

**Delaware State Arts Council Meeting Minutes
December 12, 2019
10 a.m. to 12 p.m.
Music School of Delaware – Wilmington Branch
4101 Washington St., Wilmington DE**

Attending: Council: Mack Wathen (Chair), Tina Betz, Donna Blakey, Lori Crawford, David Fleming, Janis Julian, Michael Kalmbach, Heather Morrissey, John Muller, Rosetta Roach, Dan Shelton

Staff: Paul Weagraff, Kristin Pleasanton, Sheila Ross, Katie West, Roxanne Stanulis, Dana Wise, Gwen Henderson, Leeann Wallett

Public: Troy Nuss – Music School of DE - Wilmington

Absent: Madeleine Bayard, Andrew Horgan, Mary Ann Miller, Cheryle Pringle, Michael Quattrociocchi

The meeting was called to order at 10:05 a.m.

Motion by Tina Betz to approve minutes from the September 19, 2018 Council meeting – Second by David Fleming – All in favor – None opposed.

Chair’s Report – Mack Wathen

Welcome to our final meeting of the year, I have a very brief report. I want to comment on one of our partners, of which we are supporting members, the [Mid Atlantic Arts Foundation \(MAAF\)](#). They get the evaluators and do the evaluations and recommendations for our Artist Fellowship recipients, which we’ll be talking about later. One of the other major things they do, *in seeing the bulletin board downstairs with all the jazz history there*, is being one of the key sponsors for the Living Legacy Jazz Awards every October at the Kennedy Center. This year’s winner was [Toshiko Akiyoshi](#), an amazing pianist. I encourage you to attend some time if you like jazz. The prior year’s recipient will put on a concert at the Kennedy Center following the recognition for the current recipient. The prior year’s recipient was jazz sax player, [Odean Pope](#), and he did an amazing concert. The year prior to that was [Ron Carter](#), a bass player who is the most recorded jazz player ever.

Director’s Report – Paul Weagraff

SmartDE Applications

As of December 1, 2018, FY2020 major applications are now available online at [smartde.smartsimple.com](#) for:

- General Operating Support (Full application and Interim Report)
- Arts Stabilization
- Education Resource
- Project Support
- StartUp

Also available on SmartDE (FY2019 applications)

- Arts Access
- Artist Residency
- TranspARTation
- Artist Opportunity

Notice was sent by email to all email contacts of FY2019 applicants and Arts E-News. Information is posted on the Division website as well.

For those of you serving on grant review panels this spring, you will be using this new system, which we believe you’ll find much more smoothly integrated.

Planner Transition

Katie West is in her final weeks with the Division of the Arts. Her last day is scheduled for January 4. While only here for 4½ years, Katie has left a huge imprint on our operations, not least of which is the implementation of SmartDE. We will certainly miss her expertise, professionalism, and sound judgment. We send her off with best wishes for the future.

The Division will be conducting its second round of interviews for the vacated position next week. Thank you to Michael Kalmbach and Donna Blakely for agreeing to serve on the interview panel, along with Kristin Pleasanton, Paul Weagraff, and Sheila Ross.

The goal is to be able to extend an offer later next week, in hopes of starting a new person as early in the new year as possible.

2019 Anniversary Year

The Division is gearing up for 2019, a year of anniversaries; the Council's 50th, the Division's 30th, and the Arts Alliance's 10th. Leeann Wallett and Kristin Pleasanton have been engaged in the herculean task of compiling 50 years of history to promote throughout the calendar year, culminating in a special Arts Summit on October 28 at Dover Downs, where we will combine the daylong Summit with late afternoon reception and Governor's Awards for the Arts.

National Arts Program® Exhibition

Sponsored by The National Arts Program® in support and cooperation with the State of Delaware and the Delaware Division of the Arts, the exhibit is judged by professional artists and visual art professionals in Amateur, Intermediate, Professional, and Youth classifications, and it is free to all. The Delaware State Employee Art Exhibition is designed to give artists at all skill levels a unique opportunity to exhibit their creative work and to compete for cash prizes.

