

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



July 28, 2017

MEMBERS PRESENT:

Edith Shelley, Chair
Lloyd Bowers, Vice Chair
Mike Fincher
Lucy Jackman
Tom Laputka
Robin Peroldo
Jim Ward
John Wilton

MEETING TIME & PLACE:

9:00 a.m.
African American Museum of the Arts
325 S. Clara Ave., DeLand

STAFF:

Jessi Jackson Smith, Cultural Coordinator
Dawn Thomas, Activity Project Manager
Shannon Eller, Assistant County Attorney

MEMBERS ABSENT: George Pappas

GUESTS: Ray Johnson; Amy Munizzi, DeLeon Springs Community Association; Stephanie Mason-Teague, VCCA and MOAS

CALL TO ORDER/ROLL CALL: Chair Shelley called the meeting to order at 9:00 a.m. Roll was called. Ms. Shelley thanked the African American Museum of the Arts for hosting the meeting.

APPROVAL OF MINUTES:

- ✓ **MOTION** by Dr. Wilton, 2nd by Mr. Laputka *“To approve the minutes of the March 31, 2017 regular meeting.”* **Motion passed unanimously.**
- ✓ **MOTION** by Mr. Laputka, 2nd by Mr. Fincher *“To approve the minutes of the June 2, 2017 CCG Review Session.”* **Motion passed unanimously.**
- ✓ **MOTION** by Mr. Fincher, 2nd by Mr. Laputka *“To ratify the CCG panelist scoresheet from the June 2, 2017 CCG Review Session.”* **Motion passed unanimously.**

OLD BUSINESS:

Community Cultural Grant Session Feedback – Ms. Smith requested input from board members regarding the grant cycle process and the review session this year. Members expressed that the review session was well organized, ran smoothly, and that the changes incorporated last year made a positive difference in the process. The board discussed the current policy of allowing deficient applications 10 business days to supply required additional information. They made a determination to reduce that period of time to no more than 7 business days. Mr. Ward felt the overall application quality was better, and Mr. Fincher felt staff could be stricter with the initial application submissions. Ms. Smith noted that in instances where key information was left blank, such as the budget variances and remaining operating detail, the current guidelines allow applicants the opportunity to complete those sections. She will be giving additional instruction and clarification at the new cycle mandatory workshops for commonly omitted sections.

In addition, Ms. Smith reminded members that Hurricane Matthew repair expenses were permitted to be included in the grant operating budget line calculation last year, and that this will carry forward into the next year because Matthew expenses will still apply to some due to organizations’ differing fiscal year dates. She will also be watching future applications to ensure that capital type expenses are not included in the general operating budget line, which would falsely inflate a grant request amount. Dr. Wilton suggested that the language of the guidelines be clarified about capital expenses. Finally, Ms. Smith will be adjusting the guidelines

to require that the final report be submitted at the end of a cycle, rather than deferring it to the next cycle's initiation process. The board showed consensus about making these adjustments, and Ms. Smith will prepare a draft of the new 2018-2019 guidelines reflecting these items.

License Plate Mini-Grant Report and Presentations – Ms. Smith presented the License Plate Fund update through July 13, 2017, which has a balance of \$36,588.27.

Amy Munizzi of the DeLeon Springs Community Association made a presentation for the Art Among the Trees Festival. Mini-grant funds supported children's art activities for more than 50 students from McGinnis Elementary, professional music performance and sound tech fees, and advertising. Action plan steps included articles in the quarterly newsletter, an information booth with the banner at the festival, distributing the rack card via goodie bags, and pre- and post-event surveys by email. Next year they would like to grow the survey component to include paper surveys at the information booth.

