

Minutes

Arts and Cultural Affairs Advisory Council

August 16, 2018

Room 105, Orange County Administration Center



PRESENT: Chair Sara Segal, Cecelia Bonifay, Karen Climer, Hal Kantor, Evelyn Martinez, Rick Richbourg, Becky Roper, Rick Schell, Comm. Jennifer Thompson

STAFF: Terry Olson; Trudy Wild, *United Arts of Central Florida*

ABSENT: Julie Coleman, Vicki-Elaine Felder, Shelby Norwich, Melvin Rogers

Welcome & Public Comment

Chair Sara Segal called the meeting to order at 8:36 a.m. and asked for introductions and public comment.

There were no public comments although thanks were offered by fellow Advisory Council members to the Advocacy Committee and Commissioner Thompson for getting the \$1 per capita restored as funding from the County's General Fund.

Upon a motion by Evelyn Martinez and second by Sara Segal, Rick Schell was unanimously confirmed as the incoming Chair, and Cecelia Bonifay was elected as Vice Chair/Chair Elect. Schell assumed the Chair position immediately to lead the meeting. It was also noted that two new members of Council were recently approved: Julie Coleman and Vicki-Elaine Felder, succeeding Sharon Fenwick and Patrick Noze, respectively; and that Rick Richbourg had been reappointed for another term. Comm. Thompson noted that board positions would remain in flux as Mayor and Commissioner seats turn over with elections this year. It was advised that the Council members and staff actively encourage potential Council members to apply (online) for consideration of future appointments, with an emphasis on reflecting the County's diversity.

Consent Agenda*

Upon a motion by Rick Richbourg and a second by Sara Segal, the minutes from the May 10, 2018 meeting were unanimously approved and the following accepted for filing:

1. Advocacy Committee meetings, May 10, May 24, June 14, June 28 July 19, and July 31, 2018
2. Blockbuster Committee meeting, April 5, 2018
3. Cultural Facilities Review Panel meeting, April 4, 2018
4. Funding & Standards Committee meeting, May 31, 2018

Committee Updates

- A. **Advocacy:** Committee Chair Sara Segal engaged the help of Betsy Gwinn and Becky Roper to report on:
 1. The successful campaign to restore the \$1 per capita
 2. Legislator visits
 3. The Tourist Development Council's TDT ARC Committee
- B. **Blockbuster:** Becky Roper reported that the committee has not met recently, but is looking forward to the future with the restored money from the successful \$1 per capita restoration.
- C. **Funding & Standards:** Rick Schell reported that the committee had intensive discussions about various changes to the Cultural Facilities application but are making no major changes. Schell highlighted some of the most significant considerations and updates, and noted that the revised guidelines would be presented for approval later in the meeting.
- D. **Public Art Review Board:** Terry Olson reported for past Chair Patrick Noze, recently replaced in his Council position, and the new PARB chair would be named within the New Business section. Olson stated that the next *Sculpture on the Lawn* and *Art in the Chambers* will be chosen early next month around the theme of Diversitastic!. The I-4 Ultimate capital project's percentage commitment to public art purchase is on hold until SGL Constructors officially sends letters of commitment.
- E. **United Arts of Central Florida:** Cecelia Bonifay gave an extensive report that is attached.

Old Business

Terry Olson shared the revised 2019 Advisory Council budget that included the restored General Fund amount of \$1 per capita. Upon a motion by Becky Roper and a second by Sara Segal the revised FY19 budget was unanimously approved (attached).

New Business

- A. Upon a motion by Rick Richbourg and second by Hal Kantor, the following committees were approved unanimously
- i. Advocacy Committee: Sara Segal, Chair; Sara Van Arsdell; Cecelia Bonifay; Dan Calleja; Jan Clanton; Betsy Gwinn; Hal Kantor; R.K. Kelly; Vicki Landon; Jennifer Quigley; Becky Roper; Rick Schell; Rae Ward
 - ii. Blockbuster Committee: Becky Roper, Chair; Comm. Jennifer Thompson; Hal Kantor; Evelyn Martinez; Rick Richbourg; Rich Taylor
 - iii. Cultural Tourism Review Panel: All Advisory Council members except Comm. Thompson
 - iv. Funding & Standards Committee: Cecelia Bonifay, Chair; Karen Climer; Hal Kantor; Rick Schell; Sara Segal
 - v. Public Art Review Board: Shelby Norwich, Chair; Coralie Claeyssen-Gleyzon; Arthur Blumenthal; Donna Dowless; Carolyn Fennell; Shannon Fitzgerald; Kevin Haran; Maria Rubin
- B. As past Chair of Funding & Standards Committee, Rick presented the revised, updated facilities program guidelines for approval. Upon a motion by Hal Kantor and second by Sara Segal the FY19 Cultural Facilities Funding Guidelines were approved by unanimous consent.
- C. Trudy Wild presented a request by the City of Orlando to extend the Loch Haven FY15 Cultural Facilities project end date by four (4) months, to complete by Dec. 30, 2018. The project scope (park performance space, street banner infrastructure, and wayfinding signage) is almost 90% installed and nearing completion. Beth Gruber and Jeremy Crowe from the city spoke and answered questions. Upon a motion by Cecelia Bonifay and second by Rick Richbourg, the extension was unanimously approved.

