

**OHIO ARTS COUNCIL  
BOARD MEETING  
April 3, 2014**

The meeting was called to order by board Chair Jeff Rich at 12:30 p.m. in the offices of the Ohio Arts Council in Columbus. In attendance: Jeff Rich, chair; Jane Foulk, secretary, Juan Cespedes, Monica Kridler, Emma Off, Sara Vance Waddell, Neal Zimmers, Senator Eric Kearney, Kailyn McGowan for Senator Manning, Representative Peter Stautberg. Absent: Ginger Warner, vice chair; Jim Dicke; Sharon Howard; Representative Armond Budish. Staff attending: Julie Henahan, Mary Campbell-Zopf, Missy Ricksecker, Elizabeth Weinstein, Dan Katona. Also in attendance: Donna Collins, executive director of Ohio Citizens for the Arts; Angela Sullivan, assistant attorney general; and Carrie Arblaster, administrative aide for Senator Kearney

Board Chair Jeff Rich welcomed everyone to the spring board meeting and reminded members that all board meetings were open to the public and that this meeting was being audio-streamed via the Web. All board meetings are audio recorded for documentation purposes and as such are part of the public record. He asked members to speak clearly and not rush the making of motions. To further promote transparency in the agency's work, the meeting agenda is posted to our website under the tab "About OAC." After the meeting, the minutes that have been approved at the board meeting are added. Mr. Rich reminded the members to direct their questions through him to help the quality of deliberations and allow staff to more easily record the discussions.

**APPROVAL OF MINUTES**

MOTION by Emma Off, seconded by Sara Vance Waddell to approve all minutes from the meetings on January 16 and February 13, 2014. **Motion carried.**

**CHAIR'S REPORT** Mr. Rich stated that the main order of business is to discuss and vote on Individual Excellence Awards grant recommendations, grant ratifications, Committee reports, and changes to the agency's Sustainability program guidelines. He continued that the board would also hear reports from the Finance, Programs, Panels, and Public Policy; and Executive committees, as well as a briefing from Donna Collins, executive director, Ohio Citizens for the Arts.

**DIRECTOR'S REPORT**

**Staff Introductions**

Executive Director Julie Henahan welcomed everyone to the board meeting and asked staff to introduce themselves for the benefit of the board's new members.

**Staff News**

Ms. Henahan then congratulated Donna Collins on her appointment as the next executive director of the Ohio Arts Council, and thanked the board for all the work they did to conduct an efficient search process. She assured Ms. Collins and the board that staff is doing everything they can to ensure a smooth transition this summer and are looking forward to beginning weekly orientation meetings with Ms. Collins on Monday, April 7.

She continued that Kathy Cain, OAC program coordinator, has announced that she will be retiring by July 1 after nearly 30 years of service with the agency. Ms. Cain has been a diligent and dedicated employee, and is one of the most experienced program coordinators the agency has. In addition to her program coordinator responsibilities, she has overseen the agency's highly successful and well-received International Music and Performing Arts on Tour (IMPACT) program since its inception in 1998. Ms. Henahan expressed her deep gratitude to Ms. Cain not only for her service, but for her consistently cheerful approach to her work. She shared that over the years, constituents had frequently reported how much they enjoyed working with Ms. Cain. Ms. Henahan thanked Ms. Cain and wished her and her husband Gary a wonderful time together, with their children and grandchildren and on their boat on Lake Erie.

She then reminded the board that May 23 is Deputy Director Mary Campbell-Zopf's last day in the office before she begins her retirement from the agency after 25 years. Ms. Henahan stated her very grateful acknowledgement of Ms. Campbell-Zopf's work at the OAC and her dedication to the agency, its constituents and to the state of Ohio. She added that no director could have had a more staunch and able partner in this work, and shared that one of the things she will miss most is working with Ms. Campbell-Zopf for the best possible programs, services and outcomes for the agency's constituents and the citizens of Ohio. She wished her the best of luck in her next endeavors and shared her belief that wherever Ms. Campbell-Zopf goes she will always bring her best game to the table.

#### **National Assembly of State Arts Agencies (NASAA) Update**

Ms. Henahan shared that she was asked this winter by Pam Breaux, board president of NASAA, to serve another term on the National Standard Working Group committee as well as the Nominating Committee for NASAA. She continued that she has been working this winter on the National Standard Working Group committee providing feedback on proposed changes to the National Standard codes, which are the uniform computer codes used by every state arts agency (SAA) to describe grantmaking activities in their reports to NASAA and the National Endowment for the Arts (NEA). These codes also help SAAs organize grant system records and make it easier to retrieve data from their grants management system for a whole variety of reports and data analysis. She added that the NASAA nominating committee will also begin its work to recommend new members to the NASAA board in May and will wrap that work up by mid-July. New board members will be ultimately voted on at NASAA's Assembly in New Orleans in November. She shared that she will be attending the NASAA board meeting April 23-25 in Washington, D.C.; the focus will be on the proposed changes to the National Standard. The President's FY2015 funding recommendation for the NEA will undoubtedly also be a big topic of discussion.

Ms. Henahan noted that NASAA's staff continues to provide timely and relevant information to its membership regarding the federal budget process, advocacy strategies and other issues that support their members' needs. Recently they were very helpful providing information to the OAC board for the executive search process. In past years

they've helped on many issues—from providing basic data to helping staff compare and contrast policy and practice in other states as the agency continues to adapt to a changing landscape for arts and culture in this country. She recommended that board members consider becoming members of NASAA; all levels of support are appreciated and will help NASAA in assisting SAAs respond and evolve in our changing world.

Mr. Rich agreed with Ms. Henahan's assessment of NASAA's work, and added that it is worth making a financial contribution to NASAA because it will help all SAAs throughout the country.

### **National Endowment for the Arts (NEA)**

Ms. Henahan stated that on March 4, President Obama released his fiscal year 2015 (OAC FY2016 budget) budget proposal to Congress. In the budget proposal, the Obama administration recommends funding the NEA at \$146 million, the agency's current funding level. Although this number is below the \$155 million NASAA and other arts organizations asked Congress for, there was some relief that given sequestration (which statutorily lowers federal spending) remains in effect until fiscal year 2021 that a further cut wasn't recommended. She added that it is important to remember that the president's proposal is not binding, but rather is a policy communication in which the administration identifies its priorities for the upcoming fiscal year. With the proposal released, Congress now gets to work on writing the FY2015 budget.

