



## MARYLAND STATE ARTS COUNCIL

### Meeting Minutes

**September 12, 2018 (approved 6-25-19)**

Baltimore Center Stage, 700 N. Calvert Street, Baltimore, MD

Staff and Board present:

Timothy App, Lily Bengfort, Shelley Morhaim, Jackie Copeland, Zoe Charlton, Dana Parsons, Steven Skerritt-Davis, Pamela Dunne, Steve Drapalski, Liesel Fenner, Carla Du Pree, Carole Alexander, Christine Stewart, Gary Vikan, Barbara Bershon, Joan Lyon, Ken Skrzysz, Anne West, Liz Fitzsimmons, Tony Cornwell, Jack Rasmussen, Arthur Brown, Rosa Chang, Michele Hayes

9:30 a.m.

Meeting called to order by Jack Rasmussen

The Council was welcomed to Center Stage by Michael Ross who gave a brief overview of the organization.

The attendees introduced themselves and the Council unanimously approved the agenda. Jack Rasmussen welcomed everyone and reviewed the agenda.

Secretary/Treasurer, Joan Lyon, gave the financial report:

	<b>FY19 REVENUE</b>	
Total State General Funds	20,747,233	
Total Special Funds	1,960,209	
Total Federal Funds	662,732	
Total All Funds	<b>23,370,174</b>	
	<b>FY19 Expense</b>	
<b><i>Administration (General)</i></b>	<b><i>(1,765,326)</i></b>	
<b><i>Community Arts Development</i></b>	<b><i>(3,279,893)</i></b>	
<b><i>Arts in Education Program</i></b>	<b><i>(663,932)</i></b>	
<b><i>Individual Artist Awards</i></b>	<b><i>(332,000)</i></b>	
<b><i>Public Art Program</i></b>	<b><i>(260,326)</i></b>	
<b><i>Arts Resource Center</i></b>	<b><i>(34,272)</i></b>	
<b><i>Folklife Program</i></b>	<b><i>(504,502)</i></b>	
<b><i>Grants for Organizations</i></b>	<b><i>(16,067,598)</i></b>	
Direct (7.75% Cap)		(14,652,414)
Maryland Monuments Project		(100,000)
Urban Arts Leadership		
Administrative Support (2-Years)		(215,000)
Wide Angle Youth Media: Statewide Film Project		(199,500)
Total Expenditures	<b>(22,907,849)</b>	
TO BE DETERMINED	462,325	



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The Council voted unanimously to accept the financial report.

Ken Skrzesz, in Keena Stephenson's absence, presented a new procedure for event attendance. Councilors will receive a shared event document monthly and may sign up to attend events directly in the document.

Jack Rasmussen asked Councilors to share recent event attendance.

Ken Skrzesz presented the Executive Director's report.

Staffing information included:

- Grants and Professional Development Director - Dana Parsons
- Grants Administrator - Michele Hayes
- Office Secretary - Arthur Brown
- Marketing and Communications Director - In Process
- Fiscal Officer - Daniel Crawford
- Special Projects and Grants Assistant - Rosa Chang
- UAL Fellow (Marketing and Arts in Education Assistant) - Rhea Beckett
- UAL Fellow (IAA, Accessibility, and A&E Assistant) - Teara Booker
- Administrative Associate - In Process
- New Overview - In Process

Facility information included addition of 10 N. Howard as a possible new home for MSAC.

The digital version of the FY18 Annual Report was shared:

[http://prezi.com/dkpcsi8s8faw/?utm\\_campaign=share&utm\\_medium=copy](http://prezi.com/dkpcsi8s8faw/?utm_campaign=share&utm_medium=copy)

A report by website developer id5 was shared:

Conclusions

- Purpose of the website is unclear
- Current website tells more than it shows
- Website isn't answering all of user's questions
- Traffic shows individual users are a major user of the website
- Users are not returning to the website
- Bounce rate of users outside of MD is very high
- Minimal traffic is being driven from county councils
- Users want to see events & maps



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- Little traffic is driven by social media, despite active Twitter & Facebook pages
- Users can navigate to find funding & grant opportunities...
- ...but they have difficulty locating info about actual arts and art education
- Education resources on the website could be bolstered
- Technical issues are a result of poor implementation, rather than an incorrect platform choice.

