

WASHINGTON STATE ARTS COMMISSION— BOARD MEETING MINUTES

January 13, 2014 / Meeting by Phone

Commissioners Present

Mark Anderson
Cameron Bennett
Elizabeth Conner
John Fraire
Jane Gutting
Representative Larry Haler
Amanda Jackson Mott, Second Vice Chair
Rick Johnson
Brenda Nienhouse, Chair
Jaxon Ravens
Latha Sambamurti
Beth Takekawa
Gayle Thomson
Frank Video

Staff Present

Stacy Hicks, Office Assistant 3
Leslie Pope, Executive Assistant
Mike Sweney, AIPP Project Manager
Kris Tucker, Executive Director

Guests

No guests attended this meeting

Commissioners Absent

Bassem Bejjani
Michael Cade
Andy Fife, First Vice Chair
Diane Martindale
Representative Zack Hudgins
Senator Curtis King
Senator Jeanne Kohl-Welles
Daveda Russell
Gail Sehlhorst

Call to Order

Chair Nienhouse called the meeting to order at 2:04 pm, conducted roll call, and verified that a quorum was present. The singular purpose of this meeting was to review and vote on the selection committee recommendation for the 2014-2016 Washington State Poet Laureate.

Poet Laureate

Tucker reviewed the memorandum asking the Board to approve the panel recommendation of Elizabeth Austen as Washington State Poet Laureate 2014-2016, pending approval by the Governor (*packet*). The selection process is established in statute and in the Washington Administrative Code. A total of 9 applications were received. The panel was convened by Humanities Washington and ArtsWA. Austen has strong qualifications for this working position, which provides an annual professional fee of \$10,000 plus a limited travel reimbursement. Austen is from Seattle, and has provided writing sessions for doctors and staff at Seattle Children's Hospital. The panel was impressed with her ability to present poetry and her own original work.

As outlined in the memorandum, Austen proposes to conduct programs throughout the state incorporating live readings and workshops using her own work and work by other poets. She intends to focus on rural and smaller communities, as well as urban areas. Two on-line programs would include a monthly blog with interviews and video recordings to engage other poets and constituents. Humanities Washington has already approved this recommendation; while not required by state law, this approval is an important component of our strong partnership.

Contingent on Board approval, this recommendation will be sent to the Governor for his consideration. Upon approval by the Governor, a contract will be enacted with Austen with a target start date of February 1, 2014 for a two-year term.

Tucker asked Gutting to describe the panel process and considerations leading to this recommendation. Gutting said this was her second opportunity to serve on the poet laureate selection committee. The panel reviewed nine applications. Humanities Washington created a confidential website where panelists ranked the submissions after reading each application and original poetry, and viewing a performance video intended to highlight each individual's performance persona. The committee met by phone to review application rankings, and selected and interviewed the top three candidates in-person in December. Austen is highly skilled in engaging other poets. Because this is a service position, engaging people in the poetry community is a high priority and important to the panel's position.

Nienhouse called for public comment and Board discussion. None was forthcoming. She called for a motion.

A MOTION to approve the panel recommendation of Elizabeth Austen as Washington State Poet Laureate 2014-2016, to begin in February 2014 pending approval by the Governor, was made by Haler and seconded by Ravens. The motion passed unanimously.

Announcements

Nienhouse said the Executive Committee asked Tucker to draft a memorandum analyzing the Cultural Access Washington legislation (formerly known as Cultural Access Fund), which will be included in materials for the February 4, 2014 Board meeting. Commissioners are invited to preview and discuss this memorandum by phone prior to the Board meeting; staff will email an invitation.

Tucker outlined staffing updates. Cathy Cochrane, Communications Manager, resigned her position with ArtsWA to accept a position with the Puget Sound Partnership. Last week, the Governor appointed Karen Hanan as the next Executive Director; her first day will be March 3, 2014. She will attend the February 4 Board meeting.