Stephanie Mason-Teague of the Volusia County Cultural Alliance made a presentation for ArtsWeek Volusia. Mini-grant funds supported website and email advertising, and printed collaterals. Related events included the VCCA Annual Dinner and Awards Ceremony, and a new ArtsWeek Expo event – a free open house at the Casements that featured several organizations and artists from around Volusia County. Action plan steps included hanging the banner at several of the cultural events throughout the week, distributing rack cards at information booths, and implementing a paper survey throughout the week that garnered more than 200 responses. Next year, the ArtsWeek Expo will be expanded and held as part of the Youth Celebration of the Arts festival at Gemini Springs for greater public exposure countywide.

ECHO Gallery Update – Ms. Smith noted that the new historical postcard exhibit has been installed in the gallery. Staff is working on adjustments to the upcoming exhibit schedule with a history of racing exhibit likely next on the slate. Dr. Wilton inquired about the use of the license plate funds for the ECHO Gallery, and Ms. Smith stated that the fund is available and historically been used to support gallery exhibits; however, staff is developing other loaned art options that will lessen the use of this fund. To Mr. Ward's question about County general fund availability for the gallery, Ms. Thomas noted that there are no general fund dollars currently budgeted for the ECHO Gallery.

NEW BUSINESS:

Arts and Economic Prosperity Impact Survey – Ms. Smith reported that the new Volusia County analysis of the Americans for the Arts economic impact report is forthcoming. Staff and board members will work to release the report to all survey participants as well as to elected officials, city leaders, and civic and business groups including the Team Volusia, the County Economic Development Office, chambers and other partners.

VCCA REPORT:

Stephanie Mason-Teague gave an overview of upcoming initiatives including an awareness and membership drive as well as continued promotion of cultural events through the weekly eblast. In October VCCA and the County will be unveiling the Tippen Davidson Award plaque in the Council Chambers lobby featuring recipients Ann and Locke Burt. Also in October, the Burts will be hosting an ArtsWeek preview event at their home, including the presentation of the winning poster art to be featured in ArtsWeek advertising. ArtsWeek Volusia 2018 will be February 23-March 4, during which VCCA's Annual Dinner and the announcement of new awards recipients will coincide. In addition, Ms. Mason-Teague will be promoting the arts economic impact results through her affiliations with the Women in Film and Television Association and the HAAA Board's Arts, Culture and Heritage Tourism Committee.

MEMBER/STAFF ITEMS:

Dr. Wilton inquired about the Daytona Airport renovation progress. Ms. Eller stated that the Airport is still in the initial architectural design and engineering phase, and we have not had an update about the public art component. Mr. Fincher noted that the proposed new justice center project would also have potential for a large public art component, however that would be well into the future.

PUBLIC PARTICIPATION / ANNOUNCEMENTS:

- Mr. Ray Johnson of DeLand gave a brief Powerpoint presentation regarding the opportunity for an art enhancement at the new State Road 44 roundabout west of DeLand. He has been in communication with Jon Cheney with County engineering, and with FDOT which does not have funds for art. Mr. Johnson seeks CCVC support in recommending the roundabout art project to the County Council. Mr. Bowers suggested the possibility of relocating the Lin Emery sculpture to the roundabout. Ms. Eller stated that the sculpture is currently an asset of the Airport with limitations to its relocation. She would research if and how it could be released from the Airport as part of the forthcoming Airport renovation art evaluation. Ms. Munizzi noted that many roundabouts in the Western U.S. feature low-maintenance sculptures. Mr. Laputka requested the matter be added to the agenda for continued discussion at the next meeting.
- Ms. Shelley again thanked Mary Allen for hosting the meeting today. Ms. Allen gave a brief history of the museum along with highlights of the art collections and upcoming programs.
- Dr. Wilton mentioned that the first of fourteen utility boxes wrapped in artwork has been installed nearby on Clara Avenue.

NEXT MEETING: The next CCVC meeting will be held at the Ormond Memorial Museum of Art in Ormond Beach on September 29th.

ADJOURNMENT: With no further business before the board, Ms. Shelley adjourned the meeting at 10:40 a.m.

Respectfully submitted on September 29, 2017 by
Jessi Jackson Smith, Cultural Coordinator, County of Volusia