



**FLORIDA ARTS COUNCIL
MINUTES**
Lakeland
September 18, 2003



In Attendance:

Florida Arts Council	Staff
Beth Mason, Chairman	JuDee Pettijohn, Deputy Secretary
Margo Bindhardt, Vice Chairman	Linda Downey, Director
Ron Mason, Secretary	Dianne Alborn
Alejandro Aguirre	Melissa Ray
David Bear	Sarah Thomas
Jacqueline Bradley	
Patricia Caswell	
Barbara Fowler	
Roy Hunt	
Christopher Larmoyeux	
Sibille Pritchard	
Suzanne Teate, Ph.D.	

I. Call to Order

Chairman Beth Mason called the meeting to order at 10:00 a.m. at the Polk Museum of Art in Lakeland.

II. Introduction of Council, Staff and Guests

Chairman Mason asked the Florida Arts Council, department staff and audience members to introduce themselves.

III. Chairman’s Comments

Chairman Mason deferred her comments to the end of the meeting.

IV. Department of State Update

JuDee Pettijohn reviewed report findings from a procedural review conducted by the Office of Program Policy Analysis and Government Accountability (OPPAGA). Ms. Pettijohn noted that in response to this report, the Division is working with other department staff to consolidate all grants databases, which was one of the report recommendations.

Ms. Pettijohn reviewed the proposed organizational chart for the Office of Cultural and Historical Programs, which is part of the department-wide reorganization effort and in response to the OPPAGA report findings. Ms. Pettijohn noted that meetings have been held with all department staff to review the proposed organizational structure. She also met specifically with the staff of the Division of Cultural Affairs and Historical Resources, as well as supervisors and managers of each division to review the plan and ask for input. Previously, the proposal was presented to the Florida Association of Museums and the Florida Historical Commission and suggestions have been incorporated.

Roy Hunt suggested that the section titled “Art and Heritage Services” be changed to “Art and History Services.”

Linda Downey reviewed the structure of the organizational chart for the Community Grants Services area.

V. Adoption of Agenda

Ron Mason moved approval of the agenda with Jacqueline Bradley seconding. The motion was approved.

VI. Approval of Minutes from June 2003 Meeting

Ron Mason moved approval of the minutes from the June 2003 Florida Arts Council meeting. Jacqueline Bradley seconded the motion. The motion was approved.

VII. Guest Speaker(s) on Agenda by Special Request

Nicolle Landry, Marketing Coordinator with the Museum of Fine Arts in St. Petersburg, updated the Council on the upcoming exhibition of *Chihuly Across Florida: Masterworks in Glass*.

Daniel Stetson, Executive Director of the Polk Museum of Art, made a presentation on the many programs underway at the Museum.

VIII. Sherron Long and Tony Carvalho, Florida Cultural Alliance

Tony Carvalho presented information on the gubernatorial and legislative budgetary process and how it affects the Division's budget. Sherron Long reviewed advocacy strategies that the Alliance will undertake in preparation for the next legislative session.

IX. Business Items

A. Review of Florida Arts Council Meeting Calendar - Chairman Mason reviewed the schedule of upcoming meetings and announced that the November meeting dates had been changed to November 4-6 in order to accommodate a joint meeting with the Florida Folklife Council and Florida Historical Commission.

B. 2003-2004 Grants Program Budget Update – Linda Downey updated the Council on the status of the current-year budget.

C. Arts in Education Program Update – Linda Downey presented the report as follows:

The Arts in Education (AIE) Program is currently reviewing numerous final reports for 2003 Arts in Education grants and Grant Amendment Requests for 2004 projects which are being restructured due to reduction in grant awards.

AIE Grant Program guidelines for 2004-2005 will be posted on the Division's website www.Florida-Arts.org, eight weeks prior to the November 21, 2003 deadline.

Arts for A Complete Education/Florida Alliance for Arts Education (ACE/FAAE) held their annual 2003 Summer Leadership Conference, "Literacy Through the Arts" in Miami. The conference was attended by more than 200 people. Evaluations of the conference were very supportive. Plans are being made to have the 2004 leadership conference in St. Petersburg in June to coincide with the 100th anniversary of Salvador Dali's birth. Florida's First Lady Columba Bush is the national spokesperson for the Dali celebration and will be a featured speaker and presenter at the ACE/FAAE conference. The focus of the 2004 conference will be on developing stronger regional coalition support for arts education in schools and communities.

