

## Durham Cultural Advisory Board

### SUMMARY MINUTES (DRAFT)

Wednesday, August 18, 2021 at 2:30 p.m. to 6:00 p.m.

Zoom Meeting

Public Meeting Zoom Link located: <https://durhamnc.gov/452/Durham-Cultural-Advisory-Board>

#### Durham Cultural Advisory Board Members Present

Michael A Betts, II	Zena Howard**	Raafe Purnsley
Katy A. Clune	Tom Jaynes	Mitchell E. Sava
E'Vonne Coleman	Joseph Jordan	
Eldrin Deas	Angela Lee, Chair	<i>**Ex-officio, Cultural</i>
Marcus Hawley, Vice Chair	Ava Navarro, Student	<i>Advisory Board member</i>

#### City of Durham Staff and Representatives Present

Summer Alston, GSD	Brenda Hayes-Bright,
Alexandra Benson, GSD	Durham County Public Art
Rebecca Brown, GSD	Annette Smith, DCE

#### Guests Present

Phyllis Coley	April Johnson	Ray Pfeiffer
Lawrence Davis III	Tom Miller	Angie Potiny
Anna Fiore	Cassy Mountford	

#### I. Call to Order & Guest Introductions

- a. The meeting was called to order at 2:34 PM by Angela Lee. Welcome to Raafe Purnsley and Michael A. Betts for their appointments to the Cultural Advisory Board.

#### II. Approval of Minutes – June 2021

- a. **MOTION:** The Durham Cultural Advisory Board approves the July summary minutes (Jaynes, Hawley 2nd)
- b. **ACTION:** Approved. (9-0).

#### III. Adjustments to the Agenda

- a. None.

#### IV. Announcements

- a. Updates on White Paper for Cultural Master Plan
  - i. The White Paper for the Cultural Master Plan's purpose is to educate elected and senior executive officials about the urgency to create a new cultural master

plan and request funding from the general operating budget to do so. Originally Durham Cultural Advisory Board subgroup members recommended presenting the document to both the City and the County elective bodies in the fall of 2021. In lieu of upcoming COVID-19 relief funding from the American Rescue Plan, the subgroup recommends supporting the \$3 million proposal to City Council drafted by the Durham Arts Council to distribute a portion of ARP relief funds to artists and arts organizations through grants.

**V. Updates/Old Business**

- a. None.

**VI. New Business**

- a. Angela Lee welcomed Marcus Hawley to host and facilitate the meeting for the review of the FY21/22 Request for Proposals (RFP) for Festival & Specials Events.
  - i. Overview of RFP process & review criteria with initial average scores
    1. Durham Cultural Advisory Board members reviewed the nineteen (19) Request for Proposal submissions to determine funding recommendations. The FY21/22 submission total is the most the City has received to date for the Festivals & Special Events grant program.
    2. Angela Lee, Katy Clune, Raafe Purnsley, and Michael A Betts II are not participating in the RFP review due to conflicts of interest.
    3. Durham Cultural Advisory Board members used the following review criteria while scoring applications:
      - a. Goal One: Encourages awareness of art, history, and/or culture (10 points)
      - b. Goal Two: Creates vibrancy for Durham’s communities (10 points)
      - c. Goal Three: Promotes, equity, diversity, inclusion, and accessibility (10 points)
      - d. Goal Four: Benefits Durham’s economy and communities (20 points)
      - e. Goal Five: Demonstrates organizational efficiency and effectiveness (5 points)
  - ii. Review of FY20/21 Request for Proposals for Festivals & Special Events
    1. *American Dance Festival; American Dance Festival 2022 Season*
      - a. **Score:** 49.4/55
      - b. **Ranking:** 2/19
      - c. **Request:** \$65,000
      - d. **Previous funding from city:** \$45,000
      - e. **Event Dates:** 6/16/2022 – 7/23/2022
      - f. **Notes:** DCAB members noted a thorough and long-term relationship with Durham; strong economic impact; significant

cultural and community impact; emphasis on North Carolina specifically even as an international/national dance festival; diverse sponsors and programmatic lineup on their 2021 calendar; one of the larger funding requests compared to other applicants.

