

**CULTURAL COUNCIL of VOLUSIA COUNTY
REGULAR MEETING MINUTES**



December 9, 2022

MEETING TIME & PLACE:

9:00 a.m.

Daytona Beach Shores Community Center
3000 Bellemead Drive
Daytona Beach Shores, FL

MEMBERS PRESENT:

Lloyd Bowers
Mike Fincher
Tom Laputka
Dr. Andrei Ludu
Nancy Maddox, Chair
Stephanie Mason-Teague
George Pappas (arrived after meeting started)

STAFF:

Robert Redd, Cultural Coordinator
Sebrina Slack, Assistant County Attorney

MEMBERS ABSENT:

None

GUESTS:

Heather Paternoster, Patricia Miles, Hank Mason

CALL TO ORDER/ROLL CALL:

Ms. Maddox called the meeting to order at 9:02 a.m.

WELCOME FROM THE CHAIR:

Chair Maddox welcomed Cultural Council.

APPROVAL OF MINUTES:

A) May 27, 2022, minutes

Motion to approve: Mr. Bowers

Second: Mr. Bowers

Motion passed unanimously 6-0.

B) July 22, 2022, minutes

Motion to approve: Ms. Mason-Teague

Second: Mr. Laputka

Motion passed unanimously 6-0

OLD BUSINESS:**A) ECHO GALLERY**

Members were updated on the July 20, 2022, artist reception held at the Ocean Center. Despite a strong rain that evening, the event was well attended and those there had positive remarks on the exhibit, and Ocean Center as a whole.

Members were provided with an update on the Call to Artists for the 2023-2024 exhibit. The Call to Artists has been submitted to local papers, organizations, and is available on the Ocean Center website. The theme for the new exhibit will be Volusia County History, in keeping with the ECHO theme. The submission deadline for the exhibit is 2/10/2023.

B) License Plate mini-grant report

Expenses for the FY22 year totaled \$28,000; awarded to 9 applicants.

Applications discussed:

1) Creative Happiness Institute (staff approved)

This application was submitted to help provide funding for CHI participation at the 2022 Blackberry Peach National Poetry Slam Festival that was held in Daytona Beach Shores.

This application needed staff approval due to the short time between submission and the actual event. Mr. Redd, county legal staff, and Mr. Baylie approved this application as meeting guidelines.

2) Informational pieces were provided to Council on prior applicants Art League of Daytona Beach, Peabody Foundation, and Atlantic Center for the Arts.

3) Grant close-out informational reports from Ormond Beach Historical Society and Art League of Daytona Beach were provided to Council.

NEW BUSINESS:

A) 2022-23 Community Cultural Grant recap

A final scoring recap document was provided to Council. Staff asked for recommendations for application changes or ways to improve the program. Council agreed that no changes are needed to the program.

Ms. Mason-Teague brought up the idea of grant writing workshops or courses. She referenced the disparity in applications. The idea of a VCCA sponsored workshop was discussed.

Mr. Fincher commented that overall, the quality of applications has improved over the years.

B) 2023 meeting calendar

A listing of proposed meeting dates was provided to Council for review and approval. December 1 was selected as the date for the last meeting of the year. Meeting locations to be determined and posted.

Motion to approve dates: Mr. Bowers

Second Mr. Laputka

Motion passed 7-0

C) 2023-2025 Council appointment reminder

All Cultural Council positions will be appointed in 2023. Current members are required to apply if they wish to seek reappointment. All application submissions are electronic. Mr. Redd has provided a link to this site.

Mr. Redd reminded Council that County Council has several new members and that districts have been redrawn in some cases. It is recommended that Council members confirm their County Council member when reaching out to confirm their interest in reappointment.

Currently, both at-large west side appointments are vacant.

D) Stetson University Local Arts Economic Impact Study

Nancy Maddox discussed how dated Americans for the Arts information is by the time we receive it. Ms. Maddox discussed the project with the Stetson University Economics department who has put her in touch with a couple of students. This study has been brought to the attention of Mr. Baylie in PRC and has received positive feedback. The cost is \$2,500 from license plate funds.

Kaitlyn Jenson, from Stetson University, was in attendance.

Mr. Fincher asked if the study will be based upon prior submitted grant applications. This study will be based upon grant applications only. This makes information highly relevant to County Council.

Ms. Mason-Teague asked about AEP6. Mr. Redd has no information on the status of AEP6. AEP surveys would still be required for cultural grant applicants.

