



## SUMMARY MINUTES

Wednesday, August 21, 2019 at 3:00pm  
General Services Department, 2011 Fay Street, Durham, NC 27704

### Cultural Advisory Board Members Present

Margaret DeMott\*  
Valerie Gillispie  
Marcus Hawley  
Zena Howard  
Tom Jaynes, Chair

Jillian Johnson  
Cynthia Penn-Halal  
Mitchell E. Sava  
Katie Seiz\*\*  
Rachel Wexler

\* *Public Art Committee member*  
\*\* *Ex-officio, Cultural Advisory Board member*

### City of Durham Staff and Representatives Present

Alexandra Benson, GSD

Rebecca Brown, GSD

Stacey Poston, GSD



Annette Smith, DPR

## **I. Call to Order**

## **II. Introduction to Review Process**

- a. Tom Jaynes, Chair, and Rebecca Brown, City staff, provided guidance on the structure of the meeting. The introduction included the following guidance:
  - i. All applications received in full with materials by the deadline were included in the review process. The Board was allocated five minutes for each organization to discuss the average score of each applicant, specifics on how the score was cultivated, and details on the applicant's festival or special event.
  - ii. After a five-minute review discussion, scores were allowed to be adjusted to reflect the conversation or remain consistent based upon the original review. The Board would make recommend the funding allocation for each applicant with knowledge of the proposing organization's request, and after the review of all proposals.
  - iii. Board members make recommendations for consideration in next year's RFP process:
    1. Defining "festival"
    2. Defining "inclusion of historical perspective"
    3. More work around an application "preview review" allowing grassroots organizations the tools to strengthen their application
    4. Modifying criteria checklist language to embrace flexibility in reviewing

## **III. Review of Proposals for the FY20 Festivals & Special Events RFP**

- i. American Dance Festival

The Board discussed the following questions: How well has this festival responded to its location in Durham? Do they feature Durham & Triangle-based choreographers/dancers? The Board also discussed how the organization recently added a 3-year strategic plan, noting that the organization is trying to do more focused, localized work. The Board posed a question about the city funding allocated towards go towards the organization's weekly dance workshops or just summer programming, as the topic was unclear in the proposal.
- ii. Annual Free Performances for Special Needs Community; Durham Ballet Theatre



The Board discussed that the proposal was the only proposal that targeted the special needs community, that the organization had at least 3 years of experience. The Board noted that the proposal was well-thought out. Additionally, the Board noted that the proposal event was not going to impact a large number of people but those that are impacted are underserved.

iii. Art of Cool

The Board discussed that the proposal did not sufficiently address the many questions outlined in the goals, specifically goal 2 and 3. The Board noted that the scoring stayed closely with the initial review. A Board member noted that the change in management may have an impact on the quality of the festival.

iv. Bull City Rumble

The Board noted that the proposal lacked information related to the goals outlined in the RFP. The proposal was lacked information on goal related to equity and accessibility and lacked information in the materials presented. The Board noted the proposal had a budget shortfall of \$8,500. The Board noted the festival was a grassroots operation, which might have impacted the proposal's presentation due to the potential absence of dedicated staff with grant writing experience. One Board member noted that public dollars can be leveraged to uphold grassroots operations. The Board noted that the difference between Bull City Rumble and other proposal (both proposals were found to be grassroots organizations) is that Bull City Rumble failed to address equity and accessibility adequately.

v. Durham Blues & Brews Festival

The Board noted that the proposal was a ticketed fundraiser, donating the proceeds to nonprofits. The board found that the festival, as a fundraising event, did not align with the accessibility goal. The Board also noted the festival was held in a public space and charging for an entry. It was noted that the festival happens the same day as a City-funded 50-year-old festival (Bimbé).

vi. Full Frame Documentary Film Festival

The Board discussed that the proposal was a holistic application that addresses every question and goal as outlined in the RFP. The Board noted that proposal described the evolution of the program and how the organization's values have changed over the years. The board commended the organization's proposal for



stated collaborations with other stakeholders, and for the organization's ability to cover topics of social justice simply by utilizing the art form. The Board noted that the ticket costs stay low and the proposal offered free screenings; these elements were acknowledged organization's efforts to be open and vulnerable around equity within the presenting art form.

vii. Hayti Heritage Film Festival

The Board discussed how the organization's proposal promoted local artists and individual creatives and had high social impact and historic relevance, with civic engagement as a strong element of the proposal. The Board noted that proposal lacked impact on goal 4 of the RFP goal 4.

viii. PLAYlist Concert Series at Durham Central Park

The Board was impressed with the ways in which performances are presented, with free access that was family-friendly. The Board noted the proposal outlined the high level of civic engagement. While the board noted that the event only takes place in Durham Central Park. The Board noted that the proposal offered performances in schools with the artists and had an impact in neighborhoods and other parts of the community.

ix. PRIDE Durham NC

The Board noted that the proposal was the only applicant targeting the LGBTQIA community. The Board was confused on what the events actually entailed based on the proposal, yet the proposal addressed the RFP's call for historic relevance. The Board also commended the proposal for being family friendly, provides a high level of accessibility and touches base on an underserved community.

x. Tamale Festival

The Board noted that the proposal was the only applicant targeting Latinx community, and providing events in neighborhoods that do not have many festival. The Board noted that the grassroots organization that is eligible for capacity building. The board found elements of the proposal to lack detailed responses to the goals questions, however the Board noted that the organization was working with Spanish-speaking media to help promote the event. The Board wished for more clarity on logistics. The Board noted that the organization was based in Charlotte.



## Cultural Advisory Board

- xi. The FENCE / Click! Photography Festival  
The Board was unclear if the proposal was specifically for the Click! Festival or The Fence. Staff provided clarification that the proposal was for The Fence. The Board noted that the funding request was the total event budget. The Board commended the proposal for representing art forms not represented by other proposals. The Board noted that the proposal did not provide enough detail on programming to coincide with installation, and hoped that the organization would be more inventive with the installation.
  
- xii. The Cultural Advisory Board came to consensus on recommendations for funding the Festivals & Special Events RFP applicants for 2019-2020.
  - a. **MOTION:** To approve the Cultural Advisory Board's funding recommendations for the Festivals & Special Events RFP for FY 2019-2020. (Wexler, DeMott 2<sup>nd</sup>)  
**ACTION:** Motion approved. (10-0)

#### IV. Adjournment

5:00pm

Respectfully submitted,  
Rebecca Brown