



Meeting Minutes
COCA Board of Directors Meeting
Thursday, January 19, 2023
4:00pm
COCA Office at DOMI Station

Attendance

Board: Dan Taylor, Lucia Fishburne, Paul Lewis, Jr., Rachelle McClure, Carol Hill, Amanda Clements, Beth Keating, Kristin Summers, Nathan Archer, Ayne Markos, Hiaqing Deng, Kathy Maiorana (virtual), Jennifer Wright (virtual)

Absent: E. Marie Sissle, Commissioner Jeremy Matlow, Kati Schardl, Michelle Personette, Kim Harding, Heather Thomas, Donmetrie Clark

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

Other: Kathleen Brothers, Kerri Post (virtual)

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

Dan Taylor, Board Chair, called the meeting to order at 4:06 pm

Dan asked if there were any visitors. Kerri Post, Executive Director, Visit Tallahassee requested permission to speak. Kerri introduced herself to new board members as COCA's contract manager for the county. Kerri shared an update on TDT collections and the upcoming Bicentennial celebration. Kerri expressed a concern about a proposed FY24 grant program change. Dan thanked Kerri for her comments.

Dan asked Kathleen to read the Governor's hybrid meeting instructions and she did.

II. CONSENT AGENDA

Dan introduced the consent agenda and asked if there were any questions or discussion. Lucia moved to approve the consent agenda, Nathan seconded, and it was unanimously approved.

III. NEW BUSINESS

a. FY22 Audit Review, Kathleen Brothers

Kathleen Brothers presented the results of COCA's FY22 audit. Kathleen stated that the process went smoothly, and that COCA received the highest level of assurance. Regarding the financial statements, Ms. Brothers state that County funding is up significantly. Cash balance was up \$700,000 at the end of the year, which will be recognized as earned as the money is used. No internal control comments- internal controls are adequate, even with working remotely. There are no issues to report to the board, and no new accounting procedures implemented. Ms. Brothers asked for questions, and there were none. Rachelle commented on the statement "the arts have been one of the most volatile places to be in the recent years". Rachelle referenced percentages for how we are expending the funds, and that they remain consistent. There is a high investment in programs. Even with grants pulled out, about 80% of revenue is going to programs. Rachelle McClure moved to approve the audit, Paul Lewis, Jr. seconded, and it was unanimously approved.

IV. OLD BUSINESS

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



a. FY23 Cultural Grant – Round 2 (City funding) Awards

Hillary Crawford, Grants Manager, presented the FY23 Cultural Grant – Round 2 (City funding) award recommendations by the panel. Carol and Beth recused themselves from the vote due to conflicts of interest. Kathleen Spehar, Executive Director, shared the city required that \$100,000 of the \$300,000 City funds allocation be granted to BIPOC organizations, and we met that requirement. Motion to approve FY23 Cultural Grant – Round 2 awards was made by Lucia, second by Ayne, and it was unanimously approved.

V. REPORTS

a. COCA Connects FY23 Sub-Committee Reports

Membership

Kristin Summers, Membership Subcommittee Co-Chair, deferred the report to Kathleen Spehar, who presented the Membership report with Sahara Lyon, Arts Education Manager. The “Radical Generosity” campaign was recapped. Five emails were sent out between Giving Tuesday and December 31st. Additionally, renewal emails were sent out to recently expired memberships. Most of the memberships were renewals. A new “Producer” level membership was added, and we received one Producer membership purchase.

Lucia asked if auto-renewals were counted in the renewal numbers. She wanted to make sure we were capturing those numbers.

Dan asked about the ROI on the membership campaign. Currently there are 249 members, our goal is 300. An additional donation option has been added to the membership purchase process. Member benefits have been updated, and now include use of office space at DOMI Station and discount pedicab rides.

