



**Regional Arts Commission
Growth & Development Committee Minutes
July 11, 2024 via ZOOM
10 a.m.**

Committee Members in Attendance

Mont Levy, chair, Rhonda Carter-Adams, Sam Fiorello, Roz Johnson, ex-officio

Committee Members Absent

Beverly Isom

Staff Attendees

Vanessa Cooksey, Angie Peters, Savannah Babington, Nichole Belford, Jason Schipkowski, MK Stallings, Lea Sutherlin

Call to Order & Approval of Minutes

Levy called the meeting to order at 10:04 a.m.

Levy then called for a motion to approve the minutes from the April 11, 2024, Growth & Development Committee meeting.

Motion made by Fiorello, seconded by Carter-Adams, and unanimously carried to approve the April 11, 2024 Growth & Development Committee minutes. Votes were as follows:

Yea – Levy, Carter-Adams, Fiorello

Nay – none

Abstain – none

Commission & Staff Giving Plan (Levy/Peters)

Levy shared that he (Levy) and Peters had spoken and that Peters and Cooksey discussed a Commission and Staff Giving Plan. Levy then noted the following: (1) emphasis on how growth and development and raising funds has been going; (2) revenue generation focus not so much on individual donors or a formal program for 2024; (3) current thinking - not ready for a commissioner and staff fundraising program; and (4) still identifying the case for fundraising for grants.

Levy asked Peters to comment.



Peters commented on the following: (1) asked for feedback from this committee; (2) been giving some thought to what commission and staff 'ask' might look like - possibly around the 40th Anniversary Celebration; and (3) traditional philanthropy.

Open discussion held as follows: (1) history of commission giving in 2020; (2) metrics for giving; and (3) possibly consider asking both groups to donate around special situations/events.

Levy then asked Peters to present the following reports.

Revenue Generation

Peters shared PPT on the following regarding revenue generation: (1) tax money – state and municipal; (2) cofunding opportunities – specific asks of corporations and foundations to match or sponsor; (3) gained valuable insights and experiences from the 50/50 raffle at the recent PrideFest and extended kudos to Growth & Development Team, with recognition and additional kudos to Jay Scherder; (4) Hotel/Motel Tax Revenue; (5) RAC Revenue Generation Opportunities list 2024-2025 which included additional events where RAC has been invited to do the 50/50 raffle; and (6) asked this Committee for any additional thoughts for additional opportunities.

Carter-Adams asked about best way to embrace culinary arts and if there would be space to include 50/50 raffle.

Cooksey recalled the recent retreat discussion on how to define art. Cooksey added that this topic will be a component of the theory of change from a grantmaking and fundraising standpoint.

Levy asked about the Clayton Art Fair, opportunities to conduct a 50/50 Raffle at a specific site on a regular basis and gave the examples of The Fox, The Stifel, City Winery and others.

Peters concurred.

Belford noted, regarding culinary arts, the possibility of conducting the 50/50 Raffle at Taste of St. Louis while also providing the opportunity to get involved with the arts as another way to tap into culinary arts and get chefs involved with fun things to do with RAC.

Cooksey thanked everyone for the suggestions and noted that when discussing the economic impact, oftentimes AEP6 research shows that often sectors like food and the arts are connected.

Discussion held regarding (1) 50/50 Raffle logistics, equipment used and volunteer compensation; (2) 'tapping into' artist constituency; (3) continued interest from PrideFest and other constituents; (4) using caution when scaling as RAC's brand is being represented; and (5) making it worth the while.

Peters extended thanks for the conversation and exploration and welcomed any additional suggestions.





Potential Partners & Potential Sponsors

Peters proceeded with her presentation, outlining a roster of potential sponsors for the 40th Anniversary, and the upcoming Arts and Health Symposium when considering co-funding opportunities.

Fiorello suggested possibly reaching out to RBC, and concurred with Cooksey's statement that the arts are vital to all those businesses.

Levy asked Peters to report on Growth and Development updates.

Growth & Development Updates

Peters asked Jason to share 2024 Cultural Tourism Updates.

