

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



**May 20, 2016**

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**MEMBERS PRESENT:**

Edith Shelley, Chair  
George Pappas  
Robin Peroldo  
Kamyar Samandari  
Jim Ward  
Sandra Wilson  
John Wilton

**MEMBERS ABSENT:**

Lloyd Bowers, Vice Chair

**MEETING TIME & PLACE:**

9:00 a.m.  
Gateway Center for the Arts  
880 US 17, DeBary FL 32713

**STAFF:**

Tim Baylie, Director, Parks, Recreation & Culture  
Dawn Thomas, Activity Project Manager  
Julie Adams Scofield, Historic Preservation Officer  
Shannon Eller, Assistant County Attorney

**GUESTS:**

Amy Munizzi, DeLeon Springs Community Association  
Douglas Zimmer, Gateway Center for the Arts  
Jan Brinsley, Gateway Center for the Arts

**CALL TO ORDER/ROLL CALL:** Chair Shelley called the meeting to order at 9:00 a.m. Roll was called.

**WELCOME/INTRODUCTIONS:** Ms. Wilson introduced Jan Brinsley from the Gateway Center for the Arts, who welcomed the CCVC to the Center. Ms. Shelley welcomed new members Robin Peroldo, who was appointed by Council Chairman Davis, and Kamyar “Frank” Samandari, who was appointed by Council Member Patterson.

**APPROVAL OF MINUTES:**

**MOTION** by Dr. Wilton, 2nd by Mr. Ward *“To approve the minutes of the April 1, 2016 regular meeting as presented.”* **Motion passed unanimously.**

**MINI GRANT PRESENTATIONS:** Representatives from organizations receiving grants gave presentations about their use of funds: Sandra Wilson, Gateway Center for the Arts (Youth Celebration of the Arts); Amy Munizzi, DeLeon Springs Community Association (Art Among the Trees Festival).

**OLD BUSINESS:**

**ECHO Gallery Exhibition:** Nothing new to report. Staff is still working to get the committee organized.

**License Plate Grant Application:** Ms. Scofield requested more information about what the board is looking for. Mr. Wilton noted the recent motion passed instructing applicants to include an action plan for the event/organization to increase the number of license plates purchased among visitors,

membership and board, for example. Ms. Shelley suggested applicants should include measurable goals and a means of collecting and evaluating data. Mr. Wilton expressed looking for a commitment from the applicants to continued public awareness, promotion and helping replenish funds into the license plate program. Mr. Baylie suggested an additional condition of the application that a representative of the organization meet with PRC staff to review the action plan requirement. Mr. Wilton compared the Mini Grant Application process for a request of up to \$2,500 to the process for the Community Cultural Grant which has a minimum request of \$2,500, and questioned whether this is an equitable situation.

**Cultural Council Brochure Update:** Staff presented an updated brochure draft. Mr. Baylie proposed some additional work to the cover imagery to better draw the eye. Dr. Wilton suggested emailing optional image choices without violating Sunshine laws. Ms. Scofield suggested a collage might be an alternative. Mrs. Wilson suggested a festival image as an option. Ms. Eller suggested that staff could send a blind copy email to the board for review in preparation of providing feedback at the next meeting, but the board should not discuss options with each other before the meeting. Mr. Samandari suggested that the web address could be moved to the top for greater marketing appeal. Staff will follow up with another option before the next meeting in July.

**De-accession Policy/Airport Remodel Status:** Mr. Baylie reported that that the agenda item was postponed until June 16 due to a processing issue and will notify the board about a rescheduled date. Dr. Wilton mentioned that he had emailed his appointing council member with his opinion about the importance of the future of the airport art collection, that this board and the Council should steward and preserve the collection, and suggested that the other board members express their feelings about their involvement and what happens to the art at the airport.

