



*Power of culture*

# **COUNCIL MEETING BOOK**

**ONE HUNDRED FORTY-SECOND**

**MEETING OF**

**MASS CULTURAL COUNCIL**

**TUESDAY, MARCH 19, 2019**

**ROSE ART MUSEUM**

**BRANDEIS UNIVERSITY**

**WALTHAM, MASSACHUSETTS**

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**ONE HUNDRED FORTY-SECOND MEETING OF  
MASS CULTURAL COUNCIL  
TUESDAY, MARCH 19, 2019**

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**ONE HUNDRED AND FORTY-SECOND MEETING  
OF  
MASS CULTURAL COUNCIL**

**TUESDAY, MARCH 19, 2019**

**ROSE ART MUSEUM, BRANDEIS UNIVERSITY**

**WALTHAM, MASSACHUSETTS**

**TOUR: 11:00 A.M.**

**LUNCH: NOON**

**BOARD MEETING: NOON TO 3:00 P.M.**

**RECEPTION: 3:00 P.M.**

**AGENDA**

**VOTE**

1. Call To Order, Welcomes, Lunch And Reports

A) Minutes Of 141<sup>st</sup> Council Meeting

**X**

B) Chair Report

C) Executive Director's Report

I. Agency Updates

II. Financial Personnel Policies

D) Advocacy Committee Report

2. FY 19 Financial Update

3. Poetry Out Loud Recitation From State Champion Xiadi Zhai

4. Diversity/Equity/Inclusion (DEI) Update
  - A) Presentation By Network Of Arts Administrators Of Color
  - B) "Look At Art Get Paid" Video
  - C) Exercise- Drafting a Council DEI Statement
5. BREAK
6. Communications Update
  - A) New Power Of Culture Booklet
  - B) New Website Presentation
  - C) Advocacy Exercise- Elevator Speech
7. Adjourn
8. Reception

**ONE HUNDRED FORTY-SECOND MEETING OF  
MASS CULTURAL COUNCIL  
TUESDAY, MARCH 19, 2019**

**ROSE ART MUSEUM  
WALTHAM, MA**

**VOTES**

**SECTION 1(a)**

**MINUTES APPROVAL**

**VOTE:** To approve the minutes of the One Hundred Forty-First Meeting of the Mass Cultural Council.

**MINUTES OF THE ONE HUNDRED FORTY-FIRST MEETING  
OF MASS CULTURAL COUNCIL**

**TUESDAY, JANUARY 15, 2019**

**PEABODY ESSEX MUSEUM  
SLAEM, MA**

Chair Nina Fialkow called the meeting to order at 12:18 P.M.

**Council Members Present**

Nina Fialkow, Chair  
Barbara Wallace Grossman, Vice Chair  
Mal Sherman  
Barbara Schaffer Bacon  
Victoria Marsh  
Sherry Dong  
Kathleen Castro  
Sandy Dunn  
Troy Siebels  
Karen Barry  
Susan Leff  
Jo-Ann Davis  
Cecil Barron Jensen

**Staff members present** were Anita Walker, David Slatery, Greg Liakos, Jen Lawless, Ann Petruccelli, Kelly Bennett, Erik Holmgren, Rodrigo Guerrero, Diane Daily, Luis Cotto and Justina Crawford. Guests included Brian Boyles of MassHumanities, Cathy Edwards and John Henry of NEFA, Jay Finney and other staff from the Peabody Essex Museum and Matt Wilson of MASSCreative

**Prepared on 3/14/19**



Nina Fialkow opened the meeting and welcomed everyone to the first meeting of 2019. She then introduced Jay Finney, the Chief Marketing Officer of our host, the Peabody Essex Museum.

Jay Finney thanked everyone for coming and said a few words about the museum. The institution undertook a major revitalization starting in the early 2000s and has come very far, very fast. He mentioned that 40,000 new square feet is coming online this fall (a new gallery and an education center) and summarized \$650 million of projects over the time period. He went on to mention that the museum's Director since 1993, Dan Monroe (who could not make it here today) has recently announced his impending retirement after years where he had overseen the merger creating the museum, the revitalization and the recent new addition.

Anita thanked Jay mentioned how great a partner Dan Monroe and the museum had been a great partner over the years- a major participant in both the Cultural Facilities Fund and the Cultural Investment Portfolio. She also noted that our External Relations Director, Greg Liakos, had originally come from the museum. She noted it was truly an anchor cultural organization in the community.

Nina then introduced two newly-appointed Council members, Jo-Ann Davis and Cecil Barron Jensen and asked the Council members to introduce themselves. Nina then asked Anita to introduce new Mass Cultural Council staff members and our guests today. Anita introduced Luis Cotto- a Program Manager in the Community Initiative who would be overseeing the Cultural District program (who would be presenting a new district later today) and Justina Crawford a Program Officer in the Community Initiative. She also introduced Brian Boyles, the new executive director of Mass Humanities and Cathey Edwards, the executive director of the New England Foundation for the Arts (NEFA) and John Henry a NEFA board member, each of whom who be presenting later in the meeting. Anita recognized Matt Wilson, the executive director of MASS Creative. She also noted the attendance of staff members Erik Holmgren, Rodrigo Guerrero, Diane Daily and Kelly Bennett who would also be presenting later in the meeting.

### **Minutes and Reports**

The Chair then called for a vote on the 140<sup>th</sup> Council Meeting minutes. Upon motion duly made and seconded, it was

**VOTED: To approve the minutes from the one hundred and fortieth Council Meeting of the Massachusetts Cultural Council, in the form submitted to this meeting.**

Nina thanked all the Council members for their service and referred to the upcoming calendar and committee listings included in the meeting book. She then called on Anita Walker to give the Executive Director's report.

### **Agency Updates**

Anita started her report by noting that today was Day 25 of the federal government shutdown and noted Mass Cultural Council receives funding from the National Endowment for the Arts. At this point we have requisitioned and are waiting to receive over \$380,000 from the NEA to provide grants under our programs.

Anita then referred to the current Mass Cultural Council strategic plan which had been adopted a year and a half ago. In the first year, we focused on a lot assessment- a tech assessment looking at our technology needs and the way we use it and are currently implementing those recommendations. We also undertook a diversity, equity and inclusion (DEI) assessment. Now in the second year, we are implementing some of things suggested in the assessments. First, we will be updating and bringing together in one place all our human relations (HR) policies. We have retained an outside consultant and put together a cross-agency working group to put together a handbook. This will sit on the platform of state requirements to which we are already subject. Secondly, we are updating our application process for our programs and looking at how we do we attract applicants we are not reaching now and how can we make the process more open and accessible. For example, in the upcoming Cultural Facilities Fund (CFF) panel, we will be having session with the panelists to talk about recognizing unintended bias. We will also be dividing the panels by size of grant applicants so that smaller applicants won't suffer by comparison to larger more sophisticated applicants who can pour more resources and polish into an application.

In addition, the staff is looking at how we present financials. We will be retaining an accountant/consultant to help us make better use of the state's financial reporting system and use some coding tools so that we can better track spending both programmatically and geographically.

In our largest grant program, the Cultural Investment Portfolio (CIP), we are implementing a new “v3” of this program which has been evolving and changing beyond the simple operating support grant program that it used to be ten years ago. With the aim of trying to answer the question of how we can best support cultural organizations, we are seeking to tailor our assistance to an organization's needs and this year, among other things, we will be providing a new focus on organizations which need help on financial matters. We want financially healthy organizations, a true cultural sector, and to maximize and protect public value. We have over the years established a true partnership with our CIP organizations and have developed a high level of trust and this is key for us when we are addressing the fragility of nonprofit entities in our field. We collect a huge amount of data on our grantees and we needed a way to review it and make the best use of it. So, we issued an RFP for a financial consultant and ultimately chose Nonprofit Finance Fund. They helped us develop a stress test with some key indicators of fragility. Participation is optional by organizations and those opting to join the program will need to involve both the organization's executive director and its board chair. So far everyone contacted has been very thankful to be included and has indicated a great deal of trust in Mas Cultural Council. This is a pilot program and we hope to develop a learning network and learn a lot more this year. This obviously is a very customized program designed for organizations in need and we will still be providing grants and typical services for all CIP organizations.

Jo-Ann Davis asked if we share best practices with organizations. Anita indicated yes and always have though its been more *ad hoc* previously. The full CIP team will report out on this later to the Council.

