

**Regional Arts Commission
Executive Committee Minutes
February 9, 2023, 9 a.m. via ZOOM**

Committee Members

Andrea Purnell, Jerry Gennaria, Tino Ochoa, Cheryl Walker

Absent

Rosalind Johnson
John Russell

Staff Attendees:

Vanessa Cooksey, Jay Scherder, Jason Schipkowski, Lea Sutherlin

Additional Attendee:

Rick Gratza, KEB

Call to Order & Approval of Minutes

Purnell called the meeting to order at 9:03 a.m.

Purnell then called for the approval of the minutes from the January 12, 2023, Executive Committee meeting.

Motion made by Walker seconded by Gennaria and unanimously carried to approve the January 12, 2023, minutes.

Purnell asked Scherder and Schipkowski to report on the following:

Cultural Tourism Outreach Presentation

Scherder presented the PPT – 2023 Cultural Tourism Outreach - which included the following (1) objectives; (2) key performance indicators [noted 2023 results will establish the baseline to measure year-over-year growth]; (3) targeted outreach efforts including St. Louis [Explore St. Louis partnership], Indianapolis, IN, Columbus, OH; (4) sponsorships; (5) social giveaways and influencer marketing. Scherder asked Schipkowski to present information on the new RAC powered website.

Schipkowski presented information regarding the RAC Powered Website as part of the 2023 Cultural Tourism Outreach PPT. He shared that the site will be powered by, and represented by RAC, and will feature (1) arts and culture in the City and County; (2) RAC

grantees; (3) lesser promoted organizations and artists; (4) opportunities for strategic content with partners; and (5) link to other tourism and hospitality industry partners while avoiding duplication of efforts.

Cooksey noted that Cultural Tourism Outreach is important and part of an internal collaboration from a grants and external relations perspective. She added RAC staff recently visited Jefferson City, Missouri to advocate for the Arts, and that RAC must build relationships with other communities in Missouri as a charter of the State. Cooksey further noted that having name recognition and positive experiences in rural communities and other areas in Missouri is an important part of external, government relations outreach. Cooksey then noted that this is also important to the grants team outreach based on several requests for marketing support.

Discussion held regarding the following: (1) appreciation expressed for the collaboration/content on the RAC website; (2) kudos to staff for the presentation and expressed appreciation for a thoughtful and robust marketing plan; (3) weekend getaway idea/21c Museum; and (4) launch date/rollout for the website.

Scherder and Schipkowski left the meeting.

Purnell asked Cooksey to present the following reports.

Strategic Investment Pilot

Cooksey presented a PPT on the Artist Investment Pilot which she noted will diversity RAC's revenue, and included the following: (1) The Why – for the creative, commission and the community; (2) The What – equity investment, capacity investment and return on investment; (3) The How – RAC to artist, RAC from artist, and artist revenue; (4) The Who – Brian Owens, established artist of various disciplines [considered in past as possible commissioner], and Tre'Von Griffith, Workfest. She noted that this internal pilot is budgeted under strategic investments in the FY2023 budget.

Discussion held regarding the following: (1) excitement for this project as both artists and careers have been followed over the years; (2) legal agreement/contract review by Atty. Travis Kearbey, Armstrong Teasdale and Rick Gratz, KEB – iterative with risk management as pillar; and (3) possible future negotiations, amendments/adjustments.

Purnell expressed support for this project and noted both artists, in her opinion, are viable and two of STL's best.

FY23 Budget Update

Cooksey referred this Committee to the highlighted budget sent as part of the packet for this meeting and shared summary and updated process of ARPA funds. She noted the following: (1) removed ARPA funds from budget – did not want to have part of revenue in recognizing way ordinance is written; (2) payroll line is highlighted – off to good start with two new VPs; (3) anticipated end of year revenue; and (4) does not change any planned expenditures but wanted this Committee to have up-to-date financial information.

A&E Update

Cooksey shared the following: (1) A&E has requested to reengage RAC through Kranzberg; (2) A&E has decided not to sunset but reset; and (3) importance of Arts Awards and renegotiation

on how to use funds already paid as sponsorship. She noted she shared with Kranzberg that RAC's full Commission has voted not to support A&E, and that she (Cooksey) will keep this Committee informed.

Adjournment of Open Session

Purnell called for a closed executive session and requested that Committee members and Gratza remain on the Zoom meeting following adjournment and asked Cooksey and Sutherlin to leave the call.

Motion made by Walker, seconded by Gennaria, and unanimously approved to adjourn the open session of February 9, and to open the closed executive session - pursuant to RSMO 610.021(3) for personnel matters, at 9:55 a.m.

The executive session concluded at 10:06 a.m.

Submitted by

L. Sutherlin, Exec. Asst. & Commission Administrator