

**CULTURAL COUNCIL of VOLUSIA COUNTY
REGULAR MEETING MINUTES**



March 27, 2009

MEMBERS:

Katherine Smith-Williams, Chair
Wendell Jarrard, Vice Chair
Bob Dahlen
Bill Dreggors
Steven Hardock
Wendell Jarrard
Tim Ludwig
Jim Ward
Sandra Wilson

MEETING PLACE:

Ormond Memorial Art Museum & Gardens
78 E. Granada Blvd.
Ormond Beach, FL.

STAFF: Mike Fincher, Tim Baylie

Guests: Gary Libby, Carol Anderson-McLean, Michael Sanden, Wayne Atherholt, Suzanne Heddy, Farrokh Assad, Angelika Schleiper, May Lou Deeley, Ron Pasternak, Barbara Wolfson, Stephanie Mason-Teague, Jennifer Coolidge, Ann Brady, Susan Richmond, Kevin Miller, Betty Parker, Pattie Pardee

CALL TO ORDER/ROLL CALL - Chair Smith-Williams called the meeting to order at 9:00 a.m. Roll was called. Members Ludwig and Hardock were absent. A quorum was declared. Members Sanders and Wilson joined the meeting after roll was called. Ms. Smith-Williams opened the meeting by first thanking Susan Richmond of the Ormond Memorial Art Museum & Gardens for hosting the meeting. Ms. Richmond then welcomed everyone and gave a short history of the museum.

Chair Smith-Williams also introduced Mr. Gary Libby as the newest member of the Cultural Council who will be officially seated at the next meeting. She thanked Steven Hardock for his service to the Council.

APPROVAL OF MINUTES – None

ART IN PUBLIC PLACES COMMITTEE REPORTS

Ocean Center Expansion – Mr. Fincher announced that the last two artists' work was installed this week and that the project is now complete except for the installation of permanent signage. He reported that all the artwork was very well received by the Ocean Center management and from the public at the Grand Opening.

Lifeguard & Beach Safety HQ – Mr. Fincher advised that the two artists selected, John Wilton & Stephanie Gassman, were currently working on their commissions and are expected to install their work in late April or early May. A rendering of Stephanie Gassman’s piece was circulated for review.

Deltona Regional Library Expansion/ Lyonia Environmental Center – Member Jarrard reported that the Selection Committee met and received an update on the construction effort. It looks like the facility will be available to occupy in September with a Grand Opening in October. Final approval of the Call to Artists was provided and the brochure has now been distributed to approximately 1,600 Florida artists. The Call to Artists is posted on-line as well. Response deadline to the Call to Artists is April 30, 2009.

Historic Courthouse Plaza Chess Park – At the request of the Cultural Council, the artist selected, Jill Cannady, has produced an updated rendering of the proposed mural. Copies of the new rendering as well as photos of depicting how it will appear on site were distributed. Staff requested approval of the revised design in order to submit the project to County Council for final approval.

MOTION by Member Jarrard, 2nd by Member Ward, *“To approve the recommendation of the Historic Courthouse Plaza Chess Park Selection Committee of the artist’s revised design as presented.”* **Motion passed unanimously.**

OLD BUSINESS

County Council Actions Related to Community Cultural Grant Program – Mr. Baylie presented a report on the actions taken by County Council to the items discussed at the workshop held previously regarding the Community Cultural Grant. He reported that they voted;

- To continue funding eligibility for festival organization
- To change to quarterly grant payments
- To the establishment of a performance compliance policy to include annual site reviews
- To eliminate the three year grant application option
- To accept IRS 990’s in place of certified financial reviews for smaller organizations
- To require larger organization’s audits to be current within 12 months vs. 18 months.

Additionally they voted to redistribute the FY2008-09 grant funds originally allocated to the Seaside Music Theater and the Lively Arts Center to the remaining qualified organizations in proportion to their original allocations. A copy of the resulting redistribution was provided. Mr. Baylie stated that a process was being developed internally that will allow these funds to be automatically paid to the organizations without any additional paperwork on their part.

Mr. Baylie then introduced the issue regarding County Council’s direction to staff to prepare a revision to the Section 18.1.5 of the County Comprehensive Plan eliminating the per capita funding formula for cultural operating support.

The Council then discussed these various actions. The issue regarding festival funding eligibility was reviewed with several members going on record that it was still their position that festivals should be funded from a different revenue source and wanted to know if the County Council's decision to continue with current policy applied to the upcoming grant cycle for FY2009-10. Staff stated that because of the process involved to accept and review applications, it would not be feasible to try and change eligibility guidelines for the upcoming grant cycle but that it could be re-addressed again next year. If the Cultural Council wants to recommend a different allocation for festivals that can be addressed when the funding recommendations are developed for transmittal to County Council after the budget is finalized. The issue raised at the County Council by Council Member Northey regarding consideration for funding other festival organizations that were not 501(c)3 was discussed at length. Chair Smith-Williams asked for a motion.

MOTION by Member Jarrard, 2nd by Member Dahlen, *“To require that all festival organizations applying for direct funding from the Community Cultural Grant program be a separate 501(c) non-profit organization meeting all other specified eligibility requirements.”*
Motion passed unanimously

After a short break, discussion returned to the issue of per capita funding. The idea of recommending wording that stated funding should be provided on the basis of **up to** \$1.50 per capita was discussed. Member Ward brought up the point that there really needs to be a baseline minimum in addition to the **up to** amount. There was much discussion as to whether this should be presented as a range or maybe use a percentage. Consensus seemed to favor a specific upper and lower dollar figure. Mr. Baylie asked if the Cultural Council was asking staff to bring this back to the County Council for reconsideration. He was told yes.

