

**OHIO ARTS COUNCIL  
BOARD MEETING  
SEPTEMBER 25, 2008**

**CALL TO ORDER**

The meeting was called to order by Chair Susan Saxbe at 12:50 p.m. in the Gund Conference Room at the Ohio Arts Council (OAC), Columbus. Council members in attendance were: Vice-Chair Sheila Markley Black, Secretary Jeff Rich, Steven Allen, Karen Bell, Martha Appel Burton, Louisa Celebrezze, Barbara Gould, Sharon Howard, Charlotte Kessler, Mary Lazarus, Charles McWeeny, Tom Schorgl, Ginger Warner, Neal Zimmers and Representative Tyrone Yates. Absent: Barbara Robinson, Representative Josh Mandel, Senator Capri Cafaro and Senator Kevin Coughlin. Also present were: Donna Collins, executive director, Ohio Citizens for the Arts (OCA); Bill Blair, legislative counsel, OCA; Tracey Najera, OAC budget analyst, Office of Budget and Management (OBM); Todd Nist, assistant attorney general, Attorney General's Office and; Neville Vakharia, project manager, Pew Charitable Trusts. Staff members in attendance were: Julie Henahan, Mary Campbell-Zopf, Karine Aswad, Kevin Cary, Kathy Cain, Susan dePasquale, Katherine Eckstrand, Jodie Engle, Joanne Eubanks, Dia Foley, Shannon Ford, Mary Gray, Jami Goldstein, Pat Henahan, Jeff Hooper, Dan Katona, Carolyn McClaskey, Jaclyn Reynolds, Kathy Signorino and Kim Turner.

**CHAIRMAN'S REPORT**

Chair Susan Saxbe welcomed everyone to the OAC fall Board meeting with special recognition for the new Board members: Steven Allen, Karen Bell, Charles McWeeny and Louisa Celebrezze.

Ms. Saxbe introduced Mr. Allen as the chief executive officer for Nationwide Children's Hospital. Mr. Allen shared that he moved to Columbus from Houston, Texas, where he was the vice-president and chief executive officer of Memorial Hermann Children's Hospital. He added that he has always had an interest in the arts and is looking forward to his service on the Board.

Ms. Saxbe introduced Ms. Bell as the first associate vice-president for arts outreach for The Ohio State University (OSU). Ms. Bell added that she has lived in Ohio since 1980 and started at OSU in the Dance Department. Ms. Bell has served in a variety of capacities at OSU and was thrilled to have been appointed to the OAC Board.

Ms. Saxbe introduced Mr. McWeeny as the dean for the College of the Arts at Ohio University. Mr. McWeeny stated that he has been the dean for about four years but has worked at the Ohio University since 1983. An artist, Mr. McWeeny is a two-time recipient of an OAC Individual Artist fellowship. He is looking forward to giving back to the OAC, his community and the state.

Ms. Saxbe introduced Ms. Celebrezze as a licensed social worker who has worked in mental health. Ms. Celebrezze shared that she is a clinical social worker in private

practice, and has served for many years on the board of the American Red Cross and is now a volunteer. She added that the arts have played a large role in her personal life as well as in her professional mental health work, where she has used the healing aspects of art in multiple settings. She is looking forward to serving on the OAC Board.

Ms. Saxbe informed the Board that since the summer meeting, Lois Rosenthal has resigned from her position on the OAC Board. Ms. Rosenthal was concerned that she might not be able to make the required number of meetings for a board member. Last year, Governor Strickland asked that all board members attend at least 60 percent of the regular and special Board meetings during a two-year period.

Ms. Saxbe reminded the Board members that our meetings are open to the public. She added that all meetings are audio taped so that citizens can request a copy of those tapes to learn more about the OAC's work and the deliberation of the meeting. To promote greater "transparency" in our work, we post the Board meeting's agenda on our Web site under the tab "About OAC." After the meeting, we will add the minutes from the full Board meeting to the site and send a copy of those minutes to the Governor's Office.

The main order of business today is to approve the panelist recommendations for fall 2008 through fall 2009. We will hear reports from the Finance, the Panel Selection, the Awards, the Legislative and the Executive Committees. Bill Blair, legislative counsel for OCA, will brief us on his activities. The Board will also have a report on Arts Day and other activities from Donna Collins, executive director of OCA. The Board will ratify grants that have been awarded since the June 30, 2008 Board meeting. Finally, the OAC staff will report on program activities including the revision of the OAC *Guidelines 2010/2011*, the Cultural Data Project and the U.S. State Department grant.

## **DIRECTOR'S REPORT**

### **New OAC Board Members**

Executive Director Julie Henahan welcomed new Board members. The OAC staff is pleased to have the new members and is looking forward to working with them to advance the vital work of the OAC around the state. Ms. Henahan acknowledged the long years of dedication and support that OAC enjoyed from departing Board members: Barbara Robinson, Martha MacDonell and Mary Wolfe. The combination of expertise and community action they brought to their work for the agency served us well for a long time, and we will always be grateful for their guidance and their love of the arts.

