

COCA Executive Committee Meeting Minutes

Thursday, February 16, 2023

4:00pm

COCA Office at DOMI Station

Attendance: Nathan Archer, Lucia Fishburne, Rachelle McClure, Katherine Marionara, E. Marie Sissle, Kristin Summers, Dan Taylor

Staff: Kathleen Spehar, Hillary Crawford, Sarah Painter (virtual), Nick Pavlovik (virtual)

Absent: Sahara Lyon

Public: Kerri Post (virtual)

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

4:00 call to order

Dan asked Kathleen to read the governor's hybrid meeting order model, which she did.

II. CONSENT AGENDA

- a. Executive Committee Meeting Minutes – December 8, 2022
- b. Board of Directors Meeting Minutes (draft) – January 19, 2023
- c. Balance Sheet as of January 31, 2023
- d. Budget v. Actual Statement as of January 31, 2023

Nathan moved to accept the consent agenda items, Lucia seconded. The motion was unanimously approved.

III. REPORTS

- a. COCA Connects FY23 Sub-Committee Reports

Kristen Summers, Membership Committee Co-Chair, deferred to Kathleen Spehar to provide the report. She did, and Dan asked what the highest membership rate was, and Kathleen stated it was about 250 – 300 members. Kathleen has asked the Department of Arts and Culture (DAC) for assistance in getting membership numbers from other local arts agencies (LAA) around the state. Walton County has 900 members, and more information about programs from around the state is forthcoming. Rachelle thanked Samantha for the membership cards and shared them with several people who were not aware that we had a membership program. She received feedback that the membership process was easy to navigate. Lucia stated that many membership organizations have an annual meeting and suggested COCA offer one. She also suggested that we offer a sustaining membership with monthly payments. Nick agreed to investigate the logistics of monthly payments through Stripe.

Hillary Crawford, Grants Manager, provided an update on grants. The subcommittee met in December to review the updates for FY24. Those changes were presented to the County in a meeting yesterday.

The feedback from the County will be incorporated and the final guidelines will be presented to the Grants Subcommittee in March for final approval.

E. Marie Sissle, Subcommittee Chair, presented the DEI Subcommittee report. The committee is working on the Creating Spaces initiative to create a space for diverse organizations and individuals to come together to talk about their needs. The committee is working on an event in March and would like to continue them quarterly. COCA would like to give a voice to these organizations, share resources, and let them know that they are welcomed. The committee is seeking diverse venues to host the events, and E. Marie asked that the board share any suggestions they may have. The committee is also seeking a facilitator for these conversations. The committee will meet again on March 6th. Dan asked if the committee meetings were open to rest of the board. Kathleen stated that all board members and the public are welcome to attend all meetings. Staff agreed to invite all board to committee meetings in the future.

b. Chair

Dan Taylor, Chair, did not have a report.

c. Staff

Hillary Crawford, grants manager, provided her report. FY23 Cultural Grant – Round 2 City funds have been received in COCA's account. All contracts have been executed and payments have been requested. Now that the funds from the City have been received, payments are being made. COCA met with the County yesterday to present the updated FY24 Guidelines. Changes will be made based on feedback from the County, and the subcommittee will meet in March to review and approve the final guidelines. The request for an eligibility meeting was denied, but all other proposed changes were accepted. Finally, Commissioner Welch has been appointed by the County Commission to replace Commissioner Dozier. The applications presented to the Executive Committee for the artist seat will be presented to the full board next month, then to the Commission for final selection. Kati Schardl has resigned from the County business/economic development seat. The application is now open, and applications will be accepted through the end of March. Applicants must be a resident or property owner in Leon County.

Nick Pavlovik, business manager, provided his report. He is currently working on payment requests for COCA's awarded grants, reporting, and finalizing the City contract.

Samantha Sumler, Marketing & Communications Manager, provided her report. She and Brandon are working on updating the newsletter to improve engagement. They are looking at presenting a monthly newsletter the first Friday of the month with all events for that month, then a more curated weekly newsletter highlighting key events. Current subscribers will be invited to subscribe to the monthly newsletter. The deadline for posting events for the monthly newsletter will be the last Friday of the month. The rack cards have been redesigned and are ready for distribution. An exterior flag has been added for signage, and additional signage will be addressed as soon as construction is completed. Finally, COCA will have booths at Chain of Parks and Pride Day. The purpose of the booths is to promote COCA through collateral distribution, art activities, and to conduct Arts & Economic Prosperity (AEP6) surveying. A sign-up sheet will be sent out to the board to volunteer to assist with these events. Finally, Target Print & Mail is working on a decal to be installed at the entrance to the new office featuring the mission, vision, and values. Currently newsletter subscription is at 13,500, with 43% of those subscribers engaged.