Anita indicated we had passed out the annual CFF report which we jointly submitted with MassDevelopment to the Legislature on December 31 and reported that we had received somewhere around 158 applications for CFF in the latest round of funding (which are currently being reviewed).

Anita then reported that the Legislature's new Cultural Caucus (which is a separate entity from the Legislature's official Tourism, Arts and Cultural Development Committee) has been rebooted and will meet tomorrow. Rep Mary Keefe and Senator Julian Cyr are heading up the Caucus. Anita's presentation will highlight some of the following items:

- Hireculture- the jobs board we maintain, had 1.65 million page views last year.
- Our Creative Minds Out Loud podcast has had 23,000 downloads
- We have held and will be holding a series of roundtables with legislators throughout the Commonwealth. The next one is in Quincy on February 12.
- The Commonwealth Awards will be this year (they are held every other year). This year there will be a new regional approach with 3 or so press conference events around the state to announce the finalists with a final event in Boston on April 8 where 4 awards will be given. No one will know the winners beforehand.

### **Advocacy Report**

Nina called for the Advocacy Committee report and Mal Sherman as chair asked Greg Liakos as External Relations Director to present. Greg mentioned that he and Mal had discussed convening a meeting of the Committee soon. While the agency had an increase in funding last year to \$16 million, Greg reminded the members that Mass Cultural Council had been funded at the level of \$25 million in 1988 and at \$19 million in 2002 and that our aim is always to restore the council to those levels and referred to members to our advocacy statement contained in the meeting materials which calls for an increase in funding to \$18 million if FY20 (an increase of \$2 million). Greg described the Commonwealth's budget process and that the first step would be the filing of the Governor's budget on January 23. Greg described the packet of materials we have created to aid in our advocacy efforts and the roundtables Anita had mentioned earlier around the Commonwealth. Nina asked all the members to contribute to the council's advocacy efforts.

### **Gaming Update**

At this point Anita mentioned that she inadvertently left out the update of where the gambling mitigation program stands. We have been working on developing the program as directed by gaming statute and with the first casino open last August, revenues for the program are starting to accumulate. However earlier this year the Executive Office for Administration and Finance (ANF) had raised some issues on the sufficiency of the legislative language to allow for the transfer of the funds to the Council to run the program. Other parties do not agree with this interpretation but nonetheless we are working on a technical legislative fix to address ANF's issue. Troy Siebels was part of the coalition that had helped include the language about funding the program back

when the law was passed in 2010 and he indicated he would work to ramp up advocacy efforts on behalf of nonprofit performance centers that will be (and are being) negatively impacted by casino bookings. This is a \$3-5 million issue annually. The Council members generally the issue with staff and the ways they could help work to get the funds transferred to the council.

### **Financial Report**

Nina then asked Deputy Director, Dave Slatery to give the Financial Report. Dave referred to the memo contained in the meeting materials, noting that the agency was at or near target in most accounts. He mentioned the potential impacts on the ongoing federal shutdown and the potential withholding of NEA funds which could potentially create a \$388,000 hole in the budget but that would not need to be addressed until later in the year, should the shutdown persist. He also mentioned that we were in process of seeking an accountant/consultant to help us create more specific financial reporting.

### **2018 Council Retreat Follow Up**

Nina called for the next item on the agenda. Mass Cultural Council Staff members Erik Holmgren, Rodrigo Guerrero and Diane Daily then gave an update of what staff had done with the “giant flip-chart full of ideas” that had been generated at the Council’s Retreat focused on Creative Youth Development (CYD) last October. Erik referred to the memo in the meeting materials and referred to three areas in which the agency will move forward-

1. Expanding the age range of our programs and looking at early childhood opportunities
2. Expanding our teaching artist program beyond music.
3. Broadening who we talk to about CYD to include workforce development professionals, mental and public health practitioners, juvenile justice experts and the associated public and private agencies.

Diane then spoke a bit about our outreach to early childhood programs to connect cultural organizations to young children and families. As a pilot program, we are looking at cultural organizations on the Cape with existing early childhood programming and with Massachusetts

Department of Early Education and Childcare centers in the area. Erik then spoke about outreach to the philanthropic community to seek more funding for artist/educators. Rodrigo spoke of how Mass Cultural Council is viewed as a trusted partner (though not one with as much funding ability as foundations) in the field and our efforts in building the national and international field.

### **FY19 Artists Fellowships- Round One**

Nina called on Victoria Marsh as Chair of the Grants Committee to give the Committee's report on the recommended Artists Fellowship Grants. Victoria called on Program Officer Kelly Bennet to give a presentation on the recommendations for Round One in the fields of Crafts, Dramatic Writing and Sculpture/Installation/New Genres.

Kelly presented examples and descriptions of the recommended 16 fellows (\$15,000 awards) and 16 Finalist (\$1000 awards) in these fields. Victoria reported that the Grants Committee had reviewed the staff recommendation and voted to recommend approval by the full Council. Upon motion duly made and seconded, it was

**VOTED: To approve the FY19 Artist Fellowship grant awards in the disciplines of Sculpture/Installation/New Genres, Crafts and Dramatic Writing as recommended by the Grants Committee at its meeting on January 8, 2019.**

Anita reminded the Council that the annual Artists Breakfast is held every year in June and it's a wonderful event and an opportunity to meet the artists who have been awarded fellowships. Sandy Dunn said that it would be interesting to collect geographic and demographic data on the awardees after the fact to see who we are reaching in the Commonwealth.

### **MassHumanities**

Nina then introduced and called on Brian Boyles, executive director of MassHumanities to talk about the organization. Brian thanked the Council for inviting him to speak and for its support of MassHumanities and indicated he was relatively new, having been on the job since October. Brian generally described MassHumanities and mentioned that, as Anita had noted earlier, the organization was suffering from federal shutdown issues as well as funding from the National Endowment for the Humanities (NEH) is being held up as well. Brian then showed a video

from the organization's Governor's Award ceremony about the Humanities which featured several students from the Clemente Program.

### **New England Foundation for the Arts (NEFA)**

Nina then introduced Cathy Edwards, executive director and John Henry, board member of NEFA. John thanked the Council for its support of NEFA and thanked the council for its mission, mentioning that he had previously been on the board of Arts & Business Council of Greater Boston, a Mass Cultural Council grantee. Cathy then described NEFA as a regional arts organization based in Boston and, like the Council, also funded in part by the NEA. Cathy then showed NEFA's 40<sup>th</sup> anniversary video from last year and summarized the organization's new strategic plan. She also noted that Anita serves on NEFA's advisory committee.

### **Franklin Cultural District**

Nina then called for the presentation of a new cultural district. Anita then introduced Luis Cotto, the new Community Initiative Program Manager for Cultural Districts. Luis mentioned that he had started at the council the previous fall and much of the work on this new district proposed district in Franklin has been done by the recently-retired Meri Jenkins. Luis then began a slide show on the proposed Franklin Cultural District noting that Franklin was the first town in America named after Ben Franklin, was the home of the first public library in the nation (thanks to books donated by Ben Franklin) and had the longest active one-room schoolhouse in America. The slide show (copies of which are available upon request) then commenced and contained a great deal of information and pictures about Franklin. At the conclusion of the slides, Luis invited Representative Jeffrey Roy (who had entered the meeting) of Franklin to speak. Representative Roy thanked the Council and spoke of Franklin's connection with Horace Mann and mentioned how he had met Anita back in 2013 about a theater project and how that conversation had turned into a cultural district application 5 years later. Deputy Town Manager Jamie Heller (who had also joined the meeting) thanked the Council and spoke and mentioned how the Cultural District application had helped galvanize town resources leading the town to investing in presentation materials in the library highlighting the books donated by Ben Franklin.

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

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

There being no more business to come before the Council, Nina as Chair then reminded the Council members that there would be a reception next door in the museum and then adjourned the meeting.



To: Mass Cultural Council  
Fr: Staff  
Dt: March 19, 2019  
Re: Agency Updates

### **EXECUTIVE AND COMMUNICATIONS**

The Executive Committee met on March 5 at Mass Cultural Council's office to review and approve the agenda for today's Council meeting.

**New Members.** Please note two new appointments have been made to the Mass Cultural Council- Karen Hurvitz of Concord and Marc Carroll of Milton. Both are planning to attend the March meeting and will be further introduced then.