Report from Office of Arts & Cultural Affairs: Terry Olson thanked Outgoing Chair Sara Segal for her detailed work as Chair for the past year and in appreciation from the Council, and Wild presented Segal with an artist-made bowl from Crealdé filled with kisses (of the chocolate kind). Olson also remarked on how the arts were proudly represented at the City of Orlando's State of the City address and the Orange County Public Schools annual gathering of Fine Arts Teachers. He commented on the work of this Arts and Cultural Affairs Council over the years that has made an impact we can be proud of. He also gave an overview/status report about the new FusionFest (www.FusionFest.org), indicating that much of his time is currently involved in leading the event.

Adjournment

After announcements of coming events, the meeting adjourned at 9:55 a.m.

Since we last met, United Arts held its annual meeting, in June. These are some of the highlights of the past year:

1. We are pleased to report that since our inception in 1989, **United Arts has invested more than \$149 million** in the growth and development of Central Florida nonprofit cultural groups. Through grants and contracts for services, United Arts has **supported and/or facilitated more than 2.9 million cultural experiences** to residents in our region this year. *(4-county regional population is: 2.4M; 1.3M in Orange County alone)*
2. The FY18 Collaborative **Campaign exceeded its goal once again in raising \$2,073,002**, 104% above goal. Funds for the *Arts for ALL* Fund enhance our agency's competitive grants, which in 2017-18 allowed more than 60 cultural organizations to:
 - A. Produce 5,429 exhibitions and productions
 - B. Provide arts access and arts education to 972,050 students
 - C. Offer 1.6 million free tickets, and
 - D. Support 15,355 artists as well as 378 full-time and 551 part-time staff positions
3. For a second year, the **partnerships with a \$100,000 grant from Dr. Phillips Charities** matched by an equal amount by Tupperware Brands, and a range of Osceola County partners, **infused \$200,000 into the arts at all grade levels in Osceola County** schools. (While Osceola may not be top of mind for Orange County's arts council, our own cultural entities provided contract services, such as:
 - Violin for Pre-K students (VPK) strings program- part of School District of Osceola County
 - 3rd grade- **Center for Contemporary Dance** "Modern Discoveries"
 - 5th grade- **Orlando Philharmonic Orchestra's** Young People's Concert
 - 8th grade- **Central Florida Community Arts** "Flying Lessons"

- Elem & High School - **Shakespeare** Alive! Or Magic Treehouse Alive!

- Middle & High School - Bebop Buddies with Dan Jordan/**Bach Festival Society**

- Middle & High School - **Crealdé** Figure Drawing workshop

This year's services reached more than 22,000 students in Osceola County, about 1/3 of the registered student population.

4. For a fourth year **Disney invested \$200,000 to allow all 8th grade OCPS students to** experience a curriculum-based theatrical production by the **Orlando Repertory Theatre at the Dr. Phillips Center.**
5. United Arts continues to recognize school principals who support strong arts programs in their schools by recognizing their contributions at the **annual breakfasts held both in Orange and Osceola counties.** *Becky Roper chaired the Arts Education committee of the council that began this Arts Principals Breakfast in Orange County, spun off to Osceola, and has been discussed with Seminole and Lake counties. This is a popular event, and due to the Dr. Phillips venue and capacity, attendance is limited to 260+/-.*
6. Long -time community leader and philanthropist, **Harvey L. Massey, was honored at United Arts' Annual Meeting with The Jerry Hilbrich Arts Leadership Award** established by a gift from the Edyth Bush Charitable Foundation.
7. To better engage a wide range of people with the arts, **United Arts established Hispanic and African-American Task Forces and a Millennial Task Force, called ArtVenture, getting millennials to engage with various arts organizations and events.** We partnered with Americans for the Arts to **create an Emerging Arts Leaders Network, which includes a mentorship program with establish cultural leaders.** Aspiring leaders have quarterly meetings with mentors such as Mary Palmer, Flora Maria Garcia, other CEOs, development directors and marketing staff of cultural nonprofits, etc.
8. As a result of Hurricane Irma, United Arts quickly rallied to create an Irma relief fund in collaboration with County and State partners; **UA distributed \$286,349 in relief funding to 30 arts and cultural organizations** who either lost revenue due program cancelations or whose facilities were damaged. (\$252K was thanks to Orange County's efforts from

Blockbuster/Irma) and able to move out quickly due to Blockbuster funds being held at UA.

9. **Arts Advocacy – Florida Division of Cultural Affairs (DCA)** has appointed Flora Maria and other regional leads across the state to help coordinate and increase advocacy efforts for the next budget for 2019-20 state arts funding. Florida now is 48th in the nation in per capita arts funding—at 12 cents per person. To help increase arts funding, UA is working with Florida Cultural Alliance (Sherron Long) and Orange County. Flora Maria has set up meetings with each of the Orange County legislators—incumbents—to touch base about the DCA process and importance of arts funding. Meeting status: met with 1; 8 scheduled; 1 more to book.
10. And to **increase public sector funding**, Flora Maria is brainstorming possible options with interested civic leaders.

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FY19 Projected Funding

| | TDT | General Fund |
|-----------------------------------|-------------|--------------|
| TDT Funding Calculation | \$5,300,000 | \$1,313,880 |
| Other | \$842,677 | |
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| Program | | |
| Cultural Tourism | \$3,000,000 | |
| Cultural Facilities | \$1,750,000 | |
| United Arts Operational Support | | \$1,313,880 |
| United Arts Fiscal & Grants Mgmt. | \$210,000 | |
| Community-wide Marketing | \$100,000 | |
| Blockbuster Fund | \$1,092,677 | |
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| TOTAL | \$6,152,677 | \$1,313,880 |