- **Public Exhibition:** February 24 - March 17, 2019
On view in the Art Center/Gallery – Delaware State University
1200 N. DuPont Highway, Dover, DE 19901
Hours: Mon-Fri, 9:00a – 3:30p
- **Reception and Awards Ceremony:** March 17, 2019, 1:00 – 3:00p
(All dates are subject to change)

Poetry Out Loud – February 26, 2019, Smyrna Opera House

Twenty schools have registered to participate this year. Sheila Dean Ross is once again coordinating the program, with assistance from Joann Balingit. This year marks the 14th anniversary of the program, sponsored by the National Endowment for the Arts and the Poetry Foundation. The Division receives, as part of its federal grant, funds to implement this program at the state level.

Due to the number of registered schools, the Division will hold semi-finals at the Modern Maturity Center in Dover on Tuesday, February 5, 2019.

Opportunity Grants

Paul Weagraff presented a list of the opportunity grants and artist residency grants that were awarded in the last quarter. They are available on the Division's website that now presents a searchable database of grant history on the Division's website, updated daily from SmartDE: <https://arts.delaware.gov/grants-awarded/>

For your calendar (on the meeting agenda)

February 26, 2019; 7p to 9:30p	Poetry Out Loud – Smyrna Opera House
March 5, 2019	National Arts Advocacy Day
March 13, 2019; 10a to 12p	DSAC Meeting, Delaware State University
March 17, 2019; 1:00 to 3:00p	NAP (State Employee) Art Exhibit Reception
March 28, 2019	Delaware Arts Advocacy Day
May 6 – 9, 2019	Grant review panels – Dover Public Library
June 19, 2019, 10a to 2p	DSAC Meeting, New Castle County, Buena Vista
September 18, 2019; 10a to 12p	DSAC Meeting, Sussex County, TBD
October 28, 2019; 8:30a to 6:30p	Arts Summit and Governor’s Awards for the Arts
December 18, 2019; 10a to 12p	DSAC Meeting, New Castle County, TBD

Conference Recaps

Mack Wathen

Several of us attended the NASAA Conference in Baltimore. Kristin did a presentation for “Flashes of Inspiration” and did a great job. NASAA is celebrating their 50th year in 2018. Pam Breaux, president & CEO, has led the organization specifically on diversity and inclusion in the arts. Chris Bedford, director of Baltimore Museum of Art, did a really good plenary presentation. He came in and made a lot of observations as a newcomer to the organization, including that they didn’t seem to have a lot of visitors or participants in their programs. He made changes in the way they acquire artwork, display of artwork and the special shows and exhibitions they have. And physically changing the imposing building to what he calls “a welcoming front porch”. I thought that was interesting, considering the conversations around the Delaware Art Museum doing some things to bring in new and diverse audiences.

The greatest benefit to me was being able to network with arts council peers and colleagues from around the country. I attended a peer group session for council chairs and members. We had a breakout discussion on arts and health. In particular, there’s a doctor from Bozeman, MT, on the arts council there, doing program called ‘Notes of Comfort’ which gets high school students engaged in performing at medical venues for patients.

Tina Betz

One of several things that really impacted me was our chance meeting at lunch with a choreographer from the Bay area in California, Antoine Hunter of the Urban Jazz Dance Company, who is deaf, as are members of his company. That chance meeting was so important and in seeing their performance later on, just made it a totally different experience. It made me want for more interactions like that.

Kristin Pleasanton

The keynote speakers were fantastic. The overarching theme was diversity, equity and inclusion. Hearing Chris Bedford’s story was really inspiring. The Biggs Museum had a symposium about that topic and bringing in representations of artwork from diverse communities. Antoine Hunter’s presentation was fabulous with dance and talking about his story. I got a list of possible speakers for our arts summit. It was really valuable networking with Deputy Directors from across the country.