Grants

Amanda Clements, Grants Subcommittee Chair, gave the report. The COCA Grants Subcommittee met on December 15th to review proposed changes to the FY24 Grant Programs. The Subcommittee members provided staff feedback to the proposed changes, which will be implemented before being presented to the County. Updates on open facilities grants, and the FY23 Grant cycle were also given. The committee will meet again after COCA’s meeting with the County in February.

Dan asked about how we would address the concern raised by Kerri Post. Kathleen stated that we have not had a chance to present the proposal and process to the County. Our request is to present what we intend to do to the County before they make any decisions. Kathleen clarified that we would meet with the Grants Subcommittee again after we receive feedback from the County.

There were no questions.

Diversity, Equity & Inclusion (DEI)

E Marie Sissle, DEI Subcommittee Chair, was absent, so Kathleen Spehar gave the report. Upcoming events were shared. The Creating Spaces Initiative continues. Holding evening meetings at a space to discuss COCA’s services is still in process.

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b. Chair

Dan had no report but encouraged board members to share and promote events on social media.

c. Liaisons

FAMU, LCS, TCC, TDC – absent

FSU -Jennifer Wright, Director, Opening Nights (ON) presented her update. ON is partnering with the FSU English dept and Word of South festival on Revisiting Civil Rights in Tallahassee Colson Whitehead (February 9th at Ruby Diamond). In advance of the presentation, there will be a panel at Dodd Hall, free to the community. She then shared other upcoming events. She also confirmed FSU hired a new Chief Marketing Officer, and shared updates from the FSU museum and Dept of Art, including 3 new exhibits. Opening Nights starting conversations with community partners, including COCA, to bring back Tallahassee Music Week.

There were no questions.

d. Staff

Hillary Crawford, Grants Manager

For FY23 Cultural Grant Round 1, and the marketing grant - all contracts are executed except for one, and all payments have been made, except for three. Cultural Grant – Round 2 awards have now been approved by the board, and the contracts are ready to go out. Contracts will be sent out tomorrow, and payments will be requested as contracts are executed. The grantees will receive one payment of all the funds upfront. For FY24, we have been making guideline changes based on staff observation and feedback from the field. We did present the changes to the Grant Subcommittee in December and were provided feedback from the committee, which has been implemented. These guidelines will be presented to the County in February, then finalized based on County feedback, and presented to the grants subcommittee, then to the Executive Committee and Board for approval. There are currently a couple of applications for external funding that we are waiting to hear back about for FY24. We will be submitting a proposal to the NEA in February and are looking at the Bloomberg Public Art Challenge grant in partnership with the Mayor's office.

Sarah Painter, Public Art Manager

Sarah announced the installation of a new exhibit by Isabella Alsharif at the airport next week, which will run from January 27th through March 26th. The following week, she will be installing an all-female fiber show, WEFT (Women Empowering Fiber Traditions), at City Hall. The Asphalt Art, phase 1 RFQ has closed. Twenty-two 22 applicants submitted, 15 were invited to continue to phase two. Phase two consisted of a proposal, and 12 of the 15 invited artists submitted a proposal for phase 2. Artists that submitted a proposal were paid an \$80 stipend for their work. Phase 3 will consist of working with the community to select final proposals. The project is on track for painting to take place in March and April of this year. Sarah will be present to KCCI for the new Catalyst group next week. Yesterday, an outdoor public art tour was presented to 15 members of the Jim Moran Institute.

Dan asked about openings. Sarah stated we are shifting to receptions only for awards and doing more artist tours. Kathleen asked for dates for artist talks. Sarah said the dates have not been set yet.



Nick Pavlovik, Business Manager

We are moving to Stripe to process membership payments through Artsopolis. Eventually Neon, the current membership CRM, will be phased out. Nick is working to finalize the City general contract in the coming weeks. Nick is working to update QuickBooks based on the new IRS guidelines for 2023. Reports are being filed for all employees and contractors.

Dan thanked Nick and congratulated him on a successful audit.