Motion to approve moving forward with the study: Mr. Pappas
Second: Dr. Ludu
Motion passed unanimously 7-0

E) By-Laws Draft Review

A proposed final version of By-Laws was submitted to Cultural Council for review and consideration. This draft includes one revision requested by Council.

Motion to submit for County Council approval: Mr. Bowers
Second: Mr. Pappas
Approved 7-0

E) State of the Arts License Plate application process review

A proposed final version of this application was submitted to Cultural Council for review and consideration.

Motion to submit this application to County Council for approval: Mr. Bowers
Second: Mr. Laputka
Approved 7-0

F) Discussion of the Role of Cultural Council as the official Local Arts Agency of Volusia County

This item has been added to the agenda by Ms. Mason-Teague. Council was provided with the 2007 resolution reestablishing Cultural Council. They were also provided a copy of the State of

Florida listing of all organizations designated as the Local Arts Agencies.

Ms. Mason-Teague would like to create a master calendar and website of arts/culture events. She also discussed fundraising opportunities. She would like to apply for state funds to create this calendar or allow VCCA to create and monitor this type of website.

Mr. Redd reminded Council that there is no Cultural Council budget available for matching funds. Ms. Mason-Teague suggested if we received state funds Cultural Council could hire an outside organization to man this calendar.

Ms. Maddox commented that in the past organizations have not been responsive to contributing events listings. Ms. Mason-Teague brought up examples of things accomplished by Broward County.

Ms. Maddox suggested the use of Tourism board sites. She referenced the three local tourism authorities.

Ms. Mason-Teague brought up the issue of smaller organizations having trouble reaching outside audiences and that this master calendar could help.

Mr. Redd asked if this is a matching grant program. Ms. Mason-Teague answered that this is based upon the proposal. Mr. Redd reminded Council that Tim Baylie would need to be actively involved in this discussion and that other buy-in will be needed.

Mr. Fincher discussed prior applications from when he was on County staff. County Council needs to approve any potential application. Ms. Maddox discussed the uncertainties around cultural arts funding by the State. Mr. Fincher discussed the possibility of fixed, or increased, cost expenses being funded by a variable funding source.

Ms. Maddox suggested that Mr. Redd and Ms. Mason-Teague meet with Ms. Paternoster from VCCA to discuss this further. Legal staff was questioned to confirm this is acceptable to Sunshine Law requirements. Mr. Redd stated he would reach out to Ms. Mason-Teague and Ms. Paternoster about a meeting. This can be brought back to full Cultural Council for discussion and that Mr. Baylie can be brought to a future meeting after additional planning and discussion.

VCCA REPORT:

Heather Paternoster, VCCA President presented the VCCA report. Ms. Paternoster discussed Arts Week 20223. This weeklong promotion will be held February 17-26. A call to artists is being issued to create the event poster. Nominations have been gathered for the Tippen Davidson award and the Brady-Coolidge award.

Ms. Paternoster provided survey copies from their annual dinner. This dinner was held in May and award recipients were presented their plaques. Advertising costs were below budget so a surplus of \$500 was achieved. These funds will be used for a future workshop to benefit cultural arts organizations in Volusia County.

The VCCA grant 2022 license plate grant close out report was provided to Council.

Ms. Paternoster discussed future website enhancements for their website and the possibility of applying for license plate funding to help assist in these costs. They will also be seeking other sponsorships to offset costs.

Three new board members were announced.

Arts Day in Tallahassee was discussed including the possibility of renting a bus to take supporters to the capital.

MEMBER/STAFF ITEMS:

Mr. Fincher discussed the possibility of requesting increased funding for the Cultural Grant would not be a good idea this year in light of the recent hurricanes and associated county expenses. Ms. Maddox voiced agreement.

PUBLIC PARTICIPATION / ANNOUNCEMENTS:

Patricia Miles, arts supporter, and advocate provided information on appropriation committee members in the state legislature. These are important members as they help determine state cultural grant funding levels. Ms. Maddox expressed enthusiasm that local members play important roles on these committees.

NEXT MEETING:

The next CCVC meeting will take place on January 27, 2023.

Ormond Memorial Art Museum and Gardens
78 E. Granada Boulevard
Ormond Beach, FL 32176
9:00 a.m. until complete

ADJOURNMENT:

With no further business before the board, Ms. Maddox called for a motion to adjourn.

Motion: Mr. Bowers **Second:** Dr. Ludu

Meeting adjourned at 10:30 a.m.

Respectfully submitted on January 27, 2023, by Robert Redd,
Cultural Coordinator, County of Volusia.