

**Delaware State Arts Council Meeting
June 16, 2010
Buena Vista
New Castle Delaware**

Council Members Present:

Delaware Division of the Arts:

Lise Monty, Chair	Paul Weagraff, Director
Steve Boyden (Absent)	Gwen Henderson
Lou Braithwaite	Karen Lewis (Absent)
Joann Browning	Kristin Pleasanton
Richard Givens	Terry Plummer
Margaret Johnson	Sheila Ross (Absent)
Gail Lear (Absent)	Susan Salkin
Elisabeth Poole (Absent)	Roxanne Stanulis
John Ranney	
Ruth Sokolowski	
Joyce Hill Stoner	
Catherine Walls	
Mack Wathen	
Deborah Wicks – arrived 11:00 a.m.	
Carson Zullinger	

The meeting was called to order at 10:00 a.m. by Lise Monty, Delaware State Arts Council Chair. Ms. Monty welcomed and introduced the two new Council members, Mack Wathen and Catherine Walls. Ms. Monty mentioned the upcoming Governor's Awards for the Arts and said more information would be forthcoming. Ms. Monty acknowledged and presented outgoing Council member Guillermina Gonzalez with a gift, thanking her for her service and telling her how happy the Council is that she is Executive Director of the Delaware Arts Alliance, a new and important partner/ally for Division and the Council.

Ms. Monty then requested that a motion be made to approve the March 17, 2010 Council minutes which was passed with unanimous approval.

Paul Weagraff, Director of the Delaware Division of the Arts presented his report. (Please see attachment 1)

Guillermina Gonzales, Executive Director of the Delaware Arts Alliance, presented a report. (Please see attachment 2)

Grant Recommendation Review

Paul Weagraff reviewed the grant panel process, proposed FY2011 budget, and funding principles leading to the funding scenarios presented for the Council's consideration.

Grant funding scenarios were reviewed, discussed, and approved as follows. Detailed notes on individual organizations review from the panel process are available upon request from the Division of the Arts. Full funding decisions can be found at: <http://www.artsdel.org/grants/grantawards2011.pdf>

Project Support funding

Question: Ranney moved to approve funding as allocated (see spreadsheet)
 Seconded: Sokolowski
 Carried: Yes Vote: (11/12); Opposed: None Abstained: Givens

Project Support Applications approved as recommended by panel and Division staff.

Arts Stabilization funding

Question: Ranney moved to approve funding as allocated (see spreadsheet)
Seconded: Hill-Stoner
Carried:Yes Vote: (11/12); Opposed: None Abstained: Givens

Comments/Stipulations:

- Incorporate lease information from Division to future panels so that lease terms are clear to panel.
- Advise panel of the permanent situation of leasing should they apply again.

Education Resource funding

Question: Ranney Moved to approve funding as allocated (see spreadsheet)
Seconded: Sokolowski
Carried:Yes Vote: (11/12); Opposed: None Abstained: Givens

General Operating Support funding

Motion #1 (Hill-Stoner) Seconded (Ranney) Withdrawn (Hill-Stoner)

A form of probationary funding for organizations that scored under 3.0:
-Send a strong message with a to-do list in order to change behavior
-Submission of a plan to attend 3 workshops

Motion #2 (Ranney) Seconded (Sokolowski) (Adopted)

Moved to fund using "*Bonus on 50% Funding*" (Column R of spreadsheet*) for all 3 of the GOS budget sizes).

*Allots 5% bonus to top three organizations in each budget group and 10% reduction for Opera Delaware (late financial information), 25% reduction for New Candlelight Theatre (insufficient financial information), 50% reduction for Chapel Street Players and Delaware Ballet (low overall scores).

Vote: Yes (12)

Opposed: None

Abstentions on individual organizations:

Biggs Museum for American Art (Givens)
DE Center for the Contemporary Arts (Zullinger)
Mispillion Art League (Walls)
Smyrna-Clayton Heritage Association (Givens)
Southern DE Choral Society (Ranney)
Winterthur (Hill-Stoner)

Motion Carried

Motion #3 (Hill-Stoner) Withdrawn

Moved that the recipients of the grants voted upon who scored below 3.0 be told that they are on probation and will get 80% of their grant until they have done something to be worked out by staff that is blanket i.e., attending workshops and/or taking action to address panel comments.

Paul Weagraff provided explanation of scheduled payments

- 50% upfront; 35% mid-FY, and final 15% upon receipt of Final Evaluation

Motion Amended (Hill-Stoner)

Applicants to receive 85% as normal with final 15% withheld until they have done a procedure outlined by staff.

Amendment (Ranney) "compliance review" instead of "procedure"

Amendment Accepted (Hill-Stoner)

Motion Seconded (Sokolowski)

Motion Withdrawn (Hill-Stoner)

Motion #4 (Hill-Stoner) (Withdrawn)

Along with panel comments, organizations should receive a statement like "because you scored lower than ...

"Due to low scores and the attached panel comments, you are receiving probationary funding and when you come back next year, you will need to address the panel comments or future funding will be at risk".