She noted that Ms. Collins would be reporting on how Arts Advocacy Day went in Washington, D.C., last week and what the state arts advocates were proposing for the NEA budget that day when she gives her report later this afternoon.

### **Arts Midwest**

Ms. Henahan stated that she has been serving on Arts Midwest's strategic planning committee, and added that the OAC's reputation for having excellent strategic planning processes was a factor in Arts Midwest seeking assistance from agency staff. She stated that she will be traveling again to Washington, DC, May 6-8 with the executive directors of the other Arts Midwest states to pay calls on key members of Congress about the NEA budget and visit other federal agencies to explore other potential partnerships. While we are there we also have our semi-annual ED retreat.

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

Ms. Henahan continued that preparations for the Governor's Awards continue. Invitations went out about a month ago, the videotaping of the tributes is complete and are now being edited, and scripts are being written. She added that PIO Director Elizabeth Weinstein will provide a more detailed overview of activities being worked on for the Governor's Awards in the run-up to the big day on May 21. She encouraged board members to purchase a table or a ticket and join us at the Athenaeum at noon for the awards luncheon, stating that the event is always the highlight of our year and a real joy to see what an outstanding arts and cultural sector Ohio is blessed with.

### **Poetry Out Loud**

Ms. Henahan stated that the ninth annual *POL* state finals took place on Saturday, March 8, at the Matesich Theatre on the campus of Ohio Dominican University. Students from 36 high schools throughout the state to competed for the chance to represent Ohio at the *Poetry Out Loud* National Recitation Contest in Washington, D.C., April 28-30. She continued that Centennial High School (Columbus) Junior Lake Wilburn won the competition and is headed to Washington at the end of the month for the national competition. She thanked OAC Board member Sharon Howard for again serving as the emcee for the final round of the state competition—she always does a fantastic job engaging the students and building the anticipation! She added that Arts Learning Project Coordinator Chiquita Mullins Lee will fill them in on more of the March 8 events later this afternoon.

## **COMMITTEE REPORTS**

### **Finance Committee**

#### **OBM Study Group Update**

Deputy Director Mary Campbell-Zopf stated that the agency has been involved in the State of Ohio's initiative in workforce planning for roughly three years, and a major thrust of that work has been around succession planning to prepare for a wave of retirements as Baby Boomers reach retirement age. She continued that the agency had implemented a series of professional development opportunities for staff to be involved in work for which the ED and DD have been primary leaders for a while. She noted that the purpose of this is to spread the learning, build capacity, and get new leaders ready to move up in the system and contribute at even higher levels.

She continued that in late January, the executive office convened the biennial budget, or, OBM study group. To jump start this process, shortly after the January 2014 board meeting, OAC Executive Director Julie Henahan reviewed the OBM budget tutorial and facilitated a group discussion with the entire staff. Additionally, staff discussed how the OBM study group would go about its work. She continued that while many staff members have been involved in preparing segments of prior OBM budget proposals, management wanted everyone to be able to see the "big picture," as well as the ability to dig into the details about the process of putting a biennial budget together.

Ms. Campbell-Zopf shared that after the staff tutorial and initial training of the entire OBM study group, a schedule was developed, in which staff work in small teams to complete different sections of the biennial budget proposal. She stated that the group's major work would begin in late April, because the NEA study group has been working on almost a daily basis for the last month, writing new material for the Arts Partnership grant proposal, which will be due at roughly the same time as the OBM biennial budget proposal. She noted that some of the writing for the NEA proposal would be reused for the OBM proposal. She added that everybody has worked very hard on that proposal in the midst of a busy season, and she thanked staff for their dedication to this process, and their desire for the upcoming leadership transition to be smooth.

Ms. Campbell-Zopf stated that she would serve as the study group leader until her retirement, and then Dia Foley, the grants office director, will step in, and that Missy

Ricksecker, executive and special projects assistant will join the working group after the June 19 board meeting. She emphasized that staff would not know what the guidelines are for the budget proposal until the end of June or early July. The group is working from old guidelines; once the new budget guidelines are available, then staff can review any existing draft work to ensure that it aligns with the newly released guidance. Staff will continue their work through the summer for a fall due date, which might be either in September or November. The actual due date will not be known until the new budget guidance is released. The first sections will be the stand-alone sections for the Riffe Gallery and Percent for Art programs, which can be finished in advance of receiving the new guidelines. She stated that the process was proceeding well, and staff had gained significant knowledge about the process, so there will be a lot of preliminary work done when Ms. Collins walks in the door.

#### **FY2014-2015 Budget Update and OAC Quarterly Budget Reports**

Ms. Henahan directed the board's attention to the budget update with the proposed allocations by program of state funding for FY2015. She stated that there were no proposed changes in the budget because the agency receives flat funding from FY2014-FY2015. She noted that staff anticipated hearing from the NEA within the next few weeks about what the projected amounts in each NEA category will be for the agency for the fiscal year beginning July 1.

Mr. Hankins asked if there was a written policy regarding the percentages of funding that go to major institutions vs. smaller organizations. Ms. Henahan replied that there has been a longstanding board policy that dates back to the late 1970s that 50 percent of the agency's state grant budget will go to the major institution support category—now referred to as the Sustainability (over 1.5 million) category—and the remaining 50 percent will be distributed among the other programs: Individual Artists, Arts Learning, Project Support, support for organizations whose budgets are under \$1.5 million.

Mr. Rich directed the committee's attention to the quarterly budget reports. He expressed his appreciation that staff provides such detailed budget reports so the board can thoroughly understand the agency's expenditures.

#### **GRANT RECOMMENDATIONS**

Ken Emerick, director, Office of Individual Artist Grant Programs and Services stated that the Individual Artist Excellence Award panel meetings were held in November and December of 2013. Six panels met to deliberate in the categories of Choreography, Criticism, Fiction/Non-Fiction, Music Composition, Playwriting, Screenplays and Poetry. The 16 panelists received an incredible amount of material to review over a two-month period, and all were remarkably prepared for the panels. Facilitators and audience members alike reported that they were pleased with the panelists' thoughtful deliberation and comments. He continued that a total of 441 artists applied, and out of the six categories, 71 are being recommended for funding.