Ms. Henahan welcomed Todd Nist, assistant attorney general from the Attorney General's office, and Tracy Najera, the OAC's budget analyst and education section chief at OBM.

### **Budget Update**

Ms. Henahan reviewed that Governor Strickland issued another executive order to reduce FY2009 expenditures by 4.75 percent in order to address a projected shortfall of \$540 million. This amounted to \$532,625 for the OAC and must be taken from each line in

our budget (personal services, maintenance, equipment and grant subsidy). This is in addition to the 10 percent cut sustained in April of this year when the OAC reduced its budget by \$2,497,632. Ms. Henahan reported that the Finance and the Executive Committees will report on the impact of this cut to the agency.

### **OBM Proposal**

Ms. Henahan informed the members that the OAC recently submitted its FY2010/2011 budget proposal to OBM. It was due on September 15 but because we were without power from Sunday, September 14 through Wednesday, September 17, OBM allowed us to submit the narrative portion of the proposal later in the week. Ms. Henahan reminded Council that for many years, the OAC had budget language within this proposal that prohibited the Rock and Roll Hall of Fame (RRHF) from applying to the OAC for funding. This language was removed this year per OAC Board action at its summer meeting.

The FY2010/2011 biennial budget request was set by OBM at 90 percent of the FY2009 budget prior to the most recent cut, or \$20,183,688, down from \$22,478,690 at the end of FY2008. Agencies were advised they could submit an extended budget request at a level of 95 percent of the FY2009 budget (which for the OAC would be \$21,305,004 for the biennium) for additional funding. The OAC did submit an extended request and proposed applying the additional funding to three grant funding categories – Arts Access, Arts Innovation and Arts Partnership. In the Arts Access and Arts Innovation grant programs, priority would be given to projects that make a significant contribution to economic development and building Ohio's diverse cities, towns, villages and rural areas. In the Arts Partnership grant program, priority would be given to projects that emphasize the development of 21<sup>st</sup> century workforce skills and knowledge through the arts with particular attention being paid to serving young people in rural and urban areas.

Ms. Henahan noted that the OAC is hearing that there will be an additional cut this year; our FY2010/2011 request may be reduced by another 4.75 percent. That would bring our base request down to \$19,224,963 for the FY2010/2011 biennium, or slightly higher than FY1992/1993 levels.

### **National Endowment for the Arts (NEA) Partnership Agreement Application**

Ms. Henahan informed the members that by October 3, the OAC will submit its application to the NEA for the next three years of funding (FY2010-2013). This was a major effort led by Deputy Director Mary Campbell-Zopf and assisted by several staff members (Karine Aswad, Jami Goldstein, Carolyn McClaskey, Dan Katona, Katherine Eckstrand, Jeff Hooper, Kathy Signorino and Stephanie Dawson). Every six years this grant application and our proposal to OBM are due at the same time, which is a herculean challenge. This hard work pays off in crucial annual federal support for the OAC.

Ms. Henahan highlighted a few key activities from the application:

- New folk and traditional arts programming and field research that focuses on Latino traditions and culture.

- The OAC is working with the Committee for Arts and Innovative Thinking (CAIT) in partnership with the Ohio Department of Education (ODE) to promote and advance the arts in the lives of all Ohio students, and arts education in Ohio's primary and secondary schools.

### **Governor's Awards for the Arts**

Ms. Henahan encouraged the Board members to contact Jodie Engle, special events coordinator, as soon as possible with any suggestions for the Governor's Awards for the Arts nominations. The deadline is Tuesday, October 14, for nominations to be submitted online through the OAC Web site.

### **Columbus Symphony Orchestra**

Ms. Henahan reported that the Columbus Symphony Orchestra (CSO) has been pulled back from the brink of extinction. On Tuesday, September 23, an article in *The Columbus Dispatch* announced that the CSO managers and musicians reached agreement on a three-year contract. At the June OAC Board meeting, the members voted to fund the symphony for FY2009 with the contingency that they secure a contract with the musicians and that they have a debt reduction plan in place. The symphony is required to submit a letter to the OAC that outlines this agreement to initiate the preparation of their grant agreement and partial payment process. Ms. Henahan reported that the OAC is very pleased that the CSO and the musicians have reached an agreement.

