



Power of culture

DRAFT-SUBJECT TO COUNCIL REVIEW AND APPROVAL
MINUTES OF THE ONE HUNDRED FORTY-FOURTH MEETING
OF
MASS CULTURAL COUNCIL

TUESDAY, AUGUST 27, 2019

COMMUNITY MUSIC SCHOOL OF SPRINGFIELD
127 STATE STREET
SPRINGFIELD, MASSACHUSETTS

Chair Nina Fialkow called the meeting to order at 12:08 P.M.

Council Members Present

Nina Fialkow, Chair
Marc Carroll, Vice Chair
Victoria Marsh
Barbara Schaffer Bacon
Troy Siebels
Karen Barry
Susan Leff
Matthew Keator
Jo-Ann Davis
Sandy Dunn
Allyce Najimy
Karen Hurvitz
Kathy Castro
Ann Murphy
Cecil Barron Jensen

Staff members present were Anita Walker, David Slatery, Greg Liakos, Jen Lawless, Ann Petruccelli, Angelina Lupini, Carmen Plazas, Eric Holmgren, Sam Montaña, Timothea Pham, Kathë Swaback, Diane Dailey and Evelyn

Prepared on 10/29/19

Nellum. Also present were Eileen McCaffery, Community Music School, Emily Ruddock, MASSCreative, Susan Knightley, Niki Conte, Health Policy Initiative and Jessica Collins, Health Connector.

Nina Fialkow opened the meeting by reading the following

I, Nina Fialkow as chair of Mass Cultural Council, hereby call this meeting to order.

Please note that this meeting is an open meeting of a public body subject to the Massachusetts Open Meeting Law. A notice of this meeting together with the agenda was posted on Mass Cultural Council's website 48 or more hours ago (excluding weekends and holidays).

This meeting shall be open and accessible to all members of the public except at such times when this body has voted to go into closed executive session under the Open Meeting Law.

Please note that this body has invited Anita Walker, Executive Director and other members of Mass Cultural staff as well as following persons to participate in today's meeting-Eileen McCaffery, Jessica Collins and Niki Conte

Mass Cultural Council welcomes members of the public to attend its meetings. Under the Open Meeting Law, however, this is not a public hearing and public testimony will not be taken. Individuals may not address the meeting without permission of the chair.

Draft minutes of the open session of this meeting shall be kept and shall be posted on Mass Cultural Council's website no later than 30 days after the meeting provided that such minutes shall not be considered official until they have been approved by this body in open session. Individuals asserting a violation of the Open Meeting Law may file a complaint with this body within 30 days or with the Attorney General's office thereafter.

Nina then referred to an email each of the Council Members had received earlier that morning from Representative Steven Howitt of Swansea regarding a recommended grant to Primary Source, Inc that was scheduled to be voted on today. The Chair advised the Council that staff had previously conducted an investigation of the concerns

referenced in the email and that the Executive Committee had reviewed the matter as it pertained to Primary Source and that subsequently, both the Executive Committee and the Grants Committee found Primary Source eligible for Mass Cultural Council funding and recommended for approval the FY20 Budget and Spending Plan and Grant Recommendations being presented at today's meeting.

Nina then welcomed everyone today to the Community Music School of Springfield and indicated we would be hearing from Eileen McCaffery, executive director later in the meeting.

Minutes and Reports

The Chair then called for a vote on the 143rd Council Meeting minutes. Upon motion duly made and seconded, it was

RESOLVED: To approve the minutes of the One Hundred Forty-Third Meeting of the Mass Cultural Council.

Nina then announced that she was proud to report that Council Member Marc Carroll had been named the Vice Chair of the Council by the Governor and mentioned that this was a welcome development since we had been without a Vice Chair since former Vice Chair Barbara Wallace Grossman's term had ended earlier this year.

Nina then concluded her report by referring to the tentative upcoming calendar of Council Meetings for 2020 and list of committee assignments contained in the Council materials.

Nina then asked Anita Walker for the Executive Director's report.

Anita thanked the Council Members for coming to the Community Music School today for our "big" meeting where the year's budget is decided and most of the grants are approved. As any grant funds have to be spent before the end of the fiscal year in June, we always have our budget meetings in August so that we can have our grants out as early in the year as possible.