#### Recommendations

- Define a clear priority for the website.
- Clarify how MSAC promotes arts in all of Maryland.
- Clarify how MSAC serves artists everywhere.
- Answer user questions on the website, so they don't need to contact a staff member.
- Bolster website analytics for greater visibility into user behavior
- Separate content *for* artists and content *about* artists
- Develop a clearly defined user-journey for artists that answers their common questions
- Triage users with homepage Audience-based navigation...
- ... Or create two sites with separate purposes
  - *Arts in Maryland: for those interested in the arts*
  - *MSAC site: for everyone else*
- The website needs interactive Events Calendar & Maps
  - *Gallery finder, Art tours, Arts organizations in MD, Festivals, Grants, Public art, A&E districts*
- Create an Artist dashboard with all resources in one place
  - *Making art, Funding art, Promoting art, Developing professionally, Living in A&E, Connecting with others*
- Registry 2.0
  - *Integrated marketplace, Enhanced display features, Database of organizations & venues, Creative services, Social sharing, Feeds, Optimized search interface*
- Create an Artist dashboard with all resources in one place
  - *Making art, Funding art, Promoting art, Developing professionally, Living in A&E, Connecting with others*
- Registry 2.0
  - *Integrated marketplace, Enhanced display features, Database of organizations & venues, Creative services, Social sharing, Feeds, Optimized search interface*
- Revamped creative marketplace: Support, Resources, & Promotion
  - *Art, Creative services, Classes, Venues, Vendors, Feeds, Search by medium/location/topic*
- Visualize the Creative Economy in Maryland
  - *Key numbers/infographics, Display on MSAC homepage, Provide feed for organizations,*



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*Graphic, Impactful, Simple*

- Create an Online Collaboratory
  - *Collaboration space, Grants library, Webinars, Online workshops, Mentorship matcher, Marketplace*
- Provide real-time answers about art in Maryland
  - *Chatbot interface, Dynamic FAQs, Reflect real questions, Searchable*

Shelley Morhaim, Strategic Planning Committee Chair, gave the Strategic Planning update:

As we work with AMS to reaffirm or redefine our core mission, vision, and values statements, we have already begun to see themes in areas of importance:

### ***Strategic Plan – How do we Lead and Serve?***

- Defining the agency's leadership **role in the sector**
- Capitalizing on **Council energy and new leadership**
- Rightsizing staff **bandwidth for capacity and change**
- Responding to **sector priorities** and needs in a review of **programs and services**
- Pursuing **EDI as a central, meaningful component** of the plan and our work
- Reinforcing **intersection and alignment** with the Department of Commerce

And importantly, these conversations (and our ultimate vision) are supported by early definitions of success which the Committee has been exploring

### ***Strategic Plan – Early Definitions of Success***

#### **SUCCESS...**

- Widely known and respected statewide as leader in the arts
- Service to a broader and more diverse constituency
- Better connection of public funds to public value outcomes
- Appreciation for the role the arts can play in improving quality of life for all
- Deeply engaged and diverse Council membership and development
- An evolution of institutional culture toward arts leadership and investment
- Opportunities for site-based engagement at a new facility
- Streamlined processes – less bureaucratic

#### **Strategic Planning Schedule**

To date, the committee has met twice with AMS; during those meetings we have worked with AMS to better understand our planning context and discussed how we have evolved in our programs and as an agency. AMS has conducted numerous stakeholder interviews and reviewed data from most of MSAC's programs and financials from the past five fiscal years.



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	Ma y	Jun	Jul	Au g	Se p	Oct	No v	De c	Jan	Feb	Ma r	Apr
Background Review/Interviews												
Kick-Off Meeting												
Situation Analysis												
Mission/Vision Assessment												
<b>Board Meeting (Update)</b>												
Creative Conversations												
Insights Meeting												
Survey / Best Practices												
<b>Board Meeting (Update)</b>												
#4 Preliminary Findings												
<b>Board Workshop</b>												
Success Framework												
Plan Strategies, Priorities, Draft Plan												
<b>Board Meeting (Update)</b>												
<b>Plan Delivery</b>												

10:30 a.m. A break was taken.

At 10:45 the meeting reconvened and Ken Skrzysz acknowledged the hard work of the staff and shared a creative process model as a template for problem solving.

Dana Parsons, Grants and Professional Development Director, presented policy and procedural changes for the Grants for Organizations process:

Creativity is the New Basic (over 80 and many new) for individual artists and small arts organizations with budgets < \$50,000. A simple application will be launched in the spring as a pilot program.



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Data Arts is no longer required for MSAC grantees. The Economic Impact Data is captured by the final report and data supplied in the application.

