



Draft

AGENDA

COCA Board of Directors Meeting

Thursday, November 16, 2023

4:00 p.m.

In-Person: Amanda Clements, Beth Keating, Brinda Pamulapati, Carol Hill, Dan Taylor, Hadley Peterson, Haiqiong Deng, Katherine Maiorana, Kim Bryant, Neil Mooney, Rachelle McClure, Reenee Williams

Virtual: Ayne Markos, Donmetrie Clark, Jennifer Wright

Absent: Brian Welch, Jeremy Matlow, Rachelle McClure, Heather Thomas, Michelle Personnette

Staff: Kathleen Spehar, Nick Pavlovik, Sahara Lyon, Sam Joslin, Samantha Sumler, Summer Callahan

Members of the Public: Betty Proctor, Motivating People Through Arts and Crafts; Theresa Davis, Theater Tallahassee; Deborah Minnis, Ausley & McMullen

Dan called the meeting to order at 4:01 p.m.

Dan introduced new board members: Hadley Peterson, Kim Bryant and Neil Mooney

Betty Proctor of Motivating People Through Arts and Crafts (MPAC) presented to the COCA Board. MPAC assists neurodivergent people and people on the autism spectrum who are aged 14+. Reenee asked if MPAC partners with vocational rehab centers; MPAC answers that they do, but because they do not currently have W-2 employees, are not able to access certain funding that would strengthen that partnership.

Theresa Davis from Theater Tallahassee presented to the COCA board. Theater Tallahassee puts on eight productions per year and partners with theatre groups that do not have a space to perform. They recently added youth education to their yearly offerings. Neil asked if they partner with ethnic theatres in Tallahassee; Theresa answered that they do.

Dan thanked MPAC and Theater Tallahassee for their presentations.

Kathleen confirmed there were no requests for public input.

I. CONSENT AGENDA

The COCA Board had no questions. Kathy moved to approve the consent agenda; Amanda seconded. The motion passed unanimously.

II. OLD BUSINESS

a. Arts & Economic Prosperity (AEP6)

Kathleen discussed the Arts & Economic Prosperity findings. Highlights include \$204M in economic impact; \$86M in event-related spending, with local spending at \$33/per person and non-local at \$61/per person; over 2.6M audiences served and over 2.9M jobs created. Audience surveys were conducted at over 70 events in Tallahassee/Leon County and 98 out of over 250 organizations submitted their organizational survey. On October 12, Americans for the Arts held a virtual launch of the nationwide study; Randy Cohen, Vice President of Research for Americans for the Arts visited Tallahassee and delivered two presentations, one discussing



AEP6 results for Tallahassee/Leon County at the Governor’s Club and one discussing AEP6 results for Florida at Mission San Luis. Kathleen shared that AEP6 materials and videos from these events are COCA’s website. She shared that Samantha created a rack card that the Division of Arts and Culture and Americans for the Arts. Dan stated that this survey was incredibly important and thanked COCA staff for their work collecting surveys and sharing the findings.

b. COCA plan – Tallahassee/Leon County Bicentennial

Kathleen discussed the City, County and COCA’s Bicentennial plans. COCA’s Bicentennial plans include but are not limited to: a digital postcard campaign, a digital exhibit, Bicentennial teacher workshops, a time capsule, a Bicentennial-themed Winterfest event titled “Faces of Tallahassee,” Bicentennial-themed exhibits (Photofest and Creative Tallahassee) and pending on funding, a Tallahassee Music Week initiative. Kathleen stated that COCA is working with community members to find funding for Bicentennial events, including another grant round from Visit Tallahassee. Kathleen stated that COCA is working on several marketing/promotional initiatives, including partnering with an advertising firm to better share Bicentennial news and creating a Bicentennial newsletter. Dan praised the Bicentennial initiatives but stated that COCA has limited resources that need to be considered. Reenee asked how board members or the public can get involved; Kathleen shared volunteer opportunities and other ways to engage.

III. NEW BUSINESS

a. FY23 EOY Report

Kathleen and Dan shared the FY23 End of Year Report with the Board. Kathleen highlights major changes, including two new staff members, a new office space, and new or expanded partnerships with Visit Tallahassee, DOMI Station and the Division of Arts and Culture. The report includes COCA’s completed and ongoing public art projects, arts education initiatives, financial stewardship and grants, supporting 100 grants across 4 grant programs.

b. FY24 COCA Plan

Kathleen presented the FY24 COCA plan. The plan is used to identify goals, objectives, strategies and priorities for the year, to garner resources for arts and culture, modernize the agency, and invest in people and programs. Priorities include artistic, collaboration, organizational, facilities, financial, programs & services and membership. Dan asked the Board to alert COCA to any ongoing arts and cultural initiatives that COCA should be present for. Neil asked which staff manages membership; Kathleen answered that she, Sahara and Nick handle membership.

c. Sunshine Primer

Since the meeting was ahead of schedule, the board tabled this agenda item until guest speaker Deborah Minnis arrived.

IV. ORAL REPORTS

a. COCA Connects Sub-committee

Kathleen stated that COCA reached 302 members in October, exceeding COCA’s *Build to 300* campaign goal. Kathleen stated that the goal for the coming year will be maintaining this new 300-member level. She stated that COCA has 85 new members, but that the number of lapsed memberships is approximately equal to new



members. Kathleen stated that Kathy is working with interns at Sachs Media to conduct a membership survey to see how membership can be strengthened.