Tucker expressed gratitude for the support and recognition she has received from the Board, and appreciates the accomplishments achieved together during her years as Executive Director.

Nienhouse thanked Commissioners who participated in the recognition event. She adjourned the meeting at 2:15 pm.

WASHINGTON STATE ARTS COMMISSION— BOARD MEETING MINUTES

February 4, 2014 / Olympia

Commissioners Present

Mark Anderson
Cameron Bennett
Bassem Bejjani
Michael Cade
Elizabeth Conner
Andy Fife, First Vice Chair
John Fraire
Jane Gutting
Amanda Jackson Mott, Second Vice Chair
Rick Johnson
Diane Martindale
Brenda Nienhouse, Chair
Jaxon Ravens
Latha Sambamurti
Gail Sehlhorst
Beth Takekawa
Gayle Thomson
Frank Video

Commissioners Absent

Representative Larry Haler
Representative Zack Hudgins
Senator Jeanne Kohl-Welles
Senator Curtis King
Daveda Russell

Staff Present

Kris Tucker, Executive Director
Stacy Hicks, Office Assistant 3
Janae Huber, Collections Manager
Lisa Jaret, Arts in Education (AIE) Program Manager
Lou MacMillan, Deputy Director
Leslie Pope, Executive Assistant
Christel Ratliff, Grants to Organizations (GO) and AIE
Administrative Assistant
Deane Shellman, Program Coordinator, Art in Public Places
(AIPP) Program
Rebecca Solverson, AIPP Project Manager
Mike Sweney, AIPP Program Manager
Mayumi Tsutakawa, Grants to Organizations (GO)
Program Manager

Guests

Anne Banks, Program Supervisor for the Arts, Office of
Superintendent of Public Instruction
Jill Barnes, Executive Director, Washington Center for the
Performing Arts (WCPA)
Robert Birman, Executive Director, Centrum
Karen Hanan, Incoming ArtsWA Executive Director
Noël Moxley, former ArtsWA Commissioner
Sacha Van De Zande, MFA student in Arts Leadership,
Seattle University
Crystal Yingling, MFA student in Arts Leadership,
Seattle University

Call to Order

Chair Nienhouse called the meeting to order at 12:30 p.m. She thanked the Washington Center for the Performing Arts (WCPA) for hosting the meeting. Barnes welcomed the Board and explained the building is owned by the city and managed by WCPA. The current façade renovation is both functional and esthetic in scope, and is funded by the city and a grant from Building for the Arts. The Board was invited to attend the rededication celebration in late February. Barnes thanked ArtsWA for supporting the arts and building vibrancy in arts communities throughout the state.

Karen Hanan, incoming ArtsWA Executive Director, said it was an honor to be in attendance. She looks forward to getting to know everyone. Hanan thanked Tucker for a strong foundation upon which she hopes to further build. Introductions were made around the room.

Approve Agenda

Nienhouse asked for a MOTION to approve the agenda; the motion was made by Ravens, seconded by Bennett, and passed unanimously.

Chair's Report

Nienhouse discussed her report (*packet p. 1*). She acknowledged the work Tucker has done at ArtsWA and in supporting a strong leadership transition. Nienhouse said it was a joy to work with Tucker; she is held in the highest esteem in the local, state, and national arts communities.

Nienhouse said Jackson Mott is chairing an executive director orientation committee to introduce Hanan to communities throughout Washington through cultural salons and regional impact forums. Committee members are Sambamurti, Conner, and Johnson. Commissioners interested in hosting events in their regions are asked to contact Jackson Mott.

Director's Report

Tucker discussed her report (*packet p. 3-4*). Tucker remains Executive Director through February; Hanan begins in March. This ensures continued leadership through the 2014 legislative session, the Board meeting, and Arts & Heritage Day.

ArtsWA is seeking a new Communications Manager; the position is expected to be filled by April, and Hanan will make the hiring decision. In the interim, a communications consultant will assist with publicity for events such as Poetry Out Loud and announcing Hanan's arrival.

