

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



March 25, 2022

MEETING TIME & PLACE:

9:00 a.m.

USA Dance/Goldstar Ballroom

3100 S. Ridgewood Avenue

South Daytona Beach, FL

MEMBERS PRESENT:

Lloyd Bowers

Mike Fincher

Tariq Gibran

Tom Laputka

Dr. Andrei Ludu

Nancy Maddox, Chair

Stephanie Mason-Teague

George Pappas, Vice Chair

STAFF:

Robert Redd, Cultural Coordinator

Andrea Kerr, Assistant County Attorney

MEMBERS ABSENT:

None

GUESTS:

Greg Marcum, Jean Krupa

CALL TO ORDER/ROLL CALL:

Ms. Maddox called the meeting to order at 9:00 a.m.

WELCOME FROM THE CHAIR:

Chair Maddox welcomed Cultural Council and introduced new member Stephanie Mason-Teague. Ms. Mason-Teague provided a bit of background on her qualifications. Chair Maddox reminded Council that the At-Large West position is still open and asked for assistance in finding applicants.

Ms. Kerr asked for a roll call and announcement of quorum. Mr. Redd called roll and a quorum announced.

Chair Maddox asked USA Dance representatives to say a few words about their location and organization. Mr. Marcum explain the nationwide affiliation that USA Dance Greater Daytona chapter has with the larger USA Dance organization. Ballroom dancing is their major promotional effort. There is a USA Dance chapter based out of DeLand. Ms. Krupa discussed how dance positively influences the physical and mental aspects of participants. Social interaction is also an important part of dance.

Mr. Marcum discussed the challenges faced by a dance organization during the COVID-19 pandemic. Membership has declined dramatically but has been slowly rebounding. School and assisted living visits are still not possible.

APPROVAL OF MINUTES:

A) January 28, 2022 minutes

Motion to approve: Mr. Bowers

Second: Mr. Laputka

Motion passed unanimously 7-0 Ms. Mason-Teague abstaining as she was not present.

B) February 25, 2022 minutes

Correction: Document is titled Regular Meeting Minutes when it should read Workshop Minutes—Mr. Fincher.

Motion to approve with correction above: Mr. Pappas

Second: Dr. Ludu

Motion to approve with corrections passed unanimously 7-0. Ms. Mason-Teague abstaining.

OLD BUSINESS:

A) ECHO GALLERY

“Art of Sports Photography” exhibit received no submissions. The selection committee met on March 22 to discuss this and review prior submissions. A decision to extend the *Naturally Volusia* theme was agreed upon using pieces not previously exhibited. Ms. Mason-Teague served on the ECHO Gallery committee and provided feedback on the meeting. Six artists have work that will be considered during an April 28 meeting. She commented on the high quality of submissions. Mr. Redd complimented Tim Riddle and Ocean Center staff for their cooperation in the committee process.

Dr. Ludu suggested the idea of giclee or other print copies allowing artists to have control of original pieces and lessening the financial risk of damage. Mr. Gibran commented on the expense of printing large-scale photography. He asked about Cultural Council assisting with funding. The license plate grant is an option. Mr. Riddle at the Ocean Center has suggested they may be able to allocate a small amount of funding to assist with printing photography.

B) License Plate mini-grant report

The finance reports show an available balance of approximately \$41,000. Current fiscal year awards total \$22,000. There is approximately \$7,800 in unappropriated revenue. This revenue brings that account balance to approximately \$49,000.

Applications discussed:

1) Southeast Volusia Historical Society

Staff issued approval for a \$3,000 award to help cover expenses related to Heritage Day 2022. The event is to occur on April 2, 2022 along Sams Avenue and in Emory Bennett Park. The event will coincide with the weekly Farmer's Market and the first Saturday Art Stroll on Canal Street in New Smyrna Beach. A copy of the application was provided to Cultural Council.

Chair Maddox asked if this is considered a fundraiser and if these expenses will be included in the Community Cultural Grant. Mr. Redd made note to discuss this with SVHS and

remind them of the guidelines. Mr. Redd let Cultural Council know that SVHS is fulfilling grant program advertising requirements (logo use).

NEW BUSINESS:

A) Chair and Vice-Chair elections

Per resolution and by-laws draft, an annual election for Chair and Vice-Chair must be held.

Chair Maddox called for nominations.

Mr. Pappas nominated Nancy Maddox to serve a second term as Chair. Second by Mr. Gibran. Nomination approved unanimously.

Mr. Bowers nominated George Pappas to serve a second term as Vice-Chair. Second by Mr. Laputka. Nomination approved unanimously.

B) By-Laws Draft Document

Based upon input received during the February 25, 2022 Workshop, a revised draft document was presented to Council members for discussion. Updates include a more accurate definition of the word quorum and consistent use of the term.

A Cultural Council member had asked Mr. Redd if Article 2, an annual presentation to County Council is needed. Mr. Redd outlined the issue of getting on a County Council schedule and

having a Cultural Council representative being available on the same date. Ms. Kerr put forth that keeping County Council informed is not unreasonable. County Council receives an annual report regarding the Community Cultural Grant including a full listing of those approved and recommended award amounts.