Bob Radock, Vice President of Disney Entertainment, and the new President of ACE/FAAE, has been actively involved in personally visiting ACE/FAAE's funding organizations and getting to know staff. This year he has already made personal

visits to the John F. Kennedy Center for the Performing Arts, as well as the Florida Department of Education, the Florida Department of State, and with Governor and Mrs. Bush. Recently, he arranged for Disney to host the sister-state cultural exchange program reception with the Wakayama Prefecture. Mr. Radock and ACE/FAAE Executive Director Fran Masse have been asked by the Kennedy Center to speak to other educational alliances on the successes of the Florida partnership.

ACE/FAAE's agenda for 2003-2004 will focus on building and maintaining stronger county coalitions and developing broader board membership emphasizing regional leadership; developing and maintaining an up-to-date website; hiring a staff position dedicated to marketing and website maintenance; working in partnership with the Florida Music Educators Association in surveying Florida schools for current data in arts education; streamlining the Arts Achieve Program with emphasis on increasing the number of student scholarships and strengthening public relations surrounding the First Lady's school site visits; working with Mrs. Bush and sister-city exchanges being developed in Mexico for two dance students; and streamlining ACE Day at the Capitol with focus on inviting key regional delegates to meet with legislators to discuss arts education issues in lieu of a student performance showcase.

The next Board Meeting of ACE/FAAE is tentatively scheduled for November 10-11 in Orlando at Walt Disney World or at ACE/FAAE's new office suite on the campus of UCF.

Arts Education Partnership meeting will take place in New York City on September 19-20, 2003, at the Lincoln Center Institute for the Arts in Education and will focus on the role of the arts in creating community with and among young people, and between young people and adults. Presentations are anticipated from the New York City Department of Education, Washington Watch Update on Federal Arts Education Policies and Legislation, and a Report on Arts Education Partnership Activities.

2003 National Assembly of State Arts Agencies annual conference meeting takes place December 4-7, 2003, in Charleston, SC. Preceding the conference is an Arts Education Managers pre-conference and 504/ADA Coordinators pre-conference beginning December 3 and continuing through December 4. NASAA kicks off the conference with a welcome reception and exhibition opening for Thresholds: Expressions of Art & Spiritual Life at the City Gallery at Waterfront Park. The exhibition is sponsored by a multi-state partnership among the Florida Division of Cultural Affairs, Kentucky Arts Council, North Carolina Arts Council, South Carolina Arts Commission and the Tennessee Arts Commission. Workshop sessions include: grant making, negotiating/mediating, strategic arts advocacy, the changing environment for the arts, leadership skills, young people, arts and older adults, and new research in arts participation.

D. Art in State Buildings Program Recommendations - JuDee Pettijohn reviewed the results of selection committee meetings for sites at the University of Florida, Florida A & M University, University of Central Florida, University of North Florida, and New College of Florida, for a total acquisition of \$214,876.

Margo Bindhardt moved approval of the selection process. Roy Hunt seconded the motion. The motion carried.

E. 2003-04 Challenge Grant and State Touring Panelist

Recommendations – Melissa Ray reviewed the panelist and alternate selections for the upcoming Challenge Grant Program Panel and State Touring Program Roster Panel.

Margo Bindhardt moved approval of the panelist lists with Jacqueline Bradley seconding. The motion was approved.

Ms. Ray also asked for volunteers from the Council to chair both of these panels. Margo Bindhardt volunteered to serve as Chairman for both panels.

X. Committee Reports

A. Quarterly Assistance/UACAP Committee Report – Melissa Ray reviewed the report as follows:

The Quarterly Assistance/UACAP Committee meeting commenced in Lakeland at the Terrace Hotel on September 16, 2003, at 2:10 p.m. with Committee Chairman Margaret Wise and members Patricia Caswell, Barbara Fowler, and David Bear, to review applications for the Second Quarter, 2003-04.