**FY 20 Budget Advocacy.** The new session of the state Legislature is underway, and the top leadership positions have been established. Senate President Karen Spilka of Ashland and House Speaker Robert DeLeo of Winthrop remain as heads of their respective chambers, but the key budget writing roles of Chairs of the House and Senate Committees on Ways and Means Chairs have two leaders: Rep. Aaron Michlewitz of Boston and Sen. Michael Rodrigues of Westport. Those positions are key as we seek \$18 million, a \$2 million increase to our state appropriation in FY20, which begins July 1.

We will formally present that request on Friday, March 29 at a public hearing of the Joint Ways and Means Committee at Roxbury Community College. The hearing is part of the Legislature's annual fact-finding process through which they solicit input from state agencies and their supporters in advance of House deliberations on the FY20 state budget.

Meantime we are meeting with legislators individually and in groups to make our best case. In January, Anita presented to a newly rejuvenated Cultural Caucus, co-chaired by Senator Julian Cyr of Truro and Rep. Mary

Keefe of Worcester. We met with Sen. Ed Kennedy of Lowell, the new Co-Chair of the Joint Committee on Tourism, Arts, and Cultural Development. The Joint Committee and the Cultural Caucus represent the formal and informal coalition of allies in the House and Senate with whom we will work most closely on budget and cultural policy issues we hope to advance in the Legislature. (Unfortunately, the Joint Committee remains without a House Chair pending an internal review of a House member.)

We've also organized roundtable conversations with members of the House and Senate, which have given us an opportunity to have deeper, more locally focused conversations with legislators and their constituents. These have included discussions with Sens. Eric Lesser and Jim Welch, and Rep. Carlos Gonzalez in Springfield; House Majority Leader Ronald Mariano in Quincy; and Sen. Brendan Crighton and Rep. Peter Capano in Lynn. We plan others in Lowell, Nantucket, and Fall River in the coming weeks. Thanks to Council members who have joined us for these gatherings. You are always welcome.

The next few weeks are a critical stage of the budget process as the House Ways and Means Committee develops its plan, which will be released in mid-April and then amended and debated by the full House of Representatives. Below is a list of Council members along with their Representatives. We hope each of you can reach out to your House member—and any others with whom you have relationships—over the next two weeks to advocate for our budget. Greg and the senior staff are glad to provide supportive data, local stories, and any other information that can help.

Mass Cultural Council Members: State Representatives:

Chair Nina Fialkow, Boston  
Rep. Jay Livingstone  
Jay.Livingstone@mahouse.gov  
617-722-2013

Lillian Do, Greenfield  
Rep. Paul Mark  
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617-722-2304/413-464-5635

Victoria Marsh, Arlington  
Rep. Sean Garballey  
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617-722-2090

Susan Winston Leff, Boston  
Rep. Aaron Michlewitz  
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Kathy Castro,  
Fall River

Jo-Ann Davis, West Springfield  
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Matthew Keator, Lenox  
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Dr. Michael Yaremchuk, Lynnfield  
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Karen Barry, Duxbury  
Rep. Josh Cutler  
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Sherry Dong, Boston  
Rep. Liz Malia  
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Allyce Najimy, Boston  
Rep. David Biele  
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Troy Siebels, Marlborough  
Rep. Danielle Gregoire  
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617-722-2810

Jacob Brennan, North Reading  
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617-722-2100/ 978-664-5936

Sandy Dunn, Holden  
Rep. Kimberly Ferguson  
Kimberly.Ferguson@mahouse.gov  
617-722-2263

**Gaming Mitigation Fund Update.** We are working to establish a new grant program to mitigate the impact of casinos on the nonprofit performing arts, as called for in the 2010 state law legalizing casino gambling. Under the law, two percent of the taxes the state collects on gaming revenues are to be transferred to Mass Cultural Council for purposes of the new program (Mass. General Laws, Chapter 23K, Section 59). As we reported in January, we have worked with a group of constituents and Mass

Cultural Council Staff to develop draft program guidelines. We plan to review these guidelines with previous participants in a program kaizen and other key allies. Depending on the availability of funding, our timeline has the program launching in mid-April with applications being due in July and funding announced in late September.

Gaming revenue has begun flowing into state coffers after the MGM Springfield casino opened in last August. Under the statute, as of January 31, over \$600,000 has been collected under the statute for the new program. However, the Commonwealth's Executive Office of Administration and Finance (ANF) believes that the language of the statute is currently insufficient to permit the transfer of the funds to Mass Cultural Council. In order to remedy this situation, Council chair Nina Fialkow along with Council members Troy Siebels and Jo-Ann Davis along with Anita Walker and Dave Slatery met with representatives of ANF (the Secretary stopped in to say hello as well). Thanks to the efforts of all parties, we were able to hash out mutually agreeable language amending the statute to permit the transfer of funds and we aim to have it included in the next supplemental budget to be filed by the governor (scheduled for April). The plan is for this to be done in time for the program to kick off the program in accordance with the schedule described above.

**Technology Plan Update.** We are continuing our work on implementing our technology plan in support of the strategic plan with the objectives of:

- Updating key processes and systems to improve efficiencies and quality of service delivery.
- Improving data gathering and evaluation systems, to better communicate the full scope of our impact and inform improvements to grants and initiatives.

We have recently completed a basic technology upgrade to new computers, including laptops for staff that are on the road frequently, cloud based access to agency files and documents to facilitate working from locations outside the office, and are working currently on an upgrade from Microsoft 10 to Office 365 to allow further collaboration and coordination. We have joined the 21st century and now work in a modern office!

We are also working with all program areas to further refine and articulate their goals and key performance indicators (KPIs) through updated logic models for each program. This will help us prioritize data and make sure we are putting an emphasis on the data that helps us talk about the impact the agency work has across the Commonwealth.

To support and strengthen the agency's core grant making function as well as improve data collection and reporting, we are moving closer to selecting a central Grants Management System (GMS) that all programs will use. It is a significant investment, but one that will benefit applicants, grantees, and the agency. To maximize the impact of the new grants management system, we are investing in human capital by creating a stronger grants team that will support all the program areas. This means bringing in an experienced grant operations officer who will also serve as the agency's data steward. We hope to have the position filled in April ahead of the grants management system build.

**Diversity, Equity, and Inclusion Plan Update.** We had an all staff workshop on gender identity lead by The Theater Offensive to help staff further understand and be able to articulate the value of gender inclusive language and practices.

- The staff HR working group is heavily involved in the development of an updated Personnel Manual.
- The staff Application Process working group is doing some exploratory work to understand eligibility requirements across programs, understand who is and is not being served by programs, and what "broadening" the applicant pool means for each program.
- The staff Panel Bias Orientation working group has made some recommendations to senior staff about some additions to panel orientations that could improve awareness of bias amongst panelists. We will be able to share the final version with the council in May.
- The staff DEI Statement working group helped craft the statements the Council will review at the March meeting.

## **CULTURAL INVESTMENT PORTFOLIO**

**CIP activities.** Over the past several years, CIP organizations have been required to host a once-every-four-years "Site Visit." As we continue to consider how to best provide services and resources to the field, the site visit requirement for FY19 has been paused while the CIP team works on a redesigned site visit requirement. Nevertheless, some organizations will

fulfill the requirement this year. Approximately 25 organizations have chosen to schedule capacity or strategy sessions this spring, and we are in the process of planning site visits to the 12 organizations that were moved into the Portfolio this year. These new Portfolio visits are an opportunity for the organizations to showcase their work, and to share their success with stakeholders including legislators and Council members.

**Update on Financial Health Analysis:** The CIP team has been working with The Non-Profit Finance Fund (NFF) to develop a pilot program to explore capacity building activities. We worked with NFF to develop a series of financial stress indicators, using financial data from the DataArts Cultural Data Profile which all Portfolio grantees submit annually. Based on these stress indicators, approximately 45 organizations were identified as 'stressed' to some degree and were offered the opportunity for deeper financial health analysis and recommendations. CIP staff held video meetings with executive and board leadership of each organization, outlining the proposed process and outcomes. Thirty-six (36) organizations took advantage of this opportunity. NFF has completed the analysis of all these organizations, and we are preparing for video conferences with executive leadership and board finance or executive committees to review the reports and discuss next steps. This follows the communication protocol that was established during a focus group with executive and board leaders last fall.