Anita mentioned that our "long-form" application to the National Endowment for the Arts (NEA) will be due at the end of September. She explained that the NEA provides around \$900,000 a year in funding to the Council every year and that under its process, it requires a fuller more detailed application every three years.

Anita also mentioned that funds under the Massachusetts Gaming Act for our Gaming Mitigation program have been accumulating since the new casinos opened (\$1.59 million as of July 31) but that we are working with the legislature on a technical fix to enable the funds to be transferred to us so that we can implement the program as required under the law.

Anita then began a presentation of the new Health Initiative that was being offered as part of the proposed FY20 Budget and Spending Plan. Noting that healthcare costs are about 40% of the state budget and referencing a recent English study indicating that persons participating tended to be much healthier, Anita began a Power Point presentation on the proposed new initiative (copies of such Power Point are available upon request). This initiative grew out of our EBT Card to Culture program and has led to a partnership with the Mass Health Connector and the Caring Health Center in Springfield. The new program introduces the idea of social prescribing and is meant to the “flip the deficit model” in that instead of asking arts organizations to provide discounts or free admissions, it would offer compensation to organizations providing a cultural experience in response to a medical prescription.

Anita then introduced the partners supporting the initiative

- Niki Conte who spoke on behalf of the Health Connector
- Eileen McCaffrey of the Community Music School of Springfield
- Jessica Collins from the Public Health Institute

This year would be a pilot year for the initiative. We would be operating in a few discreet places- such as the Caring Health Center in Springfield while we investigate and test some assumptions.

Jo-Ann Davis then mentioned the Accountable Care Organization and the emphasis upon looking at patients holistically.

Anita referred to the Agency Updates contained in the Meeting Book

Financial Report and FY 20 Budget and Spending Plan.

Anita then introduced the staff-recommended FY20 Budget and Spending Plan. As the Council is aware, we have another \$2 million more to work with this year, meaning we have a \$20 million budget this year and the Council will see proposed an almost 20% increase in spending in all programs

Anita described the staff process involved in developing FY20 spending plan and presented a PowerPoint slideshow outlining the plan (copies of which are available upon request). Anita began the PowerPoint by detailing a list of the Council's accomplishments in FY 19.

At the conclusion of the presentation, Anita asked David Slatery, Deputy Director and chief financial officer to summarize the lengthy FY 20 Budget and Program Allocation memo contained in the Council Meeting book which shows the plan in greater detail. David reported that this plan had previously been presented to the Executive Committee and offered to answer any questions on any specific item in the plan.

Anita asked if there were any questions about the presentation or the plan.

Susan Leff asked if museums were approaching the Council about diversity issues after the stories about the Museum of Fine Arts. Anita indicated DEI is a frequent subject on site visits. Barbara Schaffer Bacon encouraged staff to investigate more ways to connect the immigrant artists in the Folk Arts and Heritage programs to the local cultural councils and communities. Matthew Keator asked about the gaming mitigation program and if any other state had implemented a similar program. Anita said we were not aware of any and that the gaming monies were still being held up awaiting a technical legislative fix to enable the monies to be transferred so the program could be implemented. Barbara then noted for the record her concerns which she had previously raised at the Grants Committee over a proposed grant to the JFK Library Foundation and the process by which staff had come to recommend it. Victoria indicated that next May, the Grants Committee was planning to have a longer in depth meeting prior to development of the next fiscal year's budget in order to preview certain ideas. Troy Siebels and Victoria then thanked the staff for all of the work they had put into developing this year's plan and grant recommendations.

Nina then stated that since the Council had now heard the presentation on the budget, she related that the Executive Committee reviewed this document and are recommending approval and would now entertain a motion for approval of the FY20 Spending Plan.

Such motion was duly made and seconded and then Nina indicated that the Council would next consider all of Grants Recommendations

before formally taking a vote but prior to that, she asked David to review our conflict of interest procedure

Conflict of Interest Notifications

A copy of the most updated conflicts list was then given to each Council member. These lists are updated as needed. David stated that any possible conflicts of interest are disclosed in the list contained in Council Meeting book and that any member who had so disclosed a conflict with respect to a particular organization or grantee would abstain from any vote or discussion regarding any Council grant or service to such organization or grantee. The Chair asked if any member who wished to add any organization to the list of possible conflict but there were no further responses.

