

**MINUTES OF THE ONE HUNDRED FORTIETH MEETING
OF THE
MASS CULTURAL COUNCIL**

TUESDAY, AUGUST 28, 2018

**LAWRENCE STATE HERITAGE PARK
LAWRENCE, MA**

Chair Nina Fialkow called the meeting to order at 12:15 P.M.

Council Members Present

Barbara Schaffer Bacon
Victoria Marsh
Sherry Dong
Kathleen Castro
Nina Fialkow, Chair
Barbara Wallace Grossman, Vice Chair
Lillian Do
Troy Siebels
Karen Barry
Dr. Michael Yaremchuk
Ann Murphy
Mal Sherman
Troy Siebels

Staff members present were Anita Walker, David Slatery, Greg Liakos, Jen Lawless, Ann Petruccelli, Angelina Lupini, Meri Jenkins and Maggie Holtzberg. Guests included Mike Mitchell, supervisor of Lawrence State Heritage Park, Pat Mariano, chair of the Lawrence Cultural Council, Juanita Soldana also of the Lawrence Cultural Council, Ryan Solero representing Lawrence High School, Zakiya Thomas, former Council member, representing the Boston Symphony Orchestra and representatives of the Boston Herald

Nina Fialkow opened the meeting and welcomed everyone and asked Anita Walker, executive director, to address the Council. Anita welcomed the Council to Lawrence- the home of Leonard Bernstein, whose centennial is being celebrated this year. She then introduced Mike Mitchell, representing the host for this meeting, supervisor of Lawrence Heritage State Park. Mr. Mitchell welcomed everyone and thanked them for coming and gave a history of the Massachusetts State Heritage Parks and explained that the park here in Lawrence was a former industrial boarding house which along with its historic significance was also a great venue for events. Lawrence State Heritage Park is a unique park in that it allows for a historical, cultural and outdoor experience. As had been noted, Lawrence is home to Leonard Bernstein and also to poet Robert Frost and is the home of the industrial labor movement. He urged Council members to take time to explore the park and Lawrence and once again thanked them for coming.

Anita then introduced Pat Mariano, chair of the Lawrence Cultural Council. Pat indicated she had been chair of the local council for 4 years and she and the city were very appreciative of the support they receive from Mass Cultural Council and their investments in Lawrence. The local council had helped plan the Leonard Bernstein festival for 2 years with the high school. She thanked the members for the Council's support.

Anita summarized Mass Cultural Council's investment in Lawrence- totaling about \$100K in Fiscal 2018. Adding in a recent Cultural Facilities Fund award, , if the Council votes to approve the grant recommendations made by staff today, this year's investment in Lawrence will be \$130K (plus any Big Yellow School Bus grants and STARS grants which may be made during the year).

Barbara Wallace Grossman noted that Lawrence seemed very vibrant on the drive in. Pat mentioned that under the new upfront grant procedures for the local council's award (previously they were made on a reimbursement basis), there have been a lot more interest and applications and with the new publicity planned (an information session for grant applications will take place shortly), they expect even more new applications.

Anita then summarized the local cultural council program for the benefit of the new members.

Section Two: Minutes and Reports

The Chair then called for a vote on the 139th Council Meeting minutes. Upon motion duly made and seconded, it was

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

Chair's Report

Nina welcomed the Council, staff and guests. She mentioned that a calendar of meetings to occur was being worked on by the staff and would be transmitted by email later. She also asked members to indicate whether they would like to serve on the Grants, Advocacy or Events Committees to her or Anita or staff. She also referenced a "Council Member Information Sheet" which she asked members to fill out and return to David Slatery, deputy director.

Additional Item.

Nina explained that an additional item had been added to the agenda. She referred to copies of the Executive Branch's out of state travel and use of credit card policies which had been circulated to each of the members at the start of the meeting. She mentioned that the administration had asked the Council to codify its policies using the same language as the Executive Branch agencies to the extent appropriate and applicable (recognizing that the Council is not part of the Executive Branch and that, for example, some of Executive Branch policy language regarding Secretaries would not be applicable). Such policies basically reflect the current practices of Council staff. The members then took several minutes to read the policies.

At the conclusion of such period Chair then called for a vote on the adopting the policies. Upon motion duly made and seconded, it was

VOTED: To adopt the A&F Administrative Bulletin regarding Credit Card Use Policy and Procedures and the A&F Out of State Travel Guidelines to the extent appropriate and applicable.

Executive Director's Report

Anita began her report indicating she would try to be quick since we had a full agenda for today's meeting. Anita spoke about the EBT Card to Culture program- a new program by which out grantee organizations are trying to reach out to new audiences. We developed a partnership with the Commonwealth's Department of Transitional Assistance whereby Commonwealth residents could present their "EBT (Electronic Benefits transfer) Card" which is used for public assistance programs to get a discount or free admission at cultural organization. Over 100 organizations are participating and 220,000 EBT admissions at these organizations were recorded last year. Anita re-emphasized that this widely-used program had not cost the Commonwealth one penny. There will be a celebration of kickoff of the second year of the program at The Children's Museum (the first adopter of this initiative) later this fall.