Kathleen shared that the Grants subcommittee will meet in December to review processes and procedures for the FY25 grant cycle.

Kathleen affirmed that the DEI committee has not met but will soon.

b. Liaison Reports

Jennifer Wright of FSU reported on Opening Nights' upcoming season.

Donmetrie Clark of TCC reported on the theater's upcoming performances.

Kim Harding of FAMU could not attend, so Kathleen delivered her updates on upcoming gallery exhibits and performances.

c. Chair Report

Dan stated that AEP6 results are available. He also stated that Tallahassee Magazine's most recent issue is out and includes a spread on Asphalt Arts, along with other features on arts and culture community events.

d. Staff Reports

Sam Joslin, Public Arts Manager

Sam stated that she held an online artist talk with Elvi Nichols. Sam stated that Photofest was installed and the reception was a success. Sam is working with Cycle of the Arts and the Apalachee Regional Planning Council to update a mobile app that connects biking trails with public art. Sam stated that she continues to work with the Community Redevelopment Agency (CRA) to start a "mural matchmaking" program, connecting muralists to spaces that struggle with graffiti tagging. Reenee asked who selects to work for Photofest; Sam responded that the Arts Advisory Committee votes, but that Sam helps curate their decision and place the artwork.

Sahara Lyon, Arts Education Manager

Sahara stated that she hosted a Bicentennial resource webinar for educators. Sahara stated that she is currently collecting work from teachers for Winterfest and invites the board to attend on December 1 at City Hall. Sahara stated that thanks to a DAC/NEA grant, Winterfest will include student performances. Sahara stated that she held the Arts Education Grant Review panel and that all 17 applicants were funded; the next step is to set up contracts. Sahara stated that she has COCA exhibition class tours scheduled.

Samantha Sumler, Marketing & Communications Manager

Samantha stated that the email newsletters have a 7% higher than the industry average and the click rate is 2% higher than the industry average. Samantha stated that COCA will be starting a Bicentennial-themed newsletter in January 2024. They shared that COCA has received new merchandise and that they hope to add license plate frames in the near future. Samantha continued, sharing that COCA's Facebook and Instagram reach has increased approximately 47%. Samantha stated that for Hispanic Heritage Month, COCA featured 11 artists, including multiple new artists who reached out of their own accord. They shared that the COCA webpage now has a dedicated AEP6 page, along with materials and recordings from the events with closed captioning. Samantha added that COCA will participate in the 2024 Chain of Parks and shared that COCA intern



Gabrielle created an updated “how-to” PDF for users to submit Classifieds, event listings, organizations and venues. They wrapped up by sharing that they held a video content workshop with Ben Fox from BlindCan Film Festival, and that this workshop was well-received.

Summer Callahan, Grants Manager

Summer stated that final report review for the FY23 grant cycle is ongoing and that FY24 applicants with FY23 grants must have their final reports approved before they can receive FY24 funding. Summer shared that she surveyed the arts and cultural community about the FY24 grants process and will present this to the Grants sub-committee in December, along with a draft of the FY25 application. Summer stated that while COCA already does courtesy reviews of completed drafts, she would like to also give personal workshops on “Grants 101” for organizations without that skill set.

Nick Pavlovik, Business Manager

Nick summarized highlights from the FY23 COCA fiscal year, with over \$1.2 million in grant funding, including Tourism Development Tax (TDT) and funds from the City of Tallahassee. Nick stated that COCA received \$240,000 in grants, which was the highest grant collection in the previous eight years. He shared that TDT collections continue to increase, which increases the funding pool that COCA can offer in its programs. Nick stated that FY24 grant payments are in process, and that a new auditor (John Grayson of Grayson Accounting) has been procured and will be starting shortly.

Sunshine Primer

Guest speaker Deborah Minnis arrived and was invited to speak to the board.

Deborah Minnis delivered a presentation on the Sunshine Law. She stated that the COCA staff and board must be aware of the public meeting component and the public record component, and to remember that all public business must be conducted in public. Deborah stated that all sideline conversations are subject to Sunshine Law, so there can be no discussion of COCA business outside of public meetings (including Facebook posts, blogs, texts, emails, memos). Deborah added that any event where two or more COCA Board members might be present should be publicly noticed.

e. Executive Director

Kathleen stated a budget cut to the National Endowment for the Arts and National Endowment for the Humanities was prevented due to advocacy efforts, COCA included. Statewide, Kathleen stated that Arts Advocacy Day will be held January 24, 2024 and that she will update the Board with further information as it is shared by the Florida Cultural Alliance. Kathleen congratulated County Commissioner and COCA Board member Brian Welch on his appointment as Vice Chair of the County Commission. Kathleen shared that COCA is part of the team that presents Family Day, the Friday after Thanksgiving, and invited the board to attend. Kathleen stated that COCA will be co-presenting Stop @ The Station, a new event prior to First Friday that will feature local music, food, and arts & craft vendors.

Dan states that LeMoyné Arts Foundation will be celebrating its 60th anniversary. Dan stated that Tallahassee Symphony Orchestra is publishing a new book, *T is for Tallahassee: The ABCs of our Musical City*, featuring the artwork of local artists. Kathleen stated that some construction around DOMI Station starting in December may require Board members to take another route to the office.

Dan asked for a motion to adjourn. Kathy motioned; Carol seconded. The meeting was adjourned at 5:46 p.m.



Respectfully submitted by Summer Callahan and Sahara Lyon