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REGIONAL ARTS  
COMMISSION OF ST. LOUIS



**Regional Arts Commission  
Resource Development Task Force Minutes - DRAFT  
Friday, August 20, 2021 @ 10:00 a.m. via ZOOM**

➡ **Attendees**

Roz Johnson (Co-Chair), Andrea Purnell (Co-Chair), Rhonda Carter Adams, Mont Levy, Mary Walsh

Staff: Vanessa Cooksey, Lea Sutherlin

1. **Welcome**

Purnell welcomed everyone to the meeting.

2. **Task Force Objective Review**

Johnson highlighted the Task Force objectives; looking at short-term and long-term funding needs for RAC; looking at different funding sources and not competing with grantees; objective is to present a plan to the full commission, get their feedback and get them engaged.

3. **Staff Recommendation**

➡ Cooksey: Johnson has empowered staff to do the research and present a recommendation for a path forward as it relates to the objective of this committee; noted the importance of storytelling; reminded that prior to this task force, full commission directive regarding line item for fund development; team did due diligence and identified a grant-writing support for non-profits...CAIN Non-Profit Solutions.

Cooksey then noted RAC is pursuing project grants; presented the staff recommendation related to short term current fund development including project grants; general operating support (NEA ARP General Operating Grant) and state and local ARP funds; RAC is now part of Missouri Buys

System which is now required to receive state funds; and reminded about the impact of COVID on RAC.

Discussion held regarding the RAC approach in requesting of City and County for local ARP Funds; NEA grant deadlines; timing and earmarked funds; consortium letter regarding the role and impact of arts in the region; and continuing introductory meetings with the City and County.

Cooksey then presented the staff recommendation related to long-term fund development including national grants, individual gifts (eCommerce function in eTapestry and “donate now” button) and Board giving – looking for 100% participation not grounded in a number – helpful to be able to engage others showing 100% Board participation; staff has worked diligently for RAC compliance to receive federal grants; highlighted partnership with Whitaker Foundation and their interest in DEI grantmaking; and opportunities for collaborative local funding.

Johnson noted importance of short-term objectives and the idea of rebuilding; organizations are thinking forward beyond survival; what has changed in the world and how does that inform and tie into strategic objectives.

Levy suggested in preparation for the November retreat looking at RAC strategic plan post-COVID; what are next/appropriate steps to take.

Cooksey has been discussing with Leslie Peters, retreat facilitator, how both grantmaking deep dive and facilities deep dive are directly connected to strategic plan; will address throughout the conversation during the September mini-retreat.

Discussion held regarding how RAC keeps focus on all that is good and beautiful through art; conversations that can be held with corporations and DEI leaders regarding the future of funding; and importance of telling the RAC story to potential funders.

Purnell noted that the presentation and discussions were rejuvenating; Cooksey has been a real connector in the community; exciting to engage conversations about an arts eco system; and a bigger picture of a more unified front.

A discussion was held about information that could be used to support resources development conversations with potential donors. Cooksey to send Commissioners 2021 one-pager and additional support documents as they are developed.

4. **Administrative Needs**

Cooksey then highlighted short-term and long-term administrative needs and storytelling/narrative resources including the upcoming HEC-TV RAC 35<sup>th</sup> Anniversary Video.

5. **Next Steps**

Cooksey and staff will establish delivery dates from September-December including Task Force action items – dates will adjust because of pending introductory meetings and follow-ups with the City and County.

Johnson thanked Cooksey and staff for the work being done; steady progress; thanked members of this Task Force on the important work; not just surviving but how RAC can thrive which is important to the arts community.

6. Adjourn

The Resource Development Task Force meeting ended at 11:04 a.m.

Submitted by Lea Sutherlin  
Executive Assistant & Commission Administrator