Mass Cultural Council will be organizing the 5th annual convening of designated cultural districts in Massachusetts in Natick this October. The local cultural councils and regional tourism councils will be participating as well. Meri Jenkins who has worked at the agency for more than 20 years will be retiring this fall so this will also be her goodbye celebration. At this point, Meri addressed the Council concerning her work in this area. Barbara Wallace Grossman thanked Meri for her many years of service and especially for never saying "no" when some called for assistance. Anita told the Council Meri had started this work before there was the term, "creative economy" and Meri had helped develop the new field.

Anita told the Council there would be a showcase of artists (entitled "Crossing Customs: Immigrant Masters of Music & Dance") participating in the Council's traditional arts program on Saturday, September 8 at Shalin Liu in Rockport. Copies of the brochure were passed out and Maggie Holtzberg gave a brief presentation on the Council's traditional arts programs. She stated the September 8 showcase would function as a "mini-festival" of the field and promised to send links to Council members to purchase tickets.

Anita then introduced Greg Liakos, Communications director, to present a preview of the Council's new website. Greg showed the members via projection screen, a version of the existing Mass Cultural Council website (which dates from the early 2000s) and then loaded a view of what the new site homepage would like. Anita stressed that we will be stressing accessibility in terms of language (there will be a translate button) and readability.

Section Three: Agency Updates.

Before proceeding with the Spending Plan presentation, Anita noted the agency updates in Section Three of the Council Meeting Book. Anita called attention to the fact, that the updates contained links to lists of all of the Big Yellow School Bus, STARS and Festival grants made in FY18. The Council approves the process by which grants in these programs are awarded and these lists are presented at each August meeting so the Council can see a list of the several hundred grantees to whom these grants were awarded.

Section Four: FY 19 Budget and Spending Plan.

Anita then introduced the staff-recommended FY19 Budget and Spending Plan. As the Council is aware, we have a little more than \$2 million more to work with this year after 3 years of flat funding

Anita described the staff process involved in developing FY19 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 18.

At the conclusion of the presentation, Anita asked Dave Slatery, Deputy Director and chief financial officer to summarize the lengthy FY 19 Budget and Program Allocation memo contained in the Council Meeting book which shows the plan in greater detail. Dave 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.

The Council generally discussed the spending plan. Barbara Wallace Grossman remarked that she appreciated seeing what goes into staff's delivery of services to the field. Anita answered that we were proud to be much more than a grants processor. Barbara Schaffer Bacon mentioned that she sees staff out in the field and that people in the cultural field throughout the Commonwealth know the staff and this presents a distinct difference from other agencies which just distribute grant funds. Troy Siebels also endorsed the "more than money" approach. Council members thanked the staff for developing the plan.

At the conclusion of discussion, Nina as Chair called for a vote. Upon motion duly made and seconded, the Council held

WHEREAS, the General Court of the Massachusetts State Legislature has appropriated a budget of \$16,154,982 (including earmarks) to the Massachusetts Cultural Council (the "Council") for FY19 and all Governor vetoes of such amount have been duly overridden;

WHEREAS, Council staff presented a draft FY19 budget and spending plan (the "Plan") to the Executive Committee at its meeting on August 7, 2018;

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 28, 2018 (the "Council Meeting").

NOW THEREFORE, it is hereby

RESOLVED: To approve the Plan as reviewed by the Executive Committee on August 7, 2018 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.

Dave noted in passing that the Council has historically used the terms “vote” and “resolution” interchangeably.

Section Five: FY19 Grant Recommendations - Conflict of Interest Notifications

A copy of the conflicts list was given to each Council member. These lists are updated as needed. Dave stated that any possible conflicts of interest are disclose 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 conflicts contained in the Meeting Book. Barbara Wallace Grossman asked that “Jewish Arts Collaborative” be added to the organizations listed under her name.

It was noted that all the votes approving the FY19 grant recommendations for the Cultural Investment Portfolio will note the various possible 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**.

Barbara Wallace Grossman disclosed that she would abstain from any discussion or vote regarding the provision of a grant or other assistance to the **American Repertory Theater or Tufts University or Jewish Arts Collaborative**

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**

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 Double Edge Theater or Enchanted Circle Theater or the Amherst Cultural District**.

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**.