**Project Grant** applications were launched on February 1, and Program Manager Sara Glidden has been conducting information sessions at various locations around the Commonwealth. A webinar is planned for March 26. Over 130 organizations have signed up to attend an info session or webinar. The CIP team is working to promote this grant opportunity through outreach to Local Cultural Councils (LCCs), Cultural Districts, current grantees, cultural organization networks, and social media.

**Workshops and other convenings:** One 'small shop' convening took place in Worcester and two more are planned for Boston and Lenox. These sessions are open to grantees and non-grantees from organizations with few or no compensated staff members. They are an opportunity for leaders of small organizations to network, and to learn best practices for strong organizations. We have partnered with the New England Document Conservation Center, which has received a grant to promote emergency preparedness planning for cultural organizations, and will

host two workshops, in Amherst and Somerville, for organizations to learn how to be prepared.

**Compliance Update.** At the August Council meeting, 10 organizations had 'holds' or restrictions on their contracts due to various compliance issues. The CIP team has been working with these organizations to clear the holds and process the grant awards. Currently, only one organization still has a hold on their grant. Eighty-five (85) Project grants were awarded at the August meeting. Please note that two of the Project grants has been since cancelled, as the organizations have determined that they will not be able to carry out the project as proposed. These organizations have been invited to re-submit their applications for FY20.

### **EBT CARD TO CULTURE.**

Our EBT Card to Culture program, guided by CIP Program Officer Kalyn King, continues with great success. One hundred sixty-one (161) organizations have signed up and are participating in the program. An additional five organizations have signed-up this quarter, and even more are expected to sign-up ahead of the next deadline on March 31<sup>st</sup>. As of a mid-year update from the organizations that had the most visitations last year, the EBT Card to Culture has so far provided 258,431 free or discounted cultural organization admissions to Massachusetts residents of limited means. Staff continues to promote the program through work with the Massachusetts Department of Transitional Assistance and conversations with community organizations. A webinar will take place this spring, giving guidance to participating organizations about using Card to Culture in their fundraising.

- A celebration of the program which took place at the Boston Children's Museum on February 27<sup>th</sup> was well attended by participating organizations, and featured remarks from the First Lady of Massachusetts, Lauren Baker, and the Commissioner of the Department of Transitional Assistance, Jeff McCue.
- The program has been noted in the press: WBUR: [161 Institutions In Mass. Offer Free Or Discounted Admission To Low-Income Residents](#); The Patriot Ledger: [Arts venues offer free and discount admission to low-income residents](#); Somerville Media Center: [EBT Card to Culture](#); El Planeta: [Más de 160 museos y atracciones son gratis o muy baratas para familias de bajos ingresos en MA](#)



- The New Jersey Arts Council has launched their version of the Card to Culture program, in consultation with Kalyn, called the [Families First Discovery Pass program](#).
- Ways to grow the program, including the expansion of discount offerings beyond EBT card holders to include recipients of MassHealth, are being discussed for implementation in FY20.

## **COMMUNITY INITIATIVE**

**Cultural Compact Communities.** Currently 6 communities are participating in our Cultural Compact Pilot Program. The program is designed to bring together Local Cultural councils, Cultural Districts and Municipalities through a shared vision, shared values and partner custom commitments. The Compact is a signed document where each party agrees to abide by terms and conditions that build relationships, support economic growth, cultivate a strong cultural environment and promote the power of culture in their communities.

The 6 Cultural Compact Communities have completed their first year of the pilot program and were convened in February to talk about their experiences with the program and to decide if we would continue. The convening was a great success and each of the communities shared how the compact made their collaborations and connections stronger and how it is having an impact on their communities. Going forward we will be signing new compacts with additional communities and we will host another convening where they can share thoughts, ideas and best practices.

### **Some feedback from the convening:**

Springfield:

- Provided opportunities to connect with new communities, reshape communities that weren't very welcoming.
- Transportation is now being added to the plan.
- Mayor sees the economic value of arts and culture participation.
- Frequent meetings take place between the Cultural District Manager and the Mayor and in 2018, the Mayor gave his first check to support the cultural district – matching the Mass Cultural Council grant.



Harwich:

- Increased community awareness and the LCC was elevated through the Compact by being the center of attention
- Chamber of Commerce is now involved, and folks want to join the LCC.
- Lots of interest in economic development. Vacant spaces also sparked interest within the Compact
- Select Board decided to expand trial period around cultural center development from 2 – 5 years. This is directly related to the Compact.

Lynn:

- The Cultural District Manager has monthly meetings (at least once a month) with the Mayor.
- A mention of the Compact within the Mayor's State of the City Address

New Bedford:

- The Cultural Council, Seaport Cultural District, and City were brought together through the Compact.
- Meetings are now combined with each partner who is participating in each group (up to 40 people) instead of 5 separate meetings.

- Worcester:

- The Compact reintroduced and reinforces the work of the LCC.
- LCC sits on the board with the coalition, there are regular meetings with city manager, a stronger partnership with Salisbury Cultural District, and the City Manager continues to push the city to achieve more.

- Pittsfield:

- The City community development director now works with the Cultural Affairs Officer on development projects like Tyler St. and others across the city.
- For the first time, the LCC is preparing a joint presentation for the city council with Jen/district/compact.

**Community Initiative Staff Update.** We are currently interviewing for 2 officer positions in the Communities Initiative Program.

**Local Cultural Councils.** LCC's are in the process of holding grant receptions and allocating funds for projects that have received approvals. The Community team and other Mass Cultural Council staff will be attending those receptions as they occur.

Currently 27 communities, up from 19 last year, are a part of our Reimbursement to Grant Pilot program. The program disperses grants up front for funded LCC programs instead of requiring grantees to submit reimbursement forms for expenses involved in producing programming. The pilot program was created to give grantees funds up front in an effort to support more diverse programming in communities and take the burden off grantees who may not have the upfront funding to produce cultural programming. We have conducted a survey of the 19 communities which was overall positive but there were some communities who wish not to continue in the program for various reasons. We will be conducting another survey in the next month to assess the program and review the course we will take over the next year.

The Communities team will be visiting all 329 Local Cultural Councils over the next 3 years in order to assess their capacity and get a deeper understanding of what is currently happening around arts and culture in each community. The team will be meeting with each LCC in order to guide, advise, assist and encourage the cultural work that is going on in these communities and help to connect them to wider audiences as well as others who are stakeholders in their community.

**Festivals.** The Festivals Program is embarking on a pilot program with ArtsBoston to better assess audiences who are attending festivals and helping to support festivals with their desire to diversify and grow their audiences. The Festivals Lab pilot will work with between 10-15 festivals. The pilot will begin working with festivals in May of 2019 and will run over a 2 – 3 year period. The program is in the development stages and the chosen festivals will begin the lab sometime between May – July 2019. We continue to run our festivals program and in FY 18 funded over 200 festivals at \$500 per grant.

## **Cultural Districts**

**Re-designation Process.** Per Mass Cultural Council's guidelines, a cultural district designation is valid for five years following council approval. An Annual Progress Report is required each year. A designation may be renewed for an additional five years if the district partnership has

maintained compliance with annual reporting requirements in prior years, and the city or town recommits to its cultural district's work.

In FY2018, six cultural districts successfully completed the re-designation process, with Gloucester's Harbortown Cultural District as the lone holdover due to struggles with their management structure. Staff has successfully worked with Gloucester to include them with this year's cohort of eight districts which are on track to be forwarded for consideration at the August Council Meeting. The eight cultural districts in the fifth year of designation ending in FY2019 are:

- Barnstable Village Cultural District
- Newbury Port Cultural District
- Northampton's Paradise City Cultural District
- Haverhill's Riverfront Cultural District
- New Bedford's Seaport Cultural District
- Springfield Central Cultural District
- Vineyard Haven Cultural District
- Williamstown Cultural District

Note that one of the municipalities -- Williamstown, -- has expressed hesitancy towards re-designation. Staff will be meeting with the city and partnership to both assess rationale and provide guidance in the coming weeks.

Last December, a letter was sent to the municipalities listed above outlining the steps that must be taken to apply for re-designation. By January 31, 2019, the municipality had to formally notify Mass Cultural Council of their intent. Staff will meet with each municipality to go over application requirements and get first-hand account of pluses and deltas. A recommendation will be brought to the Council in August 2019.