### **Advocacy Training with Kelly Barsdate**

On August 6, Dr. Jonathan Katz, CEO of the National Assembly of State Arts Agencies (NASAA), conducted an advocacy workshop for the Board members of OAC and OCA. The workshop focused on clarifying appropriate roles during the budget process and how to make the strongest case possible about the ways in which the OAC's work contributes to the economic and educational health of the state. Ms. Henahan reported that part two of our advocacy training will take place on Monday, December 8, when Kelly Barsdate, chief program and planning officer at NASAA, will address strategic messaging in advocacy efforts, i.e., crafting the most effective message based on who your audience is and the current funding and political environment. Ms. Henahan encouraged all Board members to attend this meeting. The OAC and OCA board members who attended the first session had positive responses to the information Mr. Katz shared and felt they took important lessons from it.

### **Meetings Around the State**

Ms. Henahan shared that OAC staff members will be conducting several OAC meetings around the state over the next couple of months.

The State of the Arts Report (SOAR) II stakeholder meetings are being held in Cincinnati, Columbus, Cleveland, Dayton, Toledo and Athens with arts and cultural organizations and artists to gather qualitative information about their communities that will help inform the SOAR II research effort.

The OAC is holding the first leg of its Listening Tour as a prelude to the next OAC strategic planning process. These meetings will be held in small and large communities to gather information on what they value, what their aspirations are for their communities, and to discuss the role of the arts and creativity in their communities and the state. During the tour, we will visit with elected officials, citizens and arts professionals.

Staff is working on a series of grant workshops that will also take place around the state later this fall. Details are being finalized but will be forwarded to the Board members via the Council e-update once they are in place.

### **Staff Retirement**

On August 29, the OAC bid farewell to Irene Finck, program coordinator, Office Individual Artist Grant Programs and Services after 22 years of service to the agency. Ms. Henahan added that this summer it was anticipated that Kevin Cary, director, Office of Grant Administration and Constituent Services (OGACS), would also be retiring. However, these plans had changed and Mr. Cary will be staying with the OAC until he reaches his 30<sup>th</sup> anniversary next summer.

### **2009 Winter/Spring OAC Board Meeting**

Ms. Henahan reported that the winter meeting will be held in Canton on February 26, 2009 with dinner the night before. OAC Board Vice-Chair Sheila Markley Black has offered to host this winter meeting in conjunction with the exhibition, *KIMONO As Art: The Landscape of Itchiku Kubota* at the Canton Museum of Art.

The summer meeting is scheduled for June 29, 2009 and will be held at the OAC offices in Columbus.

### **Ken Emerick Update**

Ken Emerick, director, Office Individual Artist Grant Programs and Services, has been on an extended medical leave since the end of January. It is possible that he will be back in the office on September 29, pending final approval from his doctors.

### **APPROVAL OF MINUTES**

MOTION by Jeff Rich, seconded by Martha Burton, to accept the minutes of the OAC Board meeting held on June 30, 2008. **Motion carried without dissent.**

MOTION by Tom Schorgl, seconded by Charlotte Kessler, to accept the minutes of the Policy and Planning Committee meeting held on June 30, 2008. **Motion carried without dissent.**

MOTION by Mary Lazarus, seconded by Ginger Warner, to accept the minutes of the Legislative Committee meeting held on June 30, 2008. **Motion carried without dissent.**

MOTION by Tom Schorgl, seconded by Jeff Rich, to accept the minutes of the Finance Committee meeting held on June 30, 2008. **Motion carried without dissent.**

MOTION by Jeff Rich, seconded by Ginger Warner, to accept the minutes of the Executive Committee meeting held on June 30, 2008. **Motion carried without dissent.**

## **COMMITTEE REPORTS**

### **Finance Committee**

Committee member Tom Schorgl thanked the OAC staff for the continuous budget updates over the past several months. Mr. Schorgl urged the Board members to go through the FY2010/2011 budget proposal narrative to OBM. There are going to be budget reductions for state agencies during this period of time. As Ms. Henahan noted in an e-mail a couple of weeks ago, if the OAC receives a 4.75 percent cut, it would bring the base request down to \$19,224,963 for the FY2010/2011 biennium, or slightly higher than FY1994/1995 levels. Mr. Schorgl reminded Board members that when we consider these cuts, we need to see them in relation to the monetary value they represent, especially, if we are going to compare them to the past biennia. We would need to add \$9 million to the current \$21 million to have the same monetary value of \$21 million in FY1994/1995. If you subtract that amount, it would leave us with a biennium buying power of \$13 million based on FY1994/1995. As we move forward, it is going to be extremely important for us to work closely with OBM, the Governor's Office and the legislature to get through this fiscal crisis. It is also important to understand what could be lost in the communities that receive support from the OAC for arts and culture. We will need to be able to inform the public as to the real impact of these loses and what we need to do together to address them.

Committee member Jeff Rich stated that the OAC Board and staff need to determine what other funding options are available to us. He added that Mr. Schorgl spoke to the board of OCA about the Cuyahoga County cigarette tax, and it is now obvious that the OAC needs to look for other sources to fund the arts. It is time for the OAC staff and Board to work with local organizations to help them find a way to supplement through public funding at the local level. Mr. Rich urged the Board members to talk to their local communities and start this process to see what can be done locally. A *Public Funding for the Arts* template has been created and posted on OCA's Web site to provide information for citizens to consider about local ballot initiatives that support the arts in their communities.

