

7.24.14 Minutes



Full Commission Meeting Minutes

7/24/2014

3:30 pm to 6:00 pm

DCCAH Large Conference Room

Dial In: 1.877.919.3206 - Pass Code: 1848681#

Attending Commissioners: Judith Terra, CHAIR; Lavinia Wohlfarth, VICE CHAIR; Susan Clampitt; Antoinette Ford; Alma Gates; Darrin L. Glymph; Barbara Jones; James E. Laws, Jr.; Rogelio A. Maxwell; MaryAnn Miller; Jose Alberto Ucles; Gretchen B. Wharton

Attending Staff Members: Lionell Thomas, EXECUTIVE DIRECTOR; Lisa Richards Toney, DEPUTY DIRECTOR; Moshe Adams; Brittany Dibble; Jeffrey Scott

The Full Commission meeting of the DC Commission on the Arts and Humanities opened with a public Comment Period at 3:00 pm. The business was then called to order on July 24, 2014 at 4:14 pm at 200 I (Eye) Street, SE, Suite 1400, Washington, DC 20003.

Public Comment Period

- Cheryl Crowell, Business Development and Government Relations Manager from Cultural Tourism DC attended the Public Comment Period to request funding for Cultural Tourism DC's upcoming Art4All DC event.
- Ms. Crowell informed the Commission of the event's tagline: "One City. Four Quadrants. Arts Activated." She went on to note that the organization believes a partnership with the DC Commission on the Arts and Humanities would add to the "One City" aspect that is a definitive Washington, DC moniker.
- Ms. Crowell remarked that Cultural Tourism DC believes Art4All DC can be a catalyst for developing audiences across the District, strengthening community and supporting artistic talent.
- Ms. Crowell noted the history of Art4All DC, mentioning that it is now in its third year.
- Ms. Crowell noted that, in 2012, Cultural Tourism DC and Art4All DC doubled its original goal of 20 participating organizations to 40 participating organizations. She noted that the event witnessed partnerships between organizations that would not have otherwise had the opportunity to do so. She recalled the example of Foggy Bottom Arts in NW, Washington, DC inviting East of the River Jazz from SE, Washington, DC to join them along with a performing group from Dance Place in NE, Washington, DC in its sculpture garden for their closing reception.
- Ms. Crowell presented statistics regarding Art4All DC 2013. In total, Miss Crowell noted that 42 leading arts organizations participated, along with 923 artists through 266 events. She then noted that the event reached an estimated 63,000 residents and visitors.
- Ms. Crowell again thanked the DC Commission on the Arts and Humanities for a matching grant of \$21,000. She then noted that Cultural Tourism DC was able to collect an additional \$25,000 through sponsorships.
- Ms. Crowell discussed the logistics regarding the upcoming Art4All DC 2014. She noted that it will take place September 26, 2014 through October 18, 2014, spanning two fiscal years. She went on to note that it is Cultural Tourism DC's hope to make Art For All DC 2014 happen with the support of the DC Commission on the Arts and Humanities through co-programming, co-marketing, providing stipends for artists, contributions to PorchFest as well as contributions towards the Art for All DC launch event.
- Ms. Crowell discussed PorchFest, noting that it was one of the most exciting things that came out of Art for All DC 2013.
- Ms. Crowell noted that Adams Morgan PorchFest was one of the four signature quadrant events presented during Art For All DC 2013. She explained that the event was produced through a partnership between Cultural Tourism DC and Adams Morgan Partnership Bid.

7.24.14 Minutes

- Ms. Crowell then requested, on behalf of Cultural Tourism DC, \$25,000 in support of artists and event expenses including professional fees such as graphic artists and production costs. Specifically, Ms. Crowell noted that Cultural Tourism DC would like to request 80% of supporting costs to offer artist stipends (for payments of \$200 each per act) for those artists participating in either Adams Morgan PorchFest 2014 or Rhode Island Avenue PorchFest 2014.
- Chair Terra expressed that the Commission would be delighted to support Cultural Tourism DC, if possible.
- Chair Terra then commented that the Commission staff would be pleased to help the organization as it continues to refine its request.
- Commissioner Ford noted that it would be exciting and valuable in its proposal and outreach for there to be emphasis on artists east of the river.
- Chair Terra ended the Public Comment Period by thanking Cultural Tourism DC for its presentation and noted the Commission would entertain the request at hand to see what is possible.

Call to Order

- The business meeting was called to order at 4:14pm.

Adoption of the Agenda

- Chair Terra motioned to adopt the agenda. The motion was seconded.

The motion carried. Unanimous.

