

**OHIO ARTS COUNCIL
EXECUTIVE COMMITTEE MEETING
JUNE 19, 2013**

The meeting was called to order by board Chair Jeff Rich at 2:45 p.m. in the Tiger Gallery at the Dayton Art Institute in Dayton. Executive Committee members in attendance were: Karen Bell, Sara Jane DeHoff, Sharon Howard, Monica Kridler and Sara Vance Waddell. Absent committee members were: Louisa Celebrezze and Vice-Chair Ginger Warner. Robb Hankins a new OAC board member also was in attendance. Absent members were: Chair Emeritus Barbara Robinson, Representative Armond Budish, Representative Peter Stautberg, Senator Gayle Manning, and Senator Eric Kearney. Also present were: Angela Sullivan, assistant attorney general; David Fraher, executive director, Arts Midwest; Donna Collins, executive director, Ohio Citizens for the Arts; Michael Roediger, executive director, Dayton Art Institute; Jane Black, associate director, Dayton Art Institute; and Meredith Moss, features reporter, *Dayton Daily News*. OAC staff members in attendance were: Julie Henahan, Mary Campbell-Zopf, Karine Aswad, Dia Foley, Dan Katona, Chiquita Mullins Lee and Elizabeth Weinstein.

After conferring with Ms. Sullivan and review of a similar quorum situation in the past, Mr. Rich called the executive committee meeting to order at 2:45 p.m. (The executive committee is permitted, in the interval between meetings of the council, to exercise the powers of the council to conduct business, OAC 3379-5-02.)

MOTION by Sharon Howard, seconded by Sara Vance Waddell, to ratify the work previously reviewed by the board members. **Motion carried without dissent.**

OHIO CITIZENS FOR THE ARTS REPORT

State Budget

Donna Collins, executive director, Ohio Citizens for the Arts (OCA), thanked the OAC members for advocating to the Governor, House and Senate members the past few months on behalf of the OAC's budget request. She added that Bill Blair, legislative counsel, OCA, has worked tirelessly through this cycle with grasstops and grassroots advocates to ensure members of the legislature are engaged and supporting the arts.

In February, the Executive Budget released by the Governor included an increase of \$2 million in the subsidy line. On April 18, the Ohio House of Representatives, in adopting its version of the budget, added an additional \$1.7 million into subsidies, increasing that category total to \$17.7 million for the biennium beginning July 1, 2013. This increase was due in large part to our constituents' direct communication with their legislators. On June 6, the Ohio Senate passed its version of the budget and increased the OAC budget by \$1.8 million. The Senate added \$1.7 into subsidies and \$100,000 for equipment/technology. The total subsidy budget now stands at approximately \$19.4 million and the overall OAC budget at \$22.7 million.

Ms. Collins informed the members that the budget is now being considered by the Conference Committee. The members of the Conference Committee are:

House of Representatives:

Ron Amstutz (R, Wooster)
Jeff McClain (R, Upper Sandusky)
Vernon Sykes (D, Akron)

Senate:

Scott Oelslager (R, North Canton)

Bill Coley (R, Liberty Township)

Tom Sawyer (D, Akron)

Ms. Collins stated that this is the most delicate time of the budget process when hard decisions are being made through compromise. OCA wants the Governor and all members of the House and Senate to know that arts advocates in Ohio are appreciative of the funding they have recommended thus far. OCA has issued action alerts and other communications over the course of the budget cycle resulting in more than 25,000 people taking action using Voter Voice – E-Advocacy Center. We are delighted with the response of our members and other arts advocates in Ohio. It is through the leadership of the OCA’s board of directors and staff that we have engaged so many people to share the important messages that lead to support for arts and culture through the OAC.

Ms. Collins delivered the following message from Mr. Blair: it is no accident that the Governor, House and Senate have recognized the tremendous contribution the arts make to the people and economy of the state of Ohio and the need for increased public support. It is a direct result of the thousands of contacts made by the OAC board members and the citizens of Ohio. He encouraged members to increase their activity for the last few weeks to ensure that there is no reduction to the budget by the Conference Committee and the Governor supports the final figure.