Sheila Ross

This year the Arts Education peer group focused on how the arts can help with trauma. One of the most powerful presentations was a film about a child going through trauma, being misdiagnosed at school. It talked about how we can use art to draw out the trauma and pain from kids. Another powerful presentation was from Louisiana, dealing with the trauma from the aftermath of bad storms and hurricanes. They started an artist and arts organization called Creative Relief Louisiana, to try to be proactive in helping artists and arts organizations in time of crisis.

Leeann Wallett

We were introduced to the new National Endowment for the Arts (NEA) structure of strategic communications by the Director of Strategic Communications and Public Affairs, Helen Aguirre Ferré. There was a brief presentation of the overview of strategies and tips for working with the press from Victoria Hutter, Assistant Director of Press

NEA. Caitlin Fitzwater, Director of Public Affairs California Arts Council did a presentation about addressing Racial Equity in Public Communications, Sharing tools and best practices for addressing equity in public communications, sourced from the California Arts Council's participation in the Government Alliance on Race and Equity.

We have started a new print advertising campaign for DelawareScene thru Delaware Magazine Hispano. I work with their publisher to create a full page add that highlights events that are of interest to their community. We've also set up a section on the webpage itself for anyone interested in these events. It's been really successful and has driven different traffic to DelawareScene.

In November I attended the National Arts Marketing Project (NAMP) Conference in Seattle. [Presentation on the key takeaways from the conference](#). Overall, for this conference and arts marketing in general, authenticity and being genuine in your messaging, and how do you communicate regardless of what platform it is, is very important. *"Organizations need to overcome their own fears and be willing to think, convey value, and interact with audiences to be inclusive and relevant in order to grow their audiences."* - Dawn Frisby Byers

Another key takeaway was Google analytics. We've been working with Custom Red to create a custom dashboard to employ analytics in telling the story about people's searching behaviors.

Roxanne Stanulis – 2018 Individual Artist Fellowship (IAF) Awards

Roxanne reviewed the 2018 Artist Fellowship adjudication process and showed samples of the visual artists' work. Rankings from the individual jurors were considered in developing a proposed list of recipients, trying to honor all represented disciplines with the highest scoring artist that the jurors recommended for funding.

In FY2019, there were 136 applications representing 16 artistic disciplines:

Applications by Category

- 57 – Emerging
- 72 – Established
- 7 – Masters

Fellowship Candidates

- 11 – Emerging (\$3,000 award for artists who have not yet established reputations in their fields)
 - 3 – Literature
 - 5 – Visual Arts
 - 2 – Music
 - 1 – Folk Arts Visual
- 8 – Established (\$6,000 award for artists who have significant achievements in their fields)
 - 1 - Folk Art Music
 - 3 - Literature
 - 1 - Music
 - 3 - Visual Arts

➤ Roxanne presented the list of proposed recipients for a Council vote on IAF Emerging and Established Fellowship Categories:

❖ **Motion by Tina Betz to approve the recommendations of the jurors/staff – Second by John Muller – All in favor – None opposed.**

- 7 – Masters (\$10,000 award for artists who have made significant accomplishments in their fields and sustained history of artistic activity in Delaware)
 - 1 – Literature: Creative Nonfiction
 - 3 – Literature: Fiction
 - 1 – Literature: Playwriting

- 2 – Literature: Poetry
- One applicant is under consideration; she received the highest score and was recommended for the Fellowship:
 - Billie Travalini – Literature: Fiction
- Vote on IAF Master Fellowship Category:
 - ❖ **Motion by Heather Morrissey to approve the recommendations of the jurors/staff – Second by Donna Blakey – All in favor – None opposed.**

Old Business - None

New Business – None

Public Comment - None

Motion by Donna Blakey to adjourn meeting at 12:00pm – Second by Michael Kalmbach - All in favor – None Opposed.

Lunch

DRAFT