Mr. Hankins asked what the total amount of funding being recommended was. Program Coordinator Kathy Signorino replied that the total of \$355,000 was distributed among 71

grants of \$5,000 each. Mr. Hankins then asked how that amount fit into the overall Individual Creativity budget of \$550,000. Mr. Emerick replied that the balance of the budget goes for artist residencies; support for the Ohio State Fair artist competition, exhibitions at the Governor's residence and Riffe Gallery. Ms. Signorino added that because the program has had an increase in its budget for the biennium, they were able to give out nearly twice as many awards this year as compared to the previous time we had these same disciplines, when 37 grants were awarded. She noted that this was a great advocacy message to artists: because artists were talking to their legislators, the money that goes directly back to the artists was increased.

Ms. Campbell Zopf stated that in the past the awards had been for \$10,000 instead of \$5,000. Ms. Off asked who had made that change. Mr. Rich replied that the board had voted to make that change. Mr. Emerick shared that the decrease to \$5,000 was made when the agency's budget was cut dramatically.

Ms. Signorino noted that a significant number of new applicants has come into the program since the last time. She continued that the process is anonymous; the panelists do not know anything about the applicants, and judge them solely on the artistic merits of their work.

Ms. Off inquired whether the panelists were a fair geographic representation of Ohio. Mr. Emerick replied that the panelists for this program are from both in state and out of state, and that their bios are posted on the website. Because the process is anonymous, the panelist's bios are not posted until immediately after the panel has met. Ms. Signorino added that creating a great panel is both demanding and rewarding, because staff not only has to take into consideration a cross-discipline spread, ethnicity, regional representation, gender to put a great panel together. Staff maintains a panelist database, from which the panelists are selected. Mr. Emerick noted that any particular panelist is never used twice, so it is always someone new. This is a great advantage for artists, because there is always a new set of eyes on their work.

MOTION by Sara Vance Waddell, seconded by Juan Cespedes, to approve the Individual Excellence Award panel recommendations. **Motion carried.**

#### **GRANT RATIFICATIONS**

Mr. Rich noted that he needed to recuse himself from voting on the grant ratification for Hilliard City Schools, since they were a client of his. Ms. Campbell-Zopf reviewed the grants that were awarded after the January 16, 2014 board meeting and must now be ratified by the board.

MOTION by Sara Vance Waddell, seconded by Emma Off, to ratify the grants awarded in Special Organizations Artists with Disabilities Access, Special Individuals and Special Organizations FY2013 and Artists with Disabilities Access and Special Organizations FY2014 without the Hilliard City School District. **Motion carried.**

MOTION by Emma Off, seconded by Juan Cespedes to ratify the grant awarded to

Hilliard City School District FY2014. **Motion carried. One conflict of interest—Jeff Rich left the room for discussion and vote.**

**COMMITTEE REPORTS (continued)**

**Programs, Panels and Public Policy Committee**

**Online Grants System Update**

Dan Katona stated that since the last report to the board at its June 19, 2013 meeting, staff had made great strides in the process of bringing to fruition a new online grants system to replace the current, somewhat outdated, system, and that, after a considerable research and discussion, staff was now working on a final contract with the vendor SmartSimple to develop the new system. Cost would be just under \$40,000. He continued that staff will be working with specialists from the Department of Administrative Services (DAS) IT procurement staff, the Attorney General's office to make sure the contract meets both the agency's needs and the state's requirements. He added that staff hopes to complete this part of the process within the next few months and move on to the design phase, which will demand a great deal of staff time in the grants and programs offices, over the summer and into the fall. He stated that staff is confident that the system would be ready to release to the field on November 1, 2014 in advance of the winter/spring grants season, allowing users to enjoy an upgraded and more functional system when they apply for grants next year.

Neal Zimmers asked if the board could have demonstration of the new system when it was complete. Mr. Katona replied that staff would be happy to conduct an orientation for the board.

Jon Holt asked if the price in the scope of work document included maintenance and support for a period of time. Mr. Katona replied that the quote was for the design and building of the system, which included data migration from the current system and staff training. An additional annual maintenance fee based on usage is projected to be between \$10,000 and \$12,000, which is very close to what the agency is paying for the current system.

Mr. Rich thanked staff for their work on this mission-critical project.

**New Sustainability Guidelines and Funding Restrictions**

Ms. Henahan stated that at the January 16, 2014 council meeting, the OAC board voted to change the FY2016/2017 *Guidelines* to allow arts organizations located on college or university campuses to apply for funding in the Sustainability (over \$1.5 million) program. After the vote, staff was directed to draft revisions to the *Guidelines* that would address the agreed upon changes and present them to the board for their review and consideration at this meeting.

Following the review of the changes, Mr. Zimmers inquired about how state-allocated operating funds that sometimes accompany capital fund allocations would factor into the determination of grants in the Sustainability program, according to the revised *Guidelines*. Ms. Henahan replied that per OAC policy as determined by the board,

organizations that received operating funds from a line item directly from the state legislature are not eligible for an operating support grant from this agency because it is considered to be double dipping. She continued that regarding the calculation of award amounts, the agency requires an audited budget from all applicants to the Sustainability (over \$1.5 million) program, and staff removes the dollars for specific items in those budgets before calculating the formula. One of the items that is removed is the amount of grant money the organization has received from the OAC in the audited year. The new guidelines stipulate that any university-affiliated arts organization who applies in the Sustainability (over 1.5 million) program will have both their OAC funds and their state-allocated funds removed from the formula.

MOTION by Emma Off, seconded by Jon Holt, to accept the Programs, Panels and Public Policy committee's recommendation. **Motion carried.**

### **Sustainability (over \$1.5 million) Eligible Income Report**

Ms. Henahan stated that at the January 16, 2014 meeting, the board requested that she prepare a report for the April 3 meeting detailing the current policy on the eligible income level for the Sustainability (over \$1.5 million) program, as well as the history of the program. The board also asked her to prepare projections on how many new applicants may become eligible for the FY2016/2017 biennium and for projections on how an increase in the eligibility income requirement might impact applicants' grant awards.