Asked where the permanent exterior signage would be, Kathleen stated that COCA is working with DOMI on a plan for signage. There are two phases of construction, and signage will be in Phase 2.

Sarah Painter, Public Art Manager, provided her report. Twelve artist designs have been submitted to the City for approval for consideration for the Asphalt Art project. Once the City approves the designs, they will be presented to the Bond residents for final selection. The crosswalks will be painted in late March or early April as part of a public event. *WEFT*, a fiber exhibition featuring 20 women artists throughout the region, is currently on display at City Hall through April 2nd. *Her Golden Renaissance*, featuring the figurative paintings of Isabella Alsharif is on display at the Artport Gallery through April 26th. Sarah will be leaving COCA to pursue her art practice full-time. Her last day will be April 13th, and the Public Art Manager position has been posted. Sarah will work with the COCA team to ensure a smooth transition.

Asked if we were doing Creative Tallahassee this year. Sarah shared that the Creative Tallahassee Prospectus and the application form are available now.

Sarah then read Sahara Lyon, Arts Education Manager's report, as she was presenting at the annual College Art Association in New York. Sahara was a guest instructor for a workshop for teachers with WFSU. She taught the teachers basic drumming games to bring back to the classroom. Sahara attended the Hartsfield School parent and family engagement conference to share resources and information about COCA. COCA is offering gallery and public art tours for local school groups. COCA is presenting another workshop for visual art teachers at Florida State University (FSU) next month. The Chalk Walk event will take place at the Capitol on March 22nd in conjunction with Arts Advocacy Day. COCA is establishing a schedule of virtual field trips through the City Hall gallery that teachers can sign up for. The tours will take place via Zoom. Students will take an interactive virtual tour of the space, aided by the scavenger hunts and activity sheets. In addition, she's working on getting the Innovation Station back up and running, as well as a help shelf with school supplies that teachers can donate to and take as needed.

d. Executive Director

Kathleen Spehar presented her Executive Director's report. Beginning with advocacy, there are no changes in federal and COCA is advocating for recommended funding at the state level. Kathleen attended a delegate meeting on January 23rd at the courthouse to testify in support of funding for arts and culture. COCA will follow up in March with in-person visits with all of our senators and representatives, advocating for full funding. Arts Advocacy Day is in March, and COCA will be working with the Florida Culture Alliance (FCA) to promote and host events for arts leaders from throughout the state.

With the City, we have received \$300,000 in grant funding and we are working on the contract for general support. COCA assisted the mayor and the City in applying to the Bloomberg Mayor's Public Art Challenge. This grant would provide 1 million dollars for temporary public art throughout the City over two years. COCA will be advocating for additional City re-granting funding for FY24, and there may be some additional funding available for the Bicentennial. Kathleen will be representing COCA on the Bicentennial steering committee and will be working with the County to define how tourism development tax (TDT) funds can be used for Bicentennial programming. Arts & Economic Prosperity 6 (AEP6) surveying is going well. Our numbers are in the high 600s, we need 800 surveys by the end of

May. A survey for Tallahassee Music Week will be in the COCA newsletter, followed by a public meeting for input on the program. Kathleen met with Nick and Rachelle McClure to review the employee handbook policies, and to develop policies and procedures for remote work.

IV. OLD BUSINESS

There was no old business

V. NEW BUSINESS

a. Board of Directors nominations- Practicing Artist (City Appointment)

The executive committee moved to new business. Kathleen presented the list of candidates, of which staff made three recommendations and one alternate. The applicants were discussed. Lucia moved to approve the list of board candidates, and Kristin seconded. The motion was unanimously approved.

b. FY24 grant guidelines

The FY24 grant guidelines were discussed during the subcommittee and grants manager reports. Nothing more was added.

c. COCA Priorities

Dan asked Kathleen to present the COCA Priorities. Kathleen discussed the priorities set-up, including the strategic plan, cultural plan, and the cultural equity action plan. Additionally, Kathleen discussed the deliverables in COCA's City and County contracts. Then Kathleen went over goals, objectives, collaborations and partnerships. There have been adjustments made due to COVID due to staff changes, the needs of our constituents, and the transition to the new space at DOM Station. The move has been financially positive, and staff continue to work on increasing revenue to support the work of the organization.

Dan asked if there were any questions regarding COCA priorities, and there were none.

VI. ANNOUNCEMENTS

Dan asked for announcements. Dan shared exhibition information for LeMoyne and the Museum of Fine Art (MOFA). Kathleen shared an exhibition at Tallahassee Community College (TCC), and some Black History Month events.

Dan asked for any additional announcements, and none were shared.

VII. ADJOURNMENT

The meeting was adjourned at 5:14 PM. Respectfully submitted by Hillary Crawford.