2024 Cultural Tourism (Schipkowski)

Schipkowski shared digital analytics as follows: (1) StLouisArts.org – 2023-2024 increased unique users to the site by 547%; (2) Phase II of StLouisArts.org – Find Your Vibe Feature – 34K page views to date and robust site refresh and structure; and (4) social media – Instagram up 111%, Facebook RACSTL up 33%, Facebook STLArts up 309% and Constant Contact up 60%. Schipkowski thanked Scherder for his support and extended kudos to Babington for her outstanding work.

Levy inquired about the necessity for arts reviewers in STL and whether this information could be leveraged to attract potential reviewers.

Schipkowski stated that while there is nothing definitive, it is a good time to have those conversations as there are opportunities to explore that possibility.

Cooksey concurred.

Fiorello stated that the reported numbers were impressive.

Cooksey added that this really speaks to the talent on the RAC Team.

Peters asked Belford to present the External Relations report, and to share plans for RAC's 40th Anniversary.

Plans for RAC's 40th Anniversary (Belford)

Belford presented the External Relations report and outlined plans for RAC's 40th Anniversary as follows: (1) a celebration that focuses on honoring the arts and culture sector; (2) event is envisioned as a family-friendly gathering with a festival atmosphere, featuring various artists and performers; (3) plans for donor cultivation events such as breakfasts and dinners to engage the business community and showcase the economic impact of the arts in the St. Louis region; and (4) the celebration aims to highlight RAC's



achievements since 1985 and provide insights into future plans. Belford noted that further updates will be presented at the next Board meeting.

Levy asked about possibility of elected officials as part of the donor cultivation event.

Peters concurred and added that she and Belford continue to work closely with Gennaria on plans for the 40th Anniversary Celebration, as he will be the 2025 Board Chair. Peters added that donor cultivation will continue to be explored and considering a breakfast due to the feedback received from the survey conducted by the Greater St. Louis and Rome group, indicating that it is the optimal time to convene business leaders and elected officials.

Fiorello suggested a possible invite for the December 2024 RBC meeting/agenda.

Peters then asked Stallings to give the Research and Evaluation Report.

Research & Evaluation (Stallings)

Stallings presented the Research and Evaluation report and outlined plans for the Arts and Health Symposium scheduled for October 21-22, 2024 at 21c Museum Hotel STL as follows: (1) featuring a lineup of outstanding, diverse mix of speakers from local, national, and international backgrounds; (2) speakers can be explored further on the website through the provided link; (3) focus is on expanding the audience for this event, which presents a significant opportunity to gauge interest and support; (4) the public's engagement with this cross-sector topic, examining how arts impact health outcomes, will help to understand the demand for such initiatives; (5) team is committed to learning from this experience, whether through success or challenges; (6) attractive offerings and encouraged members of this Committee to share within their networks.

Carter-Adams shared that she visited the link for the symposium and asked about ticket cost appeal.

Rhonda visited the link – ticket cost is \$250 – thinking about orgs whose focus is on that health space – who do you think you will appeal at that rate

Stallings noted that this is an initial test and that the two sectors - arts and health - are the target audience as they can mutually benefit from each other. He added that the symposium will be comprehensive, and the key speakers will provide a deeper insight into how art influences health outcomes.

Carter-Adams (with proxy to adjourn) and Fiorello left meeting at 11a.

Levy thanked Peters for her outstanding leadership, along with Jason and the entire staff who are excelling in the work being done. Levy added that Commissioners are immensely proud of the consistent dedication and excellence displayed by the staff, making them proud to be part of this team.





**REGIONAL ARTS
COMMISSION**
OF ST. LOUIS

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Adjournment

Motion made by Carter Adams (proxy), seconded by Johnson, and unanimously approved to adjourn the July 11, 2024 Growth & Development Committee meeting at 11:02 a.m.

Votes were as follows:

Yea –Levy, Carter-Adams, Johnson

Nay – none

Abstain - none

ATTACHMENTS

- Growth & Development Committee Meeting Minutes, April 11, 2024
- List of Potential Partners for Revenue Generation
- List of Potential Sponsors for Revenue Generation

Submitted by

L. Sutherlin, Exec. Asst. & Commission Administrator