Funding was considered for eight (8) Quarterly Assistance applicant organizations with a total request of \$14,500. After detailed discussion on the merits of each, the committee recommended six (6) applications for full funding for a total of \$11,500. Two applications, 04-5421, Sounds of Sunshine, Inc., and 04-5418, Spanish Treasures of the Americas, Inc., were eligible for funding consideration, but were not recommended for funding by the review committee.

Following panel and public comment, the chairman thanked the committee members and adjourned the meeting at approximately 3:10 p.m.

At the conclusion of Ms. Ray's report, Patricia Caswell moved approval of the recommendations. David Bear seconded the motion. The motion was approved. See **Attachment A** for a list of funding recommendations.

Ms. Ray reported that the Committee also reviewed and approved five applicants for the State Touring Program. Due to an administrative oversight, these applicants had not been included in the original funding information provided during the June 2003 Council meeting. Ron Mason moved approval of the applications and Barbara Fowler seconded the motion. The motion was approved. See **Attachment B** for a list of funding recommendations.

Ms. Ray also distributed a report, requested by Christopher Larmoyeux, showing State Touring Program statistics by county.

C. Vision Subcommittee on Individual Artists – Linda Downey reported that the Florida Arts Council Vision Steering Subcommittee – Services to Individual Artists convened via conference call, on Thursday, August 28, 2003. Due to technical issues with conference call center equipment, the conference call could not be completed.

Several Members of the Committee felt strongly that the \$25,000 made available for individual artists' benefit should be awarded in Fellowships. There was concern that not doing so would send a bad message, and possibly begin elimination of the program. It was about this time Division staff lost connection, and shortly thereafter, the rest of the call was lost.

There was not sufficient time to arrange another call date prior to this Council meeting. An email has been sent to Committee members to seek final comment only on the planned survey. The information to be gained in administering this

survey will assist the committee in their further deliberations and will also assist the Council in identifying areas in the Vision where attention should be given to Artists, as well as Cultural Organizations and communities at large.

Ms. Downey also noted that an application deadline of June 1, 2004, will be announced and that \$10,000 had been set aside to support the Visual Art Fellowship touring exhibit. Ms. Downey would like to explore other types of promotional opportunities for the other fellowship disciplines.

C. Vision Steering Committee Report - Council Chairman Beth Mason called the meeting to order at 9:45 a.m. at the Harrison School for the Performing Arts.

David Bear introduced Speaker of the House, Johnnie Byrd, who addressed the Council with the following comments:

Speaker Byrd: *"Thank you very much for letting come by and visit, I know you have a lot of important work to do today. I want to say that David Bear is an awesome advocate for the arts. I would say that he found the key to the Speaker of the House of Representatives – he won the heart of my wife, Melane. Every time I go to Pensacola to see the Bear family, when I go out the door, Melane says, 'Do not come back here without committing to fully fund the arts.'"*

"So, I'd like to say that you have two advocates now in the Byrd family and I believe that the future is very bright for the State of Florida. I won't bore you with things like the economy, but take my word for it, the economy is getting better. It was my unfortunate position to be Speaker of the House when we had no money and it was a really tough time. But, I think the economy is on the rise and there is a definite desire by Floridians from Pensacola to Miami, and everywhere in between, to make sure we support the arts and emerging artists and emerging programs, as well as the mature programs."

"The people of Florida expect you to do a good job and expect us to be supportive. So, I am for you, I am in, and I will do everything in my power to make sure you are able to have a huge success, in which you are wildly successful."

"So I just wanted to come by and thank David for being a good friend of mine and our family, and thank you for all you are doing. I hope you have a great meeting and learn a whole lot about what is going on in Florida. Thank you."