It was noted that all the votes approving the FY20 grant recommendations for the Cultural Investment Portfolio will note the following conflicts and abstentions of the Council Members in attendance at this meeting.

Nina Fialkow disclosed that she would abstain from any discussion or vote regarding the provision of a grant or other assistance to **Boston Ballet and Isabella Stewart Gardner Museum.**

Marc Carroll disclosed that he would abstain from any discussion or vote regarding the provision of a grant or other assistance to the **Boston Youth Symphony Orchestra or The Rivers School**

Victoria Marsh disclosed that she would abstain from any discussion or vote regarding the provision of a grant or other assistance to **Company One or WGBH.**

Jo-Ann Davis disclosed that she would abstain from any discussion or vote regarding the provision of a grant or other assistance to **The Care Center**

Barbara Schaffer Bacon disclosed that she would abstain from any discussion or vote regarding the provision of a grant or other assistance to the **Arts Extension Service or NEFA (New England Foundation for the Arts)**

Troy Siebels disclosed that he would abstain from any discussion or vote regarding the provision of a grant or other assistance to

Hanover Theater/Worcester Center for the Performing Arts, Worcester Cultural Coalition, Discover Central Massachusetts, or Indian Hill Music.

Sandy Dunn disclosed that she would abstain from any discussion or vote regarding the provision of a grant or other assistance to **Discover Central Massachusetts.**

Matthew Keator disclosed that he would abstain from any discussion or vote regarding the provision of a grant or other assistance to the **Lenox Library**

Susan Leff disclosed that she would abstain from any discussion or vote regarding the provision of a grant or other assistance to the **Childrens Museum or MassHumanities**

Ann Murphy disclosed that she would abstain from any discussion or vote regarding the provision of a grant or other assistance to **The Pilgrim Monument and Provincetown Museum.**

Sherry Dong disclosed that she would abstain from any discussion or vote regarding the provision of a grant or other assistance to the **Chinese Historical Society of New England.**

Kathleen Castro disclosed that she would abstain from any discussion or vote regarding the provision of a grant or other assistance to the **Little Theater of Fall River or the New Bedford Festival Theater or the Fall River Coalition for Arts and Culture.**

Karen Barry disclosed that she would abstain from any discussion or vote regarding the provision of a grant or other assistance to the **Friendship Home**

Cecil Barron Jensen disclosed that she would abstain from any discussion or vote regarding the provision of a grant or other assistance to the **Artists Association of Nantucket, the Nantucket Historical Association, Nantucket Cultural District or the Nantucket Arts Council**

Grant Recommendations

At the conclusion of the review of the conflicts procedure, Nina asked for the report of the Grants Committee. Victoria as chair of the Grants Committee reported that the Grants Committee had reviewed and discussed the grant recommendations contained in Sections 6 through 17 of the Council Meeting Book and recommended that they be adopted by the full Council. Nina then asked for a motion and a second for approval of the grant recommendations. Such motion was made and seconded after which Victoria went through Sections 6 through 17 of the Council Meeting Book and asked if there were any questions. There were none and then Victoria indicated that concluded the report of the Grants Committee.

At this point Nina asked if there were any objections and hearing none asked for votes on the following resolutions which had previously been moved and seconded and which were approved unanimously

WHEREAS, the General Court of the Massachusetts State Legislature has appropriated a budget of \$18,180,000 (including earmarks) to the Massachusetts Cultural Council (the "Council") for FY 20 and the Governor duly signed said budget;

WHEREAS, Council staff presented a draft FY20 budget and spending plan (the "Plan") to the Executive Committee at its meeting on August 13, 2019;

WHEREAS, the Executive Committee reviewed said plan and recommended that it be forwarded to the Council for approval;

WHEREAS, Council staff presented the Plan to the Mass Cultural Council at its meeting on August 27, 2019 (the "Council Meeting").

