

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

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April 20, 2010

MEMBERS:

Wendell Jarrard, Chair
Jim Ward, Vice Chair
Bob Dahlen
Bill Dreggors
Gary Libby
Tim Ludwig
Donna Sue Sanders
Katherine Smith-Williams
Sandra Wilson

MEETING PLACE:

West Volusia Historical Society, Conrad Ctr.
137 W. Michigan Avenue
DeLand, FL

STAFF: Nancy Maddox, Mike Fincher

GUESTS: Neil Harrington, Pattie Pardee, Jennifer Coolidge, Ray Johnson, Barbara Wolfson, Ann Brady, Suzan Glick. Rita Gillis

CALL TO ORDER/ROLL CALL – Chair Jarrard called the meeting to order at 9:00 a.m. Roll was called. Dr. Smith-Williams and Mr. Dahlen were absent.

APPROVAL OF MINUTES – The minutes from the January 29, 2010 meeting was submitted for approval.

MOTION by Member Libby, 2nd by Member Dreggors *“To approve the minutes of the January 29, 2010 meeting of the Cultural Council of Volusia County as presented. Motion passed unanimously.”*

ART IN PUBLIC PLACES COMMITTEE REPORTS

Historic Courthouse Plaza Chess Park – Member Ludwig reported that the artist has completed the mural and that the protective surface coating has been applied and it looks very good. M. Fincher advised that the art sign was on order and would be installed on a post to the left and in front of the mural so that it would be visible to individuals walking along Indiana Avenue. Member Libby asked about ownership of the mural since the property had been transferred to the City of DeLand. Staff will check on this and report back at the next meeting.

OLD BUSINESS

Ocean Center ECHO Gallery Policy – Ms. Maddox reported that staff had discussed the policy as reviewed by the Cultural Council with individual members of the County Council and the only thing that everyone wanted to see changed was to increase the number of annual exhibits from one to two. This change has been incorporated and, if agreed upon by the CCVC, the policy will be submitted as an agenda item to County Council for action and final approval in May.

MOTION by Member Libby, 2nd by Member Ward *“To endorse the draft ECHO Gallery Policy for Operation and Use as presented. Motion passed unanimously.”*

Goals for 2010 - Staff presented the proposed Cultural Council Goals for 2010. Member Libby suggested that the goal specifying completing the Deltona Regional Library and the Historic Courthouse Plaza Chess Park Art in Public Places projects be deleted since this goal has already been completed.

MOTION by Member Libby, 2nd by Member Ludwig *“To approve the proposed 2010 Goals of the Cultural Council of Volusia County as amended. Motion passed unanimously.”*

Community Cultural Grant Funding Consideration – Chair Jarrard provided a recap of the County Council Grant Workshop wherein the Community Cultural Grant funding was discussed. He reported that, based on the current budget projections, funding for this grant could expect to be reduced by a minimum of 15% from last year’s amount. He further reported that another area that was looked at by Council at the workshop was the amount of the cap for the top funded organizations. Based upon this information and discussions with County Council members, Chair Jarrard asked Tim Baylie to provide an analysis of the impact of a 15% funding cut and also a change from the current maximum cap of \$85K back to \$75K as it was prior to 2005.

Mr. Baylie presented a spreadsheet analysis addressing the potential impact of these two actions. The analysis was based upon the use of last year’s scores applied to this year’s eligible requests. Three organizations would be negatively impacted by a reduction in the cap to \$75K. There was much discussion among the members about the equity of reducing funding potential of the larger organizations to the benefit of the smaller groups. In the end the Chair asked if there was anyone wishing to make a motion to recommend a change to the current \$85K cap. No motion was made for a change in this grant cycle.

Loan of sculpture to the County by the Museum of Florida Art – Ms. Maddox reported that Court Administration has advised that the judges in the DeLand Justice Center expressed no objection to the placement of the sculpture on courthouse property if County Council approved it. She has been tasked with meeting with each member of the County Council to solicit their opinion before bring this forward as an agenda item. She advised that she had met with several members of the Council and would meet with the remainder of them prior to the next meeting. Staff will also discuss insurance and liability issues with County Risk Management personnel. Staff will continue to pursue this with County Council and County leadership and report at the next meeting.

Arts License Plate Marketing – At the last meeting when Staff provided the annual license plate report for last year, there was interest on the part of the CCVC to look at opportunities to double license plate revenues by working on concentrated local promotion efforts such as Channel 15 and Brighthouse Cable. Members Libby and Sanders agreed to work on a subcommittee with Staff and representatives from the VCCA to develop ideas for a campaign to accomplish this goal.

NEW BUSINESS

CCG Eligibility Issues - Member Libby reported that he had reviewed the list of applicants for this year's grant and had several questions relating to eligibility. Staff advised him to bring these issues before the CCVC for review. The first one is the legal status of the Community Cultural Foundation. He wanted to know that since they have changed their name and mission, were they now the same 501(c)3 organization that was grant eligible. Chair Jarrard asked Staff to investigate their status and report back at the next meeting if the CCF still met eligibility under current rules.

Member Libby also questioned whether the international travel budget for Sister Cities was a valid expense item for use in determining the eligible amount of request. M. Fincher advised that he had met with Sister Sites before they submitted their grant and informed them that "pass through" dollars for their member's airfare for their overseas tours could not be used. They said that they would only include travel that was paid directly from the organization's general operating funds for the tour organizers and leaders. Member Libby asked for additional review of this issue from County legal staff prior to making any award determination.

Other New Business

Member Ludwig reported that Volusia County has become home to a significant American artist. Ummarid (Tony)Eitharong has recently opened a studio in DeLand. This is a major contribution to local art community. Member Sanders suggested that the new owner and publisher of the News-Journal was putting a great deal of emphasis on local community news and that this might be something the News-Journal would be interested in highlighting.

Member Libby expressed concerned that there is not enough participation by members of the CCVC at meetings with Council where cultural issues are discussed. He feels like without advisory board's participation, County Council makes decisions based only on information from a County Staff perspective and not member of the advisory boards. He encouraged each member to work one-on-one with their district Council member and also to attend as many workshops and meetings as possible when cultural issues are being considered.

Mr. Fincher announced that the next meeting will be held May 28 at the Atlantic Center's Harris House Gallery in New Smyrna.

PUBLIC PARTICIPATION/VCCA REPORT

Ms. Jennifer Coolidge presented a report for the VCCA and addressed several upcoming activities of the Alliance and further offered to work with the CCVC on goals development, ECHO policy and development and production of the next Economic Impact Brochure.

Ms. Ann Brady of the Atlantic Center for the Arts spoke about the diversity of cultural organizations in Volusia County and the important role that they all play. She pointed out the need that both the large and smaller organizations fill and encouraged the CCVC to give balanced consideration to all groups in looking at funding strategies.

Mr. Ray Johnson presented the council with the business plan for the downtown DeLand outdoor sculpture initiative.

ADJOURNMENT - There being no further business, Chair Jarrard adjourned the meeting at 11:02 a.m.

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