MOTION by Jeff Rich, seconded by Ginger Warner, to approve the Finance Committee report. **Motion carried without dissent.**

### **Panel Selection Committee**

Mr. Rich informed the members that the Policy and Planning Committee considered all the recommended panelists and alternate panelists for the grant programs as presented in the Council Book.

MOTION by Martha Burton, seconded by Sheila Markley Black, to approve the Panel Selection Committee report and panel recommendations as presented in the Council Book. **Motion carried without dissent.**

### **Policy and Planning Committee**

Deputy Director Mary Campbell-Zopf reported that the agency posted a request for proposals (RFP) for phase one our second State of the Arts Report on the Ohio Department of Administrative Services (DAS) Web site. To protect the integrity of the procurement process, DAS has a well-articulated process for handling RFPs. DAS handles all inquires from interested research firms, which has been a great help to the OAC. A review committee, consisting of two OAC staff and a representative from DAS, will meet in a couple of weeks to consider the submitted proposals. Staff has also developed a prototype for hosting focus groups to learn more about how those working in the arts and cultural sector viewed cultural vitality. The process has been pilot tested in Cincinnati, Columbus, Cleveland, Dayton, Athens and Toledo. The purpose of these focus groups is to engage arts organization and artist stakeholders in an extended discussion about issues related to the health and vitality of the arts in their communities and across the state. This work ultimately informs aspects of our SOAR II work and lead to the creation of an indicator system that the OAC can use to track the status of the arts and cultural vitality in Ohio counties. Because there are limited funds there will be a strong emphasis placed on studying the arts and economic development.

Ms. Campbell-Zopf reported on the recent review of the OAC *Guidelines 2010/2011* and other associated program materials: grant application and final report forms. The staff systematically worked through the *Guidelines* with an eye toward strengthening grant categories' purpose statements, scoring criteria and alignment with application questions. The following categories were considered: Sustainability, Arts Access, Arts Innovation, Arts Learning (Artists Express, Artist in Residence and Arts Partnership) and Capacity Building. Ms. Campbell-Zopf directed members' attention to the list of changes documented in the Council Book. Ms. Campbell-Zopf explained that the Policy and Planning Committee members felt like these changes needed to be discussed and approved by the full Board.

Ms. Campbell-Zopf highlighted the changes in eligibility requirements and grant award amounts in the categories under consideration:

### **Sustainability**

- Change in eligibility requirements: To be eligible to apply for operating support through the Sustainability (under \$1.5 million) program, organizations must show an annual budget in excess of \$30,000 (up from \$25,000 in FY2008).
- Change in eligibility requirements: To be eligible to apply to the Sustainability (under \$1.5 million) program, organizations must have received at least two OAC grants in the past four fiscal years. (In FY2008, applicants were required to have received at least two grants in the past five fiscal years that were adjudicated through an open panel process.)

### **Arts Access**

- Change in eligibility requirements: Organizations must now show an annual budget below \$30,000 (up from \$25,000 in FY2009).

### **Arts Innovation**

- Change in grant award amounts: applicants may request grants of \$5,000, \$10,000 or \$15,000 only, eliminating the \$20,000 request level that existed in FY2009.

### **Arts Partnership**

- Change in grant award amounts: Applicants may request grants of up to \$15,000 (the old maximum was \$25,000) in order to match requests more closely with actual award amounts.

MOTION by Jeff Rich to approve the draft of *Guidelines* as presented in the Council Book.

Board member Ginger Warner expressed concern about the reduction in the grant award amounts in the Arts Partnership category. The cap was reduced from \$25,000 to \$15,000 due to the amount of applications received in this program. Applicants were getting funded at a 40 to 50 percent level regardless of what their score was on their application due to the lack of money available. Ms. Warner noted that education is a priority to the governor and members of the legislature and that it would be advisable for the OAC to re-consider this recommendation and leave the funding cap at \$25,000. Ms. Warner felt that more information from staff was needed as well as a fuller discussion among Board members before accepting the recommended changes. Ms. Warner emphasized that this is our premiere arts education program and it is important to us and the state. Considering the budget situation, perhaps we need to take a closer look at the programs we are funding and the amounts of funding allocated to each program. Ms. Henahan added that the agency should have the governor's executive budget by the next Board meeting. That will give us a much better grasp of what we may be dealing with as far funding for the next biennium. Ms. Henahan agreed with Ms. Warner stating that this would be a good time to examine the line items in the OAC subsidy budget while considering the number of applications received and that request and grant award amounts. Ms. Warner emphasized that it seems like we are asking applicants in the Arts Partnership category to do more for less. Board member Martha Burton inquired about the reasoning behind the change. Ms. Campbell-Zopf explained that it has been hard to fund Arts Partnership applications at the level we had hoped when the *Guidelines* were revised in 2005. For years, we have tried to fund this program at 47 to 50 percent of the request but have not been able to meet that target. We lowered the cap because we thought that we were setting up unrealistic expectations. Ms. Campbell-Zopf noted that in the OBM proposal we emphasized three grant categories, Arts Access, Arts Innovation and Arts Partnership because they are very important categories to our constituents. They are growing in terms of interest, and they do advance critical state priorities for access, community building and education.