Motion Withdrawn (Hill-Stoner) Seconded (Browning)

Staff proposal to address Council's concern:

These organizations would be required to submit a full application next year and address what they have done to remedy the concerns raised by this year's panel, or future funding would be at risk. This conforms to a process the Division already has in place.

Motion #5 (Adopted)

Motion (Hill-Stoner)

Seconded (Ranney)

"Grant awardees who have scored less than 3.0be required to submit a full application next year addressing how they have remedied the concerns raised by this year's panel or how they are going to do it,"

Amendment: (Sokolowski): "failing to address these concerns could jeopardize future funding."

Vote: Yes (12)

Opposed: None

Abstained:

Biggs Museum for American Art (Givens)

DE Center for the Contemporary Arts (Zullinger)

Mispiration Art League (Walls)

Smyrna-Clayton Heritage Association (Givens)

Southern DE Choral Society (Ranney)

Winterthur (Hill-Stoner)

One Year vs. Two Year Application Process Recommendation

Staff provided explanation of criteria for one-year, versus two-year approval of applications

Motion (Ranney) Seconded (Hill-Stoner)

Motion that the Council go with the staff recommendations of 1- or 2-year grant assignments since it was in alignment with Division guidelines and panel recommendations.

Vote: Yes (12)
Opposed: None
Abstained: None
Motion Carried

StartUp organization funding

Motion (Ranney) Seconded (Hill-Stoner)

Motion to fund new organizations at levels indicated in spreadsheet.

Vote Yes: 12 Opposed: None Abstained: None

Carried and Approved

Start-Up Program and its purpose (presented by Terry Plummer)

- 1st Year of actual application process (2nd generation)
- a requirement for emerging organizations in order to apply for General Operating Support; organizations must complete the program
- minimal funding capped at \$2500 depending on budget size
- training – 1 full day class per month; 2 persons from the organization's board or staff must attend
- produce documents like a strategic plan, marketing program, fundraising plan, etc.
- when completed, organizations have a core selection of classes that gives them an idea of what they need to do, what is expected of the board, what their responsibilities are, and basic skills needed to function as a 501(c)(3)
- Start-Up classes are also offered to any organization that would like to take the classes. It is offered every other year.

Rehoboth Beach Theatre of Arts did not meet eligibility requirements at this time (a new nonprofit for this year) and will not be considered for funding until the next cycle.

Notes from Council discussion regarding grants

- Rick Givens suggested establishing a written policy on how to handle voting when conflicts of interest arise.
 - Approach this year was to vote on the block, with recorded abstentions for specific organizations
- Council questioned why there wasn't more impact on funding, based on ranking.
- Council believes that low-scoring GOS organizations need strong messages
 - This year, organizations scoring below three will receive a message that they must re-apply next year and incorporate an explanation of how they remedied this year's panel comments or future funding may be at risk

- Another possibility (staff-generated, but not implemented, idea), is to penalize those scoring below a certain level (3.0) a specified percentage, without cumbersome formulas.

Arts Stabilization

- Council affirmed inclusion of organizations with rented space being eligible for capital/facility-related expenses.
- Detailed clarification of lease agreements should be available to panelists during the review process.
- Clarification is needed on eligibility of proposals based on “portability” of capital purchases, in the event of moving to a new location.
- Clarification could be improved on what constitutes renovation and what constitutes maintenance.
- All organizations demonstrated a need for asset management planning.
- Evaluation criteria, rubrics, and scoring could be improved to accurately reflect Division’s funding priorities for stabilization projects: safety, structural need, accessibility (ADA-related issues), and programmatic enhancements

Meeting adjourned at 1:50 p.m.

Minutes approved at December 8, 2010 State Arts Council meeting.

Division Director's Report June 16, 2009

- The Division's funding, to date, in the FY2011 budget has remained stable in the grant line. Our FY2011 federal grant represents an increase of roughly \$20,000 for grants.
- The State of Delaware will be migrating to a new financial software management program in FY2011. Financial processes in the old system are closing out this week and next. The new software is scheduled to go live July 19. Paul, Susan, and Karen have participated in multiple hours of training for the new system.
- Secretary Bullock convened the major arts organizations of the greater Wilmington area to begin discussion about following through on a recommendation that came out of last year's Slover-Linett study of the arts in Wilmington. The goal is to develop a collaborative marketing effort on the part of those organizations and the City of Wilmington promote the region as a cultural destination. The Department of State is prepared to provide some matched funding for such a marketing initiative.
- Kristin Pleasanton and Roxanne Stanulis will be representing the Division of the Arts at the Americans for the Arts conference in Baltimore next week. The National Assembly of State Arts Agencies conference will be held in October in Austin, TX. At this time, the state's travel policy would likely not support that travel, however, there are indications that the policy may be revised. I'll know more after the next Division Directors' meeting with the Secretary of State, which was postponed recently.
- Special acknowledgement recently of Terry Plummer's fifteen years with the State and Gwen Henderson's ten years with the State.
- We welcome Izzy Mead on board as an independent contractor, working with Roxanne on the Mezzanine Gallery, and counting on her more during Roxanne's upcoming leave.
- Spring Training Handout (Terry)
- Mezzanine Gallery update (Roxanne)
- Governor's Awards update (Kristin)