Adoption of June 26th Minutes

- Commissioner Darrin L. Glyph commented, in reference to the executive session of the June 26, 2014 meeting, that an executive session need not be recorded and was an exception to the Open Meetings Act.
- Commissioner Glymph suggested the Commission strike the sentence, “Resultantly, there is no audio recording of the proceedings as required by the Open Meetings Act.”
- Commissioner James E. Laws commented that the sentence, in fact, suggests the Commission was in compliance with the Open Meetings Act by turning off the recording device with the words “resultantly” as in, “as a result of.”
- Commissioner MaryAnn Miller supported Commissioner Laws’ comment by stating the sentence is, in fact, positive.
- Executive Director Thomas commented that it is the words “as required” that should be struck.
- Commissioner MaryAnn Miller amended the motion, calling for the words “as required” to be removed.

The motion carried. Unanimous.

Chairperson’s Report

- Chair Terra expressed delight for the Commissioners that were in attendance at the meeting.
- Chair Terra thanked the many Commissioners who participated in the recent grants panels as Conveners, for the panels, in her opinion, were the most important things the Commission does in terms of allocating grant funding.
- Chair Terra commented that she believes the Commission had come a long way with regards to an increase in funding that allowed the Commission to support more artists.

Executive Director’s Report

- Executive Director Lionell Thomas noted that the DC Commission on the Arts and Humanities was able to accomplish a lot over the most recent months and subsequently reached many of the benchmarks and achieved goals previously established for the agency.
- Executive Director Thomas noted that one of those goals and benchmarks was the ability to get through the Office of Contracts and Procurement to receive a contract for the Commission’s long-range strategic plan.
- Executive Director Thomas reported that the Cultural Planning Group was hired as the consulting entity.



7.24.14 Minutes

- Executive Director Thomas further commented on the progress of the long range strategic plan currently in development. He noted that schedule of the plan had to be adjusted to accommodate a lapse and delay in the approval process. As a result, the strategic plan is projected to be completed by April of 2015 and will be informed by the opinion of the public, commissioners, staff, and all stakeholders.
- Executive Director Thomas further reported that, as a requirement of a partnership agreement with the National Endowment for the Arts, the DC Commission on the Arts and Humanities' strategic plan must range five-years. He then noted that the five-year duration of the plan will serve as a strategic guide for the Commission moving forward.
- Executive Director Thomas then deferred to Deputy Director Lisa Richards Toney, noting that she is the primary staff member responsible for the execution of the strategic plan.
- Deputy Director Lisa Richards Toney commented that the DC Commission on the Arts and Humanities is moving boldly forward. She then reported that the Cultural Planning Group and its principal Martin Cohen met with her just days before this July 24, 2014 meeting to review a timeline with the first order of business being the establishment of a steering committee.
- Deputy Director Richards Toney reported a public presentation is planned for December to give arts constituents the opportunity to provide feedback. She then commented that she is particularly excited by this approach because it is not necessarily required by all strategic plans. She noted that, due to the Commission being a public agency with so many different constituents, it would be wise to follow this approach.
- Executive Director Thomas reported on the Creative Economy Strategy. He noted that the Commission is now directly involved with several of the initiatives, including a ground-breaking mapping resource tool named CESAR (Comprehensive Environmental Survey of Arts Resources).
- Executive Director Thomas reported that three more Commissioners are still needed to serve as conveners for grants panels.
- Executive Director Thomas noted his excitement for Public Art and particularly the 5x5 Project.
- Executive Director Thomas commented that art is meant to take risks and the Commission is an agency dedicated to encouraging dialogue and making art happen.
- Executive Director Thomas reported that he was invited to testify before the City Council as the lead government witness on behalf of three park projects, including the Chuck Brown Memorial Park, Carter G. Woodson Memorial Park, and Metro Memorial Legacy Park. He then reported that the Chuck Brown Memorial Park was approved by the City Council through an Emergency Approval Act. It is scheduled to be completed by August 22, 2014.
- Executive Director Thomas reported that the public art team selected 52 new pieces from 47 local artists totaling \$172,000 as additions to the DC Commission on the Arts and Humanities' Art Bank.
- Executive Director Thomas noted that the agency is aggressively moving forward with the Artist Fellowship Program. Hosted at the gallery at 200 I Street, SE, the exhibition highlighting the 100 pieces competing for fellowships will open August 1, 2014. He then noted that the gallery will be named "Gallery at 200 I" and a logo has been created.
- Executive Director Thomas reported on the progress of *Art All Night* and directed the commissioners' attention to information regarding its origin in Paris, France in 1989 provided in their meeting packets.
- Executive Director Thomas thanked Commissioner Gretchen Wharton for her efforts in initiating the idea, noting that *Art All Night* was also initiated by Shaw Main Street in 2013.
- Executive Director Thomas reported that the Finance Committee verified that the agency has funds available to support Art All Night under Contractual Services, an item that does not require a Commission vote. The Finance Committee has suggested that the DC Commission on the Arts and Humanities support Art All Night in the amount of \$200,000 this first year. He then reported that the agency would develop contracts with each of the Main Street organizations to facilitate the event. These contracts will include quantitative benchmarks and measurements to record the success of the event.
- Executive Director Thomas reported that the agency will hire an events coordinator to coordinate Art All Night on behalf of the DC Commission on the Arts and Humanities.
- Executive Director Thomas noted that the date of the event was September 27, 2014 from 7:00pm - 3:00am.

