allow use of the same rubric for both funding sources.

Kathy asked if the County would need to approve the proposed criteria changes. Hillary stated that the application materials are presented to the County, but they do not approve them, they simply give feedback to be taken into consideration, unless there is a legal issue. Beth asked for clarification on of the difference between the community impact criteria. Hillary stated that the criteria was used for Cultural Grant Round 2, and took four components of the city's strategic plan, and asked applicants to identify how their programs align with these issues. Tourism criteria relates to out of county promotion, and how their program helps to highlight Leon County as a cultural destination. The tourism criteria align with the tourism statute.

Kathy stated that based on previous feedback, the county may not appreciate the reduction of tourism from 20% to 10% in the rubric, Rachele agreed. Hillary agreed to keep the Tourism criteria at 20%, and to use a separate rubric for city funding that utilizes the Community criteria instead.

The new funding limits were presented, based on actual collections. A COCA board member will now be asked to chair the grant panel meeting instead of just observing, preferable someone on the grant subcommittee. Finally, a question will be added to inquire about applicants proposed bicentennial programming for FY24. This question is for collecting information only and will not be scored. COCA will use this information when planning their bicentennial marketing efforts, and potentially to lobby for additional support for bicentennial programs.

Kathleen stated that the additional funding for the Bicentennial programs would not be guaranteed but could be used if we did get some additional funding.

Kathleen then stated that Kerri Post and LaShawn Riggins from the County had joined the meeting and had some questions/comments. Amanda stated that we are holding public comment to the end, and that the floor would be opened after the presentation.

Amanda then asked if there were any further questions or discussion about the proposed FY24 changes, there were none. COCA staff will incorporate changes requested by the committee, and then present to the county. The committee will meet again in February to review the county's feedback and approve final guidelines.

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V. ANNOUNCEMENTS

Amanda asked for announcements, there were none. Amanda then opened the floor for public comment. Kathleen read a question from LaShawn Riggins from the County attorney's office about the lowering of the Tourism criteria for TDT funded grants. Kathleen stated that the subcommittee has requested that the criteria not be lowered, this change will be incorporated before the submission to the county. Kerri Post was then given permission to speak to the committee. Kerri asked if Kathleen had shared information about her call with Kathleen with the committee. Kathleen clarified that the process is the staff meeting with the subcommittee to review proposed changes, then to have the changes presented to the county. COCA staff is requesting a meeting in January with the County to review the proposed changes. The county would provide feedback to COCA staff, then guidelines with county feedback would be present to the committee for final approval in February. There was no more public comment.

VI. ADJOURNMENT

The meeting was adjourned at 4:31 PM.