Tucker gave an update on House Bill 2092 that proposes to eliminate art and design funding for Department of Transportation (DOT) projects. Tucker and Sweney testified against the bill, as did DOT. This bill is not expected to move forward.

The Art in Public Places (AIPP) program was established in 1974. The 40th anniversary will be celebrated through social media to highlight the history and accomplishments of this program.

Poetry Out Loud state finals will be held March 8 at the Broadway Center for the Performing Arts in Tacoma. Participating students compete, beginning with local high schools, through regional events, to the state final by reciting poems selected from an anthology established by the National Endowment for the Arts (NEA). The state winner will compete in national finals in Washington, DC, in April.

State Poet Laureate Elizabeth Austen will speak at Heritage Caucus, open the Senate session with a poem, and will be recognized during the Arts & Heritage Day lunch. Austen is our third poet laureate, preceded by Kathleen Flenniken who had events in every county of the state. The first state poet laureate was Sam Green, who has written a book about his experience.

NEA funding has been included in the budget as approved by Congress; it is evidence that our work informing Congress is making a difference. Forty percent of the NEA grant budget goes directly to state arts agencies such as ArtsWA, to be redistributed through grants and programs that serve the entire state.

Tucker and Tsutakawa attended a meeting that addressed the future of folk arts in the state. ArtsWA discontinued its folk arts program in June due to state budget cutbacks. ArtsWA may be asked by folk arts constituents to seek a budget increase in the next biennium to reinstate a state-wide folk arts program.

Budget Report

Tucker reviewed the Budget Report: FY 2014 Second Quarter (*packet #2, pp. 8.1-8.2*), provided for information only; no action is needed. The budget is on track for the year.

Gutting said ArtsWA needs more money. Tucker noted that Washington State per capita funding for the arts is 16 cents per person, which ranks Washington as 45th out of 50 states.

Raven suggested discussing what ArtsWA could accomplish with a slight increase in funding. Bejjani asked which state is ranked number one in per capita state funding. Tucker said Minnesota is ranked number 1 with total state per capita funding at \$5.88 in FY 2013, according to the National Assembly of State Arts Agencies (NASAA), which tracks state arts agency appropriations including per capita funding.

Video commented that explaining what projects and programs could not be funded might be informative to legislators. Tucker said information about non-funded projects can be found on the panel recommendations as submitted for approval by the Board. These reports include names of all organizations that submitted applications, the original funding request, the grant award (frequently lower than the request level), and all of the projects that could not be funded.

Cultural Access Washington

Tucker reviewed the Cultural Access Washington (CAW) memorandum (*packet #2 pp. CAW1-5*) which she prepared in response to previous discussion by the Board and the Executive Committee. The memorandum provides a brief history and summary of the bill, and an analysis of impacts and concerns.

This bill seeks to establish ongoing public funds to support cultural organizations. House and Senate bills have both had hearings. The Senate Ways and Means Committee passed SB 6151 on a bipartisan vote. The bill has a long way to move through the process before the final outcome is known. The bill includes more detail for implementation of the bill in King County. Counties outside of King could contact with ArtsWA to distribute their grants. Tucker discussed key points from the memorandum including:

- Learning from similar efforts in other states.
- Ensuring that cultural access funding is a supplement to existing arts and cultural funding, not supplanting state funding to ArtsWA, and other arts and cultural organizations.
- In King County, funding primarily benefits a small number of large organizations.
- Funding has the potential to be significant, but the bill may not be well understood.

Whether or not the bill passes, ArtsWA has opportunities and a leadership role to fulfill in regard to cultural access funding and implementation in King County and other counties statewide. The Board's messages for Arts & Heritage Day include talking points about Cultural Access Washington. Tucker recommends that the Board not take formal action on legislation, but focus on three main points: it is important to support on-going state funding for the arts; ensure that this bill does not supplant state funding; and retain ArtsWA's leadership role in proposals for cultural funding.