7.24.14 Minutes



- Commissioner Glymph thanked Executive Director Thomas for his report and asked that the attending commissioners and staff applaud him.
- Commissioner Gates commented that, should the agency wish to institutionalize its involvement with the Art All Night event, funds must be allocated to it for FY15.
- Commissioner Wohlfarth enquired as to how the agency will hire a producer.
- Executive Director Thomas answered that staff has already identified an individual who has worked on previous iterations of the project.
- Commissioner Wohlfarth enquired as to whether that individual will be handling the budget.
- Executive Director Thomas replied, yes.
- Commissioner Wharton then commented that the producer will report directly to Director Thomas and the agency not the neighborhoods.

Office of the Poet Laureate

- Poet Laureate Dolores Kendrick thanked Executive Director Thomas and Chair Terra for attending her program of music and poetry.
- Poet Laureate Kendrick commented that repeating the program in October may be beneficial considering many people were not able to attend.
- Poet Laureate Kendrick then reported that Bud Lane, a commissioner from some years back, became ill and passed away in 2013.
- Poet Laureate Kendrick then expressed an interest in bettering the business and marketing of the Office of the Poet Laureate through the "Ride On" program with students that were on buses throughout the city.
- Poet Laureate Kendrick reported that she will be honored by George Mason University and the national Furious Flower program September 25, 2014 through September 29, 2014.
- Poet Laureate Kendrick then reported that she will be in the hospital for a procedure during the month of August 2014.

The 5x5 Project

- Director of Communications Jeffrey Scott reminded the commissioners that the 5x5 Project is scheduled to launch September 5, 2014 and September 6, 2014.
- Director of Communications Scott distributed a packet describing media outlets that have confirmed coverage of the 5x5 Project, including Capital Five magazine, Amtrak Arrive magazine, Washington Flyer, Elevation DC, and WETA Arts.
- Director of Communications Scott reported WETA Arts, the local District of Columbia PBS affiliate, does a weekly half-hour radio program dedicated to local arts initiatives. To promote the 5x5 Project, WETA Arts has asked Executive Director Thomas to speak about the initiative in August. The discussion will be aired on We the Arts from August through September with the possibility of another interview in October.
- Director of Communications Scott reported that an opening reception for the 5x5 Project is planned to occur at the 200 I Street, SE gallery space. The reception will be open to press, artists, the general public, as well as Mayor Vincent C. Gray.
- Director of Communications further reported that the DC Commission on the Arts and Humanities has engaged a New York City arts and culture public relations firm to facilitate the agency's initiatives being covered by national art critic press. To support this, a press tour of the 5x5 Project sites for New York, regional, and local media has been planned for September 6, 2014. The general public will be able to take advantage of free bus tours between the sites as well.
- Director of Communications Scott also reported that the curators of the 5x5 Project are planning their own respective launch events the evening of September 6, 2014.
- Director of Communications Scott reported on the communications' team's dedication to crafting the messaging of the agency and its initiatives. With both a local and regional media focus, this messaging includes the value of

7.24.14 Minutes



temporary public art, encouraging immediate responses to that art, as well as the District being a canvas for artists and curators. The agency is looking to advertise in Philadelphia, Richmond, as well as regional airports.

- Director of Communications Scott reported that to further the communications strategy surrounding the 5x5 Project, the agency is in talks with the Metro Rail System to develop branded SmartTrip cards as well as local arts and culture affiliates, such as Washington Project for the Arts, to initiate grass roots marketing.
- Commissioner Clampitt inquired as to whether the Metro Rail System branded SmartTrip cards would be the result of paid advertising or a sponsorship.
- Director of Communications Scott answered that it is paid advertising, but due to a discounted rate in most cases.
- Commissioner Lavinia Wohlfarth noted that the Public Art Committee as well as public art staff should be acknowledged in communications and public relations pieces.
- Commissioner Alma Gates inquired as to whether Director of Communications Scott and the communications team looked into utilizing public buses as advertisement, similar to the plans for Art All Night.
- Director of Communications Scott answered that all bus advertisement and usage for Art All Night is handled by the Circulator system and, thus, the city of the District of Columbia. The communications team is exploring every possible advertising opportunity with regards to public transportation. Director of Communications Scott then mentioned that most of the 5x5 Project pieces are within walking distance of Metro stations.

