

**Regional Arts Commission
Commission Meeting Minutes
February 10, 2022 @ 8:00AM via ZOOM**

Welcome and Call to Order – Cheryl Walker, Chair

Walker called the February 10, 2022, meeting to order at 8:05 a.m. and asked Lea to conduct the Commissioner roll call.

Attendance

Commission: Cheryl Walker, Andréa Purnell, John Russell, Roz Johnson, Jerry Gennaria, Rhonda Carter-Adams, Heather Corcoran, Sam Fiorello, Lyah LeFlore, Adewalé Soluadé, Kellie Trivers, Mary Walsh, David Wilson

Absent

Mont Levy, Vin Ko

Staff Attendees: Vanessa Cooksey, Nichole Belford, Rita Dillard, Ann Haubrich, Jay Scherder, Chloe Smith, Lea Sutherlin; **Consultants:** Shevaré Perry, Angela Rhone, MK Stallings

Absent: Liz Deichmann, Robert Harvey, Pacia Anderson

Additional Attendees: Trish Donovan (KEB), Rick Gratza (KEB)

Recognition of Public Guests

Walker called for any public guests; none present.

Approval of January 21, 2022 Minutes – Walker

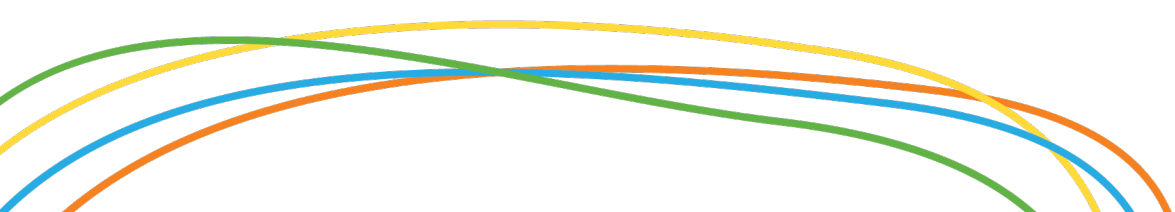
Motion made by Russell, seconded by Gennaria and unanimously carried to approve the January 21, 2022 minutes.

Chair Report - Walker

Walker announced that Adewalé Soluadé has relocated to North Carolina with Centene and will no longer serve on the Commission; she asked Cooksey to share the artwork designed by local artist Jayvon Solomon, for presentation to Soluadé.

Soluadé extended thanks and noted the honor of having served on the Commission.

Walker reported as the 2022 Chair, she has selected a theme “Arts as Healer” in response to individual and collective trauma; she noted that she also serves on the Regional Health Commission; Walker then shared the different aspects and results of individual and collective trauma; highlighted that arts is a



pathway to healing; shared highlights of various articles based on the healing power of art; would like to bring real life experience to her theme by inviting artists or arts organization to share for a few minutes during Board meetings, along with periodic articles that she will share.

Finance Committee - Russell

Walker asked Russell to present the Finance Committee report.

Russell asked Gratza to present the following:

January 2022 Cash Flow Update (KEB)

Gratza reported on the January 2022 cash flow update included in the Board packets; update included actuals through January and projections through December; ending cash balance; and compared total projected for the year against the cash budget; and noted budgeting for additional personnel.

Q4'21 Management Report

Gratza reminded that the management report represents assets and liabilities for the year; he highlighted the following: (1) statement of financial position and ratios; (2) statement of revenues and expenses comparing current year to prior year, which reflected increase of Hotel/Motel Tax Receipts and expenses approximately in line with budget; (3) statements of revenues and expenses - budget vs. actual including grantmaking, operating and non-operating revenue and expenses; (4) variance between budgeted and actual net income; (5) schedule of expenses by program; and (6) schedule of tax collections.

Ad Hoc Facilities Committee Report - Gennaria

Walker asked Gennaria and Cooksey to present the Ad Hoc Facilities Committee report.

