

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

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September 25, 2009

MEMBERS:

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

MEETING PLACE:

Little Theater of New Smyrna Beach
726 E. 3rd Avenue
New Smyrna Beach, FL.

STAFF: Nancy Maddox, Mike Fincher

GUESTS: Farrokh Assad, Ann Brady, Peggy Focar, Jennifer Coolidge, Karen Poulsen, Hal Linn, Agnes Briggs, Manuel Bornia, Sylvia Sabatini, Teri Pack, Neil Harrington, Jane Taylor, Dr. Harriet Winokur, Bill Cook

CALL TO ORDER/ROLL CALL – Chair Smith-Williams called the meeting to order at 9:12 a.m. and thanked the Little Theater of New Smyrna for their hospitality in hosting the meeting. She then asked Dr. Harriet Winokur, President of LTNSB to tell the Council and members of the public a little about the theater. Roll was called. All members were present. A quorum was declared

APPROVAL OF MINUTES – From the regular meeting of July 31, 2009

MOTION by Member Libby, 2nd by Member Jarrard, *“To approve the minutes of the July 31, 2009 regular meeting as presented.”* **Motion passed unanimously.**

ART IN PUBLIC PLACES COMMITTEE REPORTS

Historic Courthouse Plaza Chess Park – M. Fincher reported that the mural artist, Jill Cannady has reviewed the contract and requested some modifications. Requests are currently being reviewed. We expect to have a signed agreement executed by November with work to begin in early January now that the storm season will soon have ended and cooler weather will be arriving. Member Ludwig reported that the artist is most enthusiastic about the project and anxious to begin.

Deltona Regional Library Expansion/ Lyonia Environmental Center – M. Fincher reported that the artwork recommended by the selection committee was approved by the County Council on September 3 and we are in now in the process of obtaining contracts with the three artists being commissioned.

It is doubtful that much work will be completed and in place by the Grand Opening, but the bulk of the art should be installed by the end of the year. Member Jarrard advised that there had been an article in the News-Journal several days prior to the County Council's vote on the selection committee's recommendation that had inaccurately presented the details of the project. This caused the issue to be pulled from the Council's consent agenda for discussion and clarification prior to their vote of approval.

Nancy Maddox announced that the Grand Opening of the newly expanded library, Lyonia Environmental Center and Deltona Amphitheater would be October 17 beginning at 9:00 a.m. with the official ribbon cutting scheduled for 9:30 a.m. She provided information on the activities planned for the day long event.

OLD BUSINESS

Ocean Center ECHO Gallery Policy – Ms. Maddox reported that we had been waiting until the new Ocean Center director was on board and also until after budget hearings had been completed to bring the policy back up. Now that this has occurred, we will be meeting with Ocean Center staff in the near future to begin planning for public input meetings.

Member Libby advised that now that the task for formulating and managing this policy has been given to the Cultural Council, it might be appropriate to re-visit the commitments made by the County when the \$3 million grant for this project was originally approved. There are several things specified in the grant that have not yet been implemented such as an electronic ticketing system and a concierge position. To date, no requests for amendments to the grant have been made. He also advised that the chair of the ECHO Advisory Board has expressed interest in having input into the process as it develops to be sure that the commitments made in the grant are fulfilled.

Member Ludwig expressed his position that individual artists should be given consideration for exhibition opportunities along with organizations.

Jennifer Coolidge, representing the VCCA, advised that the alliance would like to be involved as the process develops to offer assistance in ensuring a high level of quality exhibitions from across the county.

Chair Smith-Williams asked that staff put together recommendations for a sub-committee to include the various stakeholders and interested parties into a working group to address the issue.

Signage Standard for Art in Public Places – This was an item brought up by Member Libby at a previous meeting. Since the inception of the public art program in 1990, there have been several different formats used to label the artwork at their various locations. The council expressed interest in establishing a standard for all projects from now on and possibly, budget permitting, retrofitting some of the earlier sites with new labels. Staff was asked to provide a recommendation.

M. Fincher distributed some samples of a format that has been used for all projects since the new Justice Center in DeLand. The only variation has been plate color and size which has been based on the facility's décor and the size and placement of the installed artwork.

This format follows a standard museum format which includes the artist's name, place of residence, title of artwork, medium and, if appropriate, size. Additionally, the label identifies the artwork as being a part of the Volusia County Art in Public Places Collection. Member Libby suggested that in addition to the above information, it would also be informative to provide brief biographical information about the artist and/or a short artist statement. This information could either be included on the individual artwork label, or in the case of multiple pieces installed together on a separate plate. Additionally, it was suggested that the county's cultural website address be added to the bottom of the label beneath the APP collection reference.

MOTION by Member Libby, 2nd by Member Jarrard, *“To adopt a standard identification label to be used for all Volusia County Art in Public Places art, incorporating the information as shown on the sample provided and also incorporating artist information and/or artist statement along with the address of the county's cultural website.”* **Motion passed unanimously.**

NEW BUSINESS

Update on Community 2009/10 Cultural Grant – M. Fincher advised that the County Council approved the recommended budget for 2009/10 which provided funding for the cultural organizations at the same level as last year, \$704,715. The organizations will be receiving e-mail notification within the next two weeks advising them of their awards and the process to follow in order to receive payment. It is hoped that the 1st quarterly payment will go out by the end of October.