Governor’s Awards for the Arts in Ohio & Arts Day

Ms. Collins thanked the members who purchased tables and supported the event. Arts Day Chair Pat Bridgman and her team planned and carried out a great day and as always it’s a pleasure to work with the professional staff at the OAC.

Ohio’s Arts: A Foundation of Innovation, Creativity, and Economic Strength, a research study conducted on behalf of OCA Foundation, was completed in April by Bowling Green State University’s (BGSU) Center for Regional Development. Dr. Katerina Ruedi Ray was the lead project coordinator and was able to leverage the design and marketing expertise from individuals at the university to create an info-graphic with the highlights/findings of the research. OCA is currently in the development stages of a Web page for the research that will live along-side similar research for northwest Ohio that will come online later in 2013. The research has helped us in the development of talking points, testimony, and meetings with policy makers.

2011-2013 Strategic Plan

Ms. Campbell-Zopf reviewed that the current life cycle of the agency’s strategic plan, *A New View: A Strategic Plan to Strengthen Ohio Through the Arts—2011-201*, was almost at an end. We began our last planning process as the Great Recession was gathering force and rolling out across the country and Ohio. That process began by listening to Ohioans. From 2008-2010, the OAC conducted daylong listening tour visits in 14 Ohio communities including six in historically underserved areas of the state. We led conversations in coffee shops and restaurants, arts and cultural organizations, libraries, Salvation Army halls, colleges and universities, etc. It was the first time in the agency’s history that we had conducted a listening tour, and the information and stories that were collected created a strong foundation for our next phase of work with planning consultants, David Plettner-Saunders and Jerry Allen of the Cultural Planning Group.

In 2010, working with the expert guidance of Mr. Plettner-Saunders and Mr. Allen as well as a research firm, the OAC staff announced its statewide opinion survey that was completed by a total of 5,748 respondents from 87 of Ohio's 88 counties. The survey was administered to a diverse group of Ohioans, including constituents of more than 70 state and county agencies; community organizations; business and civic associations; student groups; artists; and arts, cultural and education organizations. The survey was promoted online through a variety of media and social networking organizations; a prominent Facebook ad visible only to users not already connected to the OAC page received more than 740,000 "impressions," and nearly 600 clicks (potentially representing 10 percent of the response tally). Ms. Campbell-Zopf added that 50 percent of the participants were arts people and the other 50 were not. The NEA commended the OAC for breaking new territory and getting beyond the core constituents in our planning process.

Analysis of the listening tour conversations revealed five major themes: heritage and culture; creativity and innovation; education; public policy and planning; and community revitalization and stabilization. The OAC board distilled those topics and identified support for local cultural assets, arts education and support for artists as the top priorities.

Ms. Campbell-Zopf emphasized that the creation of a strategic plan demands both creativity and logic. The last plan was a true labor of love as we all worked together to chart a practical and innovative approach to addressing the challenging times we found ourselves in.

Mr. Rich expressed concern that the individuals who participated in the listening tours were OAC grantees who might not have given frank feedback for fear of losing funding. How valuable were these tours? Is there a better way to get the public input? Ms. Campbell-Zopf responded that information used for planning was collected in a variety of ways so that our data could be triangulated. We conducted the online survey that reached the broader public¹ and 50 percent of those respondents were not involved in the arts. We traveled to the underserved communities and heard new voices. We met with business leaders, regional and city planning offices, etc. It wasn't just the OAC grantees that were invited. Ms. DeHoff added that even the OAC constituents who were invited took advantage of the tours and expressed their concerns.

Ms. Campbell-Zopf highlighted several objectives from each goal area in the plan and thanked the OAC staff for their hard work and commitment to this plan. There were a lot of staff changes throughout the implementation of the plan, and staff always stepped up to assure that tasks were being completed and performance targets met. The goal 2 team faced a number of challenges including medical leaves and position vacancies but they never lost sight of the importance of this work and communicating the value of the arts. Our staff knows when to lead and when to follow. She added that a lot has been accomplished and, hopefully, the next plan will build on the successes of this one. A few things will be carried forward from this plan but now is the time for the board to begin identifying the broad strokes of the next public planning process. Ms. Campbell-Zopf thanked the board for assuring that the agency remained strategic, humanistic and visionary during a very difficult time.