Mr. Baylie and Mr. Wilton each gave some background for the benefit of the new board members about the airport art matter, namely that if any airport art was deaccessioned, it would have to go to auction and funds be placed in the airport fund. Mr. Ward asked to clarify that this art cannot be moved to another location nor returned to the original owner/artist. Ms. Eller stated that the art is an asset of the airport, and returning it to the artist was not an option. Other than maintaining the art on the property, the only other option is to appraise, surplus and auction any deaccessioned art. It will be the decision of Council to accept the final renovation design and recommendation about how to incorporate the art into the new design. It is appropriate for board members to express their position to Council about what to do about the art. Mr. Pappas suggested that the County could buy the art from the airport and install in another location.

Ms. Shelley questioned whether it was the desire of the board to make a formal recommendation about the art to the Council. Final discussion determined that the board would table that idea as a second option but to proceed at this time with contacting council members individually with views about maintaining the airport art collection.

**Mike Fincher's CCVC Application:** Mr. Wilton inquired about the status of Mike Fincher's CCVC application. Ms. Scofield noted that his application is still valid on file. He was eligible for Chairman Davis's selection but was not selected. He could be considered by District 5 Council Member Lowry as a replacement for Mrs. Wilson who will resign from the board after the grant review. Ms. Scofield also noted that Lucille Jackman had recently been appointed to replace Kelly Ferguson who had resigned.

**NEW BUSINESS:**

**Grant Review:** Ms. Scofield introduced Dawn Thomas, the new PRC Project Activity Manager, to the board to replace Ms. Maddox. She also noted that staff has hired Jessi Jackson Smith to replace Mike as the Cultural Coordinator. She will begin on May 31<sup>st</sup>.

Ms. Scofield stated that links to all of the grant applications had been sent to the board, and inquired if there were any details the board would like staff to know about setting up for the meeting. And she called for discussion and advice for the benefit of new members Mr. Samandari and Ms. Peroldo. Ms. Peroldo asked and discussion followed about how the committee weighed their scores according to the points rubric, with suggestions to look at things like compliance, completion of variances, accuracy of request and budget figures, inclusion of past, present and future year program schedules and number of people served. Ms. Eller noted that she would be reviewing the policy and keeping a list of ideas about adjustments; scoring criteria could be something to review among other issues. Mr. Wilton noted that the rubric was just a guideline, and board members also noted that their scores do change based on hearing panelist-applicant discussions on the day.

Mr. Baylie gave some additional background about Ms. Thomas and Ms. Smith, noting that in preparation of the forthcoming grant review meeting, Ms. Scofield would remain the point person for this cycle, and Ms. Smith would step in moving forward. He also described how the scores would be averaged to determine what portion of their request each qualifying organization would obtain from the total funds available of \$611,758.

Mr. Ward broached the subject of the \$2,500 minimum request limitation, noting that for some of the small organizations this made up 50% or more of their annual budget. Ms. Wilson described how meaningful CCG funds have been to small organizations early in their program history. Some discussion followed about options including looking at a new formula for the minimum requirement. Mr. Baylie suggested that staff could come up with some scenarios to discuss at the next meeting. Mr. Wilton questioned if the CCG minimum goes lower, should the Mini Grant maximum be reduced, and perhaps this could be a topic for a special meeting.

**MEMBER/STAFF ITEMS:** Ms. Shelley thanked Julie and Tim for their hard work and efforts in stepping in after Nancy's and Mike's resignations. Mr. Baylie echoed Ms. Shelley's statement with a hats off to Julie for her efforts.

**PUBLIC COMMENT:** Jan Brinsley from Gateway Center for the Arts stated that the grant process has a learning curve and today's meeting was very eye opening. Amy Munizzi from DeLeon Springs Community Association noted that their efforts were made possible thanks to their dedicated volunteers, and that the \$2,500 Mini Grant has made a big impact in building organizational momentum. Further discussion centered on the possibility of keeping the banner or other signage longer than just during the grant-awarded project period.

**ADJOURNMENT:** There being no further business before the board, Chair Shelley adjourned the regular meeting at 10:55 a.m.

Respectfully submitted by  
Jessi Jackson Smith  
Cultural Coordinator, County of Volusia  
July 29, 2016