Mal Sherman disclosed that he would abstain from any discussion or vote regarding the provision of a grant or other assistance to the **Museum of Science or Brandeis University**

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.**

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**

Sections Six through Seventeen: FY19 Grant Recommendations

Prior to running through the grant recommendations, Nina announced that Victoria Marsh had agreed to serve as chair of the Grants Committee and had attended the Grants Committee on August 14. Nina then referred to Sections Six through Sixteen in the Council Meeting Book and called for the Grants Committee report. Victoria as chair of the Grants Committee asked Anita to run through the grant recommendations for the several programs

- **Section Six-** Grant recommendations for the Cultural Investment Portfolio, including Media Partnerships, and the CIP Gateway and CIP Projects programs.

(In response to question from the Council, Anita explained that the Portfolio is a formula-funded program and the only reason a grantee's allocation might have been reduced from FY18 would be penalties related to late reporting)

- **Section Seven** – Allocation to Local Cultural Councils.
- **Section Eight-** Grant recommendations for Creative Youth Development programs including the YouthReach, SerHacer and Amplify programs and the Klarman Family Foundation-funded META program.
- **Section Nine-** Grants for Cultural Districts.
- **Section Ten-** Grants for Traditional Artist Apprenticeships (Anita noted we would have a presentation on this program later in the meeting).
- **Section Eleven-** Funding for MassHumanities.
- **Section Twelve-** Funding for the New England Foundation for the Arts.
- **Section Thirteen-** Funding for Media Partnerships (as discussed in Section Seven).

- **Section Fourteen-** Funding for the Poetry Out Loud program (pass through of NEA funds).
- **Section Fifteen-** Funding for the DataArts Cultural Data Profile tool.
- **Section Sixteen-**
 - Program approval and allocation for education programs- STARS, Big Yellow. School Bus and Creative Minds Out of School programs.
 - Allocation and program approval for the Artist Fellowship program.
 - Allocation and program approval for the UP Accessibility Initiative.
 - Allocation and program and specific grantee approval for Compact Grants.
 - Allocation and program approval for the Festivals program.

At the conclusion of this discussion, Victoria reported that the Grants Committee had reviewed and recommended the foregoing grant requests and program requests be approved. Upon motion duly made and seconded, with the abstentions noted above, the Council held

WHEREAS, Council staff presented the grants portion of the Plan to the Grants Committee at its meeting on August 14, 2018 (“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: the Council approve the grant allocations as presented to the Council as set forth in the meeting materials for its meeting on August 28, 2018 and as recommended by the Grants Committee; and

RESOLVED: To approve the continued operation of the META program as recommended by the Grants Committee and as presented at the Council Meeting as part of the Plan;

RESOLVED: To contract with Data Arts to provide the Cultural Data Profile tool as recommended by the Grants Committee and as presented at the Council Meeting as part of the Plan;

RESOLVED: To approve the continuation of the UP Program as recommended by the Grants Committee and as presented at the Council Meeting as part of the Plan;

RESOLVED: To approve the continuation of the Poetry Out Loud program as described in the Plan memo presented to the Council Meeting; and

RESOLVED: that the Council approve the procedures for grant allocations as presented to the Council at the Council Meeting.

After the vote, Maggie Holtzberg, as Mass Cultural Council's Program Manager of Folk Arts and Heritage gave a Power Point presentation on this year's grantees in the Traditional Arts Apprenticeship program (copies of which are available upon request). The Council asked Maggie many questions about the grantees and the program. Barbara Schaffer Bacon stated that this program is a key part of the Council's diversity, equity and Inclusion (DEI) strategy.

For ease of presentation, Anita then requested to the Council that we flip Sections 17 and 18 as set forth in the Meeting Book in presentation order. The Chair, hearing no objection, agreed.

Section Eighteen: Great Barrington Cultural District

Anita then announced that staff was proud today to recommend the designation of the forty-fifth Cultural District in Massachusetts. Great Barrington was the birthplace of W.E.B. DuBois and there is a rich history related to him in this district. Anita asked Meri Jenkins to describe the process for designating this district. Meri described the detailed transparent process the community went about in order to obtain a designation. Great Barrington represents a partnership between a theater and the local chamber of commerce and together they act as co-managers of the entity. The regional planning agency supports the effort this well-thought-through application. The process is all about partnerships in the community between cultural organizations, artists, municipal officials and citizens and there is no "cookie cutter" approach but is all about collaboration and getting to yes in a particular community.

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

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

Section Seventeen: Cultural District Redesignations.

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 and Meri made a short presentation about the program.

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

RESOLVED: To approve the redesignation of the following six previously-designated cultural districts:

1. Orleans Village
2. Cottage Street, Easthampton

3. Central Square, Cambridge
4. Essex River
5. Marlborough Downtown Village
6. Glass Town, Sandwich

in accordance with the memorandum presented to the Council Meeting.

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

Anita stated that young performers from Lawrence High School's recent presentation of *West Side Story* would be performing selections in the next room and suggested that as the Council had completed the items on the agenda, it consider adjourning to allow the Council Members to go over and observe the performances.

There being no more business to come before the Council, Nina as Chair then adjourned the meeting.