Ms. Henahan then directed the committee's attention to the charts reflecting the history of the program. She stated that from 1976 to 1994, the eligible income level was increased by \$100,000 increments at fairly regular intervals of three to four years, resulting in an eligibility level of \$500,000. Over a two year period from 1995 to 1997, the eligible income level increased twice, to \$550,000 and \$585,000. In 1998, it was raised to \$1,000,000 where it remained until 2003. The last increase to the eligible income level took place in 2004 when it was raised to the current level of \$1.5 million. She noted that the board would have considered an increase in the level in 2008-2009, but because the Great Recession was taking a major toll on arts organizations' income during that period, it was decided to defer an increase until the economy and the finances of arts organizations in Ohio stabilized.

She continued that in recent years, the Sustainability (over \$1.5 million) program has seen a fluctuating number of eligible applicants as well as a budget that has varied significantly, as arts organizations' incomes rose or fell, and as a policy change was made in 2009 allowing the Rock and Roll Hall of Fame to apply for funding in this category. Regarding fluctuations in the budget for the Sustainability (over \$1.5 million) program, Ms. Henahan explained that most recently, from FY2013 to FY2014, the budget increased by 19.5 percent (or \$828,650) while the number of applicants increased by 13 percent. The average grant award increase was 6.2 percent with a high of 17.9 percent (Victoria Theatre). One organization saw a loss of -1.9 percent (Butler Institute of American Art).



Ms. Henahan then directed the board's attention to the projections for the FY2016/2017 biennium. She stated that a review of the budgets of Sustainability (under \$1.5 million) organizations revealed that there could potentially be seven more applicants to the Sustainability (over \$1.5 million) program for the FY2016/2017 biennium (deadline: February 1, 2015) if their audited budgets show that they have exceeded the current eligible income of \$1.5 million. Should the agency's budget for FY2016/2017 remain level, a larger pool of grant recipients will certainly impact the grant amounts for every organization in this category except the Big Four, who receive a 36 percent cut off of the top of this budget. If, however, there is a decrease in the FY2016/2017 budget, every grant recipient in this program will experience a reduction in funding.

Ms. Henahan then directed the board's attention to the spreadsheet that provided three scenarios that project what the grant awards in FY2016 could look like if: 1) the OAC budget remains flat, has an increase in the number of grantees (seven) and the eligible income level stays at \$1.5 million; 2) the budget remains flat and the eligible income level increases to \$1.75 million (17 organizations would drop out); and 3) the budget remains flat and the eligible income level increases to \$2 million (20 organizations would drop out). She stated that given the significant impact of a change in the eligible income level on the current pool of grantees in this program, it is staff's recommendation that the board give serious consideration to a graduated increase in the eligible income level over the next two biennia. For example, for the FY2016/2017 biennium the eligible income level could be raised to \$1.75 million and in FY2018/2019 it could be raised to \$2 million (or some other agreed upon incremental increases). This is admittedly a difficult decision and any increase in the eligible income level will have a negative impact on the funding of several current grantees (and a subsequent impact on the grantees in the Sustainability (under \$1.5 million) as more organizations move back into that program). She added that such a decision should therefore be made on a timely basis and with the utmost respect for the impact it will have on constituents, and that for the future, staff also recommended that the board review the eligible income level for Sustainability (over \$1.5 million) at regular intervals, perhaps every two or four years, and consider increases at those points. Of course, if the economy were to suffer a recession as it did in 2008-2009, the board would use its discretion on whether any increases should be considered at that time.

Ms. Henahan then stated that a motion was made by the committee to raise the legibility level for the Sustainability (over 1.5 million) to \$1.75 million, and that the eligibility level be examined and reviewed every four years. This would align the increases to the four-year funding cycle of the program.

MOTION by Juan Cespedes, seconded by Emma Off, to accept the Programs, Panels and Public Policy committee's recommendation that the eligibility level for the Sustainability (over \$1.5 million) program be raised to \$1.75 million effective for the FY 2016/2017 biennium, with the understanding that the eligibility level will be reviewed every four years. **Motion carried.**

**NEA Study Group Update**

Ms. Campbell-Zopf stated that a staff study group has been working to expand their knowledge about the entire NEA grants process from start to finish—from understanding the application guidelines and legal requirements; to researching, drafting, editing major portions of the grant; to preparing a comprehensive suite of electronic support materials that will be available to the NEA review panelists via the OAC website. She continued that the study group began meeting in early March with two whole-group meetings to review and discuss the NEA guidelines, legal requirements, required outcomes and review criteria, and applying through the federal e-grants system. As part of those meetings, staff re-read the last full Partnership grant application and had a free-ranging discussion comparing the last grant application to the current guidelines, which are substantively different from the guidelines that were issued the last time the agency applied for a Partnership grant.

Ms. Campbell-Zopf added that after those introductory meetings of the entire study group, it was divided into smaller working groups with responsibilities for researching and drafting particular sections of the narrative proposal and the budget. She stated that the first three sections of the narrative—the overview, description of the planning process, and evaluation sections—were in good shape, and teams were now working on the middle sections, writing and critiquing them in weekly sessions. She projected that the narrative would be nearly finalized by the time she retires at the end of May, and shared that it was a pleasure to work with such a talented and accommodating staff and to tell the story of the OAC through these grant narratives.

#### **2014 Arts Access Program Evaluation Report**

Ms. Campbell-Zopf reminded the board that a focus on infusing the agency's work with a focus on results was an important thrust in the agency's strategic plan, and that over the last three years, four program evaluations had been conducted—for the Artist in Residence, Arts Partnership, Artist with Disabilities Access and Arts Access grant programs.

She stated that the Arts Access program not only reaches constituents in underserved areas of the state, but also reaches primarily young people and senior citizens; the Arts Access Program Evaluation Report was a highly detailed, third-party examination of the grant program that serves small, often volunteer-run organizations whose budgets do not exceed \$30,000. She encouraged the committee to read the report thoroughly, and pointed out the detailed maps showing the program's wide reach throughout Ohio's cities and towns. She stated that the agency's typical evaluation methodology was used, including interviews with staff and board members, focus groups of representative stakeholders, 18 Arts Access applicants (including all-volunteer and staffed organizations, successful and unsuccessful applicants, and former applicants who were also grant panelists), and benchmarking with other state arts organizations (SAAs), and that the feedback gleaned from the interviews and focus groups provided helpful insights about how the program could be improved.

