

Durham Cultural Advisory Board

SUMMARY MINUTES

Wednesday, August 19, 2020 at 2:30 p.m. to 4:30 p.m.

Zoom Meeting

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

Durham Cultural Advisory Board Members Present

E'Vonne Coleman	Angela Lee, Vice-Chair	* <i>Public Art Committee member</i>
Valerie Gillispie	Lavesh Pritmani	** <i>Ex-officio, Cultural Advisory Board member</i>
Marcus Hawley	Mitchell E. Sava	
Tom Jaynes	Katie Seiz**	
Joseph Jordan	Rachel Wexler	

City of Durham Staff and Representatives Present

Alexandra Benson, GSD	Linda Salguero, DCE
Rebecca Brown, GSD	Annette Smith, DPR

Guests Present

Greg Bell	Margaret DeMott
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I. Call to Order & Guest Introductions

- i. The meeting was called to order at 2:34pm by Katie Seiz, Public Art Committee Chair, facilitating in place of Tom Jaynes and Angela Lee. The August DCAB meeting will take place over a Zoom video conference call due to Durham's Coronavirus Stay-at-Home order.

II. Approval of Minutes – July 2020

- i. **MOTION:** To approve the July 2020 DCAB summary minutes (Coleman, Jordan 2nd)
ACTION: Motion approved. (9-0)

III. Adjustments to the Agenda

- i. None.

IV. New Business

- i. Review of FY20/21 Request for Proposals for Festivals & Special Events
 1. Prior to the meeting, Board members submitted their scores for each application, scoring on a 55 point scale. During the meeting, the Board will dedicate five minutes to each festival application for discussion and feedback on individual proposals, looking at average compiled scores for each festival or event. Members have the opportunity to adjust their scores for individual applicants during this review period, if they feel the

numerical score does not accurately reflect the conversation had during the review period.

2. The average scores listed were determined by reviews submitted from 6 Durham Cultural Advisory Board members. Marcus Hawley and Rachel Wexler contributed to the full discussion but did not have their scores submitted in time to be incorporated in the average scores listed below.
 3. The City received a total request of \$446,878 from a total of 16 applicants. These applicants then underwent a review from the panel using the following five goals:
 - a. Encouraging awareness of art, history, and/or culture (10 points)
 - b. Creates vibrancy for Durham's communities (10 points)
 - c. Promotes equity, diversity, inclusion, and accessibility (10 points)
 - d. Benefit's Durham's economy and communities (20 points)
 - e. Demonstrates organizational efficiency and effectiveness (5 points)
- ii. Review of FY20/21 Request for Proposals Submissions
1. African American Dance Ensemble, Inc.; Annual NC Juneteenth Celebration
 - a. The applicant successfully covered all areas requested in the RFP application. The organization has a well-established history and the event proposed is a sanctioned event by the National Juneteenth Organization, bringing exposure to the Durham community. The application indicates the event carries both a community and economic impact while also aligning with the current Black Lives Matter movement.
 - b. Average Score: 49.3/55
 2. American Dance Festival; American Dance Festival 2021 Season
 - a. The applicant successfully covered all areas requested in the RFP application. The organization has a well-established history in the community with a successful track record and strong following for the festival. To make the application stronger, DCAB suggests an intentional effort to bring in a more diverse audience.
 - b. Average Score: 49.3/55
 3. Association for the Preservation of Eno River Valley, Inc., Festival for the Eno
 - a. The applicant successfully covered all areas requested in the RFP application. The organization has a well-established history of delivering successful events in the community. Application narrative addresses the role of refuge that nature and parks have played for people during the current public health crisis. The organization has an authentically Durham mission with programming objectives that align with supporting regional culture. There were a few concerns around ticket prices and levels of accessibility.
 - b. Average Score: 47.1/55
 4. Carolina Theatre of Durham, NC; Sip + Savor 2020