Mr. Bowers asked if an annual goal setting session can occur during a regular meeting and if an annual report can be incorporated into the grant recommendations. This was answered in the affirmative. Mr. Pappas suggested goal setting be incorporated into the first meeting after the grant review.

Ms. Kerr clarified that the resolution does not mandate a separate meeting nor does it preclude including goal setting during a regular meeting. Mr. Redd included that goal setting can include approval of meeting dates and grant template changes. Ms. Maddox recommended not going before Council until after the annual budget has been approved. This allows the grant recommendation approval to have occurred. Ms. Kerr stated that there are no firm dates mandated.

Mr. Fincher pointed out the need for capitalization in several places of the document. Mr. Redd noted these corrections and that they will be made. A copy of the document will be presented to Cultural Council at their next meeting.

C) State of the Arts License Plate application process review

The Workshop discussion more clearly defined the role of Cultural Council in the application process. One of the biggest

changes will be the requirement that all applicants appear before Cultural Council before their application is approved/declined. Staff will advise Council but will not be part of the approval process. This allows Cultural Council to become more familiar with applicants and their events. Proposed requirements now also include a mandatory written report and appearance before Cultural Council to discuss event outcomes. A more detailed breakout of proposed expenses, including written estimates when possible, is required.

The award limit will be raised to \$5,000 and no limit on the number of years an organization may apply with the same event is included. All applicants must demonstrate the need for funding directly to Cultural Council. Cultural Council considers the grant as seed money and that ultimately these events should be folded into an applicant's annual budget. Cultural Council may ask any application related questions during their review.

Mr. Gibran asked if the term "Cultural Arts Services" should be included in line one. This is actually a state issue and any qualifying organization putting together a cultural arts program or event may apply. Their primary mission does not have to be cultural arts. Ms. Maddox gave an example of a government program that might be considered.

Mr. Gibran expressed concern about the difficulty of completing the application. An example is item 9, the number of days after an event the written report is required. The draft states 30 days. Mr. Bowers recommended changing this to 90 days. Mr. Redd will incorporate this change.

Mr. Fincher asked about the match requirement. In-kind is acceptable but applications including a full, or partial, cash match will be given priority.

Mr. Pappas asked what might happen if there are more funding requests than funds available. Specifically, should Cultural Council consider keeping a level of funds available? The prior application was written to encourage organizations to roll these events into their annual budget and not rely on grant funds to cover expenses. The proposed guidelines allow Cultural Council the ability to fully fund, partially fund, or decline, any application. Item 8 in the application outlines that awards are at the discretion of Cultural Council. Chair Maddox discussed that historically the number of applicants has been low.

Mr. Gibran brought up item 4 and the need for applicants to appear before Council. He wonders if this could prove difficult based upon the limited meeting schedule. Chair Maddox stated that she does not feel this is too onerous a requirement. She feels it is good for Council to hear back on event outcomes. The application phase will require a more timely action by applicants. In person wrap up reports can be more flexible based upon meeting dates and availability.

Ms. Mason-Teague believes these changes are positive and will help organizations in their planning. Clarifying requirements will help them in their annual planning. The prior application template seemed vague.

Dr. Ludu asked how Cultural Council will know how many times an organization has applied for the same event. Staff has physical and electronic files broken down by year and organization. Staff will provide this information to Cultural Council in advance of their meeting. Dr. Ludu asked if this application is listed on grants.gov. Mr. Redd asked for any historic feedback from Chair Maddox. This is an idea that can be researched and considered.

Mr. Gibran then asked about whether the event or organization has to be based in Volusia County. Chair Maddox countered that this would be a decision for Cultural Council in their review process.

VCCA REPORT:

Ms. Mason-Teague, despite no longer being on the VCCA board, provided an update in the absence of Mr. Bryce Hammond. Unfortunately, Mr. Hammond had been called to classroom instruction and was unavailable.

Monday, May 2 from 6p-8p will be the rescheduled annual awards banquet this year. Tickets are available online, \$35 for members, \$40 for non-members. The license plate banner, rack cards, and surveys will be available during the event. Banquet attendees will be educated on the license plate program and asked to consider purchasing a State of the Arts plate.

MEMBER/STAFF ITEMS:

Mr. Redd advised Council of the Mary S. Harrell Black Heritage Museum receiving a Florida African American Historical and

Cultural Grant in the amount of \$139,200 to help construct a climate controlled annex, allowing storage of documents and artifacts.

At the request of Shoestring Theatre, staff invited Council to an opening performance of their newest production; *You're a Good Man Charlie Brown*.

Chair Maddox announced a concert to be held at the Shores Community Center that evening.

PUBLIC PARTICIPATION / ANNOUNCEMENTS:

None

NEXT MEETING:

The next CCVC meeting will take place on May 27, 2022

Enterprise Preservation Society
360 Main Street
Enterprise, FL

ADJOURNMENT:

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

Motion: Mr. Bowers **Second:** Mr. Laputka
Meeting adjourned at 10:40 a.m.

Respectfully submitted on May 27, 2022 by Robert Redd, Cultural Coordinator, County of Volusia.