She outlined several changes to the program, particularly simplification and shortening of the application and reporting process, and stated that the new online system would make

the process simpler and easier to complete, even when different people are completing the applications from year to year. She emphasized that the application and reporting process was designed to move people from simply describing their activities to describing the impact of their work. She added that these evaluations were a concrete way to demonstrate to constituents that they have influence in the program, that they can help staff make it better, and that their voices truly matter, and encouraged staff to continue this practice, evaluating other agency programs as well.

Ms. Campbell-Zopf shared that benchmarking with other SAAs had revealed that compared to all other SAAs, the OAC awarded the third highest number of grants and the fifth highest dollar amount of funds distributed to small organizations and programs. There are few national programs that benefit small arts organizations with operating support.

MOTION by Sarah Vance Waddell, seconded by Jane Foulk, to accept the report of the Policy and Planning Committee. **Motion carried.**

#### **Executive Committee**

Mr. Rich reported that staff had been working closely with Ms. Collins and making sure that there are no holes in her knowledge as she assumes the executive director position in July. He stated that he was pleased with the way things were going; staff was sharing information with Ms. Collins and including her in pertinent emails. He asked for a motion from the board to waive attorney-client privilege on agency communication with the Attorney General's office, on matters that do not affect her current job at the Ohio Alliance for Arts Education, Ohio Citizens for the Arts, or its foundation, so that these communications could be shared with Ms. Collins before she is officially employed by the Ohio Arts Council.

MOTION, by Rob Hankins, seconded by Neal Zimmers, to waive attorney-client privilege on agency communication with the Attorney General's office, on matters that do not affect her current job at the Ohio Alliance for Arts Education, Ohio Citizens for the Arts, or its foundation. **Motion carried.**

#### **Joint Committee on Agency Rule Review (JCARR) Update**

Ms. Campbell-Zopf stated that a study group was formed after the September 17, 2013, board meeting to master the process of formally revising the agency's rules and filing them with the Secretary of State, the Legislative Service Commission (LSC) through the state's Electronic Rule Filing system (ERF), and the Joint Committee on Agency Rule Review (JCARR). She continued that JCARR required all agencies to review, revise and submit their rules every five years, and noted that staff members Brianna Dance, Dan Katona, Missy Ricksecker and Jim Szekacs had gained strong working knowledge of this process and could be relied upon to act as "content masters" in this area.

Ms. Campbell-Zopf stated that the process of revising the agency's rules had begun with staff consulting with Assistant Attorney General Angela Sullivan to gain clarity on various issues relating to the process itself, and to work through the rules one-by-one to

make them clearer, resolve such problems as the quorum rule (which was outdated and unusual) to bring them into line with best current practices. One rule was added to define and clarify the agency's policy on gifts and donations. She continued that all the rules had gone through the full process with JCARR and had been approved, and should be in place by the board's June 19 meeting.

She stated the JCARR scrutinizes all submitted rules with great care, ensuring that:

- (1) the rules do not exceed the scope of the rule-making agency's (i.e., OAC) statutory authority;
- (2) the rules do not conflict with a rule of that agency or another rule-making agency;
- (3) the rules do not conflict with the intent of the legislature in enacting the statute under which the rule is proposed;
- (4) the rule-making agency has met the incorporation by reference standards for a text or other material as stated in O.R.C. sections 121.72, 121.75, or 121.76; and
- (5) if the rule has an adverse impact on business as defined in O.R.C. 107.52, the rule-making agency has demonstrated through the business impact analysis (BIA), the Common Sense Initiative Office (CSI) recommendations and the agency's memorandum of response to the CSI recommendations, that the regulatory intent of the rule justifies its adverse impact on business.

#### **Agency Communications Report**

Public Information Office (PIO) Director Elizabeth Weinstein stated that preparations for the 2014 Governor's Awards for the Arts in Ohio are the major focus for PIO at this time. Key activities include preparing the event program, working with Ohio Government Telecommunications (OGT) to produce winner tribute videos, and managing media sponsorships. She noted that ads and articles publicizing the event are currently running in various publications and television stations, and tickets are available through the Ohio Citizens for the Arts.

Ms. Weinstein stated that PIO continues to distribute copies of the *Arts Part of the Solution* stories and the agency's bi-monthly *ArtsOhio* e-newsletter to the legislature. She continued that the agency's press releases, social media and online presence on ArtsinOhio.com continue to grow. The OAC Facebook page now has 5,333, and 1,720 people follow the agency's Twitter account, which represents a 76.8 percent increase from February of 2013. She added that the 2014 Arts Festivals and Competitions Directory was published in January and continues to be a popular publication, and pointed out the wide array of media coverage the OAC has received since October, 2013.

Ms. Off asked if the agency had an Instagram account. Ms. Weinstein replied that the agency has an account, but that it is not very active.

Mr. Hankins asked what the media strategy would be to get out the word that the agency just awarded \$315,000 in awards to 71 individual artists. Ms. Weinstein replied that

generally after a board meeting she would meet with Ms. Henahan, Ms. Campbell-Zopf and Ms. Foley to collaborate on a press release with all the statistics, etc. Mr. Hankins asked if that would be just one press release, or a different press release for each county. Ms. Weinstein responded that PIO has hundreds of media outlets on automatic lists that are managed by a service. One press release will go out to many different outlets. Mr. Rich added that the different media outlets can find their local individuals and organizations and write about them. Ms. Campbell-Zopf noted that OAC news gets a good deal of statewide coverage using this method, and additionally through notices sent to state legislators about grant recipients in their districts.

### **Agency Priority Work**

Ms. Henahan presented highlights of the agency's priority work from April–June, including panel meetings, which will continue through May; the Governor's Awards for the Arts in Ohio, which will take place on May 21; the OBM and NEA study group work; and the Council Book for the June 19 meeting. She continued that the executive staff would be working with Ms. Collins as part of the executive transition plan, and the new online grants program would be a big focus for the Grants Office staff. She stated that the opening of the exhibition “Impressive Impressions” on May 1, the Riffe Gallery would be celebrating its 25th anniversary. She added that the agency is very grateful for the support the legislature and the board has shown for the Riffe Gallery over the years and invited them to attend the celebration.