Margo Bindhardt: *"We want to thank you what you did do for us last year with the Arts Council, and since I am succeeding madam Chairman Mason, I'm hoping very much that the door to your office will be open and we can come and talk about restoring the funding?"*

Speaker Byrd: *"Yes."*

Margo Bindhardt: *"And are you aware of what we're asking for? Want us to tell you?"*

Speaker Byrd: *"Melane said that whatever you ask for, you'll get."*

Margo Bindhardt: *"David, we are hearing this! Anyway, we do thank you for the support you have given us and certainly for this commitment this year."*

Speaker Byrd: *"I'll tell you, it's our role in state government to make sure that our checkbook, just like yours, reflects our priorities. So, we definitely think what you're doing is a priority and hopefully, next spring, I will make sure that our checkbook reflects our priorities in Florida. So, work hard and do good things. I hope that your collective vision is a great one and one that we can all embrace as important and support it. I just want to come by and say thank you for what you are doing and let you know that I am for you."*

Following Speaker Byrd's remarks, the Florida Arts Council members, department staff and audience members introduced themselves.

Council Chairman Mason turned the meeting over to Visioning Committee Chairman, Christopher Larmoyeux. Mr. Larmoyeux reviewed the agenda for the day and asked JuDee Pettijohn to give a brief update of the committee activities to date.

As directed at the Florida Arts Council meeting in June 2003, Ms. Pettijohn reported that recommendations for individuals to serve on the various focus groups for Question 1 have been collected. The GIS project for Question 2 on Cultural Facilities is underway. Both of these items are to be discussed in further detail during the day's meeting.

Mr. Robert McNulty, President of Partners for Livable Communities, spoke to the Council via conference call regarding the Partnership's experience in cultural planning and his ideas in addressing the three focus areas of Question 1: Reading and Education; Strengthening and Supporting Families; and Diversifying the Economy, and answered questions from the Council.

Stephen Hodge, Director of the Technical Assistance Program at Florida State University, gave a presentation on the uses and benefits of GIS tracking and how it could assist not only the Council and Department of State, but would allow other state agencies (Florida Legislature, VISIT Florida, Enterprise Florida) to use this information in economic and tourism development. The project would begin with the first step of data collection utilizing the information currently maintained by the Division of Cultural Affairs.

Margo Bindhardt moved to accept Mr. Hodge's proposal to initiate a cultural GIS project. Sibille Pritchard seconded the motion. Following discussion, the motion was approved.

Chairman Larmoyeux began the discussion by asking the Council to give staff a clear directional approach in order to move forward with the Visioning process.

Dr. Betsy Purdum, Institute of Science and Public Affairs at Florida State University, presented her ideas regarding the structure of the focus groups.

Following lengthy discussion on how the process should continue, Ron Mason moved that Mr. McNulty meet with Division staff and the Council Chair or her designee to set forth a path of action to include various options to proceed including fiscal notes. A report should be provided at the November meeting. Roy Hunt seconded the

motion. Margo Bindhardt suggested that the two retiring Council members be kept involved in the process. The motion was approved.

JuDee Pettijohn asked the Council to provide direction to the staff regarding items to be placed on the agenda for the combined meeting with the Florida Historical Commission and the Florida Folklife Council. Ms. Pettijohn also distributed copies of a proposed organizational structure for the Office of Cultural and Historical Programs. Council members were requested to review these documents prior to the full Council meeting on Thursday and provide comments.

Public comment was received from Ken Rollins, Gulf Coast Museum of Art

With no further business, the meeting was adjourned at 12:45 p.m.

At the conclusion of Mr. Larmoyeux's report, Margo Bindhardt moved approval with Patricia Caswell seconding. The motion was approved.

XI. Recognition of Florida Arts Council Member Service

Margo Bindhardt recognized Beth Mason and Ron Mason for their four years of dedicated service to the Florida Arts Council and the State of Florida and presented them with service awards. Both delivered a farewell message.

XII. Other Business and Open Council Discussion

Alejandro Aguirre, Barbara Fowler and David Bear commented on the recent constituency meetings, *Creating Opportunities for Quality Communities*, that the department held across the state. JuDee Pettijohn, who attended each of the meetings, responded to questions from the Council about the constituent meetings.

XIII. Public Comment

Daniel Stetson, Polk Museum of Art
Nancy Curry, Ruth Eckerd Hall

XIV. Adjourn

With no further business, the meeting was adjourned at 1:10 p.m.

Beth Mason, Chairman
Florida Arts Council

Ron Mason, Secretary
Florida Arts Council

Linda Downey, Director
Division of Cultural Affairs