MOTION by Jeff Rich, seconded by Ginger Warner, to approve the draft of the *Guidelines* as amended, excluding the Arts Partnership section until further discussion. **Motion carried without dissent.**

Ms. Henahan reviewed background information on the Wexner Center's interest in receiving a larger award from the OAC to support operating costs. In March of 2007, the Wexner Center asked if they could receive more than \$40,000 from the Sustainability (under \$1.5 million) category or apply to the Sustainability (over \$1.5 million). Following a discussion with the full Board in June 2008, a motion was made that directed the OAC staff to develop new language for the OAC *Guidelines* that would reinforce the \$40,000 cap for institutions that are applying in the Sustainability (under \$1.5 million) and Arts Innovation categories. This motion was carried without dissent.

Following the March 2007 Board meeting, the Wexner Center worked at the local level with the Greater Columbus Arts Council (GCAC) to allow them to apply for operating support. Heretofore, they could only apply to GCAC for project support. The GCAC board voted to change their policy, and for the first time this spring, the Wexner Center received an operating support grant from them.

In July, Ms. Henahan and Ms. Campbell-Zopf met with the Wexner Center's Executive Director Sherri Geldin and Deputy Director Jack Jackson to continue a discussion about the eligibility requirements for the OAC Sustainability (over \$1.5 million) category that prohibit them from applying to that program. The OAC *Guidelines* prohibit applications to the Sustainability (over \$1.5 million) grant category by organizations that receive operating support from the legislature through a line item in the state's budget during the same fiscal year in which the legislative operating support is available. However, the agency does allow departments, programs and other affiliates of a university or college to apply to the Sustainability (under \$1.5 million) for their annual arts programming and to the Arts Innovation category for special projects. The Wexner Center, for years, has received support from this agency in the form of project support. Their concern is that operating support is key for any organization regardless of where it stands. The monetary award is larger in the Sustainability (over \$1.5 million) than Sustainability (under \$1.5 million) thus more appealing to organizations.

Mr. Jackson submitted a cover letter to the OAC Board explaining that the Wexner Center believes that because of its merit, reach and budget size, the center should be eligible to apply to the Sustainability (over \$1.5 million) category. The Wexner Center, up until they were accepted for operating support by GCAC, had never had a separate audit conducted, they had always been a part of The Ohio State University's audit. They are now conducting a separate audit each year. They are also willing to have the amount of funding that they get from The Ohio State University, which comes directly to the Wexner Center, taken out of their budget before the OAC runs its funding formula for the Sustainability (over \$1.5 million) category.

Ms. Henahan said that after much deliberation by the Policy and Planning and the Executive Committees, it was recommended to the full Board that the OAC staff conduct

further research on this issue and present the full implications that this proposed policy change would have on OAC constituents and programs. The committees would also like the OAC Board to consider the \$1.5 million eligibility level and determine if this level should be adjusted, as well as re-examine how the agency's subsidy budget is allocated among grant programs.

Mr. Zimmers appreciated that the Board is taking the time to examine this issue. Ms. Burton expressed that the committee did not feel like we should change policy. At this time the OAC needed to act in a manner that was consistent with 20 years of practice, and the agency may need to be more conservative in its policies than liberal. Mr. Zimmers added that, as mentioned before, we need to examine what this agency's priorities are and allocate money accordingly. Ms. Warner wondered about whether in the future the Wexner Center would be double-dipping if they receive operating support from the OAC and GCAC since the OAC awards operating support to GCAC.

MOTION by Jeff Rich, seconded by Ginger Warner, to accept the Policy and Planning Committee report. **Motion carried without dissent.**

#### **Awards Committee**

Vice-chair Sheila Markley Black noted that the Awards Committee reviewed several issues that arose last year during the committee's deliberations. In response to a question about the Governor's Awards for the Arts ceremony and whether a decision has been made to allow nominees to receive an award even if they are not able to attend the ceremony, the Public Information Office (PIO) sent a list of 14 questions on the topic of Governor's Awards for the Arts programs to a listserv managed by the National Assembly of State Arts Agencies (NASAA). Out of the 15 states that responded, 73 percent require their winners to be present, of those who do require attendance, they do not allow representatives/family members to accept in their stead. Ms. Markley Black noted that in the past, the OAC has not made an award to a recipient if he/she were not able to attend the event. After much discussion, the Awards Committee members decided that the preference and expectation would be that award recipients must be present at the luncheon but be flexible if an extreme set of circumstance should arise.

