

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



**September 30, 2016**

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**MEMBERS PRESENT:**

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

**MEETING TIME & PLACE:**

9:00 a.m.  
Enterprise Heritage Center  
360 Main Street, Enterprise

**MEMBERS ABSENT:**

George Pappas

**STAFF:**

Jessi Jackson Smith, Cultural Coordinator  
Dawn Thomas, Activity Project Manager  
Julie Scofield, Historic Preservation Officer  
Shannon Eller, Assistant County Attorney

**GUESTS:**

Mary Peschel-Herlehy, Artists' Workshop  
Elizabeth Clayton, Artists' Workshop  
Marta Pascale, USA Dance  
Jean Krupa, USA Dance  
Kevin Miller, Images Festival of the Arts  
Nancy Lowden Norman, Images Festival of the Arts

Terry White, Images Festival of the Arts  
Deborah Shafer, Cinematique  
Alexandra Ayres, Cinematique  
Larry French, West Volusia Historical Society  
Debra West, Pioneer Settlement for Creative Arts  
Sandra Wilson, 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. Shelley welcomed new member Lucy Jackman, appointed by Council Member Cusack. Ed Sullivan, president of the Enterprise Preservation Society, welcomed the CCVC and guests.

**APPROVAL OF MINUTES:**

✓ **MOTION** by Mr. Bowers, 2nd by Mr. Ward ***"To approve the minutes of the July 29, 2016 regular meeting, with a correction to members noted as present."*** **Motion passed unanimously.**

**OLD BUSINESS:**

**License Plate Mini-Grant – Report Update and New Guidelines:** Ms. Smith presented an updated State of the Arts License Plate Fund Report for the current fiscal year through September 15, 2016, which has a balance of \$33,895.13. In addition, Ms. Smith presented a new set of guidelines drafted and adopted by staff that sets forth procedure for the mini-grant application program that, with suggested edits, will become effective October 1, 2016.

**Community Cultural Grant (CCG) Policy Review:**

- **Language Clarifications** – Ms. Smith presented a staff report of suggested clarifications to the CCG instructions regarding financial information, budget variances, and program quality, namely the description of most recent completed, current and proposed year schedules.
- **Minimum Grant Request Amount of \$2,500** – CCVC members noted that some organizations with very small operating budgets did not meet the existing \$2,500 minimum grant request threshold per the current formula of 20% of the first \$40,000. Because those organizations have been permitted to

request the minimum amount in the past, the unintended result was that the CCG award became a majority source of their overall operating budgets. Further discussion weighed the worth of preparing the grant application for a potentially small award amount, versus the positive experience of preparing the application for small and budding organizations. Options discussed included reducing the minimum request amount from \$2,500, or altogether omitting a minimum request amount in favor of using the current formula based on an organization's operating budget.

**Public Comment:** Ed Sullivan of Enterprise Preservation Society noted that the detailed application process encouraged organizations of all sizes to be more professional and accountable. Sandra Wilson of Gateway Center for the Arts noted that organizations needed to present a positive outlook in their applications. Marta Pascale of USA Dance suggested giving a transition year before a change takes effect in order to give organizations time to prepare.

✓ **MOTION** by Dr. Wilton, 2<sup>nd</sup> by Mr. Fincher ***"To remove the minimum funding request amount of \$2,500 and follow the current request formula of 20% of the first \$40,000 (and 10% in excess of \$40,000 with a maximum of \$85,000, according to the established guidelines) of an organization's operating budget, to take effect in the 2018-2019 grant cycle."*** **Motion passed by a 6-2 vote.**

- **Scoring Criteria** – Staff presented a more detailed panelist scoring criteria worksheet that more completely enumerates criteria descriptions and point values for official adoption.

**Public Comment:** Nancy Lowden Norman of Images Festival of the Arts inquired whether there was a minimum required score per the criteria. Board members and staff concurred that there was not a required minimum score.

✓ **MOTION** by Mr. Fincher, 2<sup>nd</sup> by Mr. Bowers ***"To officially adopt the presented version of the grant scoring criteria sheet."*** **Motion passed unanimously.**

- **Single Corporate Membership Body Serving Two Applicants** – The board and staff discussed current CCG policy, which does not prohibit two 501(c)3 entities having the same board members from eligibility; however, the CCVC has the right to recommend a policy change to County Council to so eliminate this condition if voted by the majority of members. The State operates in the same way as the current CCG policy.