Slide 1



Slide 2

About DAA

- Advocating for the arts and culture in Delaware
- Unifying the voice of the artistic community
 - 14 organizations created DAA
 - 40 members are part of DAA now
- Connecting the arts to education and economic development

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Major initiatives undertaken

- Joint Finance Committee, February 24th
- Kaiser visit, March 16th (with DDoA)
- Delaware State Arts Council, March 17th, & today
- National Advocacy Day, April 12th and 13th
(appointed State Arts Captain by Americans for the Arts).
- Delaware State of the Arts 1450 WILM News
Radio co-host with Paul Weagraff

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Major initiatives undertaken

- Website www.DelawareArtsAlliance.org
- E-newsletter
- Database (with web designer, IT UD, marketing volunteer)
- Membership is continuously increasing (DANA last)
- ESEA letter of support to DE legislators and key
player in the state

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DAA plans

- Strategic plan
- Membership drive
- Evaluating to be the state representative for the Kennedy Center Alliance for Arts Education
- Accessing decision making tables connecting the arts to education and economic development

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How to be part of DAA...

DAA
Delaware Arts Alliance

Delaware Arts Alliance Membership
DAA membership will connect you with colleagues throughout the state, keeping you informed as we work on common arts advocacy goals.

Yes, I endorse the DAA goals and I would like to join!

Founding memberships will run through December 2010. For further information: 302-423-5306.

Name _____

Individual Member \$40 per year

- Working artist
- Arts educator
- Arts advocate and supporter
- Arts professional / administrator

Organizational Member
(Organizational members are asked to pay 1% of their organization's operating budget or \$500.00 x .001 = \$500 membership. Please contact DAA with any questions.)

Name of organization: _____
Main contact: _____
Mailing Address: _____

Website: _____
Phone: _____ Email: _____

Payment:

Check enclosed (payable to Delaware Arts Alliance)
Mail to DAA, 233 N. Reg. St., Suite 200, Wilmington, DE 19801

Credit Card MC VISA

Name on card: _____
CC# _____
Exp date: _____ CVC code: _____
Billing Zip Code _____
Signature _____



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Why to be part of DAA and contact information

- A unified voice for the artistic community will instill the social and institutional change needed on behalf of the arts.
- That change will bring the arts to decision making tables.

- ☐ Contact information: 233 North King Street, Suite 200, Wilmington, DE 19801, phone (302) 425-5500 Ext. 107

Spring Training 2010

Last fall, we included a question on the post-Summit survey asking attendees what training needs they had. Later, we asked all grantees what kinds of training were most important to them. Respondents indicated fundraising and marketing training among those most important to them.

This spring we offered three days of training, in February, March and April. We opened the training to grantees first, then to other nonprofit organizations.

65% of attendees were grantees; 35% were other nonprofits. Of the grantees, 50% were arts organizations. In all, 121 attendees represented 40 organizations at the classes.

The total cost of all classes was \$4,311. Registration income netted the Division \$3,475. The final cost per person was \$7.00

Post-training surveys indicated that the attendees considered the courses and trainers excellent. In order to provide future training we asked attendees again about their needs. They indicated: board governance and development, grant writing, strategic planning and technology and social networking.

Courses offered:

- ***Fundraising Bootcamp*** – overview of fundraising including: developing a fundraising plan; annual giving; prospect research and cultivation; volunteer training and launching major gift program
- ***Minding Your Marketing P's: An Overview of the Seven P's of Marketing and Their Implication for New Audience Development*** -- This session explains the role that product, price, promotion, place, packaging, positioning and people strategies play in audience development, and how rushing to promotion without attending to these issues can produce off target communications programs.
- ***No Money? No Matter! Low Cost Marketing Methods for Attracting Cultural Audiences*** -- They say that the best form of advertisement is word-of-mouth – how effectively do arts organizations use it? Overlooking this valuable, affordable resource is a huge weakness of many organizational marketing plans. By “getting the word to the street,” arts organization can create a network of people that will be their strongest marketers. Participants will also learn: beg & borrow; find the hidden staff within an organization; make everyone an advocate; cheap marketing tools.

- ***How to Get It All Done in a One-Person Development Shop*** -- In this down economy especially, personnel are asked to do more with less, particularly in one-person shops. Fundraising under such conditions can be especially daunting and stressful when staff must function on a shoestring budget. However difficult it might be, it is crucial that staff learn how and in what areas to prioritize.
- ***Making Annual Giving The Centerpiece Of Your Fundraising Program*** -- Your Annual Giving Campaign must be central to your development program because it can become an invaluable catalyst leading to future capital, corporate/foundation, and planned giving fundraising initiatives. A strong Annual Giving program can become the training ground for developing new leadership and volunteer resources.

Michael Meyerstein, CFRE, President of the Aleph Group in Baltimore, taught all the fundraising classes. Chad Bauman, Communications and Marketing Director for Arena Stage in Washington, taught the marketing classes.