MOTION by Sheila Markley Black, seconded by Ginger Warner, to encourage Governor's Award for the Arts award recipient's to attend the event but be flexible on a case by case basis. **Motion carried without dissent.**

The committee members also discussed preparing information on individuals they would like to consider for the Irma Lazarus award before attending the November Awards Committee meeting and whenever possible send those individual's names to the OAC staff so that they can conduct additional research prior to the meeting.

MOTION by Jeff Rich, seconded by Martha Burton, to accept the Awards Committee report. **Motion carried without dissent.**

### **Legislative Committee**

Ms. Kessler reported that, as Ms. Henahan previously explained, on August 6, 2008, the OAC and OCA Board members had a wonderful advocacy training session with Dr. Jonathan Katz. The Legislative Committee members would like to schedule a special meeting in November, after the elections, to further develop the agency's advocacy strategies. The OAC staff will be conducting a survey to determine Board member relationships with state and federal legislators.

Ms. Kessler stated that we need to tell our story and make the case that the little amount of money that the state takes from us is really debilitating to our programs and doesn't do much as far as the state's overall budget.

MOTION by Jeff Rich, seconded by Martha Burton, to accept the Legislative Committee report. **Motion carried without dissent.**

### **Executive Committee**

Ms. Saxbe reported that the committee was briefed on the state's budget situation and the recent cut the agency was directed to make to its FY2009 budget. The agency did submit an appeal to OBM that outlined the reasons why the agency should be held harmless from the 4.75 percent reduction in the general revenue funding (GRF). Unfortunately, the appeal was not accepted. With this latest cut, the agency's budget will return to the funding levels of FY1994/1995. The committee was briefed on the agency's proposal to OBM for the 2010/2011 biennium. In the proposal, the OAC presented a strong case for how the agency advances key state priorities that are outlined in Governor Strickland's *Turnaround Ohio* agenda. In this proposal, special attention was paid to: 1) economic development and education, 2) access to the arts, 3) research and 4) seeking greater efficiencies in the agency's daily operations. The committee was briefed on the OAC's Partnership Agreement grant application to the NEA that will be submitted in early October. Ms. Henahan highlighted major activities from the grant. The committee then considered the discussion that took place during the Policy and Planning Committee meeting regarding the Wexner Center's request to change an agency policy that would allow university departments to apply to the Sustainability (over \$1.5 million) category. Members also reviewed the agency's priority work through February 2009 and a sampling of constituent letters.

MOTION by Jeff Rich, seconded by Ginger Warner, to accept the Executive Committee report. **Motion carried without dissent.**

### **RATIFICATIONS**

MOTION by Sharon Howard, seconded by Charlotte Kessler, to ratify grants awarded in Artists with Disabilities, Capacity Building and Special-Organizations. **Motion carried without dissent.**

### **OHIO CITIZENS FOR THE ARTS REPORT**

Donna Collins, executive director, OCA, distributed a printed copy of her report. She stated that OCA will be traveling with the OAC staff on the fall Listening Tour and will

also participate during the grant workshops. The planning committee for Arts Day has been meeting regularly and is well on its way to having another successful day. The event is scheduled for April 1, 2009. Ms. Collins informed the members that, as in past years, students who have taken part in classes that are part of the Arts Policy and Administration program at The Ohio State University will be attending National Arts Advocacy Days on March 30 and 31 with her in Washington, DC. Ms. Collins added that OAC grantees have been calling OCA to obtain information about their legislators in order to send them thank-you letters. OCA staff has been taking this opportunity to direct grantees to the wide range of resources on their Web site and to explain how to use the e-advocacy center.

Ohio Citizens for the Arts Board members who reside in Canton, along with Sheila Markley Black, are arranging a candidates' night for October 7, 2008. Ms. Collins detailed other advocacy meetings that are occurring across the state.

Ms. Collins informed the committee that she and Ms. Campbell-Zopf had submitted a workshop proposal on *Focusing the Light: The Art and Practice of Planning* to Americans for the Arts for next annual meeting in June and have been accepted to as a headline workshop.