**Key renewal components include:**

- A letter of endorsement from the top city/town official in the form of a letter.
- Vote by city/town council recommitting to the cultural district in line with the resolution passed in support of the proposed cultural district five years ago.

- If relevant, any existing third-party agreement with a managing entity will be up for renewal too. This means that a revised or new agreement must be submitted that aligns with future work.
- A cultural district map with the current boundaries and updated asset key, as well as an overlay of proposed boundary revisions and the inclusion of new or existing assets.
- A meeting with cultural assets and stakeholders to identify goals going forward
- A narrative document describing:
  - Changes in the district in terms of business openings, closings, new events/programs/festivals, staffing and so on
  - Commentary on any shift in partnership, leadership
  - Management plan going forward
  - Key achievements in the past five years
  - Goals moving forward that are actionable and achievable and relate to the Mass Cultural Council's Cultural District Initiative goals
- Cultural district marketing/promotion materials

The re-designation process offers staff an opportunity to understand the successes, untapped potential, and challenges of this district's work. The re-designation process affords the agency insight into how to improve upon our procedures and policy.

**Cultural District Funding.** Thanks to an increase in FY 19 funding from the State Legislature, Mass Cultural Council was able to offer grants up to \$5000 to each Cultural District. Of the 46 Cultural Districts, only Franklin, Gloucester, Haverhill, Arlington, and Williamstown have not yet received their grants. Staff is working with those communities to effectuate disbursement

**Potential Cultural District(s).** At present, the Cultural District Initiative is officially "on pause" to allow for adequate on boarding of new staff as well as reorganization of the Communities initiative staff. This has not stopped us from ongoing site visits to meet with interested cities and stakeholders. This quarter we have met and walked with representatives from:

- Bedford
- Cummington

- Fall River
- Fitchburg
- Framingham
- Harwich
- Lenox
- Winchester

## **ARTISTS**

**FY19 Artist Fellowships:** The deadline for the second Artist Fellowships cycle of FY19, for the categories of Film & Video, Music Composition, and Photography, was January 28, 2019. These totals are preliminary and may change pending applicant eligibility review, but currently, there are 130 applications in Film & Video, 115 in Music Composition, and 382 in Photography.

We are processing the applications and finalizing the review panels. Panel meetings to determine grant recipients will take place in April. The Photography panel is scheduled for Monday, April 22, 2019; the Film & Video panel is scheduled for Friday, April 26, 2019; and the Music Composition panel is scheduled for Monday, April 29, 2019. Recommendations from those panels will go to the May 2019 Council meeting.

Awards in Crafts, Dramatic Writing, and Sculpture/Installation/New Genres, which were approved at the January 2019 Council meeting, were announced in late January.

**Artist Resources on ArtSake:** We use our online resource ArtSake to promote the Artist Fellowships Program and its awardees, as well as to provide support for all artists in Massachusetts. From January 2019 to early March, the site has had 22,712 views, with the highest amount of web traffic going to the [weekly artist opportunities list](#), the [Creative Space Classifieds](#) page, and the [announcement](#) of Artist Fellowships results in Crafts, Dramatic Writing, and Sculpture/Installation/New Genres.

**In the Field:** Dan Blask, Program Officer from the Artists Department recently spoke to MFA students in the Emerson College Department of Visual and Media Arts. He co-presented with Sara Archambault, Program

Director at the LEF Foundation. The two discussed grant funding for film & video artists.

## **FOLK ARTS & HERITAGE**

**Traditional Arts Apprenticeships:** We have received nine out of ten interim reports from our Traditional Arts Apprenticeship grantees and have started to visit apprenticeships in order to document the learning process between master artist and apprentice. Since the program's inception in 2001, Mass Cultural Council has funded a total of 65 apprenticeships in a variety of craft and performing traditions.

Robert Fuller, who was a master artist in the Apprenticeship program back in 2017, contacted us to say he had just returned from the Australian Wooden Boat Festival. This year the festival featured American boat builder, and Fuller had been invited to demonstrate building a ship's wheel. With a grant from Mass Export Center, he was able to travel to demonstrate at the festival. He tells us he was very well received and that he donated the ship's wheel.

**Fieldwork:** Recent field research documented several ship model makers, a decoy carver, and one of our current apprenticeships. Several interviews are planned as part of curating the folklife area at this summer's Lowell Folk Festival.

**Lowell Folk Festival:** Having selected "Fish & Fowl" as the theme for the Folklife area of the 2019 Lowell Folk Festival, Maggie Holtzberg, Program Manager, has been busy identifying and reaching out to a variety of traditional craft artists. To date, we have confirmed artisans who make waterfowl decoys, ship models, needle felted birds, pysanky (Ukrainian decorated eggs) Wampanoag ancient fish weirs, bamboo fly rods, flies for fly fishing, fish creels, and more.

**National Connections:** On March 14, Maggie served on a panel at the national conference of the **National Art Education Association** (Boston) where she presented and interviewed on stage Cambodian ceramicist Yary Livan, one of the conference's featured artists. Livan was awarded a Mass Cultural Council Artist Fellowship in 2012 and was named a National Heritage Fellow in 2015. Maggie opened the session screening the short video that the Artist Department made as part of our 40 Years of Artist

Fellowships – a nice example of our efficacy in promoting and increasing visibility of our state's traditional artists.

### **ARTS EDUCATION & CREATIVE YOUTH DEVELOPMENT (CYD)**

**STARS Residencies.** On February 25, we took a different approach to celebrating the invaluable work of cultural partners, schools and students through the STARS Residencies program. This time, we went out to central Massachusetts to Sutton Elementary School, a STARS grantee, and invited local legislators to join the teachers, principal, students and the master teaching artist John Porcino for a roundtable conversation about the



power of culture. There was a storytelling residency. John and the students showed us how they worked together in the classroom. The students read their stories, teachers talked about the impact on literacy and engagement, and the principal spoke about the value to the whole school. The students' parents talked about the excitement that their students brought home with them about the storytelling classes with John. We were very pleased that Senator Ryan Fattman of Sutton and Representatives Mary Keefe of Worcester and Joseph McKenna of Webster were able to join us. The Superintendent of Sutton Public Schools also joined us and heard first-hand about the impact of creative learning for his students and teachers.



**Creative Minds Out of School.** Creative Minds Out of School (CMOST) provides free training and curriculum in visual art-making to out-of-school and afterschool program staff who work with young people grades K-5. February school vacation is an ideal time for sites to use the curriculum, and this February, we visited the Beverly Children's Learning Center to visit a lesson led by one of our more recent trainees. Twelve students were immersed in the Insect lesson, learning insect anatomical terms while learning to draw shapes and use paints as they created their own "bugs." The Center's director told us how the children's behavior changes when they make art. One young boy, who we were told is constantly being sent down to the principal at school – sometimes several times a day – came to make art. He was very anxious and uncertain at first, but as he started to draw and paint, he became visibly calmer and engaged. The Center director said that this transformation happens every time he makes art. More telling, he goes to the Creative Minds sessions every chance he gets.

**Poetry Out Loud.** Norwell High School sophomore Rose Hansen was named Massachusetts's 2019 [Poetry Out Loud](#) (POL) Champion Sunday, March 10 at Boston's Old South Meeting House. She bested 24 other finalists to earn the top honor. First runner-up was Grace Hwang, a senior from International School of Boston, and second runner-up was Phaedra Plank, a junior from Nantucket High School.

Rose receives an all-expenses-paid trip to Washington, DC where she will compete in the National Finals on April 29 – May 5. Her school receives \$500 for poetry books. The Huntington Theatre Company's Education Department has facilitated the Massachusetts contest in partnership with Mass Cultural Council since its inception 14





years ago. The program is run nationally by the National Endowment for the Arts and the Poetry Foundation.

This year, more than 21,000 students and 590 teachers participated in classroom and school-wide contests at 82 schools across the state. Massachusetts ranked 3rd in the nation for number of students participating in Poetry Out Loud, 3rd in the nation for number of teachers participating, and 5th in the nation for number of schools participating. This is the ninth year in a row Massachusetts has achieved a top-5 national ranking for student, school, and/or teacher participation. All thanks to the extraordinary efforts of the Huntington Theatre Education Department, which begins working on the program in August and finishes after the national finals in April. Seventy-two (72) winners from the school level advanced to semi-final contests in Boston, Cape Cod, Framingham, Newburyport, and Springfield on March 2, March 3, and March 4.