MOTION by Member Ward, 2nd by Member Jarrard, *“To recommend to County Council that Section 18.1.5 of the Volusia County Comprehensive plan be amended to provide cultural support funding on the basis of \$1.50 per capita but not less than \$1.25 cents.”* **Motion passed unanimously.**

Ms. Sanders asked that staff advise the members by telephone as soon as this item gets scheduled on the County Council agenda.

NEW BUSINESS

Grant Eligibility for Educational Institutions – Mr. Baylie introduced a letter received from Dr. Kent Sharples, President of Daytona State College, to Mr. Dinneen requesting that the policy prohibiting educational institutions from being eligible to apply for funding through the Community Cultural Grant be reconsidered, specifically in the case of the college's Southeast Museum of Photography. Staff was asked to bring this to the Cultural Council for consideration.

Staff pointed out that historically the Cultural Council had not supported this because it was felt that both public and private educational institutions had more funding sources available to them than did the non-profit organizations. By introducing new, high budget organizations into the mix it would further strain the already tight availability of funds. It was pointed out that between the cultural programs of all the higher education institutions in the county that there could be as many as eight to ten new applicants if this door were to be opened.

Mr. Kevin Miller, Director of the Southeast Museum of Photography spoke in support of the college's request by stating that the museum fulfills the primary fundamental mission of the Community Cultural Grant program. He went on to further point out the positive impact that the museum makes to the community and asked that this be factored into the council's consideration.

Chair Smith-Williams thanked Mr. Miller for his comments and went on to congratulate the museum for their excellent work and internationally recognized outstanding reputation.

Several council members endorsed Chair Smith-Williams statements but went on to point out that due to the current economic situation the timing is not right to consider increasing competition for existing funds by introducing a new organizational entity.

MOTION by Member Jarrard, 2nd by Member Dahlen, *“To continue to exempt public and private educational institutions from Community Cultural Grant eligibility ”* **Motion passed unanimously.**

Community Cultural Grant Eligibility for non 501(c)3 Festivals – Addressed under Old Business above

May Meeting – Staff asked if the Council might wish to hold a meeting in May to discuss plans and procedures regarding the Community Cultural Grant Review meeting scheduled for June 5. It would a good opportunity to hold it in the Ocean Center and combine it with a tour of the Art in Public Places installations. The Council agreed and established the date of May 8, 2009. Staff will send out specific information about time and place.

Several members inquired if the festival funding issue would be addressed at this meeting. Chair Smith-Williams said that this was not designed for that purpose but rather to deal with grant review and scoring procedures in general. It was her opinion that based on County Council's decision, that process should not be changed for the upcoming grant cycle. She agreed to consider a special meeting after the grant review to consider changes for FY2010-11.

Chair Smith-Williams agreed to put this on the agenda for the October 2009 meeting.

Mr. Libby, new member designate, made an official request of staff to have county legal staff review the issue of re-granting as it pertains to festivals that provide prize money to winners. He is concerned that this might be considered re-granting which, on the State level, is not allowed for cultural support grants. Staff will seek an official position and make a report at the May meeting.

Stephanie Mason-Teague, President of Cinematique of Daytona Beach inquired as to whether Cinematique would be considered in the same category as the festivals being discussed here since they present an annual film festival. It was the consensus, that because, of the year round programming of Cinematique in addition to the annual film festival, their eligibility would fall in with the other type organizations with year round cultural offerings.

PUBLIC PARTICIPATION/VCCA REPORT

Mr. Michael Sanden spoke to honor Fred Messersmith, well known Stetson faculty member and renowned watercolorist who recently passed away.

Mr. Sanden also spoke to thank Gary Libby for his hard work for Volusia County while serving on the Florida Arts Council. He also spoke to the effect the economy was having on local, state and national cultural organizations and encouraged everyone to keep up their advocacy efforts.

Ms. Jennifer Coolidge, President of VCCA thanked Ann Brady of ACA for the outstanding job she did speaking on behalf of the VCCA recently at the County Council's public participation hour. County Chairman Bruno was most appreciative of these reports and encouraged the Alliance and member organizations to take advantage of this opportunity to keep County Council informed. Chairman Bruno also asked for a Cultural Calendar to keep member apprised of what is going on with the various cultural organizations around the County. The VCCA will address this request at their next meeting which is scheduled for April 8 at the Museum of Arts & Sciences.

She also announced that the VCCA annual awards dinner and meeting is scheduled for September 24 at the Atlantic Center for the Arts. The alliance is working with County staff to finalize an appropriate location in which to place the annual Tippen Davidson award.

Ms. Coolidge also expressed that the Alliance is most concerned about the elimination of the per capita reference in the County Comprehensive plan and thanks the Cultural Council for their position in this regard. She offered to help work with the Council to help present a unified position to County Council through perhaps something like a joint case statement that could speak to the history and importance of this funding method.

Ms. Barbara Wolfson of VSA Volusia asked that the Cultural Council when scoring VSA's grant application and recommending funding, to keep in mind that their requested amount is down significantly this year because their overall budget has had to be reduced due to elimination of the county's Children & Families grant and severe cuts from the state VSA organization. She would like the Cultural Council in the future to consider the possibility of increasing the eligibility percentage level for smaller organizations.

ADJOURNMENT - There being no further business, Chair Smith-Williams adjourned the meeting at 11:40 a.m.

Respectfully submitted- Mike Fincher, Cultural Coordinator and Recording Secretary.