Bill Blair, legislative counsel, OCA welcomed the new OAC Board members and emphasized that advocacy is one of the most important responsibilities they have. Each member is uniquely qualified for making a strong case for the agency's work and its budget. The governor trusts them and expects that they will share their views on public support of the arts in Ohio. Mr. Blair reminded members that we have gone through past recessions under different administrations while recognizing that this one was of historic proportions. Nonetheless, the arts have survived and even flourish in difficult times. One has only to consider the amazing work of artists and craftspeople during the Great Depression to be reminded of the importance of supporting the arts even when confronted with extreme financial conditions. We have been through this before and now is not the time for us to hide, it is time for us to double our advocacy efforts to ensure that every policymaker understands who we are, what we do and why it is important. Decision-makers must understand that with a modest investment, the OAC can continue to help the state address its most pressing problems: economic development and improving education. These are places where we can help in measurable ways through the funding we provide to Ohio organizations. As Board members and leaders, it is important to carry the message that the cuts made to the agency do great harm and do not affect to any significant degree the overall state budget. Mr. Blair encouraged the Board members that have a relationship with the governor to meet with him and advocate for the arts. The next 40 days are a great time to go to the legislature and talk to them; this is the time that they are willing to listen. We are part of the solution. These are times that OAC and OCA Boards and staff members need to work together for the important common cause of public funding for the arts.

Mr. Schorgl emphasized that it is critically important for the OAC to be able to demonstrate the impact these cuts are having on the economy on a county-by-county

basis. This data will make this difficult situation concrete for our constituents and taxpayers.

## **STAFF PRESENTATIONS**

### ***OAC Guidelines 2010/2011***

Ms. Campbell-Zopf presented that the *Guidelines* are a very strong policy document and represent the agency's vision, purpose and priorities. Our *Guidelines* represent lessons learned over 43 years by this agency and other state arts agencies around the country. The staff tried to include current research about cultural participation, public value, arts education, community building and more for our constituents to read and think about while planning for their agency. In 2004 the agency condensed its grant categories from 24 to seven and strengthened the *Guideline's* theoretical underpinning to reflect work through the Wallace Foundation State Arts Partnership for Cultural Participation (START).

Last January, the staff began a systematic review of the following grant programs: Arts Access, Arts Innovation, Artist Express, Artist in Residence-Sponsor, Arts Partnership, Capacity Building and Sustainability. Working with Ms. Barsdate, NASAA, the staff paid particular attention to each grant program's purpose statements, review criteria, application questions and support materials.

While reviewing the purpose statements, the staff considered the following questions:

- In what ways does this statement position the OAC as a purpose-driven agency?
- Is there a clear bridge from this statement to the "Review Criteria" found later in the program's guidelines?
- Does the statement have both clarity and eloquence in its expression of key ideas?
- Given our state context, does it provide a strong rationale for public funding?

Ms. Campbell-Zopf presented several examples of how purpose statements changed as a result of this process.

While reviewing the review criteria, staff considered the following questions:

- Do descriptors reflect the purpose statement?
- Do the review criteria clarify the agency's expectations?
- Do the review criteria promote the idea of quality and good practice?
- Do the descriptors align with the application questions?
- Is the review criteria weighted properly for the purpose of the program?
- Do the review criteria assist with coaching applications or enable them to self-assess?
- Do the review criteria help frame the panelist's discussions and lead to consistent and equitable reviews?

Ms. Campbell-Zopf added that each grant application is reviewed in four criteria categories: 1) artistic/educational/cultural value; 2) community participation and

accessibility; 3) planning and evaluation and; 4) organizational and financial management.

While reviewing the application questions, the staff considered the following questions:

- Is each question focused and unambiguous?
- Do the questions help distinguish goals from activities?
- Does the question elicit information that is aligned with one or more of the review criteria descriptors?
- Do the questions in their entirety create a comprehensive picture of the organization and its work or activities?
- Does the sequence of questions seem logical?
- Do we know how the money will be spent?

Support materials were updated through considering the following questions:

- Are the support materials relevant to the story and review of the application?
- Will they illuminate the application and help panelists in their adjudication?
- Do they help panelists discern quality?
- Do they link criteria to data source or other types of evidence?

Throughout this examination, the staff has benefited from the expert guidance of Ms. Barsdate. While this has been laborious and time-consuming work, the staff believes the resulting *Guidelines* are clearer, more concise and portray the OAC as a purpose-driven agency. Another significant result is that each grant category's purpose statement, review criteria, application and final report questions are simpler and have much tighter alignment.

### **Cultural Data Project**

Dia Foley, assistant director, OGACS, stated that in February of 2007, the OAC joined The Cleveland Foundation, the GAR Foundation, the Greater Columbus Arts Council, and the Community Partnership for the Arts and Culture to host a meeting of area funders to discuss next steps toward the implementation of the Cultural Data Project (CDP) in Ohio. The CDP is administered by the Pew Charitable Trusts and has provided participating arts organization throughout Pennsylvania with a powerful tool for streamlining their funding applications, tracking attendance and other organizational trends, and comparing themselves with their peers. Neville Vakharia, project manager at The Pew Charitable, presented information about the project in hopes that the OAC will join other funders in Ohio.