2. *Association for the Preservation of Eno River Valley, Inc.; Festival for the Eno*

- a. **Score:** 48.0/55
- b. **Ranking:** 3/19
- c. **Request:** \$30,000
- d. **Previous funding from city:** \$15,000
- e. **Event Dates:** 7/2/2022 – 7/4/2022
- f. **Notes:** DCAB members noted that, as an organization, will be receiving funding from other city departments for other programming; positive personal experience as a visitor and a vendor; emphasis on accessibility for guests; will offer virtual events along with in-person events; diversity in entertainment and programs outside of the festival dates; strategic with funding; strong economic impact; environmental focus is important.

3. *Click Photography Festival; Click! Photo Fair*

- a. **Score:** 35.4/55
- b. **Ranking:** 14/19
- c. **Request:** \$5,000
- d. **Previous funding from city:** Did not receive funding FY20-21; received \$10,000 in FY19-20
- e. **Event Dates:** 10/1/2022 – 10/31/2022
- f. **Notes:** DCAB members noted the proposal was not as competitive meeting Goal 3 compared to other applicants; photography is an important artistic discipline to support; varying questions and concerns about logistics of the festival; proposal makes a reasonable request for the event; organization known for being strategic when maximizing resources.

4. *CNOTE Foundation; Drink Durham Festival*

- a. **Score:** 34/55
- b. **Ranking:** 17/19
- c. **Request:** \$50,000
- d. **Previous funding from city:** N/A
- e. **Event Dates:** 10/30/2021
- f. **Notes:** DCAB members noted stipulations around funding an event aimed to fundraise for the organization; concerns around inaccessibility and the \$50 admission fee; admission fee makes

the event seem private rather than public; event targets African-American audience; spearheading organization is business-oriented and able to curate a well-executed event; festival will be paying artists/entertainers that are scheduled.

5. *Durham Central Park; PLAYlist Concert Series*
  - a. **Score:** 46.8/55
  - b. **Ranking:** 5/19
  - c. **Request:** \$10,000
  - d. **Previous funding from city:** \$7,000
  - e. **Event Dates:** 5/6/2022 – 10/7/2022
  - f. **Notes:** DCAB members noted the event emphasized accessibility with free entry and a central location; diverse partners and collaborators; will be livestreaming event online; additional educational programming and mini-lectures; strong support for the festival and proposal from DCAB members overall
6. *Durham Nativity School, Inc.; Durham Nativity School's 1<sup>st</sup> Annual Performing Arts Festival*
  - a. **Score:** 26/55
  - b. **Ranking:** 19/19
  - c. **Request:** \$45,000
  - d. **Previous funding from city:** n/a
  - e. **Event Dates:** Fall 2022
  - f. **Notes:** DCAB members noted concerns about the narrow target audience, level of community participation, and access to the wider public.
7. *Durham School of the Arts; DSA Fall Art Festival: Día de los Muertos*
  - a. **Score:** 39.2
  - b. **Request:** \$25,135
  - c. **Previous funding from city:** n/a
  - d. **Event Dates:** 9/12/2021 – 10/30/2021
  - e. **Notes:** DCAB members noted concerns about the overall budget; strong community engagement between students getting into the community and building networks with other businesses/organizations; funding request a high percentage of their overall budget; event focuses on schools/students; DCAB noting that the event may focus access to the general public.
8. *Durham Symphony, Inc.; Holiday Pops Concert*
  - a. **Score:** 35.4/55
  - b. **Ranking:** 16/19
  - c. **Request:** \$8,000
  - d. **Previous funding from city:** not recommended last year
  - e. **Event Dates:** 12/4/2021