MOTION by Sara Vance Waddell, seconded by Monica Kridler, to accept the report of the Executive Committee report. **Motion carried.**

### **STAFF PRESENTATIONS**

#### **Arts Learning Report/Poetry Out Loud Update**

##### **The Big Yellow School Bus**

Arts Learning Program Coordinator Chiquita Mullins Lee stated the Big Yellow School Bus (BYSB) program has attracted a great deal of interest; the program has roughly 30 inquiries that are in various stages of the funding process, and many more schools calling for information. Of the 30 London, Cleveland, Cincinnati, Medina, Columbus, and Hilliard are among the school districts benefiting from this program. The budget is \$30,000, and requests range from \$200-\$500 so there is the potential to fund 60 grants, and with 30 inquiries in process, there should be no problem reaching that.

##### **Creative Aging and Lifelong Learning**

Ms. Mullins Lee shared that she has participated in several webinars sponsored by the National Center for Creative Aging over the past four months, and the agency is participating in a national program, Communities of Practice, which is comprised of 13 state arts agencies engaged in the discussion of how to approach the idea of creative aging and setting up programs in various states. In Ohio, she continues networking with agencies that can foster intergenerational projects, such as the Ohio Department of Aging, Benjamin Rose Institute on Aging in Cleveland and organizations such as Moms2B in Columbus. An exploratory meeting with an advocacy group on aging in Athens, Ohio

took place on March 14, 2014.

***Poetry Out Loud (POL)***

Ms. Mullins Lee stated that 2014 marks the ninth year for the *Poetry Out Loud (POL)* program, and Ohio continues to be a strong force in the program at a national level. She added that 365,000 students participate in the POL program nationally, and 10,000 students participate in Ohio. She continued that recruitment efforts began during the spring of 2013 when she and *POL* Project Coordinator Pat Shannon, along with two coordinating teachers from Columbus, participated in the 2013 Ohio Council for Teachers of English Language Arts (OCTELA) Conference. Additional recruitment efforts include: mailings, emails, phone calls, social media contacts and outreach to teachers and principals through the Ohio Department of Education (ODE), among other strategies. Recruitment efforts resulted in 60 schools registering to participate. Weather extremes this winter prevented many schools from completing the contest. After three last-minute cancellations on the day of the competition, 36 Ohio schools sent school champions to the state finals.

She continued that teacher-training workshops were held during fall of 2013, one at the Ohio Center for the Book, our new sponsor in Cleveland, and the other at the State Library of Ohio in Columbus, hosted by Ohioana Library. The *POL* Student Workshop for School Champions took place Saturday, February 22, 2014, at the State Library of Ohio. Ohio's *POL* State Finals were held on Saturday, March 8, 2014, at Ohio Dominican University in the Matesich Theatre. Thirty-six school champions competed during two preliminary rounds. Columbus poet Hannah Stephens recited original poetry during the breaks between rounds. She shared that for this year's *POL* awards, staff worked with Michael Gill, a letterpress artist in Cleveland, to create the first awards that were specific to *POL*. The top six students each received an award created by Mr. Gill.

For the final round each of the six finalists presented a third poem. OAC board member Sharon Howard served as emcee and the Amoré Duo provided music. Three students received honorable mentions: Rachel Strahorn, a senior at Chaminade Julianne Catholic High School in Dayton; Sarah Binau, a junior at Bexley High School in Bexley; and Alison Caldwell, a senior at Stow-Munroe Falls High School in Stow. Third place winner, Dezi Lowry, a senior from Purcell Marian High School in Cincinnati, received \$100 with \$50 for her school library. Second place winner Emily Flood, a senior from The Lyceum in South Euclid, received \$200, plus \$200 for her school library.

Lake Wilburn, a junior at Centennial High School in Columbus, won the competition to become Ohio's ninth *POL* state champion. Lake received \$300 and \$500 for his school library. He will compete in the national finals in Washington, D.C., April 28-30, 2014.

**Think TV Ohio Heritage Fellowship Video Presentation**

Individual Artists Program Coordinator Kathy Signorino stated that the OAC awards Ohio Heritage Fellowships in recognition of the significant impact an individual or group has had on the people and communities of the state through their advancement and

preservation of the folk or traditional arts. She added that the Traditional Arts Advisory Committee, comprised of Ohio folklorists and traditional artists, participated in a conference call on Friday, March 28, 2014, and had unanimously selected Weichih (Rosa) Lee of Solon, Ohio, a Chinese zither master artist and performer to receive the 2014 Ohio Heritage Fellowship award.

She continued that the OAC began awarding Ohio Heritage Fellowships in 2003. Over the past 11 years 25 Ohio Heritage Fellowships have been awarded to folk and traditional artists in the areas of performing arts, material culture and community leadership. Beginning in 2008 the OAC partnered with the Ohio Humanities Council and ThinkTV of Greater Dayton Public Television to help promote our Ohio Heritage Fellows through video profiles to be aired during their "Our Ohio" television program. The video profiles, usually running between six and eight minutes, tell the stories of these amazing Ohio treasures. The "Our Ohio" program, which is supported through the Ohio Farm Bureau, airs on both WPTD (Dayton) and WPTO (Oxford/Cincinnati) with 55,000 weekly viewers. Since the beginning of our partnership, ThinkTV has completed 10 profiles. A new expansion of this programming is the development of 30 minute shows created by ThinkTV which will thematically combine two to three artists' profiles. The prepackaged shows would be created using a theme including international music, folk and traditional music, and heritage crafts and arts. These packaged shows will be broadcast on Cincinnati's CET Arts Channel and also marketed to other national public television stations providing exposure to the OAC's Heritage program and artists.

Ken Emerick added that the agency's partnerships with the Ohio State Fair and the Columbus International Festival have provided important live venues to present Ohio Heritage Fellows to Ohio citizens, and staff is always looking for new opportunities to promote the Ohio Heritage Fellows.

Ms. Signorino stated that today's video was one of the most recently completed Ohio Heritage Fellowship profiles, which features Native American painter and storyteller Edwin George.

After the video presentation, Ms. Signorino stated that these videos can also be found on the "Ohio Traditions" website.

#### **Emergency Succession Planning Update**

Ms. Campbell-Zopf stated that succession planning is an important part of the agency's workforce planning efforts, and the board had authorized her to create an emergency succession plan for the deputy director (DD) position so that staff will be prepared in the event that the position becomes vacant for a period of time. She continued that she had created a document to explain the role and individual duties of the DD and to define an implementation plan for the agency to follow if that were to occur.