Committee Reports

- Internal Committees
 - Finance
 - Commissioner Gates reported that the Finance Committee met via conference call.
 - Commissioner Gates reported that the committee noticed the numbering of the lines on the physical budget had been altered, making it difficult to refer back to other budgets.
 - Commissioner Gates reported that one of the mentioned new items was a money transfer to the Office of the Chief Technology Officer (OCTO) as well the expense supporting the Summer Youth Employment Program.
 - Commissioner Gates reported that the budget now reflects \$220,126 to be dedicated to Art All Night under Contractual Services.
 - Commissioner Gates reported that, for the current fiscal year, the agency must expend all funds under Local Non-Personnel services with the exception of Special Purposes Revenue which may be carried over to FY15. This revenue was generated from the Lincoln Theatre Project.
 - Commissioner Gates thanked Finance Manager Earica Busby for managing the budget so well.
 - Commissioner Gates suggested the Finance Committee meet more often and receive updates on a regular basis.
 - Commissioner Glymph noted a previous conversation pertaining to the budget and the \$200,000 devoted to Art All Night.
 - Executive Director Thomas clarified that the conversation pertained to defining and expanding the notes detailing each budget. He then clarified that Finance Manager Busby is currently developing a report for the Finance Committee with sources and financial systems used in the DC government. This will prevent staff from having to transfer fund amounts from one document to another, further allowing staff to update the Commission on a regular basis.
 - Finance Manager Busby reported that the budget did reflect changes previously requested by Commissioner Glymph, particularly concerning \$175,000 spent Inter-District.
 - Commissioner Miller enquired as to whether any participants of the Summer Youth Employment Program were assigned to the DC Commission on the Arts and Humanities.
 - Executive Director Thomas answered no.
 - Commissioner Miller then asked if the amount dedicated to the Summer Youth Employment Program within the budget changed.

7.24.14 Minutes



- Executive Director Thomas answered that it did not. He then reported that the 100 young people involved with the program were assigned to ten different groups and companies managed by the agency. The agency then receives \$75,000 to support those young people.

Panel Recommendations

- There were no panel recommendations presented.

Unfinished Business

- There was no unfinished business presented.

New Business and Announcements

- Executive Director Thomas reported on the District government's employee recognition program. He then reported that the DC Commission on the Arts and Humanities is putting forth two applications: one for Finance Manager Earica Busby to be considered Employee of the Year, and the second for the Public Art Team to be considered as Team of the Year.
- Commissioner Gates enquired as to whether or not the commission ever discussed the responsibilities and charges of the Ad Hoc Committees.
- Commissioner Miller answered that the Policy Committee did discuss the charges and responsibilities.
- Commissioner Wohlfarth further answered that the sheet referred to by Commissioner Gates was in draft form when distributed to the commissioners.
- Executive Director Thomas further answered that the charges and responsibilities were re-distributed to commissioners following feedback and input from the body.
- Commissioner Wohlfarth commented that an Advisory Committee will be developed for FY15 for individuals who are not commissioners. In addition, more individuals who are not commissioners are needed to sit on the mentioned Ad Hoc Committees. She then noted that she is sure Chair Terra will begin a search for commissioners and non-commissioner individuals to sit on the mentioned committees within the next few months.
- Commissioner Rogelio A. Maxwell recommended Maida Withers' 44 years of service to DC arts be acknowledged.
- Executive Director Thomas answered that she may be considered for the Mayor's Arts Award. If she has already received the award, the commission may be able to look into garnering an award to recognize her achievements.
- Commissioner Miller then commented that the commission could ask Mayor Vincent C. Gray for a proclamation.
- Executive Director Thomas returned to the proposal put forth by Cultural Tourism DC. He reminded the commissioners that there are funds that must be expended by the end of the year. If they are not, there may be an opportunity to entertain the organization's request for support for Art For All and PorchFest. He suggested Chair Terra call for a special meeting should funds become available and the commission deem it appropriate.
- Commissioner Wharton suggested the commission look to supporting the O Street Market project should funds become available.
- Commissioner Gates reminded the commission that she and Commissioner Wohlfarth sat on the panel charged with reviewing the project. She stated no member of that panel ever felt the project was without merit, but the quality of the art and the way the art was placed was not appropriate. She credited the members of the panel for keeping the bar high.
- Executive Director Thomas reported that the agency was in the process of setting up meetings with Rhodeside Development with conversations projected to occur around mid-August 2014.
- Commissioner Gates mentioned that Rhodeside Development was well-equipped to fund the project in its entirety unless the agency felt it necessary to become involved.
- Commissioner Wohlfarth stated that the agency should become involved so much as necessary to maintain control of the project with the intention of supporting quality art and not relinquishing it to a corporation.

Adjournment

- With no new business, the meeting was adjourned at 5:46pm.