



**Regional Arts Commission
Full Commission Annual Board Minutes
June 20, 2024, 8 a.m. via Zoom**

Welcome & Roll Call – Johnson & Sutherlin

Johnson called the June 20, 2024, meeting to order at 8:02 a.m.

Commissioners Present

Commission: Roz Johnson, chair, yea; Jerry Gennaria, vice chair, Constantino Ochoa, secretary, yea; Sam Fiorello, secretary, yea; John Russell, treasurer, yea; Robert Arbuthnot, yea; Beverly Isom, yea; Mont Levy, yea; Rudy Nickens, yea; Andréa Purnell, yea

Commissioners Absent

Rhonda Carter-Adams
Heather Corcoran
Cheryl Walker
David Wilson
Angela Williams

Staff

Vanessa Cooksey, Savannah Babington, Nichole Belford, Charlie Bosco, Rita Dillard, Gregory Harris, Ann Haubrich, Tracey Morgan, Angie Peters, Jay Scherder, Jason Schipkowski, Chloe Smith, MK Stallings, Lea Sutherlin, Leigh Winter

Additional Attendees: KEB - Rick Gratza, Trish Donovan

Public Guests (Johnson)

Chair Johnson welcomed everyone to the meeting and called for acknowledgement of public guests – none in attendance.

Approval of March 14, 2024 Minutes

Johnson called for a motion to approve the March 14, 2024 minutes. Motion made by Levy, seconded by Russell, and unanimously carried to approve the March 14, 2024 minutes. Votes were as follows:

Yea – Johnson, Arbuthnot, Carter-Adams, Corcoran, Fiorello, Gennaria, Isom, Levy, Nickens, Ochoa, Purnell, Russell, Walker, Williams, Wilson

Nay – none

Abstain - none





Chair Report

2024 Theme “Possibilities”

Chair Johnson shared that she has been reflecting on the June 14 Board/Staff Retreat. She thanked everyone who attended for their input, and for staying focused and present. Johnson reminded that the facilitator challenged everyone to think differently and noted that it was not just about the 40th Anniversary, but how RAC will look in the next decade. Johnson then noted that overall, it was a good day, and that a ‘report out’ will be developed with Dr. Rob Harvey’s (facilitator) support.

Cooksey noted that a special session will be held with Board members (who could not attend) for their insight.

Finance Committee Report (Russell, Cooksey & KEB)

Johnson called for the Finance Committee report from Chair Russell.

Russell asked Cooksey to report on the FY 2023 990.

FY 2023 990 (Cooksey)

Cooksey highlighted the FY 2023 990 comparisons from the FY 2022 990 as follows: (1) reminded that the FY 990 is produced based on RAC’s audited financial statements approved by the Board at its March meeting; (2) noted Regional Arts Commission is now officially listed as a ‘dba’ (doing business as) with the Secretary of State of Missouri; (3) answered ‘no’ to question regarding review of compensation for the executive director, as the Commission has not reviewed the President’s compensation since 2022; and (4) answered ‘yes’ to question regarding all compensation for all team members as all compensation is part of the annual budgeting process and includes salaries of all team members. Cooksey noted that the report is ready to file.

Johnson called for a motion to approve of the FY 2023 990. Motion made by Russell, seconded by Nickens, and unanimously carried to approve the FY 2023 990. Votes were as follows:

Yea – Johnson, Arbuthnot, Fiorello, Gennaria, Isom, Levy, Nickens, Ochoa, Purnell, Russell

Nay – none

Abstain – none

Update on 6128 Delmar Proceeds (KEB)

Gratza reported that as approved by the Board earlier in the year, \$2M of the 6128 Delmar proceeds has been invested with Commerce bank. Gratza then noted maturity dates.

Levy asked about plans for earned interest.

Russell and Cooksey reminded that the Board vote was to reinvest earned interest.





Levy then suggested revisiting the Board desired amount of reserve on an annual basis.

Cooksey stated that this topic will be added to the agenda for the next Finance Committee meeting.