Mr. Vakharia stated that the CDP is a state-wide standardized online tool that collects and disseminates data on cultural sector. The project began as an idea in 2001, organizations in Pennsylvania got together and agreed to have one data profile for organizations to complete once each fiscal year. The form is available electronically and submitted as part of most grant applications to the participating funding agencies throughout the year. Financial data is drawn from each organization's audit, providing accurate and reliable information. The data profile was developed with the assistance of focus groups of executive directors and staff in the areas of development, finance and marketing. It was

tested by approximately 20 cultural organizations. Feedback from these participants was used to revise the form and develop training materials and instructions. After three years of development and testing, the CDP was launched in September 2004. Organizations are now able to use this system to track their own trends over time. This project has been running in Pennsylvania for four years. Mr. Vakharia added that due to other states' interest, they recognize the value of the tool. By creating a common system among several states, data will be the same from city to city, state to state. Maryland and California have joined Pennsylvania.

This tool streamlines the application process because the quantitative information only has to be put in once. It gives the arts community, whether the researcher, the individual organization or funder, valuable data that is comprehensible, reliable and longitudinal. This is a powerful tool for advocacy and research. In addition to creating a streamlined data collection process for hundreds of arts and cultural organizations, Mr. Vakharia added that this project provides a source of consistent and reliable information on the state's cultural sector. As a result, it will be possible to analyze and report on the impact, assets and needs of the region's cultural community.

Mr. Vakharia discussed the various types of data and gave a brief tour of the CDP tool.

Ms. Henahan expressed that the benefits to the CDP are fantastic for both the OAC and our constituents.

***The Andes Exchange: Animating Democracy through Arts and Culture, Department of State Grant***

Jami Goldstein, director, PIO explained that the OAC applied for the Department of State Grant (DOS), *The Andes Exchange: Animating Democracy through Arts and Culture*, in order to expand and strengthen international exchanges with Chile and advance the artistic and cultural efforts of the government and people of this emerging democracy. The DOS program was initiated in 2005 through their Bureau of Educational and Cultural Affairs and only had \$1 million for the entire program in its first year. Our initial application in February 2005 was for \$200,000; DOS came back and asked us to revise this request to \$100,000 in July. We received a \$100,000 grant in September 2005 that was matched by nearly \$200,000 from the Ohio Arts Foundation, Inc. The OAC was one of only eight grantees and the only state arts council to receive an award from this program.

Some key personnel involved were:

- Wayne Lawson, former executive director
- Mary Campbell-Zopf, project evaluation manager
- Julie Henahan, project financial manager
- Jami Goldstein, project manager
- Daniela Muller, project manager in Chile
- Michael Sikes, evaluation consultant
- Neil Mortine, marketing consultant
- Donna Alvarado, organizational management consultant

- Diana Newman, fundraising consultant
- Patty Mitchell, artist specializing in work with people with disabilities
- Bill Wade, principal, Inlet Dance Theatre
- Ken Mehalko, musician, co-developer of instrument repair workshops
- Jon Deavers, instrument repair specialist

Ms. Goldstein stated that the two major goals of the Andes Exchange were: 1) to underscore the powerful role the arts play in the development, growth and guardianship of a democratic society and; 2) to build knowledge, foster innovative ideas and creativity, and signal the United States' and Ohio's commitment to helping unify the world and its people through the arts and culture.

Ms. Goldstein then listed the three major grant components of the project:

1. Strengthen the operating practices of three nationally significant Chilean arts organizations – Balmaceda 1215, Fundacion Orquestas Juveniles, and Amigos del Arte, as well as provide training to develop arts management capacities identified by the newly formed National Council for Culture and the Arts in Chile;
2. Continue to build the partnership between Passion Works Studio in Athens and Patty Mitchell, an artist with extensive experience in working with people with disabilities, and two Chilean organizations: Colores del Alma and Coanil a national service organization in Chile, with programs for people of all ages with disabilities; and
3. Conduct a variety of arts education activities in K-12 education in Chile, including musical instrument repair workshops to build sustainable skills among Chile's music teachers to repair and maintain their own instruments; and a series of residency exchanges between Rapa Nui artists from Easter Island, and Inlet Dance Theatre in Cleveland working with young people on Easter Island and in Cleveland.

Ms. Goldstein concluded the presentation by showing the Board members pictures from the exchange program.

#### **OLD BUSINESS / NEW BUSINESS**

Board member Sharon Howard asked to receive an electronic version of the Board members' contact list.

Ms. Henahan stated that the staff will e-mail the members some budget talking points by the end of the week.

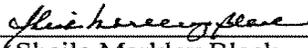
Approved: February 26, 2009

**ADJOURNMENT**

MOTION by Jeff Rich, seconded by Martha Burton, to adjourn the Ohio Arts Council Board meeting. **Motion carried without dissent.**

The meeting was adjourned at 3:50 p.m.

  
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Susan Saxbe  
OAC Board Chair

  
\_\_\_\_\_  
Sheila Markley Black  
OAC Board Vice-Chair