- f. **Notes:** DCAB members noted the organization is working to diversify targeted audiences and venue locations; proposal scored low for Goal Two; concern around the level of community engagement compared to other applicants; concerns with number of people reached through the presented programming.
9. *Golden Belt Stage, Inc.; Annual Block Party*
  - a. **Score:** 32.6/55
  - b. **Ranking:** 15/19
  - c. **Request:** \$8,000
  - d. **Previous funding from city:** \$6,000
  - e. **Event Dates:** 10/8/2022
  - f. **Notes:** DCAB members noted levels of accessibility with free admission; neighborhood based event; funding request over 80% of their budget; free admission; did not score as well on Goals Four and Five as opposed to other applicants
10. *Historic Preservation Society of Durham, Inc.; Historic Maplewood Cemetery Sesquicentennial*
  - a. **Score:** 40.2/55
  - b. **Ranking:** 12/19
  - c. **Request:** \$16,948
  - d. **Previous funding from city:** n/a
  - e. **Event Dates:** 4/1/2022 – 10/31/2022
  - f. **Notes:** DCAB members noted concerns of eligibility as the sesquicentennial is a one-time event; timely event; unique proposal and strong organizing team; representative of history and not many proposals related to that; clear/thoughtful approach of equity and Durham's history of the location; not a strong economic impact compared to other festivals; requesting 100% of their budget from the city.
11. *Iset Excelsior LLC DBA Be Connected Durham & Beyond, Inc.; LIVE! From the Fayetteville Street Corridor: Third Friday Art & Business Walk*
  - a. **Score:** 44.4/55
  - b. **Ranking:** 8/19
  - c. **Request:** \$15,000
  - d. **Previous funding from city:** n/a
  - e. **Event Dates:** 8/20/2021 – 7/1/2022 on the third Friday of each month
  - f. **Notes:** DCAB members noted that the organization will receive funding from other city departments; scored highly on Goal Three; opportunity to engage new local businesses and entities not involved in Third Friday Art Walks; promotes history and

awareness of the Fayetteville Street Corridor; uses City funds to promote equity in areas of Durham that do not have it.

12. *Oxente Brazilian Arts; Brazilian Day NC Festival*
  - a. **Score:** 41/55
  - b. **Ranking:** 11/19
  - c. **Request:** \$12,000
  - d. **Previous funding from city:** n/a
  - e. **Event Dates:** 9/9/2022 – 9/11/2022
  - f. **Notes:** DCAB members made note that the organization and event are targeting a cultural community not previously targeted; proposal scored high in Goal Five as the organizer is highly capable of producing similar scaled events.
13. *St. Joseph's Historic Foundation/HAYTI Heritage Center; Hayti Film – Next Level Series*
  - a. **Score:** 46.8/55
  - b. **Ranking:** 6/19
  - c. **Request:** \$16,000
  - d. **Previous funding from city:** \$15,000
  - e. **Event Dates:** 9/10/2021 – 9/13/2021
  - f. **Notes:** DCAB members noted the proposal scored highly in all five goals; distinguished event in the community; high levels of community engagement and economic impact.
14. *The Art of Cool Project; SLINGSHOT Festival of Music, Electronic Art, and Tech*
  - a. **Score:** 43/55
  - b. **Ranking:** 9/19
  - c. **Request:** \$40,000
  - d. **Previous funding from city:** \$15,000
  - e. **Event Dates:** 4/23/2022 – 4/25/2022
  - f. **Notes:** DCAB members noted similarities to previously for-profit electronic music festivals previously in Durham and the organizations ability to create deeper connections to the local artists community; diverse board of directors and leadership; diversity of culture and music styles.
15. *The Center for Documentary Studies; Full Frame Documentary Film Festival*
  - a. **Score:** 51.6/55
  - b. **Ranking:** 1/19
  - c. **Request:** \$65,000
  - d. **Previous funding from city:** \$45,000
  - e. **Event Dates:** 4/7/2022 – 4/10/2022
  - f. **Notes:** DCAB members noted high quality of programming; organization working to build more local connections; diverse

volunteer network; distinguished event in Durham; high attendance; significant economic impact; funding request is a small percentage of their budget and a high percentage of the overall city's funding available for this RFP.

16. *The LGBTQ Center of Durham; Pride: Durham, NC*

- a. **Score:** 45.4/55
- b. **Ranking:** 7/19
- c. **Request:** \$15,000
- d. **Previous funding from city:** \$10,000
- e. **Event Dates:** 9/24/2021 – 9/26/2021
- f. **Notes:** DCAB members noted a diverse representation in the organization's staff, leadership, and board; important targeted audience; unique to Durham; scored very high on accessibility/equity goal; niche programming.

17. *Ton Up North Carolina; Bull City Rumble*

- a. **Score:** 42.8/55
- b. **Ranking:** 10/19
- c. **Request:** \$3,750
- d. **Previous funding from city:** not recommended last year
- e. **Event Dates:** 9/2/2022 – 9/4/2022
- f. **Notes:** DCAB members noted a diverse demographic breakdown of their board; levels of accessibility with free admission; interesting programming unlike other applicants; proposal has incorporated previous City feedback.