FY 2024 Q1 Management Report (KEB)

Gratza compared the first three months of FY 2024 Q1 Management Report to the last three months of FY 2023 as follows: (1) receipts and disbursements; (2) unrestricted cash balances; (3) administrative expenses; (4) budget to actual and grants and contributions; (5) miscellaneous income; (6) changes in overall operating expenses due to Hotel/Motel tax revenue shortfalls; (7) enterprise cloud apps and data services; and (8) grant expenses.

Cooksey reminded that proceeds from sale of building were received in two transactions and that there will still be some building proceeds that will be reflected in Q2 because the actual final closeout of everything was in April of this year.

Discussion held regarding the following: (1) revisiting internal guidelines around the building fund/proceeds; (2) net revenue policy; and (3) anticipated lower contributions of Hotel/Motel tax revenue.

May 2024 Cash Flow Update (KEB)

Gratza highlighted the May 2024 cash flow report as follows: (1) reminded that the first five [5] months of cash flow are actual; (2) June through December is projected; (3) revenue and operating cash; (4) Hotel/Motel tax revenue projections; (5) grants and contributions; (6) miscellaneous income; (7) salaries and benefits; (8) buildings and facilities; (9) overall net cash position; and (10) projected ending operating cash balances.

Cooksey noted that she reached out to Explore STL on when RAC would receive the June revenue and could not get a date. Cooksey added that she will continue to monitor lags in revenue received from Explore STL accordingly, and that during the recent retreat, she shared that the May revenue was 35 days late. Cooksey added that this makes it more important to create savings in the budget and continue to monitor.

Fiorello noted that since the \$2M is a significant amount of money for the size of RAC's balance sheet, it might make sense for the Board to create an endowment policy. Fiorello suggested possibly taking this to the next Finance Committee meeting.

Levy and Russell agreed.

Grants & Programs Committee Report (Gennaria & Haubrich)

Johnson then called for the Grants & Programs Committee Report from Chair Gennaria.

Gennaria asked Haubrich to report on the following:





FY 2024 Hotel/Motel Artist Support Grant Distribution Update

Haubrich gave the following update on FY 2024 Hotel/Motel Artist Support Grant distribution: (1) reminded that the Board already voted during May of this year to award \$503,028 for Artist Support Grants; (2) second round opens on July 5 with a deadline of August 2; (3) Grants Team will provide office hours on every Tuesday in July; (4) she (Haubrich), Smith and Winter are reaching out to a number of the applicants that were not approved for the first round, to answer questions and to encourage them to apply for the next deadline.

Approval of 2024 Program and Organizational Support Grants

Haubrich shared information on the 2024 Program and Organizational Support Grants as follows: (1) as previously shared with the Board, there is less money to award this year; (2) offered unrestricted funds to all arts organizations this year; (3) moving 13 organizations from the Hotel/Motel application pool to ARPA; (4) she [Haubrich] and Cooksey have been corresponding with those 13 organizations (who are in agreement) and will continue to meet with them regularly as required by ARPA regulations; (5) this move will allow funding for more organizations through Hotel/Motel tax; (6) appeals process is underway; (7) reminded that a finance review panel has been added for organizations with budgets \$500,000 and above, and continue to streamline the application process while maintaining due diligence and sense of accountability; (8) received results from a recent applicant survey and will share analysis with Commissioners; and (9) recommending today \$309,200 for eligible Program Support Grants and \$2,270,960 for eligible Organizational Support Grants.

Gennaria called for a motion to approve of the 2024 Program and Organizational Support Grants. Motion made by Fiorello, seconded by Isom.

Discussion held regarding the use of building funds designated for operations for grant funding, and the need for more substantive conversation (including all Commissioners) about governance on use of building proceeds.

Gennaria noted that Finance Committee or Executive Committee, or one of the other committees could formulate the various arguments to come back to the full Commission for a deeper conversation.

Gennaria noted that a motion was on the table to approve of the 2024 Program and Organizational Support Grants. Motion made by Fiorello, seconded by Isom and unanimously approved.