Poetry Out Loud (POL) is a national recitation contest run by the National Endowment for the Arts (NEA) and the Poetry Foundation that celebrates the power of the spoken word and a mastery of public speaking skills while cultivating self-confidence and an appreciation of students' literary heritage as they take poetry from the page to the stage. Since its inception, POL has inspired more than 3.6 million high school students from 14,000 schools across the country to discover and appreciate both classic and contemporary poetry. The NEA and Poetry Foundation partner with state arts agencies in all 50 states, DC, Puerto Rico, and the US Virgin Islands to support POL. Poetry Out Loud is a free program for schools, and all state contests are free and open to the public.

**Massachusetts History Day.** The 2019 competition is in full swing! While Poetry Out Loud students were participating in regional competitions, [MA History Day](#) students were competing in their own regionals. MA History Day is an affiliate of [National History Day](#), the competition sponsored by the National History Day organization and supported by the National Endowment for the Humanities. History Day in Massachusetts is run by the Massachusetts Historical Society, and, for the second year, Mass Cultural Council is honored to partner with them on the program. Middle and high school students from across Massachusetts present their original research and projects on this year's theme, "Triumph and Tragedy in History," through written papers, exhibitions, performances, websites and documentaries. Judges review the work and interview the students, then select individual students and teams to go to the state finals on April 6<sup>th</sup>. Seventy Massachusetts winners will go on to the national finals in June in

Maryland. This year, we are thrilled that the Edward M. Kennedy Institute for the Senate has agreed to host a reception for the state winners before they travel to the nationals.

**Early Education Pilot.** We have been working with our partners in this project, the Massachusetts Department of Early Education and Care and their community-based grantees to create ways to connect high need families with children ages 0-5 on the Cape with cultural resources to have a positive impact on child development and parenting. As a result, the Cape Cod Early Education Pilot launches on April 4th as the first families go to the Cape Cod Museum of Natural History (CCMNH) for a “Pre-School Pals” science, literacy and art 5-week class for free. Eighteen families – a caregiver and a child ages 1-5 – are being given the opportunity to participate in multi-session classes at CCMNH, Green Briar and music and dance classes at the Cape Cod Conservatory for free, paid for by Mass Cultural Council. The community-based organizations are reaching out to families of high-need to participate in the classes. Also, starting April 1, free passes for families of 4 with children ages 0-5 to CCMNH will be available. Free passes for families of 4 will be available to Heritage Museums and Gardens at the end of April. The pilot will wrap up at the end of June, when we will look at the feedback from the participants about access to the cultural resources, the design of the program and the value of these offerings to the families.

**CYD Programs.** Following our full day Council retreat on October 23, 2018 in Shelburne Falls, the CYD team presented three key areas we will be focusing on in the coming years during the January Council meeting: Exploring the expansion of Creative Youth Development to include **early childhood** people of all ages and abilities (Creative Human Development), **Expansion of support for Teaching Artists**, and **broadening the stakeholders of Creative Youth Development** to including work with other sectors, national, and international partners, and expanding the META (Music Educator/Teaching Artist) Fellowship to support teaching artists in all disciplines.

Over the last three months we have made substantial progress in each of these areas. In looking at how the principles of Creative Youth Development might be expanded to supported people of all ages and abilities we have begun to uncover and catalogue examples of local practice that involve health and wellness and a deep connection to the medical sector. In North Adams, Mass MOCA is involved in piloting health and wellness programs with the support of colleagues from Montreal. In

the Southern Berkshires there has been a close collaboration between Muddy Brook Elementary School and a pediatric doctor to prescribe artistic experiences for young people with various developmental needs. During this pilot program, the grades involved in this partnership had 100% passing rates on the MCAS tests. Through ongoing conversations with local work and existing research, we are exploring the specific role that Mass Cultural Council is uniquely positioned to play in utilizing arts education experiences for the wellness of all people in the Commonwealth.

Our work toward expanding the META Fellowship, a partnership of Mass Cultural Council and the Klarman Family Foundation, has been focused on recruiting new partners to support our work. The City of Boston, in partnership with Edvestors, released a broad survey for the Teaching Artist Community in Boston and Massachusetts earlier this year and received over 500 responses. We are waiting to learn the full results of the survey to inform some of our next steps in this area. The Fellowship will also be featured in an upcoming article in *Teaching Artist Guild Quarterly* as a leading example of how to support teaching artists in Creative Youth Development programs. We have also begun work with the Riverside Trauma Center to deploy two trainings early next fiscal year that focus on trauma-informed practice, an area of need we have seen highlighted by our programs in final reports over the last several years.

Finally, we have continued to work to broaden the stakeholders who are invested in Creative Youth Development through our work with the Wonderfund organization and the Massachusetts Department of Children and Families (DCF), as well as an international advisory group and renowned conductor and advocate for the arts and social change Maestro Gustavo Dudamel. In western Massachusetts we are working toward the launch of a pilot program that will connect area DCF workers with cultural organizations throughout the region to provide young people in DCF opportunities to experience those organizations with siblings and birth parents. Our international advisory group, comprised of National Arts Agencies, organizational leadership and teaching artists, is engaging in a series of calls and meetings to explore different models for the support of Creative Youth Development around the world. The meetings have sparked wonderful exchanges, we are planning to grow our network by creating smaller more specific Task Forces that will involve youth. These conversations are vital as we continue to explore the field of practice outside the United States to look for opportunities to share our expertise and search for examples of great practice.

We are also continuing to expand our relationship with Maestro Dudamel who has generously agreed to serve as keynote speaker for Mass Cultural Council's Commonwealth Awards Ceremony on April 8, 2019, where he will advocate publicly for Creative Youth Development and the work of Mass Cultural Council.

### **Cultural Facilities Fund (CFF)**

On January 11 the Cultural Facilities Fund received 155 applications for the 11<sup>th</sup> Round of funding. The requests by grant category were as follows:

- Capital Grant requests: 127
- Feasibility and Technical Assistance requests: 20
- Systems Replacement Plan requests: 8

The total dollar request to the Fund was \$30.1 million. The combined total development costs of all the projects in this round was \$224 million. This round the fund has \$10 million to grant

### **Application Review Process**

From March 5<sup>th</sup> through 8<sup>th</sup>, Mass Cultural Council convened four panels to review and score the applications. Staff enlisted eighteen expert panelists drawn from a variety of fields including: non-profit business planning, real estate development, capital fundraising, community development, arts administration, architecture and historic preservation. In order to give the panelists enough time to review the materials, applications were sent to the panelists four weeks in advance of the meetings. Each panelist was carefully instructed to assess the materials in accordance with the published CFF guidelines and review criteria.

The panelists numerically scored each application. Cultural Facilities Fund Program Director, Jay Paget, facilitated each panel discussion to ensure that all applications received a thorough review based on the criteria in the published guidelines. CFF Program Officer Miranda Cook and Program Assistant Billy Dean Thomas facilitated the visual presentations and note taking during each panel.

### **Grant Approval Process**

The next step in the process is to bring the panel recommendations to the Cultural Facilities Fund Advisory Committee for discussion and approval. After the Advisory Committee, the final step is a vote by the MassDevelopment Board which is scheduled for mid-May.

Following the MassDevelopment Board, the Mass Cultural Council and MassDevelopment will issue grant notifications, press releases, and legislative notifications. A series of grant announcement ceremonies will be scheduled in various geographic regions across the state to celebrate the grants.

### **UP -UNIVERSAL PARTICIPATION INITIATIVE.**

**Innovation and Learning Network (ILN).** Ten organizations are taking part in the ILN 2019. Our first two workshops have occurred; The Effective Practice of Universal Design with Valerie Fletcher from the Institute for Human Centered Design, hosted at the Discovery Museum, Acton, and Accessible Policy and Attitudinal Environments, hosted by the Mahaiwe Center for the Performing Arts and included: Margaret Keller from Community Access to the Arts, Deep Chinappa from Partners for Youth with Disabilities, Nancy Trzcinski from ADLIB Independent Living Centers, Laura Savia from Williamstown Theatre Festival, Ryan J. Haddad, actor and writer, and Deb Caiola from the Berkshire ARC. Our user/expert site visits are ongoing, with distinct challenges revealed at each organization. The site visits continue to play an important part of the ILN, not only to discover barriers often overlooked at the cultural institutions, but also the solid practice of centering people with disabilities as experts.