NOW THEREFORE, it is hereby

RESOLVED: To approve the Plan as reviewed by the Executive Committee on August 13, 2019 and as presented at the Council Meeting and attached hereto, subject to the further approvals of the individual grant and program recommendations to be considered and voted upon the Council later in this meeting.

and

WHEREAS, Council staff presented the grants portion of the Plan to the Grants Committee at its meeting on August 13, 2019 ("Grants Committee Meeting"), in connection with recommended grant allocations;

WHEREAS, the Grants Committee recommended to the full Council the allocation of the grants presented at the Grants Committee Meeting;

WHEREAS, the Grants Committee reviewed procedures of grant allocations and recommended that the Council approve the same;

NOW, THEREFORE, it is hereby

RESOLVED: To approve grant allocations to the Cultural Investment Portfolio, CIP Gateway and CIP Projects, Capacity Accelerator Network Stipends and Media Partnerships (collectively, the "CIP Programs") for a total of \$6,170,000 as recommended by the Grants Committee;

RESOLVED: To approve a grant allocation to the Local Cultural Councils totaling \$4,154,000 and \$30,000 to Compact Grants, up to \$285,000 in Cultural District/Fair Saturday grants, \$20,000 to Art Week, \$110,000 to the Festivals Program and \$20,000 to grants under the Audience Lab program as recommended by the Grants Committee;

RESOLVED: To approve grant allocations to YouthReach and SerHacer and Amplify, continued funding of the Instrument Library in the combined amount of \$1,428,500 and the continuance of the Klarman Family Foundation- Funded original META program, \$50,000 to the META expansion and \$20,000 to the Western Mass DCF Pilot Program as recommended by the Grants Committee;

RESOLVED: To approve the following Education grant allocations, \$1,150,000 to the STARS program, \$150,000 to the Big Yellow School Bus Program, \$40,000 to the Creative Minds Out of School program, \$5,000 to the Early Education & Childcare Pilot, \$20,000 in support of Massachusetts History Day, \$17,500 in support of the NEA-funded

Poetry Out Loud program, and \$5,000 to the Holyoke Arts Education Task Force as recommended by the Grants Committee;

RESOLVED: To approve the allocation of \$55,000 in grants under the Health Initiative as recommended by the Grants Committee;

RESOLVED: To approve the recommended Artist Fellowship program grant allocations totaling \$652,500 as recommended by the Grants Committee;

RESOLVED: To approve the continuation of the UP Program with grants in the amount of \$70,000 as recommended by the Grants Committee;

RESOLVED: To approve a grant to MassHumanities totaling \$679,397 as recommended by the Grants Committee;

RESOLVED: To approve a grant to NEFA totaling 60,000 provided that Mass Cultural Council does not provide more than the other New England states provide to NEFA as recommended by the Grants Committee;

RESOLVED: To approve a grant allocation of \$35,000 to the John F. Kennedy Library Foundation for its "Driving While Black" Library Forum as recommended by the Grants Committee;

RESOLVED: To approve a grant allocation of \$25,000 to ArtsBoston acting on behalf of the Network Arts Administrators of Color as presented as recommended by the Grants Committee; and

RESOLVED: to approve a grant to SMU Data Arts to provide the Cultural Data Profile tool as recommended by the Grants Committee.

Financial Policies/Travel

Nina temporarily adjourned the meeting at 2:00 while the Council took a ten-minute break. Nina called the meeting back to order at 2:10 p.m. and directed the Council to item 18 on the agenda pertaining to FY20 state budget requirements, updated financial policies and out-of-state travel approvals and asked David to explain the item.