Votes were as follows:

Yea – Johnson, Arbuthnot, Fiorello, Gennaria, Isom, Levy, Nickens, Ochoa, Purnell, Russell

Nay – none

Abstain – none

Haubrich expressed appreciation for the discussion prior to the vote. She (Haubrich) then recognized Winter and Smith for their hard work throughout this process and added that with ARPA there has been a more on the Grants Team plate.





Programs Update

Haubrich gave an update CAT - Community Arts Training Institute as follows: (1) CAT is led by the by “the wonderful Pacia Anderson”; (2) CAT alumni gathering at The Foundry on July 12 [Commissioners are invited to attend]; (3) applications for the CAT Institute will open on July 26 and close on August 31 and cohort of 15 will be notified on September 23; (4) Cohort 27 begins on October 4, 2024 through March 8, 2025; (5) excited to partner with Great Rivers Greenway for the CAT lab projects; and (6) Anderson is launching an eNewsletter in a couple of weeks and RAC’s MARCOMM team is highlighting CAT work in the community.

Haubrich then gave a brief update on the Artist INC Program as follows: (1) deadline for the Fall Artist INC was this past week; (2) received 41 applications for 25 spots; and (3) program meets weekly on Tuesday nights beginning on September 17 and continues through November 12.

Governance Committee Report (Nickens & Cooksey)

Johnson then called for the Governance Committee Report from Chair Nickens.

Nickens reminded that the Governance minutes/ report could be found in the packet for this meeting, and asked Cooksey to report on the following:

City and County Board Term Updates

Cooksey gave an update on City and County Board Terms as follows: (1) current Commissioner terms for 2025 could be found on page 93 of the packet for this meeting; (2) there are three [3] commissioners whose terms are ending – STL City - Corcoran and Walker, both January 16, 2025 and STL County – Nickens, October 1, 2025; (4) all three Commissioners are eligible for a second four-year term and have been contacted – Corcoran asked not to be reappointed due to family and professional commitments, and Walker and Nickens have both agreed to be reappointed; and (5) will now work toward a City seat appointed to replace Corcoran.

Growth & Development Report (Levy & Peters)

Johnson then called for the Growth & Development Committee Report from Chair Levy.

Gift Acceptance Policy

Levy presented the Gift Acceptance Policy for approval by the full Commission. He reminded that the policy had been sent for review prior to this meeting.

Levy called for a motion to approve of the Gift Acceptance Policy. Motion made by Nickens, seconded by Fiorello, and unanimously carried to approve the Gift Acceptance Policy. Votes were as follows:

Yea – Johnson, Arbuthnot, Fiorello, Gennaria, Isom, Levy, Nickens, Ochoa, Purnell, Russell

Nay – none

Abstain – none





Peters then presented the following reports and shared the following: (1) reminder of why Growth & Development exists and shared visual of revenue streams; (2) 95% of RAC's main funding coming from Hotel/Motel Tax Revenue; and (3) appreciation for, and importance of, passing the Gift Acceptance as focus is on diverse revenue stream.

Peters called for the Marketing & Communications (MARCOMM) report from Scherder.

Scherder presented on the following: (1) 50/50 Raffle launched in May of this year including online and in-person opportunities, and positive feedback from grantees and community; (2) four [4] major in-person events and various minor in-person events for testing 50/50 Raffle sales; (3) 50/50 Raffle projections; and (4) MARCOMM digital analytics for StLouisArts.org and RAC's social media platforms.

Peters thanked Scherder for his strong leadership of MARCOMM, and recognized Schipkowski and Babington, also part of the MARCOMM team and do amazing work.

Scherder added that the outstanding work being done by Schipkowski and Babington is crucial to the team.

Peters then called for the External Relations Report from Belford.

Belford presented on Celebrating 40 Years of RAC – 1985-2025 and noted celebrations will include a 'birthday party' during August 2025, a celebration of RAC's impact, an opportunity to celebrate with all stakeholders, and a ticketed event hosted at a centrally located hotel featuring local artists and arts organizations.

Peters thanked Belford for her report, then asked Stallings for the Research and Evaluations report and the Arts & Health Symposium.