Gennaria noted that the of the Ad Hoc Facilities Committee held its final meeting (Jan 25th); presenting to this full commission meeting the recommendation based on work that was done; asked Cooksey to share presentation; Gennaria highlighted the following: (1) updates since the last 2021 meeting of the Ad Hoc Facilities Committee; (2) what was learned overall; (3) the recommendation to keep and invest in 6128 Delmar as RAC's Headquarter Location; and (4) next steps to communicate the recommendation to the full commission and conclude the work of the Task Force, communicate decision to key stakeholders, and continued facilities conversation to be managed with the Executive Committee.

Gennaria asked for any additional input regarding the recommendation.

Discussion regarding security upgrades; possibility of leasing space to like-minded organizations to generate revenue and community requests for building usage; possibility of artist incubators, placemaking strategies and RAC presence throughout the region through partnership.

Gennaria called for a motion to approve the recommendation to keep and invest in 6128 Delmar as RAC's Headquarters Location.

Motion made by Johnson, (no second needed with presentation from Committee), unanimously carried.

Walker called for the report from the President and CEO.

President & CEO Report - Cooksey

Cooksey began her report by welcoming new team members/part-time consultants Dr. Robert Harvey, Resource Development; MK Stallings, AEP6 (Liz Deichmann now working with National Endowment for the Arts); and Angela Rhone, DEPSI Youth Event Series.

Cooksey reported on the following: (1) community visibility and engagement; (2) reminded that the FY21 audit presentation will be made by Armanino, LLP at the March Board meeting; (3) update on the 5% for the Arts (ARPA funds); and (4) shared the Hotel/Motel Revenue Comparison Chart - noted Smith Travel and Explore St. Louis forecasts.

Discussion held regarding how Commissioners and stakeholders can show their support of the ARPA legislation. Cooksey highlighted the Hotel/Motel Revenue Comparison.

Cooksey then presented the 2022 Work Plan including organization-wide goals; functional goals management and general; and functional goals – grants and programs.

Discussion held regarding the “donate button” located on the RAC website as a way of giving incrementally; and RAC's participation in the upcoming Give STL Day as an experimental approach to new sources of revenue. Cooksey noted a \$15K goal between public and Commissioner giving for 2022.

Cooksey asked Ann Haubrich and Chloe Smith to present the 2022 Program and Artist Support Grants Timeline which also included dates for the Program and Artist Support Grant Workshops and other important dates.

Haubrich highlighted the grants timeline and important grants round dates, and underscored how grantmaking practices flow from RAC's mission, vision, guiding principles, and core values—which reflect the needs of the community.

Cooksey asked Jay Scherder and Nichole Belford to present the 2022 Stakeholder Engagement/Marketing and Communications Plan.

Scherder highlighted the purpose of the plan - reputation and stakeholder management, and cultural tourism partnerships and outreach; goals to increase awareness/interest in RAC and increase awareness/engagement in the arts and culture sector in St. Louis; and how to measure success.

Belford highlighted the importance of strengthened relationships with key decision makers/stakeholders.

Cooksey asked for motion to approve the 2022 Work Plan.

Motion made by Carter Adams, seconded by Gennaria and unanimously approved.

Public Comment

No public guests in attendance.

Roll Call & Adjournment

A motion was made by Gennaria, seconded by Russell and unanimously carried to adjourn the February 10, 2022 meeting at 9:25 a.m.

Attendance

Commission: Cheryl Walker, Andréa Purnell, John Russell, Jerry Gennaria, Rhonda Carter- Adams, Heather Corcoran, Sam Fiorello, Lyah LeFlore, Adewalé Soluadé, Kellie Trivers, Mary Walsh

Wilson and Johnson left meeting prior to adjournment.

Submitted by Lea Sutherlin
Executive Assistant & Commission Administrator

Board Packet ATTACHMENTS:

- Finance Committee Meeting Minutes, January 10, 2022
- Full Commission Meeting Minutes, January 21, 2022
- Ad Hoc Facilities Meeting Minutes, January 25, 2022
- January Cash Flow Spreadsheet
- Q4'21 Management Report
- 2022 Commission Meetings and Events Schedule