

**Regional Arts Commission
Commission Meeting Minutes
May 12, 2022 @ 8:00AM via ZOOM**

Welcome and Call to Order – Cheryl Walker, Chair

Walker called the May 12, 2022, meeting to order at 8:03 a.m. and asked Sutherlin to conduct the Commissioner roll call.

Attendance

Commission: Cheryl Walker, chair, Andréa Purnell, vice chair, John Russell, treasurer, Roz Johnson, secretary, Jerry Gennaria, Rhonda Carter- Adams, Heather Corcoran, Vin Ko, Lyah LeFlore, Mont Levy, Kellie Trivers, Mary Walsh (traveling – will try to join by 8:30), David Wilson

Absent

Sam Fiorello

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

Absent: Liz Deichmann, Robert Harvey

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

Recognition of Public Guests

Walker called for any public guests; none present.

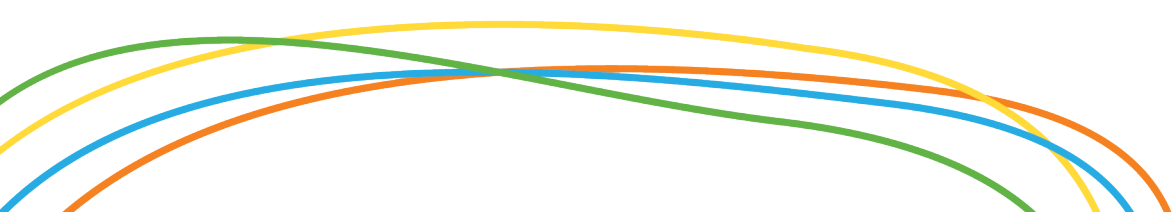
Approval of March 10, 2022 Minutes – Walker

Motion made by Russell, seconded by Ko and unanimously carried to approve the March 10, 2022 minutes.

Chair Report - Walker

Walker (1) extended congratulations to LeFlore for her production of *Rivers of Women*; kudos to Pacia Anderson who was one of the performers; noted it was an inspiring production; and (2) kudos to Cooksey for recent KSDK *Show Me St. Louis* interview and Scherder for outstanding narration.

Walker highlighted her focus this year as chair - Arts as Healer and recapped (1) the collective and individual effects of Covid and aspects of violence that can lead to negative impact; and (2) the Bread and Roses (a RAC funded partner) presentation at the March Board Meeting and their part in the Arts as Healer space. Walker then highlighted the article found in the Board packet for this meeting - *The Arts and Health Equity - Four Opportunities for Impact - Grantmakers in the Arts*. She noted that June and August 2022 Board meetings will center on DEI and the arts – as part of the Strategic Plan, and for RAC to be more impactful in this space; RAC internal team has been on intentional learning journey since



February, and Board will now join them; important to address racial equity, diversity, inclusion and access to the arts as a team; shared quote from Strategic Plan commitment; noted that Rudy Nickens and Barbara Love will co-lead the Board in this work during the June and August meetings; shared credentials of Nickens and Love.

Finance Committee - Russell

Walker noted that she chaired the May 9th Finance Committee Meeting in the absence of Russell, and asked Gratza to present the following:

April 2022 Cash Flow Update (KEB)

Gratza reported that the April 2022 cash flow analysis included: (1) actual financial data through April and May – December projected; (2) highlighted budgeted Hotel/Motel sales tax amounts; (3) April ending cash balance; (4) projections to end the year with a positive variance Hotel/Motel tax revenue; (5) anticipated savings in payroll and benefits; and (6) anticipated end of year cash balance.

Q1'22 Management Report

Gratza presented the first quarter Management Report; explained that report looked different from past reports due to formatting and basis of accounting; highlighted the following: (1) increase in revenues from the prior year; (2) miscellaneous income; (3) current year expenses based on General Operating Support Grants and Program Support Grants; (4) cash balances for the year; (5) unrestricted net position threshold and baselines; and (6) administrative expenses and timing of disbursements – budget versus actual.

Cooksey added update on the following: (1) 5% advocacy ARPA funding request; (2) Explore STL with forecast for Hotel/Motel sales tax revenue; and (3) upcoming groundbreaking for the America's Center.

Brief discussion held regarding benchmarks, ratios and metrics prior the end of the year.

FY21 990 Draft

Gratza reported that the 990 Draft has been prepared by Brown Smith Wallace and management has reviewed; 990 aligns with the financial statement; noted that upon approval by the full Board, report will be finalized and submitted to IRS by the May 15th deadline.

Motion made by Russell seconded by Purnell, unanimously carried to approve the FY21 990 Draft.

Walker called for the Governance Committee report from Wilson.

Governance Committee Report

Wilson reported on Commission term expirations; reminded that while Governance Committee puts forth names for replacement, the best resource for names is the full Board; he will send out email to full board to ask for recommendations for consideration; and (2) reminded that Governance Committee is

also responsible for planning the retreat; full day planned for September 17th; should be good use of time and impact the future of RAC; Governance Committee has a few ideas in place; he will send an email to full Board to request additional retreat agenda items.

Brief discussion regarding expired terms for 2022.

Walker called for the Grants & Programs Committee report from Purnell and Haubrich.

Grants & Programs Committee Report

Purnell acknowledged and thanked Commission for their hard work in grant reviewing of Artist Support and Program Support; thanked Grants staff for competently pulling everything together/infrastructure in moving forward with grantmaking rounds; reported there were 204 Artist Support applications - 169 eligible and 35 ineligible; reminded that fiscal year budget for Artist Support Grants (ASG) was \$250,000; 101 Program Support Grant (PSG) applications received – 94 eligible, six ineligible and one applicant withdrew; reminded that fiscal year budget for Program Support Grants was \$650,000; asked Haubrich to provide additional content.