The GFO Application is being updated as an assessment tool for organizations rather than information reporting. The new narrative questions are revised to reflect equity, diversity and inclusion:

Four Broad Categories - Review Criteria

- A. Why is the work of your organization important?
- B. How does your organization design its programs?
- C. How does your organization operate?
- D. How does your organization evaluate what it does?

An audit only required if an organization has an operating budget of \$600,000 and over (as opposed to \$500,000 as previously). The process becomes transparent as the grant determining figure, based on income is populated by the applicant and, for organizations with operating budgets of <\$600,000, will be reviewed in house. The recommendation is to randomly select 1 of 30 applicants for review.

The grant award will be formulaic based on criteria percentage, removing autonomous panel rating adjustments by the staff. Allowable Income X Panel Rating X Cap Amount = Award Amount

Upcoming GFO deadlines:

Intent To Apply - Deadline September 15

FULL Application - Deadline November 1

Request For Funding - Deadline December 15

Call for Panelists update:

- Approaching 100 applications
- Pool of panelists for other programs
- Panel Process - Paperless

FY18 Closeout:

FY18 Final Reports triggering FY19 first payment.

The Council voted unanimously to accept the updated GFO policies and procedures.

Ken Skrzesz presented for the absent Chad Buterbaugh on Maryland Traditions/Folklife:

- MT partners met in August to decide 2018 Heritage Award winners
- Person/People category: Eastern Shore gospel quartet tradition upheld by the Sensational Royal Lights, the sacred music group of the Elliott family for four generations
- Place category: Cumberland's Curtis Coney Island, a community gathering space run by the same Greek-American family for a century - famous for its hot dogs!



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- Tradition: Southern Maryland stuffed ham, culinary tradition spanning four centuries and an absolutely unique facet of folklife in the three counties of southern Maryland
- Vegetarian options will be provided at Heritage Awards ceremony
- Hosted at UMBC Proscenium Theatre Saturday, December 1, 7:30pm. Featured performer TBD
- Pictured: stuffed ham being prepared
- Writing this before the festival, so I'm guessing:
  - Astounding success
  - Incredible platform for Chesapeake folklife and 2017-2018 Apprenticeship teams
  - An absolute win for MSAC in terms of building connections with folklife practitioners and local and state tourism and economic development teams
  - One "happy customer" is St. Mary's County bluegrass musician Jay Armsworthy (right), who was impressed at how "well taken care of" he and his band were in the planning phases. Kudos to local coordinators at the Ward Museum and NCTA.
  - Future planning:
    - 2019 folklife area: "Maryland Masters" (Apprenticeship team masters since 2004)
- Rosa brings strong experience as a community arts specialist and working artist to Maryland Traditions
- She will be acting as artist liaison for the Apprenticeship Award program and assisting with event planning at the Heritage Awards
- Everyone look at Rosa and tell her how great she is
- Pictured: Piscataway finger weaving apprenticeship team
- Collaborations
  - Melanie Pinkert, PhD, hired as folklife specialist and Maryland Traditions liaison at Sandy Spring Museum
  - Talks underway with southern Maryland stakeholders to establish MT partnership with St. Mary's College - involving faculty and staff, St. Mary's County Arts Council, and local folklife practitioners in discussions
- Fieldwork
  - Documented stories at Oblate Sisters of Providence convent in Arbutus; working with storyteller Janice Curtis Greene to identify scope and potential resources for larger oral history project - Oblates are longest-running Roman Catholic order consisting of women of African ancestry
  - Documented stories at Arch Social Club in West Baltimore, one of oldest African-American men's social clubs in the country and one of the last remaining bastions of old Pennsylvania Avenue, the historical center of black folklife in the city
  - Extensive outreach to Persian, Azeri, and larger Iranian community in Montgomery County: plans to bring music, dance, and foodways masters into MSAC programs and events (all first-time MSAC constituents - many of them first-time grantwriters, period)
  - Documented music and stories at Lil Margaret's Bluegrass Festival in St. Mary's County: plans to bring director Jay Armsworthy into MSAC activities (had not previously worked with us before the National Folk Fest)
- Pictured: Mother Mary Lange, founder of Oblate Sisters of Providence (canonization case)



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currently being pursued)

- Note from Chad: Apologies for being absent; taking some needed R&R at an undisclosed location in Ohio - call or email next week with any questions. Always love hearing from you.

