

AGENDA

Advocacy Committee

Orange County Arts and Cultural Affairs Advisory Council
Thursday, Sept. 5, 2019, 6:30 p.m.
Marco Training Room, 1st Floor, IOC 1,
450 E. South St., Orlando, FL 32801



Members: Keith Smith, Chair*; Cecelia Bonifay*; Dan Calleja; Scott Evans; Betsy Gwinn; Ena Heller; Hal Kantor; RK Kelley; Vicki Landon; Jennifer Quigley; Becky Roper; Rick Schell; Sara Segal; Sara Van Arsdell; Rae Ward; Theo Webster*

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

1. Welcome, Introductions and Public Comment

Keith Smith

2. Approval of Minutes[†]

Keith Smith

- a. August 15, 2019 (Page 3-4)

3. Old Business

Keith Smith

a. Messaging

i. LIVE acronym:

L - Livability for artists (artists paid enough to stay in the community).

I - Incubator for diversity (help our young ethnic organizations establish themselves)

V - Venue affordability

E - Event readiness (Blockbuster Fund)

ii. Comparable cities/model communities

b. State Funding

i. Statewide advocacy

Trudy Wild

1) Follow-up appreciation – messaging and contacts:

- Report on Aug. 26 Florida Cultural Alliance conference

- State Senators & Representatives/leadership;
new information from Sherron Long, Florida Cultural Alliance

2) Planning for next year

- Arts & Culture Day in Tallahassee – Jan. 22, 2020

c. TDT Funding

Terry Olson

i. ARC

ii. Additional/dedicated funding - TDT 3-6%

d. Dr. Phillips Center

i. Link to editorial by Orlando Sentinel board, Aug. 16, 2019:

<https://www.orlandosentinel.com/opinion/editorials/os-op-dr-phillips-center-dispute-ballet-philharmonic-20190816-esmes7wbjnao7krial6hqxhtya-story.html>

ii. Link to commentary by Krista and Jonathan Ledden, Aug. 24, 2019:

<https://www.orlandosentinel.com/opinion/quest-commentary/os-op-ledden-dr-phillips-center-20190824-djjc4dbrrbbani74rb6ve2735q-story.html>

4. New Business

- a. Presentation by Faron Kelley, executive board member,
Greater Orlando Sports Commission

RK Kelley

5. Adjourn

Keith Smith

Next meetings:

- **Tourist Development Council Advisory Board** – Friday, Sept. 20, 2019, 9 a.m., OC Admin Center, BCC Chambers
- **Advocacy Committee** – Thursday, Oct. 3, 2019, 9:30 a.m., Room 105, OC Administration Center

MINUTES

Advocacy Committee

Orange County Arts and Cultural Affairs Advisory Council

Thursday, Aug. 15, 2019, 9:30 a.m.

Orange County Public Library

Magnolia and Palm rooms, 3rd floor (accessed by stairs or elevator)

101 E. Central Blvd., Orlando, FL 32801



Present: Keith Smith, Chair*; Cecelia Bonifay*; Dan Calleja; Scott Evans; Betsy Gwinn; Ena Heller; Hal Kantor; RK Kelley; Vicki Landon (via phone); Becky Roper; Sara Segal; Sara Van Arsdel; Rae Ward; Theo Webster*

Absent: Jennifer Quigley; Rick Schell;

Guests: Michael Donahue, Scottie Campbell and Erin Sullivan, Orlando Public Library

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

1. Welcome, Introductions and Public Comment

- New Members: Scott Evans, Ena Heller, Joshua Vickery
- Recent Council Members: Rick Schell and Sara Segal
- Orlando Public Library representative Michael Donahue presented public comment, sharing information about the library's new program called Local Wanderer, which offers library guests an opportunity to select a "2-week pass" to check out a participating cultural provider event for free.

2. Approval of Minutes[†]

- The minutes of the May 30, 2019 meeting were unanimously approved.

3. Old Business

a. State Funding

i. Statewide advocacy –

Terry Olson

1) Orange County Legislative Delegation meeting Aug 19, 2019

- Plans will be arranged for next year's advocacy trip for Arts & Culture Day in Tallahassee – Jan. 22, 2020 – to have local representation with our legislators.

b. Priorities

i. The following priorities were discussed:

<u>Group</u>	<u>Timing</u>	<u>Goal</u>
Tourist Development Council (Disney, Mayors, CFHLA)	Sooner	Increased arts funding
Local Referendum	Fall 2020	Long term operating support
State of Florida	Spring 2020	Operating support

ii. Possible funding sources (increases):

- Moving TDT percentage from 3% to 6%
- An extra \$5 million to ARC
 - Could \$2 or \$3 million of the ARC \$5M be added to the Arts and Cultural Affairs Advisory Council budget?
- A portion of the potential Transportation penny sales tax?
 - Could 2% of this be for the arts?

- iii. Outcomes suggested (LIVE acronym):
 - L - Livability for artists** (artists paid enough to stay in the community).
 - I - Incubator for diversity** (help our young ethnic organizations establish themselves)
 - V - Venue affordability**
 - E - Event readiness** (Blockbuster Fund)

c. TDT Funding

Terry Olson

- i. ARC – annual amount in millions starting in 2024 possible
- ii. Additional/dedicated funding - TDT 3-6%

4. New Business – Discussion was held in three areas that pertain to planning for arts and culture in Central Florida:

- a. Dr. Phillips Center – recent media and concerns *Terry Olson*
- b. Sustainability Committee – Chair Sami Haiman-Marrero *Terry Olson*
- c. County-wide Sustainable Arts Cultural Plan *Terry Olson*
- d. RK Kelly agreed to invite Faron Kelley, board member of the Greater Orlando Sports Commission, and Cecelia Bonifay will invite Tim Guiliani, President & CEO of the Orlando Economic Partnership (and member of Mayor Demings' transition team), to be speakers at upcoming Advocacy Committee meetings.

5. Chair Smith asked the members about availability for an additional Advocacy Committee meeting to be held – possibly in the evening – prior to the next scheduled meeting on October 3 at 9:30 a.m. Staff will arrange this.

6. The meeting was adjourned at 11:15 a.m. by Keith Smith.