

# Minutes

## Arts and Cultural Affairs Advisory Council

November 15, 2018

Orange County Administration Center, Room 105



**PRESENT:** Chair Rick Schell, Cecelia Bonifay (by phone), Julie Coleman, Karen Climer, Hal Kantor, Shelby Norwich, Rick Richbourg, Sara Segal

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

**GUESTS:** Betsy Gwinn, *Bach Festival Society of Winter Park*; Ena Heller, Margery Pabst Steinmetz, Patricia Lancaster, *Cornell Museum of Fine Arts*; Dan Calleja, *Orlando Museum of Art*; Vickie Landon, *Orlando Repertory Theatre*; JoAnn Newman, Catherine Duffy, J.J. Leissing, Nona Tyler, Craig Meyer, Brandon Lynch, Jeff Stanford, *Orlando Science Center*; Lori Weaver and Lisa Hardt, *Orlando Shakes*

**ABSENT:** Vicki-Elaine Felder, Melvin Rogers, Evelyn Martinez, Becky Roper, Comm. Jennifer Thompson

### Welcome & Public Comment

Chair Rick Schell called the meeting to order at 8:40 a.m. and asked for introductions and public comment.

There were no public comments. Chair Rick Schell shared the Council's condolences for Cecelia Bonifay, who participated via telephone due to her mother's passing. Chair Schell then called to delay consent agenda and other vote items until a quorum could be met. Ms. Bonifay asked if staff would inquire with a County attorney about case law or possibility to change quorum requirement, with regard to phone-in participation.

### Committee Updates

- A. **Advocacy:** Committee Chair Sara Segal engaged the help of Vicki Landon to report on the Arts Advocacy conference she attended last week in St. Petersburg. Ms. Segal noted the most recent activity and upcoming meeting of the ARC and TDC boards. She also advised all to follow-up with recently elected officials to establish relations with the arts community.
- B. **Blockbuster:** Becky Roper was not able to attend the meeting. Terry Olson reported that the committee had met recently to hear three proposals from the Orlando Science Center, one of which the Council would review in New Business. Olson noted there would be no Blockbuster meeting following the Council meeting on this date.
- C. **Funding & Standards:** Committee Chair Cecelia Bonifay reported that the F&S Committee had met on Nov 1, referring to the minutes in the agenda packet, which summarized the work done in review of the Cultural Tourism Funding program; and its recommendations for updates and changes would come later in the agenda.
- D. **Public Art Review Board:** Chair Shelby Norwich noted the recent opening of the new Arts in the Chambers and Sculpture on the Lawn – both themed Diversitastic!.
- E. **United Arts of Central Florida:** Cecelia Bonifay gave an extensive report including updates on fundraising, NEA, grant programs, advocacy and marketing; details in talking points, attached.

### Old Business

No old business

### New Business

Without quorum, Dr. Schell continued to review agenda topics and gauge consensus on pending items.

- A. **Cultural Tourism Funding** - Ms. Bonifay presented the Funding & Standards Committee's recommendations for the 2020 Guidelines for Cultural Tourism Funding for the Council's consideration. In addition to minor updates, a few changes were recommended:
  - 1. **Eligibility to apply for CT funding:** As presented by Cornell Fine Arts Museum and discussed by the Funding & Standards Committee, it was recommended to expand application eligibility to

include American Alliance of Museums (AAM)-accredited museums that meet all other requirements the same as a 501©3 organization.

2. **15% increase on caps for Cultural Tourism request levels:** With the addition of more than \$500,000 due to the restoration of the full dollar-per-capita support from Orange County's General Fund, and since caps had remained unchanged while TDT levels increased over the years, the Committee advised allocating more funds toward Cultural Tourism Funding. An equitable 15% cap increase in each CT funding category results in the following changes: Small Request cap increases from \$40,000 to \$46,000, Medium Request cap from \$75,000 to \$86,000, and Large Request cap from \$150,000 to \$172,000, potentially utilizing an additional \$439,372, based on FY19 CT grants awarded.
3. **Set a maximum of 35% of prior year operating budget revenue as a cap for request** from CT: to lessen the reliability on County funding, and help organizations secure more consistent fundraising efforts, it was determined that applicants may request no more than 35% of their revenue from the CT
4. **Strict adherence to application deadlines, including and specifically for financial statements:** Enforcement of existing deadlines for timely submission of application materials will allow reasonable time for staff preparation and review panel's consideration. The deadline for submission of financial materials (including audits, reviews, compilations, self-reported balance sheet and Profit and Loss statements, and Forms 990) is six months after the close of the applicants' fiscal year.

B. Blockbuster Funding – Terry Olson presented the Blockbuster Committee's recent review of three proposals from Orlando Science Center (OSC), and the final chosen exhibition, *Pompeii, The Immortal City*. According to Rick Richbourg of the Blockbuster Committee, the Pompeii event was fully endorsed for the \$780,000 OSC requested from Blockbuster Funding. Representatives from the OSC showed a brief video and spoke to the Council's questions about the event, its exclusivity, attendance draw and collaboration efforts.

2. Sustainable Cultural Plan –

3. Sustainable Cultural Plan – Sara Segal brought up the Advocacy Committee's discussion of the county's need for a new 20-year Sustainable Cultural Plan. The last plan, produced in 2000, was the catalyst for the formation of the Office of Arts & Cultural Affairs and the TDT allocation that has supported the Council's mission to date. Orange County's growing cultural offerings, needs and opportunities warrant an update - to provide a compass for the coming decades and a potential platform to increase funding for arts and culture.

C.

- b. Sara Segal made a motion, seconded by Hal Kantor, to initiate the process to develop a Sustainable Cultural Plan. The motion was approved unanimously.

A.

**Report from Office of Arts & Cultural Affairs:** Terry Olson shared the most current overview of the FusionFest event for this November 24 & 25, and shared materials. Other Council members and guests were invited to share upcoming event information briefly.

**Approvals on official action items:** With the arrival of another Council member, the Council's voting quorum was met, and Chair Rick Schell called for a vote on approval of the consent agenda. Upon a motion by Rick Richbourg and a second by Sara Segal, to approve minutes from the Sept. 20, 2018 meeting and accept for filing the following committee meetings, the motion was passed:

1. Advocacy Committee meetings, Sept. 20 and Nov. 7, 2018
2. Blockbuster Committee meeting, Oct. 10, 2018
3. Funding & Standards Committee meeting, Nov. 1, 2018

Dr. Schell then summarized each of the prior discussions and called each item up for vote.

1. After final group discussion, and upon a motion by Karen Climer and second by Rick Richbourg, all changes to the Cultural Tourism Funding Guidelines for 2020 were unanimously accepted by the Advisory Council. It was noted that the key changes would be communicated to the Cultural

Tourism applicants as a follow-up, to be sure they are all aware of the changes that may affect their eligibility and budget considerations for the next funding cycle.

2. Chair Schell then called for a vote on the funding of \$780,000 from the Blockbuster Fund for Orlando Science Center for the *Pompeii, The Immortal City* exhibition. With a motion by Hal Kantor and second by Sara Segal, the motion was unanimously approved by the Advisory Council.
3. Sara Segal brought forth a motion to initiate the process for a Sustainable Cultural Plan, which was seconded by Hal Kantor and the motion was approved unanimously.

### **Adjournment**

After announcements of coming events, the meeting adjourned at 9:50 a.m.