- a. The application responds well to the current pandemic and incorporates social distancing through a virtual event. The event highlights local restaurants and attracts a niche audience. Members expressed concern around if the event furthers the Board's goal of supporting arts, culture, and history in Durham as well as other applicants.
 - b. Average Score: 34.6/55
 5. Durham Ballet Theatre; Annual Free Performances for the Special Needs Community
 - a. The applicant's most notable component was their significant alignment with Goal 3 and the organization's focus on serving the special needs community with modifications in their programming to serve those audiences appropriately. The event may not have as strong of an economic impact as other applicants and members expressed concern around the budget request vs. return on investment.
 - b. Average Score: 44.3/55
 6. Durham Central Park; PLAYlist Concert Series
 - a. The applicant successfully covered all areas requested in the RFP application. The proposed programming is thoughtful in terms of accessibility, COVID-19 responsiveness, and engagement of artists at various levels in their career. The applicant also notes extra masterclasses and workshops, aiming to engage the community in ways other than just through concerts.
 - b. Average Score: 48.8/55
 7. Durham Symphony, Inc.; Holiday Pops Concert
 - a. The applicant was missing a few key elements requested in their submitted grant narrative to be a competitive candidate. The organization has successfully grown in terms of organization and programming, however still has limited audience and reach.
 - b. Average Score: 33.5/55
 8. Durham Technical Community College Foundation; WellFest 2020
 - a. Overall, this applicant submitted a grant narrative that did not align as closely to arts, history, and culture as compared to other applicants. The Board had difficulty gaging the impact of strictly virtual events on the Durham community around health and wellness.
 - b. Average Score: 28.6/55
- iii. Break (5 minutes)
- iv. Continued Review Proposals
 1. Golden Belt Stage, Inc.; 2nd Annual Block Party at Mill Stage at Golden Belt
 - a. The organization submitted a more robust application than in the year prior, however DCAB members noted that the organization did not successfully articulate the festival's tie to arts and cultural and the organization's impact on and by-in from the surrounding businesses. Overall, this applicant submitted a grant narrative that

- did not align as closely to arts, history, and culture as compared to other applicants.
- b. Average Score: 45.6/55
 2. Pride: Durham, NC; Pride: Durham, NC
 - a. The organization has a well-established history of being adaptable and delivering successful events in the community. The application proposed programming that is thoughtful in its response to COVID-19. A more detailed description of planned activities and goals for 2020-2021 would be beneficial.
 - b. Average Score: 49.3/55
 3. St. Joseph's Historic Foundation/HAYTI Heritage Center; Hayti Heritage Film Festival
 - a. The organization has a well-established history of being adaptable and delivering successful events in the community. The applicant also scores highly on Goal 3, and is one of the few local festivals stretching into communities not normally served by cultural organizations in the area. The applicant also notes extra masterclasses, educational sessions, and workshops, demonstrating a greater reach and impact. The Board has concern around the organization's budget and requested funding amount.
 - b. Average Score: 49.3/55
 4. The Art of Cool Project; SLINGSHOT Festival of Music, Electronic Art, and Tech
 - a. The applicant's budget shows a projected surplus for the event and does not necessarily demonstrate a need for City funds. The organization has effective leadership and has shown visible growth in programming. The organization also has a history in receiving corporate sponsorship. The board noted the festival would fulfill a gap in programming in Durham due to another arts, music, and tech festival's closure in 2020.
 - b. Average Score: 44/55
 5. The Center for Documentary Studies; Full Frame Documentary Film Festival
 - a. The applicant successfully covered all areas requested in the RFP application. The organization has a long-standing history in the community and has shown visible growth in their programming. The organization scored highly on Goal 3 with diverse leadership and management.
 - b. Average Score: 50.6/55
 6. The Dome Foundation; The Art of Cool Festival (AOCFEST)
 - a. The applicant hosts a well-established event that fills a niche in the creative community. The event provides an opportunity for seasoned professionals to collaborate with Durham performers. The applicant provided a budget for the organization but not a budget for the event.
 - b. Average Score: 44.5/55
 7. The Scrap Exchange, Inc.; Smashfest

- a. The applicant proposed an event very specific to Durham and The Scrap Exchange. While the event does not have a significant economic impact, it is overall favored by the Board because of its local impact.
 - b. Average Score: 40.6/55
 8. Ton Up, North Carolina; Bull City Rumble
 - a. The application demonstrates an awareness of the cultural and historical relevance of their event and indicates a significant economic impact for their event. There is concern around the balance of the budget and the funding amount requested from the City. The applicant submitted a grant narrative that did not align as closely to arts, history, and culture as compared to other applicants.
 - b. Average Score: 33.6/55
- v. Action Item: Provide recommendations for FY20/21 Festivals & Events
 1. Considerations for individual funding allocations will be discussed at a continued meeting for the Durham Cultural Advisory Board held via Zoom on Thursday, August 27 from 5:00 to 6:00 pm.
 2. **MOTION:** The Durham Cultural Advisory Board will move forward with recommending the 12 applicants who received the highest scores. Sip + Savor 2020, Wellfest 2020, Holiday Pops Festival, and Bull City Rumble are not recommended to receive funding. (Wexler, Coleman-Cook 2nd)
 3. **ACTION:** Motion approved. (8-0).
- vi. Approve Revisions to 2020 Goals
 1. The agenda item was moved to the September 2020 Durham Cultural Advisory Board meeting.

Updates/Old Business

N/A

Public Questions

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

Adjournment

4:41 p.m.

Respectfully submitted,

Alexandra Benson