Steve Drapalski presented on the Presenting and Touring Program:

\*Renewal paperwork deadline set - September 17, 2018 by COB/Full application deadline set - October 8, 2018 by COB. >e-mails went out to entire distribution list and information was included in the September newsletter. Moving schedule of application deadline/grant awards up to better align with the field, beginning with 2019. Program will be expanding! - more details at next Council meeting.

Liesel Fenner presented on the Public Art Program:

The Stochastic Interactions unveiling has been postponed.

The Michael Singer Studio was selected as the artist to create the UM Shady Grove project.

Steven Skerritt Davis presented on the A&E District program:

- NASAA Excursions
- October Deadline/Potential Applications
- New Manager Orientations
- GFO Eligibility
- TA Grants
- Procedural Changes
- Capacity Building Grant?
- Staffing Update

Steven Skerritt-Davis presented on the County Arts Councils:

- Film Project Update
- ED/PD Tour of Counties - Takeaways
- Strengthening CAAM
- NASAA
- New ED Orientation (MSAC, MCA, CAAM)
- Somerset County Update

Steven Skerritt-Davis presented on the Individual Artist Award program:

- Record number of applications!
- Panels @ MAAF
  - 10/11 - Works on Paper
  - 10/18 - Painting
  - 10/25 - Media, Digital/Electronic Arts
  - 11/13 - Theater Solo Performance





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- 11/16 - Fiction/Creative Non-Fiction
- Program Future Update

Chris Stewart presented on the Arts in Education program:

AiE Budget:- in your Council packet

**\*NEW\*** AiE Website Profiles and School Booking/Application Process:

Artist in Residence (AiR) and Visiting Performer (VP) and School

- Curated by the artists and schools themselves
- Artists will have MSAC Endorsements for various specialties
- Schools request residency or performance through online contract (VP, ongoing) or application (AiR, rolling deadlines)

**\*NEW\*** Expansion into Adult Education Models: Veterans and Creative Aging

Mid-Atlantic Retreat update:

- Presented by SAAs in MD, DE, PA, NJ, VA, WVA August 13-14 in Boiling Springs, PA.
- Goal: through this gathering, Teaching Artists become more knowledgeable in their field by convening as a network of peers to share best practices and emerging trends in arts learning.
- 60 Artists - 10 per state
- NASAA, NEA, and AFTA partners attended

TOPICS COVERED:

- Marketing, residency planning, entrepreneurial skills, advocacy
- Programming for Seniors, Veterans, special needs populations, incarcerated or formerly incarcerated people
- Pop-Up Art Labs in poetry, drumming, dance, and painting

SURVEY RESULTS: 88% response: "extremely useful" - huge success!

Alysia Lee, Coordinator of Fine Arts for the Maryland State Department of Education, presented on a new partnership with MSAC:

Alysia Lee, Maryland State Department of Education Fine Arts Coordinator

Teaching Artist Endorsements: Professional Development Institutes for Teaching Artists Leading to MSAC Endorsements that reflect MSDE standards.

Endorsements in:

- Early Childhood (Pre-K through Grade 2)
- Grades 3-8
- Grades 9-12
- Veterans
- Creative Aging
- Special Needs Populations



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- Arts & Justice

Arts Educators Professional Development Opportunity

The Maryland Masterclass Series

- New professional development opportunity for Maryland's music educators and community music leaders
- Provides curated experiences with world-class, visionary Master Artists
- Begins with a two-day gospel choir music intensive and culminating concert led by international gospel artist Donald Lawrence in Baltimore, October 12-13
- Register at [MDMasterclass.org](http://MDMasterclass.org)

Dana Parsons presented a grants/professional development office update:

- Welcome Michele!
- GFO Application
  - Data Collection
    - Data Arts → Economic Impact/NEA Descriptive Report
- Payment Procedures
  - Encumbered Funds vs. Non-encumbered funds
- GFO Intent to Apply
  - Over 50 inquiries from new organizations (DL: 9/15)
- SmartSimple Platform

Professional development fall arts institutes will be offered in seven locations across the state. In June, 2019, we will partner with MCA to produce the first ever MD Arts Summit.

Donna from City Seeds, a new catering company contracted by MSAC, presented information about the work of the organization.

12:30 Lunch Break

At 1:15, the meeting reconvened with an Equity, Diversity and Inclusion, workshop on implicit bias led by Kibibi Ajanku.