#### *Upcoming workshops:*

- Digital and Information Environments: April 1 at the Eric Carle Museum.
- Communication and Learning Environments: May 6 at the Springfield Museums.
- Specific vs Special Environments; Access Project presentations: Thursday June 6 at Gore Place.

#### Organizations taking part in the ILN:

- Boston Lyric Opera, Boston
- Berkshire Pulse, Great Barrington
- Cambridge Arts Council, Cambridge
- Cape Cod Theatre Company, Harwich

- Eric Carle Museum of Picture Book Art, Amherst
- Gore Place, Waltham
- Mahaiwe Performing Arts Center, Great Barrington
- Mosesian Center for the Arts, Watertown
- Peabody Essex Museum, Salem
- Springfield Museums, Springfield

**UP Designation (DSG).** An organization with UP Designation highlights 4 basic characteristics; *Vision*: access and inclusion are woven into the fabric of the organization and from top to bottom, everyone understands the practices and goals; *Education*: a commitment to building awareness and understanding through education and training of staff, volunteers, and board members is part of the regular professional development offerings; *Representation*: people with disabilities act as consultants, advisors, teachers, volunteers, board members, artists and/or technicians at the institution; and *Innovation*: the ability to try new things and risk a trial and error approach to learning is part of the culture at the institution. Three organizations were accepted directly into UP Designation 2019:

- Abilities Dance, Boston
- Berkshire Theatre Festival, Pittsfield
- Me2/Orchestra, Boston

**Innovation Fund.** Allocations of funds from the Innovation Fund 2019 were made for the following organizations, who received a \$3000 grant for an UP Designated organization to try something new on barrier removal:

- American Repertory Theater, Cambridge: for training and diversifying of audio-describers in the Boston area.
- ArtsEmerson, Boston: for wayfinding signage at the Majestic and Paramount Theatres.
- Greater Boston Stage Company, Stoneham: for instituting a new position of Access Coordinator within the Education Programs.
- Improbable Players, Inc. for developing podcast audio adaptations of current performances for blind and low-vision audiences.
- Liars and Believers, Cambridge: for developing new technologies to embed captions within scenic elements of all future performances.
- Mass Audubon, Lincoln: for new training modules of staff across the State.

- Mass MoCA, North Adams: for activating artist drive audio-descriptions of current/permanent exhibits.
- Partners for Youth w Disabilities, Boston: for developing online training modules to diversify accessible approaches to learning and broaden national reach of their distinct staff trainings.
- Wheelock Family Theatre, Boston: to institute staff training for teaching artists and working with youth with cognitive and neural differences.
- Williamstown Theatre Festival, Williamstown: to bring website up-to-date reflecting organization mission of access and training in-house staff for accessible content management.

**LEAD Stipends.** To further activate the sector, benefit UP Designation, and enhance professional development opportunities, a new \$1000 stipend is being made available to people within UP Designated organizations to attend the Kennedy Center's Leadership Exchange in Arts and Disability (LEAD) Conference in August.

**UP at Mass Cultural Council.** Program Officer Charles Baldwin continues to work closely with LCC and CIP teams on development of Americans with Disabilities Act (ADA) plans and inclusive practices for the field including the EBT Card to Culture; the new *Look at Art, Get Paid* initiative; an intra-agency working group on HR Policies and Staff Training, as well as Mass Cultural Council Events, Community Compacts, and Pop-ups.

**Education/Consultation.** We also will be engaged in the following:

- **Stage Source:** working with Boston-based service organization to develop lending library of adaptive technologies for theaters (captions, descriptions).
- **Cultural Access New England (CANE):** developing and participating in a community dialog on Information Access, Thursday March 28.
- **Hearing Loss Association of America, Plymouth Chapter:** participating in a community workshop on caption services used in performance settings, Tuesday April 9.

**Leadership/Branding.** Charles also participated in the following events with the aim of advancing the UP program:

- **Arts Connect International:** representing Mass Cultural Council at the Arts Equity Summit as part of a panel on Disability and Intersectionality, Saturday March 23.

- **Berklee ABE Assembly:** keynote address at Berklee conference on Sunday April 14- fusing arts education and youth with cognitive disabilities and personal/social skills development.
- **LEAD Conference:** ideation and presentation with the National Endowment for the Arts' (NEA) Access staff on developing state initiatives/practices for access and inclusion and presentation with the Smithsonian ADA coordinator on developing accessible practices for the lifespan of a patron. LEAD conference August 2019, Denver CO.



To: Mass Cultural Council Board  
Fr: Anita Walker and David Slatery  
Date: March 19, 2019  
Re: FY19 March Financial Update

Following this memo is a one-page budget spreadsheet for FY19.

As noted in January, except for some minor reallocations of expenses between lines, spending is currently near budget. We have identified a small number of items and events which do not appear as if they will occur by the end of the fiscal year freeing up some extra cash. Also, we had two staff depart at the end of January, resulting in some payroll savings while we engage in the search process for their replacements. Any excess amounts that Mass Cultural Council retains beyond what was approved in our FY 19 budget and spending plan last August will be reallocated to our MassHumanities grant scheduled to be paid in the latter part of 2019 will result in savings in FY 2020 budget.

As mentioned in previous meetings, we are still reviewing how we report financial information and working with the Council's Finance Task Force. While the RFP for an MMARS specialist to help us with the Commonwealth's MMARS reporting system that I reported last month was not successful in locating such a specialist, we are working with the Comptroller's office on some suggestions that other agencies are using that will potentially enable us to report spending geographically and programmatically (in addition to on a functional basis as is currently being done).

Also, as I mention every report, we are relying on receiving this year approximately \$325,000 in expense reimbursements from MassDevelopment for administration of the Cultural Facilities Fund (CFF). The current CFF round (Round 11) is currently in process, the panels having met in our offices earlier this month. Under the statutory formula, expenses cannot be paid until the new round of CFF grants have been approved by both the CFF Advisory Committee and by the MassDevelopment board (typically scheduled for May/June). We have successfully received such amounts every year and we have no concerns that they won't come this year, but I note it as it is always a contingency until the funds come in.