David summarized the new requirements placed on the Agency in the FY20 state budget as further described in the memo provided in the Meeting Book. As part of such requirements, the Council was required to approve an annual spending plan providing for expending an amount equal to at least 75% of its state budget appropriation on grants which align with the Council's Strategic Plan (which the Council has already done in approving the FY20 Budget and Spending Plan earlier in the meeting) and also to approve spending guidelines providing for Council approval of out of state travel. Included with the Meeting Book were revised Financial Policies (developed with the assistance of the Council's Financial Task Force earlier this year) which contained provisions for approval of out of state travel. David further explained that per the requirements, Council staff had also consulted with the comptroller's office and the state ethics commission on such policies and would bring any changes based upon any received advice to the Council at future meetings. The revised guidelines also provide that per the Council's enabling statute, approval was proposed to be delegated to the Council Executive Committee for convenience purposes and also asked for ratification for certain travel scheduled to occur prior to today's meeting which was approved by the Executive Committee in July. Additionally David indicated there were additional out of state travel requests, staff was requesting the Council approve today which were detailed in the Meeting Book. A report would be made to the legislature and others detailing the actions taken at today's meeting by October 1 as required by the budget line item. The Council discussed these matters and the conclusion of such discussion, upon motion duly made and seconded, it was

RESOLVED: To approve the revised Council financial policies in the form presented to the Council, the delegation of the power to pre-approve of out-of-state travel as required by Section 2, Line Item 0640-0300 of Chapter 41 of the Massachusetts Acts of 2019 to the Executive Committee as contemplated by such revised policies and to approve the out-of-state requests presented to the Council Meeting and to ratify all actions taken by the Executive Committee in its actions approving out-of-state travel at its July 22 meeting.

Matthew Keator asked that the Council staff publicize these new spending guidelines. Barbara suggested that this be done in concert with showing how important it is that Council staff be out in the field throughout the state serving our constituents.

Cultural Districts

Nina then asked Anita to present the items related to Cultural Districts. Anita reminded that the Members that Cultural District designation last for five years and that, per the terms of the program, the designation of six districts were now up for renewal and Anita made a short presentation about the program. David alerted members to a revised that had been passed out as the wrong vote for this item was contained in the Meeting Book

The Chair then called for a vote. After a motion duly made and seconded, it was

RESOLVED: To approve the renewal and re-designation of the following seven previously-designated cultural districts:

1. Barnstable Village, Barnstable
2. Newburyport
3. Paradise City, Northampton
4. Riverfront, Haverhill
5. Seaport, New Bedford
6. Springfield Central
7. Vineyard Haven, Tisbury
8. Williamstown
9. Harbortown, Gloucester

in accordance with the memorandum presented to the Council Meeting.

Nina then called for the presentation of a new cultural district. Anita stated before the Council was a recommendation for the approval of the Commonwealth's 48th Cultural District in Winchester. While a slide show ran showing sites in the newly proposed district (copies of which are available upon request), Anita narrated the impressions and review of the district- mentioning the evidence of great life and vibrancy in the proposed district even beyond the influence of the nonprofit cultural organizations. Anita then recognized Paula Tognarelli, executive director of the Griffin Museum of Photography located in the district who spoke to the Council about the museum. A representative of State Senator Jason Lewis' staff also indicated his support of the district and that the senator was a huge fan of the Griffin.

Nina then called for a vote. After a motion duly made and seconded, it was

RESOLVED: To approve the designation of a cultural district in Winchester, Massachusetts in accordance with the memorandum presented to the Council Meeting.

At this point having reached the end of the official business of the meeting, Nina asked Anita to introduce the new members of the Council Staff. Anita introduced, Timothea Pham and Samantha Montaño in our Community Initiative, Evelyn Nellum, our new Grants Operations Officer and Kathë Swaback who had just joined our Creative Youth Development team. Each spoke and introduced themselves to the Council.

Anita then also introduced Emily Ruddock, the current executive director of our partner advocacy organization, MASSCreative.

Anita then asked Eileen McCaffrey, executive director of Community Music School of Springfield, our host today to say a few words. Eileen told a story of how Springfield had been in a bad way six years ago, with no middle school music programs. Her organization managed to leverage STARS grants awarded by Mass Cultural Council to help embed music programs in all public schools. The program has since been expanded to Holyoke. Now there is sequential music education in Springfield for the first time in a generation and thanked Anita and the Council for having helped to make this happen.

Nina thanked Eileen for her story. She reminded members that Council Member business cards if they wanted them were available and interested members should speak to staff. There being no more business to come before the Council, Nina as Chair then reminded the Council members that there would be a reception immediately following and then adjourned the meeting.