



SUMMARY MINUTES

Wednesday, February 13, 2019

General Services Department, 2011 Fay Street Durham, NC 27704

Committee Members Present

Margaret DeMott*
Dan Ellison
Tom Jaynes
Chris Ogden*

Cynthia Penn-Halal
Lou Rollins
Rachel Wexler

Katie Seiz
Katie Wright
** Public Art Committee members*

City of Durham Staff and Representatives Present

Alexandra Benson, GSD
Annette Smith, DPR

Ed Nixon, OEWD
Shannon Delaney, BMS

I. Call to Order

3:05pm

II. Approval of Minutes

MOTION: To approve 1/17/19 and 11/21/19 meeting summary minutes.

(Wexler, DeMott 2nd)

ACTION: Motion approved. (7-1)

(One member abstention due to Retreat Absence)

III. Adjustments to the Agenda

None.

IV. Announcements

- i. Meeting Calendar for 2019, Tom Jaynes

In order to develop a work plan for the four goals identified in January's retreat, the 2019 meetings will be broken up into segments and dedicated to focusing on each goal individually. The first 30 minutes of the meeting will be focused on a presentation to discuss what the current issue is and the challenges and processes associated with it. The second 30 minutes will be a brainstorming session on what

the Cultural Advisory Board can do to address this issue, and the final 30 minutes will be a re-cap on what happened in the previous meeting that the Cultural Advisory Board should follow up on.

As the Public Art Committee works to develop their own goals for the year, a joint meeting between the two committees will be planned for July 17th to combine goals and determine the best collective plan to achieve them. In addition to the dates listed on the CAB Calendar for 2019, the Retreat will be moved from January to November and the month of December will be used as a focus month to prepare goals for the following year. The overall goal of the calendar is to position the Board in a way that the members are prepared to present all planning and successes to City Council.

- ii. Hiring of Cultural and Public Art Program Administrator, Lou Rollins
There have been 91 applications for this position so far. As the Department Director, City Staff, and Human Resources work to sort through viable candidates, the hiring process will be opened up to the Cultural Advisory Board to assist with interviewing. After the applications have been narrowed down to three final candidates, the Board or a subgroup of the Board will be involved in interviewing and scoring before the City makes an offer. Those participating will be required at least 3 additional hours of interview time in early March and will have the option to draft interview questions for the candidates. The application has been left open until February 25th and the target hiring date is between April 1st and April 15th.

V. Presentations

- i. Festival and Event Funding, Ed Nixon from Office of Economic Workplace and Development
Ed Nixon presented and outlined the applicant scoresheet for previous festival funding cycles and explained what the process looked like during the estimated four years that it was with the Office of Economic and Workforce Development. About 3-4 years ago, the department established a criteria rubric that allowed festivals to receive funding and scoring was broken down into four main categories: Economic Impact (45%), Community Engagement (30%), Artistic Merit (15%), and Organizational Effectiveness (10%). Community members were often brought in to help score the proposals and these scores were then used to rank and determine

which festivals receive funding. There were usually an odd number of community partners (5) that switched out each year and were employees at Durham Arts Council, Duke Regional Affairs, the Department of Parks and Recreation, etc. The department liked to scale the projects so that they were able to fund as many as possible. By saving scoresheets and understanding which criteria were lacking, the department was able to answer questions when festivals asked why they didn't receive funding. One thing that Nixon wished could be fine-tuned moving forward is kicking off the process for funding festivals/events sooner than later. It was a big challenge to streamline the funding in tandem with the timeline of local festivals and those that want to be funded before the money is allocated on July 1st. A Festivals and Events policy was established that outlined who and what is eligible for funding so that applicants were able to submit their proposals with the proper criteria in mind. The budget for festival funding increased to \$200,000 when Moogfest came and City Council is required to approve funding for festivals that are \$50,000 or more. Applicants were able to come to a Festivals and Events roundtable where they could have their questions answered, share resources, and push information about their festivals. Applicants who received funding were notified by a letter about the proposal. The festival proposals that were not funded in the previous cycle totaled about \$300,000. However, these applicants were generally not needs-based and were not significantly impacted when they did not receive funds. Moving forward, the Cultural Advisory Board would like to work towards creating a festival-specific application process.

- ii. Budget and Management Services Department, Shannon Delaney
Shannon Delaney is the Design Strategist for the Bloomberg Innovation Team that has worked with several departments to design forms in a way that keeps the backend process and the user's experience in mind. Previous departments have had working sessions where everyone involved can brainstorm and visualize the process together, understand what the landscape is, and determine what all needs to be accounted for. By hosting an interactive working session, the process can be laid out in full detail and make note of what has worked in the past. From there, the working session can determine the values and criteria they want to ensure is brought forward and directly linked to upcoming actions. The process time varies with what needs to be done and which deliverables are wanted. Both paper and web-based committee brainstorming resources have been utilized and there are at least three staff from the Bloomberg Innovation Team that are present for any

given project. The goal for these community work sessions is to be as culturally diverse as possible so that there is increased diversity in the festival offerings that the City funds. The goal for the next CAB meeting is to determine what changes members would like to see in the process (i.e. form drafting, community engagement, work session planning, etc.) and come up with five key items to be changed. A value statement will be drafted, emphasizing community engagement over economic impact, so that processes and criteria may be restructured before Shannon leads the initiative. Previous festival funding applicants will be surveyed on what their experiences of the process were.

VI. New Business

i. Equitable and Transparent Festival Funding, Lou Rollins

The goal is to have a draft of the Request for Proposals for Festival Funding be completed by June, along with the jury forms, process mapping, and logistics for the back-end of the festival funding process. From there, the Board will spend the month of July talking to applicants and answering questions, begin scoring in August, make recommendations to City management in September, and release funding for the festivals in October. Members that have signed up to work as a subcommittee dedicated to Festival Funding are: Margaret DeMott, Cynthia Penn-Halal, Tom Jaynes, and Lou Rollins. Everyone on the Cultural Advisory Board will become a member of a subcommittee addressing each of the four established goals for 2019.

ii. Cultural Arts Capacity Building and Public Art in Business Grants

The recipients from last year's Cultural Arts Capacity Building grants were: BUMP: The Triangle, Durham Art Guild, Museum of Durham History, Pleiades, and Scrap Exchange. The recipients from the Public Art in Business grants were Alley Twenty-Six, Durham Co-op Market, and Ninth Street Bakery. The City is currently unsure if these grants will continue in the next year or if they will be modified to suit different projects. However, current CAB members remember five-figures of funding left over from the previous cycle and these funds will be located by the next meeting.

VII. Updates / Old Business

i. Open vacancies on the Cultural Advisory Board, Lou Rollins

With a deadline for March 15, there have already been 12 applications submitted for the four current openings on the Cultural Advisory Board. There will be another opening on the Cultural Advisory Board later this year in the summer. Potential



Cultural Advisory Board

applicants may direct questions about the form to the City Clerk and questions about the Board to Stacey Poston.

VIII. Adjournment

4:34pm

Respectfully submitted,
Alexandra Benson