Nienhouse said it is important that there be increased state funding for the arts and that ArtsWA has a leadership role. Nienhouse asked Commissioners for questions and comments.

Johnson asked for clarification on the type of tax. Tucker said the bills offer two options: a sales tax increment of 1/10 of one percent, or an equivalent property tax increment, in addition to existing taxes. The bill includes various formulas and discussion on taxes. Hanan added that the tax choice is up to each county.

Takekawa commented that Washington State Arts Alliance (WSAA) has supported this legislation as part of their position, and asked for clarification on whether ArtsWA's position differs from that of WSAA. Hanan suggested that ArtsWA is not against the bill, but support comes with a caveat. Tucker said there are unanswered questions about this bill.

Birman asked whether this bill required an amendment to the state constitution. Nienhouse said this is enabling legislation that does not require a constitutional amendment.

Other

Nienhouse asked Takekawa to report on her experience serving on the NEA panel reviewing state arts agency applications. She said the panel process was public, with attendees calling in to listen to the proceedings. The panel was very complimentary about Tucker and Hanan. The funding amount includes competitive funding for arts in education and serving underserved communities. Many state arts agencies submitted strategic plans that emphasized how the arts create jobs and support the economy.

Takekawa noted that state arts agency staffing does not reflect the demographic diversity of minority majority states. She added that the vast majority of state arts agencies have retained operating support grants, sometimes for multiple years to streamline the granting process. Operating support grants are favored by arts organizations because more funding leverage can be achieved with operating support grants than project support grants.

Consent Agenda

Nienhouse called for a motion to approve the Consent Agenda consisting of:

- Minutes of November 7, 2013 Board Meeting (*packet pp. 9-15*)
- Minutes of November 26, 2013 Board Meeting (*packet pp. 17-18*)
- Minutes of January 13, 2014 Board Meeting (*packet pp. 19-20*)
- Grants to Organizations: FY 2014—Project Support—Midsized Arts Organizations—Level B—Ratify Executive Director's Decision (*packet p. 21*)
- Creative Vitality Index Local Partnerships: FY 2014—Ratify Executive Director's Decision (*packet pp. 23-24*)

A MOTION to approve the Consent Agenda was made by Fife and seconded by Ravens. The Consent Agenda was approved unanimously with no recusals and no changes to the meeting minutes.

Grants to Organizations: Proposed Innovation Incentive Pilot

Nienhouse called on Tsutakawa (*packet pp. 25-26*) to lead the Board in a discussion about grants funding. Tsutakawa has worked with a Board task force on this proposal, building on the strategic plan and the Arts Participation Leadership Initiative (APLI). She recognized members Nienhouse, Bejjani, Conner, Fife, Gutting, and Russell, who reviewed grant guidelines, review criteria, and other components of the grants program to shape a direction for the future.

The proposed innovation incentives would be implemented in FY 2015 as a pilot project. Applicants for Project Support grants could request additional funding for an innovation that would specifically address one or more of the three overarching goals that originated in the APLI program: developing young adult audiences, building participation, and using social media.

Tsutakawa reviewed the project support categories outlining specific levels based on budget size, and the innovation track funding eligibility amounts. Local arts agencies and Cooperative Partnerships would not be eligible for innovation incentive grants. The innovation incentive would be awarded to a few

organizations in each category that meet the criteria, and the amount awarded would be in addition to the project support grant.

Video asked for clarification on what the proposed funding accomplishes. Tsutakawa said 26 APLI organizations developed innovative programs to increase young adult audiences, implement arts engagement activities to involve specific geographic communities, and use social media to boost participation among diverse groups. The proposed innovation incentive grants funding is significantly less than that used in APLI, but would fund small projects.

