

FROM: Orange County Arts Commission
SUBJECT: Monthly Meeting
DATE: April 11, 2016
LOCATION: Century Center, Carrboro

MEMBERS PRESENT: Lynne Albert, Doris Friend, Tim Hoke, Tinka Jordy, Delia Keefe, Bronwyn Merritt, Ashley Nissler, Kim Roberts, Jen Rogers, Joy Salyers, Jennifer Shelton, Scott Van Manen

MEMBERS ABSENT: Ian Bowater, Geoffrey Hathaway, Andrea Riley

GUEST PRESENT: Joel Sheer

STAFF PRESENT: Martha Shannon

Meeting called to order at 6:32 PM

Topic A

Discussion Point: Marketing Study Executive Summary – Interview Results (Joel Sheer, Sheer Associates)

Decision/Vote(s): Joel Sheer had 38-39 names of our stakeholders to interview. He interviewed 33 people and asked the same 10 questions to each person, including follow-up questions. He found out in general that there was a lack of knowledge of what the OCAC did. Many associated the OCAC with grant-making, but many were unclear of our organization or what we do. One question that was asked to the interviewees was “Name the top 3 services we provide.” The majority of those asked could not come up with 3 responses. Many felt that we needed to take a leadership role in the advisory capacity. There was a lack of understanding of who we were and what separates us from other arts councils. Those interviewed wanted more information about our mission, and updates on what we are doing to promote the arts in Orange County. Since we represent all of Orange County arts, they would like us to create a greater urgency for the arts in our community since it’s not apparent at this time in our area. What could the OCAC be doing? An image change might be needed and grants need to go to other people as opposed to the same grant recipients. More variety of grant recipients was needed. Martha Shannon was spoken of very highly. She had a great image in the OCAC. Interviewees stated that more information is needed about grants plus feedback on why the grant was not approved. Getting feedback from the OCAC would be beneficial. This group of interviewees felt that they didn’t know how we make choices on grants and that there was a lack of transparency. Electronic format for grants would be valuable to the community as opposed to written format. Overall, a positive outlook on OCAC but wished we had more of a leadership role in our community. They suggested that we have an event one time per year to bring arts leaders together to show that we are all on the same page and working together. A couple of County Commissioners didn’t respond to the survey, but Joel Sheer did hear back from five of them. They appreciated that we had the survey done to learn from this. Perception is that we are kind of static. Survey work was quantitative and probes the source of their answers.

Action Item: The OCAC thanked Joel Sheer for his good work.

Topic B

Discussion Point: Welcome New Member

Decision/Vote(s): New board member Delia Keefe attended her first meeting after appointment by BOCC.

Action Item: New member Delia Keefe was welcomed to the OCAC Advisory Board.

Topic C

Discussion Point: Review of March 2016 Minutes

Decision/Vote(s): Discussion of minutes.

Action Item: March 2016 Minutes approved.

Topic D

Discussion Point: Director's Report

Decision/Vote(s):

- Attorney Shelia Huggins will be our guest presenter at the May 20, 2016 Artists' Salon on "Independent Contractor Law – Issues & Rights."
- 179 nonprofit arts & cultural organizations were included in the AFTA Master Merged Orange County List, emailed to NC Arts Council on March 30, 2016. The state arts council will then combine it with the other participating NC county lists, and email the statewide list to AFTA in Washington, DC. The merged Orange County list included lists from the Town of Chapel Hill, Town of Carrboro, and Town of Hillsborough, and "other" Orange County locations (such as Efland, Cedar Grove, Mebane, etc.)
- The OCAC's April, 2016 E-Newsletter was emailed to 877 recipients on April 7, 2016. 28.3% (249 subscribers) opened the April, 2016 E-newsletter; 2.8% (25 subscribers) clicked through.
- Former OCAC board member Debb Hepp was our representative to the Creative Carrboro Committee. Ashley Nissler served as Debb Hepp's backup, and will now be our representative to this group moving forward, if no OCAC board member living in Carrboro would like to do this. (Ashley Nissler lives in Hillsborough.)
- Triangle Visual Artists will hang their artwork in the Whitted Building art exhibit space on April 15, 2016. Hope to have enough hangers for their work. Asset Management does not want to purchase any additional hangers at this time. Staff is working with the county's Legal Dept. to get the contract simplified in terms of art on loan.
- Arts Day (sponsored by ARTS North Carolina) is May 24-25, 2016 (\$135) in Raleigh. Legislative Day is May 25th (\$35) and OCAC board members are encouraged to attend to advocate to our elected officials in the General Assembly for the NC Arts Council's FY17 budget, including increased Grassroots Arts Program funds. OCAC has enough in the budget to cover 2 or 3 board members registration for Legislative Day (includes a box lunch). Both Ian Bowater and Andrea Riley had expressed an interest in attending. Staff asked all OCAC board members to reply by April 15, 2016 if interested in attending.
- Staff contacted the OCAC board's 1st choice for a board retreat facilitator, but OCAC does not have enough funds to cover the fee. Staff has requested additional funds for this purpose, but has not yet heard back. Doris Friend suggested contacting the Executive Service League for a recommendation for a board retreat facilitator.
- Free Spirit Freedom has notified the OCAC that their grant-funded program has been rescheduled from February to May 1st (3-5 pm) at the Jerry M. Passmore Senior Center in Chapel Hill.
- Andrea Riley is checking on her availability to serve as our judge for the District-Wide Judging for the 4th U.S. Congressional District High School Art Competition, to be held at 12:30 pm on Thursday, April 21, 2016 at United Arts Council of Raleigh/Wake County in Raleigh. If anyone else is interested, please let staff know ASAP.
- Commissioner Rich put forward a Petition at the BOCC's March 22, 2016 meeting requesting that the OCAC devise a new grants marketing strategy to increase the awarding of future grants to more new applicants, as opposed to grants going to familiar applicants. Staff is currently working on our response, but a formal request has not yet been received from the County Manager's Office.
- Raleigh arts groups are considering contracting with TRG Arts (Colorado Springs, CO). This involves sharing database information to cross market and hopefully increase event and program

