



COUNCIL ON CULTURE & ARTS | TALLAHASSEE/LEON COUNTY

Staff Reports

Summer Callahan, Grants Manager

Summer stated that the FY24 Cultural Grants Panel was held yesterday. She stated that the next steps are for the board to approve the list, the Division of Tourism to approve the list, then the grant contracts can be generated. Summer stated that her next steps are to close the FY23 grants. Summer stated that she has been working with consultant Jan Rodusky to create a one-day workshop for non-profits, becoming more sustainable, creating community partnerships, but that is not currently scheduled. Summer has been assisting community members with grant applications. Summer stated that she and Samantha are sharing an intern and will be working with her on funding and marketing content.

Sam Joslin, Public Arts Manager

Sam is currently working on the Florida Humanities grant application. Sam stated that Elvi Nichols is currently featured in the Artport Gallery and will be creating a virtual studio tour in October, with the potential to become a series. Sam stated that Photofest will be exhibited after Nichols. Sam stated that the prospectus for Photofest and the 2024 Art in Public Places applications are currently open. Sam stated that new pedestals are being created to better display 3D work. Sam stated that online galleries are being updated and will remain available even for shows that have been taken down.

Sahara Lyon, Arts Education Manager

Sahara stated that in July, she worked to update the website and digital arts education materials. Sahara and Sam are currently working on the Florida Humanities grant application for Bicentennial programs. Based on her Elementary Art Teacher meeting, Sahara will begin recording virtual tours of gallery spaces for elementary and middle school students. Sahara met with Elvi Nichols at the Artport Gallery to record the first tour. Sahara has workshops planned for October to inform teachers about Bicentennial programming. Sahara has class tours scheduled for September and November. Sahara and Sam are working to execute Winterfest in December. Sahara stated that with the board's approval, she can post about and accept applications for the arts education grant. Sahara stated that she received no news about the Duke Energy grant and that COCA will likely not receive the full \$20k requested, but may receive between \$5-10k. She is currently recruiting panelists for that grant.

Nick Pavlovik, Business Manager

Nick stated that COCA is reaching the end of its fiscal year. Nick stated that he is working on reports for grants closing at the end of September. Nick stated that he received the TDT report for July and that it has increased 35% (10% overall for the fiscal year).

Samantha Sumler, Marketing & Communication Manager

Samantha stated that email newsletters' open rate has increased to 45% (9% increase and 9% higher than industry average) and a 3% click rate (also higher than industry average). Samantha stated that COCA will launch a monthly Bicentennial newsletter. Samantha stated that COCA is ordering new t-shirts, hats, coasters, pins and keychains. Merch will be for tabling in the next fiscal year, as well as giving to grantees and members of the public. Samantha stated that they and Sam have been creating posters for each exhibition for the attendees to

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sign and artists to take home. Samantha stated that they are publishing social media content for National Black Business Month, Artist Inspire features and Hispanic Heritage Month (September). Samantha asks the board to continue engaging with COCA on social media. Samantha shared about updates to the website: improved event directory and Classified listings; accessibility features have been improved using South Arts training. Samantha stated that next month, they will be partnering with BlindCan and Ben Fox to hold a workshop on “creating your own video content.” Samantha stated that COCA is updating their advertising packages (2 ads for \$200, 20 ads for \$2000) and may require board assistance in finding an ad agency for the Bicentennial.