She stated that the DD functions as the chief operating officer for the agency and is responsible for the daily operation of the agency, and so must have knowledge of what work is currently being done throughout the agency, and be able to plan for that work to

be done effectively and efficiently. The DD must also have knowledge of the principles, rules and laws that govern agency practices, from the staff time sheets, the format of which is dictated by labor laws, all the way to the agency's authorizing statute. She added that the plan had a bulleted list of the key functions of the DD, followed by a chart describing priority functions, each with a corresponding list of current staff who have deep knowledge in that area. At the end of the document, there is a listing of important information sources, with hyperlinks, that are critical for the DD to understand and apply in his/her agency work.

Ms. Campbell-Zopf continued that the positions assigned in the Temporary Staffing Strategy are based on the OAC Table of Organization, as of April, 3, 2014. After July 1, 2014, when Ms. Collins assumes her role as ED, she should update the Emergency Succession Plan so that it reflects current staffing configurations. She added that succession planning is a strong focus of DAS; therefore, it will continue to be emphasized through their work force planning efforts. This updated plan should be included in the OAC annual Work Force Plan, which is due to DAS's Work Force Plan (WFP) office during the fall of 2014. She suggested creating emergency succession plans for the ED and Grants Office director positions.

Mr. Rich thanked Ms. Campbell-Zopf for preparing this valuable document, and acknowledged her suggestion to expand the planning to the ED and Grants Office director positions.

### **OHIO CITIZENS FOR THE ARTS (OCA) REPORT National Arts Advocacy Days, March 24-25, 2014**

Donna Collins, executive director of Ohio Citizens for the Arts (OCA), reported that 24 citizens from Ohio gathered in Washington, D.C., to advocate for the arts, arts education, and other related issues with members of Congress. Americans for the Arts (AFTA) hosted a professional development and informational training day prior to the day on the Hill to prepare advocates on the issues and allow state contingencies to work in teams of two or three individuals to meet with every member of Congress. Ms. Collins continued that serving as Ohio's state captain for AFTA allowed her the opportunity to schedule all of the visits for the Ohio delegation going to Washington, D.C., from Ohio, work with the college students prior to the trip, and then report back to AFTA about the group's efforts on the Hill. She noted that President Obama's newly released budget suggests \$146 million for the NEA, which is less than AFTA had hoped. She added that AFTA is advocating for \$155 million and has issued an action alert, which she urged everyone to respond to.

Ms. Collins continued that OCA asks all Ohio legislators to sign onto the Arts Caucus, and noted that there are not very many members in Ohio who are willing to do that for a variety of reasons, such as their own belief systems and their priorities for other topics.

Mr. Zimmers asked if Pat Tiberi were still on the board of the NEA. Ms. Collins replied that he is still on that board, and had recently signed onto the STEM to STEAM caucus. Mr. Rich asked if any other Ohioans signed on to that caucus. Ms. Collins replied that



Mr. Ryan from northeast Ohio had signed on.

**State Arts Action Network, March 23, 2014**

Ms. Collins stated that the State Arts Action Network (SAAN), which is comprised of the State Citizen groups from around the nation, met on Sunday, March 23. The primary focus was on the policy issues affecting the arts and arts education. As past Chair of SAAN, she presented a session on the value of SAAN in today's environment.

**Arts Day and the Governor's Awards for the Arts in Ohio, May 21, 2014**

Ms Collins then turned the board's attention to the activity related to Arts Day and the Governor's Awards for the Arts in Ohio. She stated that the Arts Day committee, chaired by Pat Bridgman, has been working to capacity in preparation for the May 21 event. She invited the board and staff to participate fully in the day, starting with an advocacy briefing at 9:30 a.m. in the Vern Riffe Center for Government and the Arts in the Capitol Theatre. She encouraged board members to make legislative visits with other arts advocates from their region of the state after the briefing. She continued that the Columbus Athenaeum will once again be the site for the luncheon and awards celebration and noted that the event is also an opportunity to salute the Ohio Legislature and will want to acknowledge their presence and support for the arts early and often throughout our time together.

Ms. Collins then provided the following updates related to Arts Day:

- Janelle Hallett, member services coordinator at Ohio Citizens for the Arts, is coordinating the student advocates for Arts Day. The students will participate in Arts Day 2014 by delivering packets of information about the arts and arts education to each member of the Ohio Legislature and then attend the luncheon. A portion of the success of this program is that a member of the House or Senate has met with students at their high schools in preparation for the students' trip to Columbus for Arts Day. Additionally, David Leist, a retired professional theatre educator and board member of the Ohio Alliance for Arts Education, is providing the student advocates with a one-hour coaching session at their schools. They are working on public speaking, body language, messaging, eye contact, appearance, etc. This effort is a great opportunity for the students as they prepare to make legislative visits in Columbus on Arts Day, with an added value that this coaching will assist students as they prepare for college and job interviews.
- Members of the Ohio House and Senate have been invited to the luncheon and OCA has more than 50 affirmative responses from the House and 19 from the Senate, which is a significant number of positive responses, given that the event is still several weeks away. OCA members and staff will make personal contact with every House and Senate member during the week prior to the event. OCA staff will provide legislators with the names of their constituents who are attending the Governor's Awards in the Arts in Ohio and Arts Day Luncheon, and let them know they have been seated with their constituents.
- Securing table sponsorships for the luncheon is going well, but registration for the

event is behind where we were last year this time. As of April 2, a total of 430 registrants, legislators, student advocates, media sponsors and honorees are confirmed for the event.

- The William R. Joseph Ohio Arts Advocacy Medal will be awarded during the luncheon by Marc Folk, OCA/Foundation president.

### **Capital Budget**

Ms. Collins then turned the board's attention to the state capital budget. She stated that Ohio Citizens for the Arts did not have an official role in the capital budget process but many of its members did. Specifically, OCA board member Tom Johnson, who serves as the mayor of Somerset, Ohio, co-chaired the Governor's committee that worked to develop arts and culture budget requests along with Denny Griffith, president of Columbus College of Art & Design. Many arts leaders, including Bill Blair, who was asked by the Governor to help lead this effort, were tapped to work through this process. Over the last several months the arts groups facilitated collaborative processes to seek recommendations from local stakeholders as to what projects would have the greatest impact on their communities.