Ravens asked that specific attention be paid to supporting innovation throughout the state in addition to King County. The panel will consider activities already tried by applying organizations and new, experimental projects. Fife said it is important to keep the focus of this innovation grant on participation and access. Tsutakawa said approval of this proposal supports reaching out to diverse parts of our region and building arts participation.

Tsutakawa outlined the potential for a subgranting program that could be funded in FY 2016 if new funds are available (*see packet p. 26*). Many state arts agencies in geographically large states operate subgranting programs by designating selected arts agencies within specific geographic locations to regrant state funds. The proposal requires further development before it can be submitted for consideration in the Governor's budget proposal for the 2015-2017 biennium.

This program would include technical assistance to potential subgrant partners so they have the skills to develop successful panel and implementation methods; develop goals, performance measures, and criteria for subgranting; and ensure the proposed budget, funding levels, and local match requirements are specifically outlined. The match could include an in-kind approach. This subgranting focus is not included in the current proposal, but provided for Board information at this time.

A MOTION to accept the proposal for the Innovation Incentive Pilot Award program was made by Johnson and seconded by Video. The motion was approved unanimously with no recusals and no abstentions.

Tsutakawa asked Commissioners to contact her with additional questions and comments, and said Nienhouse will reshape the task force. Nienhouse said the focus on innovation will lay a foundation for project support grant improvements to provide state-wide benefit.

Art in Public Places

Deaccession of Artwork: Approve Panel Recommendations

Huber explained that care of the State Art Collection includes conservation, inventory, and deaccession or removal of art works. Collections management through improving stewardship of the State Art Collection is part of the strategic plan. Deaccession involves the removal of artwork from the Collection to maintain its overall health. The guiding policy document is *ArtCare: Collections Management Policy for Washington's State Art Collection*, which was approved by the Board in February 2011. Deaccession is also mentioned in Washington Administrative Code (WAC) that governs ArtsWA.

Staff deaccession recommendations are reviewed by a standing panel whose members have diverse expertise including curatorial, collections management, artists, fabrication, museum collections management, and public art. Gutting and Anderson are on the standing panel. Anderson said the panel process ensures appropriate oversight so that deaccession occurs for the right reasons. A complete list of panelists was provided in the Board packet (*packet #2, pp. 26.1-26.3*).

The panel recommends deaccession of *Washington Centennial Bell Garden* (1990) by David Mahler due to construction at the Washington State Convention Center. The artwork honors Washington State's centennial and is comprised of 39 bells, one from each county. Twenty-eight bells were incorporated into an exterior sound sculpture, and the remaining eleven bells are located inside the Convention Center. Each bell has a plaque that describes the story of its origin and county.

The Washington State Historic Society may be a recipient for the bells, once research findings determine which bells are free to be gifted and which bells need to be returned to original owners. The artist is committed to assisting with the return or transfer research. Anderson noted that some of these pieces were loaned rather than donated, and heirs may still be alive. Research must be conducted to ensure proper ownership legalities are followed.

Bennett asked about the possibility of resiting. Huber said that issues including ownership and the sound component make resiting difficult. Anderson added that the bells were physically altered to ensure each apparatus would work with the piece and in the Convention Center's space, so there is difficulty in resiting the artwork.

A MOTION to approve the proposed panel recommendation to deaccession *Washington Centennial Bell Garden* from the State Art Collection was made by Gutting and seconded by Ravens. There were no abstentions or recusals, and the motion passed unanimously.

K-12 Pooled Funds: Approve Panel Recommendations

Sweney reviewed K-12 Pooled Funds (*packet pp. 27-28*); with the Board. In collaboration with the Office of the Superintendent of Public Instruction (OSPI), all artwork allocations generated via state-funded construction at K-12 schools are pooled. Every two years, all eligible districts are invited to apply for fully-funded public art projects on behalf of schools with new construction; not all districts do so. This approach ensures artwork is acquired through partnerships with districts that want the art, and are willing and able to dedicate the resources to ensure proper maintenance and care. It also provides an opportunity to begin the conversation about accompanying an artwork acquisition with arts curriculum. Sweney also noted that pooling increases state-wide reach; schools in rural communities typically generate less money for public art via state-funded construction and often do not meet the minimum threshold needed to commission an artwork.