Stallings presented an update on the Arts & Health Symposium and noted the following: (1) as part of the research and evaluation function at RAC, important to connect with community by supporting conferences and symposia as a means of convening/deepening relationships within the community; (2) various conversations held with Deaconess Foundation and others have resulted in Arts & Health Symposium; (3) Symposium will be held October 21-22, 2024 at 21c Museum Hotel St. Louis; and (4) RAC Commissioners will receive complimentary registration.

President & CEO Report (Cooksey)

Johnson then called for the President & CEO Report from Cooksey.

Cooksey's report included the following: (1) highlighted Ann Haubrich's recent recognition by HEAL Center for the Arts for her contributions to the arts sector as a whole; and (2) ARPA for the Arts Tourism Grants – shared list of the arts organizations that will receive ARPA funds – been in communication with/sending/reviewing contracts – hopeful region will benefit from these investments. Cooksey then asked Tracey to report on STL Mural Project.

Morgan reported on the STL Mural Project as follows: (1) 29 muralists have been selected; (2) extended 'kudos' and special thanks to her team, Gregory Harris and Charlie Bosco, and to MARCOMM Team; (3) shared/showed renderings submitted by each muralist; (4) artists are excited about this project as RAC is giving them the



opportunity to do something with these buildings in the community; (5) amazing meetings held with alderpersons, community leaders and building owners involved with this process; (6) invited commissioners to volunteer by showing up to mural sites; (7) each muralist will receive a RAC care package with guidelines and helpful tips; and (8) additional thanks to Haubrich, Winter, and Smith [Public Arts] for their help and guidance, and to Cooksey for her patience, leadership and guidance.

Isom shared that she participated in some of the reviews as she lives in the 13th Ward. She (Isom) further stated that she could attest to the excitement, especially in disinvested places in St. Louis, where the community feels engaged and excited.

Levy extended congratulations on this “major and beautiful” project and asked if there is any plan or possibility that with each mural it will show ‘St. Louis Mural Project and RAC’, for long-term, and for those who view these murals in the future.

Cooksey stated that as part of the sub recipient agreement with the CDA, an acknowledgement must be part of it, and that next to each mural will be a plaque that has the ARPA for The Arts logo plus a QR code that takes people over to RAC’s website, which will tell the story of the St. Louis Mural Project.

Cooksey encouraged anyone who missed the recent Town Hall, to view it online, then continued her presentation as follows: (1) reminders – Board/Staff Retreat Survey due June 21 for those who attended; (2) want to be accessible since post Covid and move from 6218 Delmar – created new event ‘Snacks with RAC’ - will be held every last Wednesday from 3-5p @ City Foundry, beginning June 26 – invited commissioners to attend if available - no formal program, and open to the public [with registered attendance]; (3) RAC Town Hall held June 5 and is now available to watch on demand on YouTube.

Johnson thanked everyone for attending the meeting and for the discussions.

Public Comment

None in attendance.

Roll Call & Adjournment

Johnson called for a motion to adjourn the June 20, 2024 Full Commission meeting.

Motion made by Fiorello, seconded by Gennaria, and unanimously approved to adjourn the June 20, 2024 Full Commission meeting at 9:32 a.m. Votes were as follows:

Yea – Johnson, Arbuthnot, Fiorello, Gennaria, Isom, Levy, Nickens, Ochoa, Purnell, Russell,

Nay – none

Abstain - none

Submitted by

L. Sutherlin, Exec. Asst. & Commission Administrator





**REGIONAL ARTS
COMMISSION**
OF ST. LOUIS

314.863.5811
info@racstl.org
RACSTL.ORG

Board Packet Attachments

- Full Commission Meeting Minutes, 3/14/24
- FY 2023 990
- 6128 Delmar Proceeds
- FY 2024 Q1 Management Report
- May 2024 Cash Flow Analysis
- FY 2024 Hotel/Motel Artist Support Grant Distribution
- Board Member Term Summary
- Gift Acceptance Policy
- Governance Committee Approvals, 10/12/23
- Growth & Development, 1/11/24
- Grants & Programs Committee Minutes, 2/8/24
- Executive Committee Minutes, 1/11/24
- Finance Committee Minutes, 3/11/24
- Executive Committee Minutes, 12/1/23