participation. TRG Arts uses mailing addresses to collect demographic information for direct mail only. Current law doesn't allow for the sharing of emails. Until the law is changed, only mailing addresses are available for sharing. This is one way that a portion of the Raleigh Arts Plan could be implemented.

They are interested in expanding to the entire Triangle area, but are starting with the Raleigh market.

Action Item: Lynne Albert asked about the status of our proposed public art project with Animal Services, including how much it would cost and if the shelter wanted to pay for it. Staff mentioned that funding was the issue. It's currently not in our FY17 budget. The County Manager wants the BOCC to see everything that is requested for more transparency, not just what her recommendations will be. Lynne Albert also asked if there was anything we could do to help overturn HB2. Staff and Chair responded that that was a BOCC function, rather than an individual county department/division function.

Topic E

Discussion Point: CHOCVB Liaison, Ad Hoc Committee Updates

Decision/Vote(s): Doris Friend spoke about the marketing survey and the outcome of visibility in our community and leadership role. The online survey is up and running. Our ability to communicate to bring other arts organizations together was mentioned by Tinka Jordy. The grant application process was brought up by Tinka Jordy RE: no feedback being given to grantees who didn't receive grants. She said that feedback should be available to them. She suggested a scorecard that could be available to them. Tinka Jordy mentioned the difference between state grants vs. county grants. Joy Salyers said that feedback should be the number one thing to mention in the grant process and with review of both pros and cons of the grant application. Staff mentioned that some, but not many, applicants that are not funded have asked for feedback and staff gives them feedback when requested. Joy Salyers offered to volunteer to speak to the applicants that are not funded to give them feedback. Doris Friend responded that she had already given feedback to several potential grantees and that they appreciated her remarks. Bronwyn Merritt mentioned that finances and the service component are always difficult for applicants, and should be stated more clearly. Tinka Jordy requested that the merged AFTA list of arts nonprofits in Orange County be distributed to all OCAC board members. She suggested that we should be reaching out to these groups to assure that they are receiving our E-newsletter and make them aware of our Facebook page. In addition, this creates a personal contact. Tim Hoke, OCAC's Liaison to the Visitors Bureau board, will be attending his first Visitors Bureau board meeting on April 20, 2016.

Action Item: Staff will email the Orange County Merged List for AFTA to all OCAC board members.

Topic F

Discussion Point: Agenda Additions/Old Business/New Business

Decision/Vote(s): WUNC check was mailed to them last Friday. Our new WUNC PSA advertises our online survey. The Facebook Editors will meet at the Chapel Hill Library on Wednesday, April 13, 2016. Tinka Jordy again brought up going paperless for meeting Agendas, Minutes and Director's Reports at board meetings and wanted a vote on this. These documents are already being emailed to board members with their board meeting reminder 10 days in advance of the meeting, as required by Orange County government. Tim Hoke spoke about a meeting called by NC Arts Council representatives RE: arts education. NC Arts Council's Leigh Ann Wilder and Sharon Hill had requested a meeting with OCAC staff and Board Chair, which took place on April 7, 2016. They suggested that OCAC consider partnering with other educational groups in Orange County. They also suggested that OCAC consider fundraising on our own for arts education in Orange County. Tim Hoke and staff gave them some background about how we currently fund arts in education through OCAC grants, and about how much Orange County supports the two local school systems annually. No conclusions were made at this meeting. OCAC staff and Tim Hoke invited Leigh Ann Wilder and Sharon Hill to make a presentation at the OCAC's August, 2016 board meeting RE: their thoughts on arts education in Orange County.

Martha Shannon announced that she is planning to take early retirement effective July 1, 2016. EDC Director Steve Brantley plans to make the decision on the new Arts Commission Coordinator, with OCAC Advisory Board represented by the OCAC Board Chair.

Action Item: Tinka Jordy's motion to go paperless was seconded by Doris Friend. All board members present voted in favor of this motion.

Topic G

Discussion Point: Calendar

Decision/Vote(s): The next meeting of the OCAC board will be on **Monday, May 9, 2016** from **6:30-7:30 pm** in **Room 2-3** at the **Century Center** (100 N. Greensboro Street) in **Carrboro**.

Action Item: None

Meeting adjourned at 7:53 PM