2:00 Professional Development, Dana Parsons

2018 Maryland Regional Arts Institutes

09.13 → Frederick @ [The Delaplaine Arts Center](#)

09.17 → Havre de Grace @ [The Cultural Ctr at the Opera House](#)

09.20 → Baltimore @ [Creative Alliance](#)



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09.24 → Salisbury @ [The Ward Museum of Waterfowl Art](#)

09.27 → Leonardtown @ [Leonardtown Town Hall](#)

10.01 → Annapolis @ [Annapolis Shakespeare Company](#)

10.04 → Frostburg @ [City Place](#)

140 currently scheduled to attend

Strategic Planning Gathering 6-7 PM	
GFO Application 7-8 PM	Panel of Partners
Panel of Partners 8-9 PM	Needs of Independent Artists

Partners include: Maryland Citizens for the Arts, Maryland Volunteer Lawyers for the Arts, Maryland Non-Profits, Maryland State Department of Education, Fine Arts Office

Institute Agenda:

Institute Agenda

- Town Hall Strategic Planning (6-7PM)
- Track for Arts Organizations (7-8PM)
  - New Narrative/Application
  - Reflection & Growth
  - Financial Ownership and Transparency
- Track for Individual Artists (8-9PM)
  - Connection to Programs
  - Professional Development Needs

Strategic Planning Session:

1. What are the most pressing issues you face as an artist or arts organization?
2. What challenges exist in your community that intersect with the arts?
3. Are there specific ways MSAC could better support you?
4. What does success look like for MSAC in the short and long-term?
5. What role does MSAC play in the arts and culture sector for the State of Maryland?
6. What three words best describe your aspiration for the future of arts and culture in Maryland?



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In the breakout for organizations, the new GFO application will be presented for questions and discussion.

Time will also be allowed for a discussion about a possible funding cap in the GFO program:

Funding Cap:

- Responding to constituent concerns about funding distribution.
- Commitment to funding for independent artists and small organizations doing great community arts work.
- New change to income-only formula.

The Council decided to hold this policy change until a future date.

The Individual Artist section of the Institute will be guided by the following questions:

AiE: What projects or personal artistic exploration are you working on that might be adapted for a school setting?

Folk: Describe your ideal relationship with folklorists working on behalf of MSAC.

Public Art: Do you collaborate with others in developing ideas and making your artwork? Get input/collaboration with the community?

CAD: How could your county arts council better serve you as a working artist?

A&E: Do you know that you are exempt from state income tax for income from sales of work created and sold in any of the 26 MD A&E Districts or performance fees earned in any of the A&E Districts?

IAA: If MSAC could offer (or provide access to) professional development/training/mentoring of any kind, what would be most useful?

Artist Registry: Is there functionality you've seen elsewhere (or that you can dream of) that would make this a more effective tool for you?

Presenting & Touring: What are your major challenges working as an artist in the state of Maryland?

The following policy changes were presented to the Council for a vote:

Funding applications and reports that are submitted to the Maryland State Arts Council beyond the published deadline will result in a notification of late submission to the executive director and to the executive committee of the board of the grantee organization. In addition, a required professional development session may be scheduled by the MSAC Program Director and/or Grants and Professional



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Development Director with the grantee organization's principal staff and board members. Multiple missed deadlines may result in an organization's ineligibility for MSAC funding, and scheduled payments will be delayed until deficiencies are remedied to the satisfaction of the MSAC staff and/or Council.

Allowable Income is used as the determining figure within the Grants for Organizations formula to support sustainability by rewarding entrepreneurship, encouraging the diversification of income streams, and recognizing growth. (Organizations reporting 20% or more income above expenses are required to submit an explanation for the plan/allocation for the additional income.)

The Maryland State Arts Council allows applications for Grants for Organizations funding from county arts councils for Arts & Entertainment district programming specifically if the level of programming in the district makes them eligible. Creativity Grant funding applications are allowed for Arts & Entertainment district programming if the level of activity does not meet GFO arts program grant eligibility criteria.

The Maryland State Arts Council allows the use of up to 50% of Community Arts Development Arts in Education (CAD-AiE) funding for student transportation for programming both inside and outside the State of Maryland providing a 50% match by County Arts Councils. AiE funds from CAD grants must be used to support transportation to high-quality arts experiences in museums, or attendance of live arts performances and events at arts organizations, arts centers, artists studios, and festivals. Matching funds must be non-state, non-federal.

The Council voted unanimously to accept all recommended policy changes.

Future Policy Considerations:

Line Item Requests

Award Limitations (Strategic Planning Outcome)

Equity, Diversity and Inclusion (Strategic Planning Outcome)

3:45 Adjournment (Visit to 1 W Mt. Vernon Place)