18. *Triangle Blues Society; Durham Summer Wine and Food Festival*

- a. **Score:** 35.6/55
- b. **Ranking:** 18/19
- c. **Request:** \$45,000
- d. **Previous funding from city:** n/a
- e. **Event Dates:** 6/19/2022
- f. **Notes:** DCAB members noted the fundraising element of the event may make them ineligible as the RFP stated no fundraising events are eligible; didn't score as high in Goal Two as opposed to other applicants.

19. *Triangle Cultural Awareness Foundation, LLC.; Annual NC Juneteenth Celebration*

- a. **Score:** 47/55
- b. **Ranking:** 4/19
- c. **Request:** \$20,000
- d. **Previous funding from city:** \$15,000
- e. **Event Dates:** 6/18/2022
- f. **Notes:** DCAB members noted the organization is currently pending eligibility; sanctioned by official Juneteenth

organization; important target audience and brings in significant awareness; scored high in equity/accessibility; more small businesses and vendors involved than other applicants

- iii. Discussion on Final recommendations based on review criteria
  1. DCAB members provided final ranking based on the discussions and initial scores.
  2. The total funding request for all proposals is \$494,833. The current budget allowance is up to approximately \$195,000.
  3. Discussion occurred around supporting festivals and special events through different funding categories, i.e. established, emerging, and grassroots organizations, in addition to advocating for additional funding for the RFP.

*Durham Cultural Advisory Board's Final Funding Recommendations for the FY2021-2022 Festivals and Special Events Grant Program:*

<b>Organization/Festival</b>	<b>Funding Request</b>	<b>DCAB Recommendation</b>
American Dance Festival; American Dance Festival 2022 Season	\$65,000	\$45,000
Association for the Preservation of Eno River Valley, Inc.; Festival for the Eno	\$30,000	\$15,000
Click Photography Festival; Click! Photo Fair	\$5,000	\$2,000
CNOTE Foundation; Drink Durham Festival	\$50,000	Not recommended
Durham Central Park; PLAYlist Concert Series	\$10,000	\$7,000
Durham Nativity School, Inc.; Durham Nativity School's 1 <sup>st</sup> Annual Performing Arts Festival	\$45,000	Not recommended
Durham School of the Arts; DSA Fall Art Festival: Día de los Muertos	\$25,135	\$3,000
Durham Symphony, Inc.; Holiday Pops Concert	\$8,000	Not recommended
Golden Belt Stage, Inc.; Annual Block Party	\$8,000	\$2,000
Historic Preservation Society of Durham, Inc.; Historic Maplewood Cemetery Sesquicentennial	\$16,948	\$8,000
Iset Excelsior LLC DBA Be Connected Durham & Beyond, Inc.; LIVE! From the Fayetteville Street Corridor: Third Friday Art & Business Walk	\$15,000	\$10,000
Oxente Brazilian Arts; Brazilian Day NC Festival	\$12,000	\$4,000



St. Joseph’s Historic Foundation/HAYTI Heritage Center; Hayti Film – Next Level Series	\$16,000	\$15,000
The Art of Cool Project; SLINGSHOT Festival of Music, Electronic Art, and Tech	\$40,000	\$11,000
The Center for Documentary Studies; Full Frame Documentary Film Festival	\$65,000	\$45,000
The LGBTQ Center of Durham; Pride: Durham, NC	\$15,000	\$10,000
Ton Up North Carolina; Bull City Rumble	\$3,750	\$3,000
Triangle Blues Society; Durham Summer Wine and Food Festival	\$45,000	Not recommended
Triangle Cultural Awareness Foundation, LLC.; Annual NC Juneteenth Celebration	\$20,000	\$15,000
<i>Total</i>	<i>\$494,833</i>	<i>\$195,000</i>

- iv. Action Item: Provide recommendations for FY20/21 Festivals & Events proposal
  - 1. **Motion:** The Durham Cultural Advisory Board will move forward with their funding recommendations for the FY21-22 Festivals & Events applications. (Hawley, Sava 2<sup>nd</sup>)
  - 2. **Action:** Approved. (8-0).
    - a. Abstain: Joseph Jordan
  - 3. The Durham Cultural Advisory Board will allocate time at the September meeting to discuss the process of reviewing applications.

**VII. Public Questions**

- a. No questions were submitted by the public prior to this meeting.

**VIII. Adjournment**

- a. The meeting was adjourned by Marcus Hawley at 6:00 p.m.

Respectfully submitted,

Alexandra Benson