



Maryland State Arts Council Meeting

MEETING MINUTES January 13, 2022

In attendance: Benny Russell, Sumita Kim, Chris Sloan, Jackie Copeland, John Schratwieser, Julia Madden, Lily Bengfort, Shelley Morhaim, Zoe Charlton, Carole Alexander, David Fakunle, Molly Jackson, Anne West, Amelia Evans, Chad Buterbaugh, Derrick Quevedo, Emily Sollenberger, Laura Weiss, Liesel Fenner, Ryan Koons, Ryan Patterson, Shaunte Roper, Steven Skerritt-Davis, Tammy Oppel, Tom Riford

11:03 a.m. called to order. John Schratwieser moved to approve the agenda, Shelley Morhaim seconded. All in favor. Benny Russell moved to approve the November 18, 2021 minutes, Zoe Charlton seconded. All in favor.

Executive Director Report

- Staffing Updates
 - Grants Director position being reworked.
 - Arts Entertainment/County Arts Development position paperwork sent to Human Resources for processing.
 - Arts in Education Director second interviews in final stages for top two candidates.
 - Arts in Education Grants Management Associate Position to be posted.
 - Two contractual positions created to assist with projects moving forward. Alysia Lee for Creative Aging and Kayla Morgan for Poetry Out Loud
- Commerce Secretary
 - Michael Gill has returned and started January 11, 2022. He's the longest serving Secretary of Commerce in the state's history. He's well attuned with operations and efforts of the Arts Council.
- Office Move
 - Scheduled to be complete by the end of April. Staff envisioning next steps of how to meet and will report back during the next council meeting in March.

Staff Program Reports

- Independent Artist Awards (IAA) - Literary, Emily Sollenberger & Laura Weiss
 - 291 eligible applicants for the FY22 IAA sent to panel
 - Regional Recommendations include: \$234,000
 - State Panel Meeting held January 10, official notifications sent to applicants by March 1, 2022.
 - 12 applicants recommended for \$10,000 regional awards reviewed for state award; 2 applicants recommended additional \$15,000.
 - Staff recommending further review/editing process for the IAA program
- Artist Employment Initiative
 - Phase 3: program development, Spring 2022: internal inquiry and planning, January; seating of editors panel, February; program revision sessions, March 1, April 6; policy recommendations and review May-June
 - Under consideration: moving away from "artistic excellence" moving towards sustaining artists; sunsetting IAA
 - Two overarching needs: General operating support for artists and curricularized professional development



- Fiscal Report, Shaunte Roper
 - FY22 Revenue Budget: Total of all funds:\$28.3M; FY21 Budget surplus remaining: \$523,625

National Assembly of State Arts Agencies (Kelly Barsdate) NASAA Advocacy Messaging Guide

- Key Challenges
 - The arts should be recognized as a necessity, not just a nicety
 - “Leading with needing” does not always work
 - We need messages that work across the full political spectrum
- Research approach
 - Communications firm with messaging expertise
 - Advisory group of diverse perspectives
 - Literature review and discourse analysis
 - Consultations with other sectors
 - Extensive message testing and feedbacks loops
- Overarching narrative - arts and creativity strengthen our nation
 - Core message - arts and creativity make us stronger - as individuals, families, communities, states and as a country. They are a backbone of innovation, prosperity, and thriving people and places. Public funding for arts and creativity is a high-return investment that benefits every American in every city, town and rural community nationwide.
- Benefits to Emphasize
 - Economy, Health & Wellbeing, Community cohesion and education
- Core messaging for “Why Public Funding”
 - It improves the lives of all Americans, equips an innovative workforce, and keeps us competitive globally. It is a great example of government done right that fuels public-private partnerships, leverages \$9 in additional funds for every federal dollar invested, and puts tax dollars and decision-making authority into state and local hands.

Maryland Citizens from the Arts Update, Carole Alexander

- Gathered and created an economic impact study over the last 18 months that can be taken to legislators
- 135M economic loss total, thirty thousand jobs lost and 87M in loss revenue
- Working to ask for additional support for the arts sector
- MD Arts Day, Feb. 17, 2022, virtual

Equity and Justice Experience Sharing, Julie Madden

- On boards doing on going equity work
- Jackie shared “The Ruse, The Governor, and Critical Race Theory” post from Daughters of the Dream.org

Program Policy Evaluation Committee Report, Shelley Morhaim Special Grant Policy Request Proposals

- The purpose of the Special Request Grant is to support the needs of arts organizations and programs that may fall outside of the eligibility of MSAC’s established grant programs, including general operations.
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established grant programs. The request for funding is eligible if the proposal is: (1) a one-time or pilot artistic activity; (2) seed funding to support a new initiative or program, as well as plan for its sustainability; and (3) continued activity that does not generate income but creates significant impact to Maryland's arts communities in alignment with the Special Request grant rubric.

- Justification: Improved clarity of language and project eligibility.
- Proposed application question, none currently in place: Is this activity a one-time/pilot project or continuing from a previous year?
- Justification: Application update to align with proposed guidelines updates
- If yes, to the previous question: Why is continuing this activity a priority for the organization?
- No current rubric criterion; proposed: Why is continuing this activity a priority for the organization?; Priorities are clearly, thoroughly described with multiple references to specific elements of mission and vision; Priorities are clearly described with references to specific elements of mission and vision; Priorities are described with some reference to mission and vision; Priorities are unclearly or incompletely described with little or no reference to mission and vision
- Justification: Rubric update to align with proposed guidelines and application updates

Benny Russell moved to approve the Special Request grant policy proposals, Zoe Charlton seconded. After discussion councilors agreed that more introspection is needed into the program and policy proposals are a start. Councilors also agreed there should be a special committee created if there isn't one already that looks into special requests. All in favor. Recommendation to be sent to Secretary for final approval.

Special Request Grants

- Baltimore Office of Promotion and Arts (BOPA)
 - Funding Request: \$275,000
 - Staff rating: 69%
 - Staff recommendation: Decline (\$0)

John moved to approve staff recommendation, Jackie seconded. All in favor.

- Arts Education in Maryland Schools Alliance, Inc. (AEMS)
 - Funding Request: \$95,015
 - Staff rating: 92%
 - Staff recommendation: Full funding (\$95,015)

Councilors agreed that the request is large and more clarity is needed. As the council doesn't support advocacy or political efforts the request was sent to the Attorney General and was vetted to move forward.

John made a motion to decline, Anne seconded. Molline Jackson and Carole Alexander abstained. All in favor to decline until revised.

- Approval of Budget Allocation Changes
 - Requests
 - Emergency Grants (December Reviews) - \$26,000
 - Emergency Grants (January Reviews) - up to \$80,000
 - Total available: \$145,345
 - Total requested: \$106,000

John moved to approve recommendation to allocate \$106,000 of available funds to fund recommended emergency Grants from December and January Reviews. Anne seconded. All in favor.



Project Funding and COVID Cancellations FY22

- Recommendation: FY22 grant funding that was intended for a program/project that was canceled due to the COVID-19 pandemic may be used by the grantee for 'any arts related expense' through the end of the fiscal year ending June 30, 2022.

Benny moved to approve Project Funding and COVID cancellations recommendations, Shelley seconded. All in favor.

1:40 p.m. adjourned.