Ms. Maddox thanked all those who attended the two budget hearings to provide their support for cultural and heritage funding. She advised that the county was already beginning to prepare for next year's budget cycle and that the Parks, Recreation and Culture division would be the first group to present at a mini-budget workshop at a County Council meeting in the near future. She recommended that organizations may want to plan on attending since it is anticipated that funding for next year is going to be extremely tight with tax revenues expected to be 15% – 20% less than this year.

Member Libby wanted to speak regarding next year's funding guidelines. Chair Smith-Williams asked that specific discussions regarding next year be deferred to the grant planning workshop agenda item.

Member Ludwig asked whether the County Council took any action with regard to the issue raised at the Grant Review about individual artists applying for the grant as a 501(c) non-profit organization. Ms. Maddox advised that the issue was raised with each Council member in one-on-one discussions prior to the meeting and no one raised the question, instead they deferred to the Cultural Council's majority vote to recommend fund for the organization in question. Member Ward said this needs to be addressed as a change to the policy prior to the grant program for next year.

Update on Staff's Meeting with Daytona Beach International Festival – Ms. Maddox reported that staff had met with the management of Daytona Beach International Festival (DBIF) regarding their new relationship with Daytona State College (DSC) to review their continuing eligibility for funding under the Community Cultural Grant. As a result of the information provided at the meeting, it is staff's position that the 501(c)3 status of DBIF is still viable and as such remains eligible. Mr. Manuel Bornia, President & C.E.O. of DBIF provided an overview of the organizational structure and made himself available for questions from members of the council.

The handout he provided detailing the organizational relationship raised some questions with several members. Mr. Bornia provided further clarification in an effort to ensure council members that the relationship in no way placed financial or operational control of the organization under the college's control. According to Mr. Bornia DBIF and DSC only have a mutually beneficial cooperative agreement regarding use of the News-Journal Center.

The Council recommended that DBIF revise the document to better reflect the independent relationship between the two organizations.

MOTION by Member Libby, 2nd by Member Dahlen, *“To confirm the continuing eligibility of DBIF to receive Community Cultural Grant funding, subject to submission of a revised organizational chart or statement more clearly defining the relationship between DBIF and DSC.”* **Motion passed with seven members voting in favor of the motion, Mr. Ludwig voting in opposition and Ms. Sanders abstaining due to conflict of interest.**

Schedule for 2010/11 Community Cultural Grant Planning Workshop – The workshop will be held on November 10, 2009 from 9:00 a.m. – 12:00 noon in the Dr. Alice C. Cross Environmental Classroom of the Lyonia Environmental Center, 2150 Eustace Avenue in Deltona.

State of the Art License Plate Status – Member Ludwig stated that he felt that the license plate program was not receiving sufficient oversight. He would like to see more frequent reporting by staff and more involvement by the Council on how the funds are to be used. Staff advised that this item is brought up at the beginning of each year and the Council is provided a copy of the annual report. The Chair suggested that this item be added to the agenda of a future meeting to give Staff sufficient time to prepare an updated status report.

St Johns River Panel Discussion – Member Ludwig reported that he had attended a recent workshop at the Museum of Florida Art that dealt with the future of water resources in central Florida, particularly the St. Johns River. He would like the Council to consider ways to use the community arts connection to help raise awareness of this issue and influence other arts organizations to get involved as well. The Chair suggested that this item be directed to the VCCA for their consideration and recommendations.

CCG Grant Workshop Items – Member Libby made the suggestion that the filed organizations know in advance the items that will be discussed at the workshop and that the VCCA have representation at the grant workshop. He would like the workshop to focus on two significant changes to the CCG program; (1) a method of separating the smaller budget organizations from having to compete with the larger groups by coming up with an abbreviated application and establishing a separate budget pool for organization with annual operating budgets of less than \$150,000, (2) Council consider a new scoring methodology to add a forced ranking component to the process.

VCCA Annual Meeting – The Chair congratulated the VCCA for the excellent event they put on at the Atlantic Center for the Arts,

Next Meeting Date – M. Fincher advised that the next regular meeting was scheduled for Friday, November 20, 2009 at the Deltona Arts & Historical Center. This was changed from November 27 which is the day after Thanksgiving and a Volusia County government holiday.

PUBLIC PARTICIPATION/VCCA REPORT

Ms. Jennifer Coolidge announced that she was presenting the report from the VCCA as past president and that Dr. Carol Anderson-McLean of the Daytona Beach Symphony Society was the new president of the Alliance. One of the alliance's priorities in the coming year is to focus on presenting the importance of the arts and culture to the community's economic development. The Alliance presented their annual report on the state of the arts in Volusia County at their annual meeting and would like the opportunity to present an abbreviated version of this report to the County Council at a future meeting and requested that Staff assist in getting this scheduled. Ms. Ann Brady suggested that this could be particularly helpful around budget time. Ms. Coolidge reported that progress was being made in establishing a site within a County building for placement of the permanent display showcasing the Tippen Davidson Award recipients.

ADJOURNMENT - There being no further business, Chair Smith-Williams adjourned the meeting at 11:05 a.m.

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