Haubrich shared current status of the application review process and thanked Commissioners who participated in the panel review process; highlighted appeal process and next steps leading up to and following grant award announcement; shared comments on process from grantees populated by Liz Deichmann; update on Blackbaud GMS; updates to criteria for ASP and PSG; and applicant workshops for both ASG and PSG including DEI, program success and outcomes. Noted that she, Smith and Cooksey are registered for the upcoming Americans for the Arts (AFTA) conference.

Purnell reported that the Grants & Programs Committee approved the Staff recommendation to add \$100,000 for Artist Support Grants and \$150,000 for Program Support Grant funding and noted that the decision has no negative impact on the approval of the Fiscal Year 2022 budget, is paid for by off-month revenues, and the Finance Committee is aware of this shift.

Motion to add \$100,000 to Artist Support Grant funding, and \$150,000 to Program Support Grant funding, made by Gennaria, unanimously approved, and no seconded needed as already approved by Grants & Programs Committee.

Walker called for the report from the President and CEO.

President & CEO Report - Cooksey

Gave business update including Strengthening Organization Infrastructure; President & CEO community visibility, stakeholder meetings; relationships with key leaders across the St. Louis Region; AEP6 Study Kick-off – kudos to MK Stallings who is leading this effort and thanked LeFlore for allowing the first audience intercept surveys at her recent event *Rivers of Women*; Randy Cohen, VP of Research and Evaluation at American for the Arts (AFTA) coming to STL to talk to this Board about the importance of

this survey in August; and an update on 6128 Delmar – secured six paid permit parking spaces for RAC Staff, Commissioners and constituents and stakeholders.

Cooksey asked leadership team to report as follows:

Grants & Programs – A. Haubrich

Haubrich reported on the following: (1) in the midst of relaunching important programs - kudos to Pacia Anderson for leading the relaunch of CAT and working with CAT alums to develop the curriculum, also kudos to Shevaré Perry for leading Gyo Obata with (10) fellows coming from area universities; thanked Trivers for agreeing to serve as a mentor on the Advisory Committee; and (2) update on Capacity Building STL – partnership with the DeVos Institute, Missouri Arts Council Grant with a match from RAC for six BIPOC-led organizations, special session with DeVos Institute in June 2022 and Capstone Graduation later in the summer.

External Relations, N. Belford

Belford reported on the following: (1) Downtown Engagement Public Safety Initiative (DEPSI) – 16 arts organizations bringing events to the downtown area to engage youth in arts and culture; will share event schedule; (2) second trip to Jefferson City with Greater St. Louis, Inc. and met with officials on economic development initiatives, ARPA funding, and projects underway at the State level; (3) meeting with the Public Improvement District executive Directors and Community Builders of St. Louis; (4) collaborative with the St. Louis Area Hotel Association; (4) updates on external funding opportunities and the shift in the philanthropic community; and (5) research on best strategies and practices for an endowment/reserve fund.

Cooksey reminded that part of the approved 2022 Work Plan was to secure two grants, which has been adjusted as targeted art funders are not funding this year, and Cain Non-Profit Solutions monthly retainer will be cancelled/relationship placed on hold because of philanthropic shift.

Brief discussion held on individual and organizational asks, and importance of not competing with grantees.

Marketing and Communications, J. Scherder

Scherder Marketing and Communications update Jan – May 2022 and reported on the following: (1) update on GIVE STL Day and working out different fundraising approaches and overall what's best for RAC; (2) website and social media updates; (3) marketing campaign overview; (4) Explore St. Louis & HEC-TV relationship update; (5) "Lights, Camera, Tourism" on *KSDK-TV Show Me St. Louis*, additional paid appearances on the three major channels, public radio, internet radio, ads and sponsorships, to highlight the arts sector with a RAC focus; (6) shared marketing preview of Metro Bus campaign and strategically placed billboards; and (7) RAC designed apparel as a revenue generator and a way for individuals to show their love for the arts.

Brief discussion held regarding paid appearances, possibly adding images on billboards/maximizing results, and cost effective ways to capture the RAC story as part of the approved cultural tourism line item.

Levy extended congratulations on a “joyous report.”

Walker extended appreciation for all of the reports; look forward to see it evolve further.

Public Comment

No public guests in attendance.

Roll Call & Adjournment

A motion was made by Levy, seconded by Ko and unanimously carried to adjourn the May 12, 2022 meeting at 9:25 a.m.

Attendance

Commission: Cheryl Walker, Andréa Purnell, John Russell, Roz Johnson, Jerry Gennaria, Rhonda Carter-Adams, Vin Ko, Lyah LeFlore, Mont Levy, Kellie Trivers, Mary Walsh,

David Wilson and Heather Corcoran left meeting prior to adjournment.

Submitted by Lea Sutherlin
Executive Assistant & Commission Administrator

Board Packet Attachments:

- Full Commission Meeting Minutes, March 10, 2022
- April 2022 Cash Flow Spreadsheet
- FY22 Q1 Management Report
- FY21 990 Draft
- Finance Committee Meeting Minutes, March 7, 2022
- Governance Committee Minutes, February 16, 2022
- Grants & Programs Committee Minutes, February 17, 2022
- Article: The Arts and Health Equity - Four Opportunities for Impact - Grantmakers in the Arts