Sahara Lyon, Arts Education Manager

January 3rd COCA hosted a workshop for music teachers with Giving Tree Music. There were sixteen teachers who attended, and the feedback was positive. A few teachers will receive scholarships based on their participation to an upcoming three-day workshop in February. January 26th, COCA and WFSU will present a workshop for preschool teachers. Winterfest participants will be picking up their artwork at the COCA office from January 31st to February 10th. On February 4th, Sahara will be attending a community engagement conference at Hartsfield Magnet Elementary school on behalf of COCA. All Winterfest stipend checks have been requested. Thirty-nine teachers who participated in Winterfest will be receiving a stipend of \$153.80, which is greater than the stipend last year. COCA is partnering with Dr. Sarah Shields at the FSU Department of Arts Education to host a workshop for K-12 visual art teachers based on the theme of collaboration. There are two projects' teachers will be able to do themselves and then take back to the classroom. The workshop is tentatively scheduled for March. 20th, which is a teacher in service day. Teachers will receive recertification points for both workshops. The new intern, Cameron Castellano, officially started on January 9th. Cameron will be working with COCA during the spring semester and will be receiving credit for her internship. Cameron will be working on arts education programming and grants research.

Samantha Sumler, Marketing Manager

Samantha is still connecting with the arts and cultural community. Samantha met with HERC regarding their production of the Diary of Anne Frank. Samantha is working to increase engagement through social media, she reminded board members to tag COCA in posts related to arts and culture. During the holidays, Samantha worked with Public Art Manager Sarah Painter to highlight Photo Fest winners on social media. Spotlight articles continue to feature new artists and organizations. Regarding our newsletters, the opening rate on emails increased by 6% and we continue to work to meet the industry standard rate. Samantha is working with marketing team member Brandon to feature more grantees in our newsletters. Samantha and Brandon are working on plan to cater newsletters to individual users. Promotional materials have been organized in COCA's new space, and new merch will be ordered. Samantha requested suggestions for COCA merch from the board. COCA mission and values will be placed on the glass wall at the new office. COCA membership cards are ready for board members to promote membership.

a. Executive Director

Kathleen Spehar, Executive Director

Kathleen reviewed attachment 8, advocacy update, including information on federal, state, and local arts funding initiatives. Kathleen gave an update on AEP6 survey collection. 631 out of 800 have been collected before our April 30 deadline. COCA is hoping to bring Randy Cohen from Americans for the Arts back to present the survey finding in October. Kathleen then provided an update on the Greater Art for Greater Bond project, which has the three components, the mural project, the Art Garden Project,

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and the lamppost banners. The murals have been completed, and we are working with the City to complete the art garden and the banner projects by the end of January. COCA has officially moved their office from the old building at 816 S MLK Jr Blvd to DOMI Station. DOMI is still under construction, but we have been settling in and are working with and around the construction the best that we can. We are working with Domi on some collaborative projects coming up. COCA is still putting outdoor signage and way finding in place. The City contract for the additional \$300,000 grant funding, and the County extension for the facilities grant extension have been executed. COCA continues to work with Tallahassee Museum to complete their open project. COCA currently has two open board seats, the County Commission seat, and the City Practicing Artist seat. We will be accepting applications for the City artist seat through January 31st. The County commission seat will be filled at the January County Commission meeting. COCA continues to work on Bicentennial celebration plans, and we are awaiting the restart of the Bicentennial Committee meetings.

II. ANNOUNCEMENTS

Dan Taylor shared that he has a few pieces in *Passionate Journey*, a new exhibition at LeMoyné Arts featuring artist Eluster Richardson. Next week is Gadsden Arts' annual week with the arts. Dan has several pieces there as well. Dan will be present an art box tour for KCCI's Catalyst class.

Nathan was invited to participate in Montford Middle Schools Art Day, February 20th. Samantha offered to provide some COCA swag for the event.

Kathleen welcomed new board member Carol Hill and invited her to introduce herself, which she did.

III. ADJOURNMENT

The meeting was adjourned at 5:22 pm