The application deadline was in November, and the panel met in January; accepted schools will be informed by mid-February with all projects expected to begin before the next application cycle. Panelists are listed in the packet. Review criteria includes access to the arts, commitment to stewardship, approaches to integrating the artwork into the curriculum and culture of the district or school, and proposed art selection committee members.

Sweney asked Commissioners to contact him if interested in being on a selection committee or to attend committee meetings. The district has final say on selection committee membership and ArtsWA cannot direct selection committee choices, but all meetings are open to the public. Sweney can provide meeting information for those interested in attending.

There were 19 applicants representing schools from 15 districts in 11 counties. All applicants are recommended for funding at levels ranging from \$40,000 to \$125,000.

Video served on the panel and said it was his first panel experience with the program. He noted the healthy amount of funding for a two-year cycle. All applicants had beneficial points and he was impressed with the ability to fund every applicant.

Banks was also pleased to fund all applicants. She noted that applicants want artwork as part of the school and its culture and teach about art, build community pride, and develop arts learning curriculum. Each applicant had a real desire to have an artwork at their location.

Video noted that information on past stewardship performance was helpful to the process, and to ensure applicants had a sincere desire to care for the artwork.

Fife asked for the number of schools that applied. Sweney said 50 schools were eligible and 19 applied. Sweney noted that another measure could be that of the 30 eligible districts, 15—or 50%—submitted applications on behalf of their schools. Four of the 15 school districts do not currently have artwork from the State Art Collection.

Hanan asked whether ArtsWA provides assistance to school districts on the quality of their applications. Sweney said that AIPP would inform an applicant if there seemed to be a misunderstanding regarding an application question or if something is missing, but that AIPP only reviews the applications for eligibility. He also noted that there were no issues with the applications. Gutting said she is involved with a private school funder that wants to purchase public art and asked whether ArtsWA provides a service to help in this effort. Sweney said AIPP could act in an advisory role.

A MOTION to approve the panel recommendations for new public art projects to be initiated in 19 K-12 schools was made by Video and seconded by Bejjani. It passed unanimously with no recusals or abstentions.

State Art Collection: 2013 Update

Sweney reviewed artworks commissioned or purchased in calendar year 2013 (*handouts*). The selection committee chooses the artist or curator from a roster, provides context and site recommendations, and approves the final design or selected artwork. The final step in the acquisition process is a dedication to celebrate the artwork and the artist, to recognize that it is part of the State Art Collection, and to introduce it to the community.

Gutting asked whether artwork acquisition with universities and colleges is approached in the same way as K-12 schools. Sweney said AIPP works directly with universities and colleges because each is a state agency, as is OSPI. However, universities and colleges may pool within their own campuses.

ArtsWA Advocacy: Laying a Foundation for the Future 2014 Legislative Session

Nienhouse asked Sehlhorst, ArtsWA Advocacy Committee Chair, to lead Commissioners through a series of exercises to prepare for Arts & Heritage Day and future interactions with legislators. Sehlhorst said it is important to develop relationships with legislators using information about ArtsWA. Commissioners will receive district-centric information, and information on ArtsWA accomplishments that have statewide impact and show the value of supporting the arts. A biography for each legislator is also included to increase familiarity with representatives.

Conner said the talking points provided are general in nature and asked whether Commissioners are asking for a budget increase at this time. Tucker clarified ArtsWA is not seeking a budget increase in the 2014 legislative session. One talking point notes that ArtsWA funding has been significantly reduced and seeks advice from legislators on how to pursue an increase in funding for the next biennium. Nienhouse said this approach is part of laying a foundation for the future.