She stated that as a result of this effort and other input, the bill includes \$160 million for community projects with a significant amount of that money for arts and culture projects. This is the first Capital Budget in six years. Of particular note, the Appalachian Ohio Art and Culture Capital Budget Requests document put together under the leadership of Tom Johnson yielded funding for one of the suggested projects. The legislature finalized work Tuesday on the \$2.4 billion capital appropriations measure for the 2015-2016 fiscal biennium, and the Governor's signature was applied later in the evening.

### **Annual Statehouse Student Art Exhibition**

Ms. Collins then reported that OCA staff is working in partnership with the Ohio Alliance for Arts Education, Capitol Square Review and Advisory Board, and Ohio Art Education Association to host the Annual Statehouse Student Art Exhibition, which is on view through April 26 in the Ohio Statehouse Map Room. Thirty-two works of art are on display and represent students from across Ohio. She continued that OCA is in contact with House and Senate members to provide proclamations to the participating students. The closing reception will take place on Saturday, April 26, 2014 at noon in the Map Room.

### **Ohio Citizens for the Arts Board of Trustees' Meeting**

Ms. Collins stated that the OCA board of directors will meet on May 21, 2014 at 2:00 p.m. at the Columbus Athenaeum, following the luncheon and dessert reception. She invited OAC board members and staff to attend the meeting.

She then thanked the board for its support and leadership for the arts is important to Ohio.

Mr. Rich thanked Ms. Collins for her report and adjourned the meeting for a break

*Mr. Rich reconvened the meeting at 3:00 p.m.*

### **BOARD MEMBER REPORTS**

Ms. Vance reported that Aaron Betzky, executive director (ED) of the Cincinnati Art Museum, is leaving after seven years, and that the museum was in the process of conducting a search for a new ED.

Ms. Kridler reported that the Columbus Museum of Art and Shadowbox Theatre were collaborating on show that featured projections of work from the CMA collection accompanied by original music by Shadowbox based on those works. She continued that Momentum, the dance education program she runs, will hold its eleventh annual performance at the Capitol Theatre on May 13 and 16 at 10:30 a.m. and 1:00 p.m. The performance will feature 850 fourth-grade students from Columbus City Schools and Hilliard City Schools performing an original production called "One World, One Water: The Story of Drip and Drop." She encouraged board members to attend the performance.

Ms. Foulk noted that the Appalachian counties who had applied for funding through the state capital budget (described earlier by Ms. Collins) had come together to support each other in their applications.

Mr. Rich reported on his recent trip to Palm Springs, during which he had an opportunity to see the Fabulous Palm Springs Follies, a Ziegfeld Follies style dance and musical review show that features retired Broadway performers at the historic Plaza Theatre. He noted that the Follies will close its doors on May 18, 2014.

Mr. Hankins reported that Canton Stark County hosted the first annual Genius Awards on March 18, as part of an effort to position Stark County as one of the 10 most innovative counties in the U.S.; the Canton Symphony is moving into the new Zimmermann Symphony Center after a \$6 million renovation, and ArtsinStark and the Pro Football Hall of Fame joined forces to bring a series of public art pieces to downtown Canton. "The Eleven," a \$2 million multi-year project, will produce works in various art forms in honor of the greatest 11 moments in professional football history. The first piece will be dedicated in August at the Enshrinement Festival.

Mr. Mehaffie reported that the Darke County Center for the Arts had received a capital grant of \$500,000 from the state to renovate St. Clair Memorial Hall in Greenville.

Mr. Zimmers reported that the new president for Denison University, Adam Weinberg, has stated that he wants to integrate the university with the arts communities in Licking and Franklin Counties, and to make the arts in Granville a destination.

### **ITEMS OF GENERAL INTEREST**

#### **Constituent Letters**

Ms. Henahan stated that the agency receives letters from constituents throughout the year, and it is very gratifying to staff to see how appreciative people are for the work that the

OAC does and the support from the legislature.

**OLD BUSINESS/NEW BUSINESS**

Mr. Zimmers stated that he had spoken earlier with Ms. Ricksecker about the lack of proper acknowledgement for the OAC in the Ohio Light Opera (OLO) publicity brochure he had received earlier in the year. He asked what kind of monitoring the agency did with regard to acknowledgement in grantees' promotional materials. Ms. Henahan replied that grantees receive specific guidelines about how to use the OAC logo on their print materials. She continued that every other year, the program coordinators review the print materials submitted in grantees' final reports to ensure compliance with the agency's guidelines. Organizations who have fallen short of the stated guidelines are called and reminded of the acknowledgement requirements. She added that, depending on the size of the grant awarded, some organizations are required to insert a full- or half-page ad in their program acknowledging the OAC for its support.

Ms. Vance stated that it has been a privilege and an honor to work with Ms. Campbell-Zopf and wished her good luck on her next endeavors. Mr. Rich added that in his eight years of working with Ms. Campbell-Zopf it has been wonderful to get to know her and a pleasure to work with her. He continued that much of the success of the agency was a product of her intelligence, persistence, dedication and hard work.

Ms. Campbell-Zopf shared that hers is a job where a person has the privilege of bringing her heart and mind to the work, and many also bring their souls to the work. She continued that even the worst day at work fades away when a story comes in about 2-year-olds dancing with Inlet Dance or 3- and 4-year-olds reciting poems to their parents or caregivers, or senior citizens with Alzheimer's Disease doing an improvisation at a senior center. She added that the joy factor in this work is huge, and makes it possible for people to remain dedicated. Many people don't have that in their jobs, and people who work in the arts are very lucky because of that. She thanked the board for their good wishes.

Mr. Hankins shared that he had recently been in touch with Roger Brooks, who had recently returned to serve as chair of the New Hampshire State Council on the Arts board. He remarked that this had reminded him of what a great job Mr. Rich has done as the chair of the OAC board, and thanked him for all his hard work.

**MEETING was adjourned at 3:25 p.m.**

*An audio recording of this meeting was available upon request.*

  
Jeffrey A. Rich  
OAC Board Chair

  
Jane Foulk  
OAC Board Secretary