MASSACHUSETTS CULTURAL COUNCIL FY 19 BUDGET Council Meeting March 19, 2019		FY 18 FINAL BUDGET	FY 19 BUDGET PROJECTED	FY 19 EXPENDED TO MARCH 8, 2019
<b>NON GRANT/NON PROGRAM EXPENSES-SALARIES, SPACE, AND ADMINISTRATION</b>				
1	AA: Salaries	\$ 2,463,011	\$ 2,671,587	\$ 1,778,559.00
2	AA: Fringe & Indirect (Salaries & Contracts Paid Thru Fed. or Trust Accounts)	90,476	94,000	-
3	BB: Employee Related Expenses	41,555	48,321	22,011
4	CC: Interns and Contracted Employees	27,222	39,700	20,810
5	DD: Pension and Insurance Related Expenditures (State Chargebacks)	32,305	37,069	29,485
6	EE and FF: Administrative Expenses (NPS)	196,633	210,183	73,230
7	GG: Space Rental and Utilities	353,410	354,010	180,862
8	HH: Consultant Service (NPS) Contracts	180,624	105,134	28,473
9	JJ: Operational Services	6,834	31,000	10,014
10	KK: Equipment Purchases	17,266	15,850	-
11	LL: Equipment Leases and Maintenance (Non-IT)	21,581	23,650	11,018
12	UU: Information Technology Expenses	261,918	452,500	159,984
13	<b>SUB-TOTAL NON GRANT/NON PROGRAM EXPENSES</b>	<b>3,692,835</b>	<b>4,083,004</b>	<b>2,314,446</b>
14				
15	<b>PROGRAM &amp; SERVICES EXPENSES</b>			
16	EE: Administrative Program Expenses	152,810	195,000	43,551
17	HH&JJ: Consultants & Panelists	285,401	521,050	189,643
18	LL&UU: P&S Tech and Equipment	14,100	7,000	3,850
19	<b>SUB-TOTAL P&amp;S EXPENSES</b>	<b>452,311</b>	<b>723,050</b>	<b>237,044</b>
20				
21	<b>GRANTS AND STIPENDS (PP)</b>			
22	Cultural Districts	40,000	240,000	205,000
23	Artist Fellowships	441,000	543,000	219,000
24	Cultural Investment Portfolio	4,440,100	5,022,500	4,084,820
25	Media	120,000	120,000	-
26	Festival	99,000	115,000	33,500
27	Local Cultural Council Program	3,030,000	3,400,000	3,270,700
28	Mass. Cultural Data Project	47,500	47,500	47,500
29	Poetry Out Loud	17,500	17,500	-
30	Traditional Arts Apprenticeships	-	70,000	49,003
31	Big Yellow School Bus	117,800	150,000	128,500
32	STARS	865,000	958,400	645,800
33	CYD -YouthReach	660,000	832,000	630,400
34	CYD-Amplify	14,850	15,000	-
35	CYD-SerHacer	275,670	352,000	268,800
36	CYD: META	119,721	150,000	63,733
37	UP Program Stipends/Challenge Grants	61,000	70,000	30,000
38	Compact Grants	50,000	40,000	10,000
39	<b>SUB-TOTAL GRANT EXPENSES</b>	<b>10,399,141</b>	<b>12,142,900</b>	<b>9,686,756</b>
40				
41	<b>PARTNERSHIPS, RE-GRANT AND PROJECT FUNDING PROGRAMS</b>			
42	Massachusetts Foundation for the Humanities	525,616	605,229	453,850
43	NEFA Project	50,000	55,000	55,000
44	Pass Through Earmarks	25,000	120,000	80,000
45	<b>SUB-TOTAL PARTNERSHIPS/ RE-GRANT PROGRAMS</b>	<b>600,616</b>	<b>780,229</b>	<b>588,850</b>
46				
47	<b>OTHER</b>			
48	Prepaid Expenses and Carryforward	599,278	345,978	
49	<b>SUB-TOTAL, OTHER</b>	<b>599,278</b>	<b>346,026</b>	
50				
51	<b>SUB-TOTAL, ALL PROGRAM</b>	<b>12,051,346</b>	<b>13,992,205</b>	<b>10,512,650</b>
51a	<b>CFF GRANTS-2018 (OFF BALANCE SHEET)</b>	<b>9,302,400</b>	<b>9,303,000</b>	
51b	<b>ALL PROGRAM SPENDING INCLUDING CFF</b>	<b>21,353,746</b>	<b>23,295,205</b>	
52				
53	<b>TOTAL EXPENSES (Not including CFF)</b>	<b>15,744,181</b>	<b>18,075,209</b>	<b>12,827,096</b>

54			
55	<b>REVENUE</b>		
56	State: Basic Appropriation (0640-0300) less Earmarks	13,925,699	16,034,982
57	State: Pass-Through Funds	25,000	120,000
58	State: Supplemental Appropriation		
59	MassDevelopment: For MCC Expenses Associated with Cultural Fac	326,549	325,000
60	Prepaid Expenses (Funding from Prior Years' Budgets)	296,840	463,623
61	National Endowment for the Arts: Basic State Plan	585,800	592,700
62	National Endowment for the Arts: Arts in Education	64,100	63,500
63	National Endowment for the Arts: Arts in Underserved Communities	193,800	197,000
64	National Endowment for the Arts: Folk Arts Infrastructure Grant	30,000	30,000
65	National Endowment for the Arts: "Poetry Out Loud"	17,500	17,500
66	Private Funds: Big Yellow School Bus	800	-
67	Harry Rice Trust Account (As of 7/1)	84,882	73,994
68	Additions to Harry Rice	1,584	4,956
69	Comm Awards Trust Account	6	6
70	Additions to Comm Awards Account		
71	Klarman Year I Funding for META	46,621	-
72	Klarman Year II Funding for META	135,000	61,900
73	Klarman Year III Funding for META		90,000
74	Dudamel Foundation	10,000	
75	<b>TOTAL REVENUE</b>	<b>15,744,181</b>	<b>18,075,161</b>
		-	

## **DRAFT**

### **Our Commitment to Diversity, Equity, & Inclusion**

Culture is intrinsically valuable and unique in its ability to lift the human spirit. As stated in **UNESCO's 2001 Declaration on Cultural Diversity**: "As a source of exchange, innovation and creativity, cultural diversity is as necessary for humankind as biodiversity is for nature. In this sense, it is the common heritage of humanity and should be recognized and affirmed for the benefit of present and future generations."

The Mass Cultural Council envisions a Commonwealth in which culture as expressed through the arts, humanities, and sciences, is inclusive, accessible, and embraces our diversity.

To support this vision Mass Cultural Council works to promote diversity, equity, and inclusion (DEI) within the agency and through all its grants, initiatives, and advocacy. We serve our constituents regardless of age, ability, ethnicity, race, religion, sexual orientation, gender identity or expression, nationality, geographic origin; or immigration, military, or socio-economic status. We are committed to:

- Honoring the breadth and diversity of cultural expression across Massachusetts,
- Fairly and equitably investing our financial, programmatic, and informational resources, and
- Empowering the cultural sector to ensure all voices are heard in decisions about our communities and our Commonwealth.

Mass Cultural Council is proud of our accomplishments in this work. We were the nation's first state arts agency to incorporate the humanities and sciences into our mission, ensuring a more inclusive definition of culture that allowed for diverse grantmaking to a range of nonprofit cultural organizations, artists, communities, and schools. With **329 local cultural councils** led by 2,500 volunteers, our investments reach every corner of Massachusetts regardless of geography. Since 1999 our **Folk Arts and Heritage** program has documented, celebrated, and supported artists working in an astonishing range of traditional, multicultural media. Our 25-plus years of investing in **Creative Youth Development** have pioneered strategies to leverage the power of the arts and culture to help vulnerable young people find pathways to success. Our **Universal Participation (UP) Initiative** broke new ground by helping nonprofits incorporate universal design principles to be more open and welcoming to persons with disabilities. And our **EBT Card to Culture** has opened the doors to museums, theaters, music halls and more, for residents of limited financial means, through free or reduced admissions.

Our **current strategic plan** recognizes the need to build on this history to advance diversity, equity, and inclusion through four objectives:

- Cultivate a culture of equity and inclusion within Mass Cultural Council to ensure these values are reflected in all our grants and initiatives.
- Encourage full participation in Mass Cultural Council-supported programs by promoting universal design principles, inclusive practices, and equitable access for all.
- Increase diversity in the sector by creating connections and expanding leadership opportunities for people of color, people with disabilities, and other underrepresented groups.
- Support artists and organizations working in diverse cultural traditions and/or underrepresented communities, with improved outreach, focused investment, and technical assistance.

Through February 2019 we have taken the following actions to meet these objectives:

- Diversified our family of grantees through Gateway and Project grants via our **Cultural Investment Portfolio, YouthReach, and SerHacer** programs

- Expanded the number of nonprofit cultural organizations committed to adopting universal design principles through our UP Initiative and **UP Award**.
- Grown the number and range of nonprofit cultural organizations offering free and reduced admissions to low-income residents through the EBT Card to Culture
- Invested in ArtsBoston's **Network for Arts Administrators of Color** (NAAC) to advance the careers of professionals of color in Greater Boston's arts and culture sector.
- Extended outreach to Spanish-speaking media and partners to raise the visibility of Mass Cultural Council and its programs to new constituents.
- Provided free training to nonprofit cultural organizations on best practices to prevent and address sexual harassment and discrimination.
- Raised the visibility of our diverse community of immigrant artists with two **Folks Arts and Heritage showcase concerts**.
- Revised language used to describe programs and services that is accurate, easily understandable, and welcoming.
- Diversified staff to better reflect our Commonwealth while continuing to promote open positions through networks that encourage a diverse candidate pool.
- Trained staff through ongoing intensive professional DEI learning, focusing first on racial and gender equity
- Included gender pronouns and appropriate accommodations in print and digital materials.
- Facilitated meaningful interactions between constituents and legislators to show the diversity of communities served (e.g., youth, social service organizations, artists, cultural organizations.)
- Communicated accessibility and non-discrimination policies more consistently.
- Addressed salary standardization and documentation consistent with the new Massachusetts pay equity law.

We recognize that we must continually adapt our goals, strategies and tactics as our understanding of cultural equity deepens through continuous learning and conversations with our public.

Please **go here for our detailed agency DEI plan** and check this page for periodic updates on our progress. For feedback, ideas, suggestions, please **contact** \_\_\_\_\_.