**Public Comment:** Sandra Wilson of Gateway Center for the Arts noted that the comingled audit of Atlantic Center for the Arts and Images Festival of the Arts states that Atlantic Center operates Images. Nancy Lowden Norman of Images suggested that a solution might be to form a new corporate board for Images from its active volunteer advisory board. She stated that regarding their audit, Atlantic Center integrated Images into its financial statements in order to hold the festival's accounting to a higher standard. It could drop Images from its audit. The festival does produce a separate 990 but is too small of an organization to be audited on its own. Kevin Miller, the CPA for both entities, stated that the two organizations' audits are able to be integrated because they have the same board, achieving efficiencies and a higher degree of accountability for Images. He clarified that Images was not originally part of Atlantic Center's program. Debra West of the Pioneer Settlement for the Creative Arts stated her opinion that the current policy gives such an organization an advantage. Ed Sullivan of Enterprise Preservation Society suggested the CCVC could increase the number of years required for an organization to be in operation to deter new instances of separation. Terry White, a board member of the Atlantic Center for the Arts, stated that according to standard accounting principles, it did not matter if the directors of the two entities were the same, and further that scoring of the application should not be based on personal feeling.

✓ **MOTION** by Mr. Ward, 2<sup>nd</sup> by Mr. Bowers ***"To take no action toward a policy change."*** **Motion passed by a 7-1 vote.**

- **Mandating Participation in the Economic Impact Survey** – The CCVC and staff discussed the benefits of the Americans for the Arts' Arts and Economic Prosperity impact survey as an education and advocacy tool for Volusia County cultural organizations, the County Council and the community. It was further noted that there are other economic impact surveys besides Americans for the Arts that would be

beneficial for our organizations to participate in. It would be helpful to provide ongoing information about the importance of the survey to the community.

**Public Comment:** Mary Peschel-Herlehy from the Artists' Workshop of New Smyrna Beach noted the short timeframe to submit the survey. Debra West of the Pioneer Settlement suggested adding the requirement as an option with extra points for incentive, and to provide additional education to the applicants about the importance of the survey.

✓ **MOTION** by Mr. Ward, 2<sup>nd</sup> by Dr. Wilton **“To include a mandate in the CCG guidelines that completion of the Arts and Economic Prosperity impact survey be an applicant requirement when the survey program is offered once every five years.” Motion passed unanimously.**

- **Notes from Grant Review Session** – Ms. Eller noted that all items from her notes at the grant review session had been covered through today's CCVC and staff discussion saving one. Mr. Pappas had asked whether staff was looking at the affiliation of applicant organizations to religious organizations, as it was noted during the grant review that one of the applicants had become the in-house choir for a church. He wanted to be sure that grant-funded operating expenses could not be alleged to be in conflict or violation with any religious freedom constitutional protection. It was determined that the organization was offering several general public programs appropriate to the grant program. It is not unheard of for various freedom groups to question grants given by the County. Inquiries are reviewed on a case by case basis, making sure that any religious references stay within the requirements of operating a secular program.
- **Other Member/Staff Policy Discussion** – Ms. Smith shared a report of additional suggested edits to both the CCG application form and the guidelines, primarily being the request of additional administrative information, clarifications to instructions, the addition of a description of organizational goals achieved in the last completed program year with a corresponding addition to the criteria score sheet, an added requirement in the guidelines for applicants to verify the accuracy of their organization's County Vendor Self-Serve account, and a procedural change that applicants may now include the signed certification page in the online application packet, omitting the requirement to submit an original signature page to the office. In addition, staff is working with the County IT department to determine if OCR text recognition will be possible for all online applications. Ms. Eller noted that staff will prepare a report to County Council.

**NEW BUSINESS:** None

**MEMBER/STAFF ITEMS:**

Dr. Wilton inquired about the distribution plan for the new CCVC brochures and requested that they be provided to County Council members. He also asked for clarification from the board about whether Atlantic Center would be making a change to their board or auditing procedures. The sense of board members and staff was that because no change was made to the policy, it would be up to the organizations to determine if those changes should be made to potentially improve their application and scores.

**PUBLIC PARTICIPATION:** Members of the audience made comments, including: Stephanie Mason-Teague of the Museum of Arts and Sciences and Volusia County Cultural Alliance, who announced VCCA's new weekly e-blast. Sandra Wilson of Gateway Center suggested that there was a prior CCVC request some years ago to Images Festival and the DeLand Fall Festival that their boards separate at the same time when many festivals were requested to provide additional programming beyond the festival weekend throughout the year. Board members noted that no official action was taken nor policy changed.

**ADJOURNMENT:** With no further business before the board, Ms. Shelley called for adjournment at 11:10 a.m.

Respectfully submitted on December 2, 2016 by  
Jessi Jackson Smith, Cultural Coordinator, County of Volusia