

DEPARTMENT OF ECONOMIC AND COMMUNITY DEVELOPMENT
CONNECTICUT OFFICE OF THE ARTS

Connecticut Arts Council
December 15, 2014
One Constitution Plaza, 2nd Floor
Hartford, CT

MINUTES

Present: Fritz Jellinghaus, Catherine Smith, Mimsie Coleman, Lisa Scails, Amy Wynn,
Mary DeCroce, Ted Yudain

Absent: Jimmy Greene, Philip Eliasoph, Ann Sheffer

Staff: Kip Bergstrom, Dan Forrest, John Cusano, Tamara Dimitri, Rhonda Olisky

I. Call to Order

The meeting was called to order at 3:10 pm.

II. Approval of Minutes

A motion by Catherine Smith, seconded by Lisa Scails, was made to approve the minutes of November 17, 2014.

(Y-6; N-0; Abstain: 1)

III. Chairman's Report

Fritz Jellinghaus reported that he, Kip Bergstrom and Rhonda Olisky met regarding the 2015 Arts Awards program. We will be emailing list the council members with those that have been offered and accepted as well as those who have been offered and have declined the award.

There is a concern about June being an inconvenient time to conduct the event because of graduations, weddings, etc., perhaps doing the event earlier in May before Memorial Day or later after Labor Day is a better possibility.

Kip called Mrs. Malloy to consider holding the event at the Governor's Residence.

Fritz stated that the 2015 dates for the Arts Council meetings have yet not been set for two reasons: We want to try to move the meetings around the state to various quarters. This will give us a chance to see other organizations, an opportunity to invite legislators and others to come in for a reception or part of the public meeting, and it gives us a little more state visibility.

Arts Council meeting: Monday, January 26th 3:00 pm.

IV. Director's Report

Dan Forrest reported that he has had discussions with Kip following up with suggestions of other state arts agencies about other funding streams that were not tax or fee based or required legislative allocations. One of the successful programs that other states have adopted is the license plate programs. Working with our legislative liaison he reached out to the Department of Motor Vehicles (DMV) to understand how that works in Connecticut. DMV currently has around 86 license plate programs that are active. Of those, fewer than half dozen generate any substantial revenue. They've created a relatively easy path to institute these programs but if you want them to be revenue generators it requires marketing for people to see them on a regular basis and get them to purchase one of the plates for themselves.

We agree that it is still worth exploring this because it's attractive from the sense that it is not creating a fee or we are not asking for a tax revenue stream.

The question is also where would the revenue go? Two options discussed: 1. CT Arts Endowment Fund to grow the principle and because it's a statutory program the taxpayers would know that funding is going to arts organizations. 2. CT Arts Foundation and have control regarding distribution.

The Arts Council agrees that we should continue to explore the license plate program as a possible source of funding.

V. Action Items for Recommendations

1. Designated Regional Service Organizations (DRSOs)

Motion by Ted Yudain; seconded by Mimsie Coleman.

It is recommended that the Arts Council approve an amount not to exceed \$118,944 for a 6-month FY2015 allocation (January 1, 2015 to June 30, 2015) Regional Service Agreements to six regional service organizations.

(Y-5; N-0; Recused: Amy Wynn and Lisa Scails)

2. Higher Order Thinking (HOT) Schools Program

Motion by Lisa Scails, seconded by Ted Yudain

It is recommended that the Arts Council approve a non-matching grant in the amount of \$262,500 to Wesleyan University, Green Street Arts Center, to support the planning, implementation, and management of Connecticut's HOT Schools program, including the July 2015, 22nd annual HOT Schools Summer Institute.

(Y-7; N-0)

3. FY13 ACPI – Special Funding for Two Year Grantees

Dan Forrest proposed that this action item be tabled for the Arts Council meeting in January, 2015.

VI. Discussions of FY16 Arts Catalyze Placemaking Grant Program

John Cusano led the discussion on the FY16 ACP – Community Engagement grant category.

This category is most similar to the previous Arts Leadership grant with greater emphasis on community engagement and really directing the applicant's attention more to the key stones of the application which are essentially the planning piece of it.

There was general discussion and suggestions regarding the FY16 ACP application process and guidelines.

The Arts Council members made the following suggestions:

- Earlier deadline for the Intent to Apply letter or give a window of submission i.e. Intent to Apply letters will be received between (date) and (date).
This will give them more time to plan and get feedback on any questions the applicants might have before submitting the application.
- Materials should be less wordy. Applications should be shorter and simpler. More user-friendly.
- Segregate the general information to what is guideline specific.
- Separate the individualized components from the standardized components.

- Define for the applicant what leadership is.
- No specific amount of partnerships required. Applicant should demonstrate the depth of the partnership based on the project itself.
- No tier levels
- Panel reviews can be conducted by grant amount requests (\$5,000-\$10,000; \$10,000-\$20,000; \$25,000 and over, etc.) artists or organizations.
- Clarify the budget narrative box – an opportunity to explain their budget for the reviewer.
- One solid outcome is better than multiple outcomes. What is the goal of your project? How are you going to know if you're making progress to that goal? Did you achieve it or not? Let them answer those questions and disregard outcomes table.
- In the information sessions or on our website show people what a bad application looks like.
- These projects should be funding art; not arts organizations. That's what operating support is for.
- Take the education component in the application and put it separately, do not keep it within the application.

John Cusano and Dan Forrest will be developing the application for the Regional Initiative Grants to be managed by the DRSOs.

VII: Adjournment

A motion was made by Mimsie Coleman, seconded by Amy Wynn to adjourn the meeting.

The meeting adjourned at 5:19 pm.