¹ The survey was disseminated electronically to a diverse group of Ohioans, including constituents of more than 70 state and county agencies; community organizations; business and civic associations; student groups; and arts, cultural and education organizations. It was also promoted online through a variety of media and social networking organizations and was completed by a total of 5,748 respondents from 87 of Ohio's 88 counties. As with telephone surveys, responses were weighted to assure that results would be a statistically valid representation of statewide citizen opinion.

Mr. Rich expressed that this plan demonstrates the incredible dedication and commitment of the staff to their work. He thanked the staff for continually working together as a team to reach high results.

Ms. Bell expressed that an incredible amount of work has been accomplished through this plan. She added that working with Mr. Plettner-Saunders and Mr. Allen was extraordinary and recommended working with them again on future plans.

Mr. Rich stated that it is important for the board to look at the vision of what the OAC ought to be like in a few years through strategic planning. Our constituents are changing rapidly, primarily because of the economy. The strategic planning process is a perfect time to try to implement the vision for what the 21st-century arts organization, arts commission, state council ought to really look like. What services ought they to provide? What are the needs of our constituents and how will we provide services?

Ms. Kridler inquired about the timeline for the next strategic plan for 2014-2017 and whether the board will have the same amount of time to plan for the new plan. Ms. Henahan responded that this strategic planning process started with the listening tours, which were conducted a year before the actual work on the plan began. Originally, the listening tours were scheduled to begin and conclude within a year but due to the budget cuts the agency had to split them up over two fiscal years. The work with Mr. Plettner-Saunders and Mr. Allen began in 2010. The planning took more time than originally planned but it was due to circumstances surrounding funding and there was a lot of agency restructuring, due to budget cuts and layoffs, throughout the entire planning process. Ms. Henahan added that the new plan will have to go before the NEA along with the agency's Partnership Grant application in the fall of 2014. Ms. Kridler asked if the agency will be able to meet the 2014 deadline submission to the NEA. Ms. Henahan responded that some things from the 2011-2013 plan will be carried forward to the new plan. Staff will work on some things to bring to the board before the next planning process begins.

Mr. Hankins thanked the board and staff for a great first meeting. He stated that he is very impressed with the OAC staff's commitment and dedication to the grants-making process and the work they do on behalf of the arts and is honored to be a part of this board. He added that he went through the planning process and the focus was "strengthen Ohio through the arts." He expressed that the world is broken into two kinds of arts people: some that focus on the arts and others that focus on the community and strengthening community through the arts. He encouraged the board to consider looking at the plan in two ways: one that addresses the needs of our policy makers and grantors and another through a truck driver's perspective. For example, the plan currently says "communicate the value of the *arts*" and suggested changing it to "communicate the value of the *Ohio Arts Council*" to simplifying it and making it more relatable to our constituents.

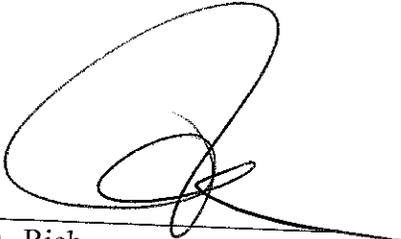
Ms. Howard thanked the board for traveling to Dayton for the summer board meeting.

ADJOURNMENT

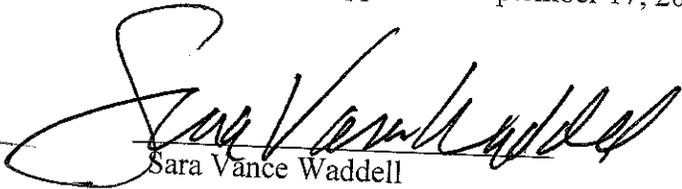
The Executive Committee meeting was adjourned at 4:10 p.m.

An audio recording of this session is available upon request.

Approved: September 17, 2013



Jeffrey A. Rich
Executive Committee Chair



Sara Vance Waddell
OAC Board Secretary