Fraire suggested Commissioners look for opportunities to provide data that illustrate the need for increased funding in the future. Tucker suggested practicing talking points using the data, such as how ticket sales represent a fraction of the expense to stage an event. Martindale said state arts funding cuts across socio-economic barriers to make the arts accessible to constituents who might not be able to afford arts participation experiences without such support.

Fife said legislators need to know what constituents are requesting. Because this year's approach does not include a specific request, be prepared to directly say ArtsWA does not have a specific budget request this year, but will be seeking additional funding in the next biennium. Commissioners can ask legislators for their input on what matters to them in consideration for future budget increase requests.

Arts & Heritage Day Preview

Tucker provided an overview of Arts & Heritage Day (*packet pp. 29-32*). A list of legislative appointments was provided (*handout*). Lead Commissioners are designated for meetings and the day requires flexibility for last-minute changes. Commissioners will complete a recap form after each meeting to record impressions and comments from legislators. Nienhouse thanked Sehlhorst for leading advocacy training.

Announcements

The next Board meeting will be May 6, 2014 at Pacific Lutheran University in Tacoma.

Nienhouse adjourned the meeting at 4:30 p.m.

WASHINGTON STATE ARTS COMMISSION— BOARD MEETING MINUTES

May 6, 2014 / Tacoma

Commissioners Present

Mark Anderson
Cameron Bennett
Bassem Bejjani
Michael Cade
Elizabeth Conner
Andy Fife, First Vice Chair
John Fraire
Jane Gutting
Amanda Jackson Mott, Second Vice Chair
Rick Johnson
Senator Jeanne Kohl-Welles
Diane Martindale
Brenda Nienhouse, Chair
Jaxon Ravens
Daveda Russell
Latha Sambamurti
Gail Sehlhorst
Beth Takekawa
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Commissioners Absent

Representative Larry Haler
Representative Zack Hudgins
Senator Curtis King
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Staff Present

Karen Hanan, Executive Director
Glenda Carino, Communications Manager
Stacy Hicks, Office Assistant 3
Lisa Jaret, Arts in Education (AIE) Program Manager
Lou MacMillan, Deputy Director
Leslie Pope, Executive Assistant
Rebecca Solverson, AIPP Project Manager
Mike Sweney, AIPP Program Manager
Mayumi Tsutakawa, Grants to Organizations (GO)
Program Manager

Guests

Anne Banks, Program Supervisor for the Arts, Office of
Superintendent of Public Instruction
Robert Birman, Executive Director, Centrum
Thomas Krise, Pacific Lutheran University President
Teresa Bergeson, former Washington State Superintendent
of Public Instruction

Call to Order

Chair Nienhouse called the meeting to order at 10 am. She thanked Bennett and Pacific Lutheran University for hosting the meeting. Introductions were made around the room.

Approve Agenda

Nienhouse asked for a MOTION to approve the agenda; the motion was made by Ravens, seconded by Bejjani, and passed unanimously.

Chair's Report

Nienhouse discussed her report (*packet p. 1*) and welcomed Hanan to her first meeting as ArtsWA Executive Director. The Tacoma forum to introduce Hanan was well attended. More forums are planned throughout the state through the remainder of the year.

Nienhouse discussed the impact of the Creative Vitality Index (CVI) on Spokane, where the arts were identified as the tenth largest employment sector, which is shifting city dialogue regarding the benefit and impact of the arts.

Director's Report

Hanan discussed her report (*packet p. 3-4*). The CVI is upgrading to a new process that will make reporting easier to use. Hanan is working to make this tool more accessible to communities in our state. The orientation tour and forums allow Hanan to meet ArtsWA Commissioners, stakeholders, and legislators, and to develop deeper relationships with authorizers and peers. Poetry Out Loud, Governor's Arts and Heritage Awards, research around folk and traditional arts, and Cultural Access Washington are among the projects and activities accomplished in the last several months. Staff changes were announced: Carino is the new ArtsWA Communications Manager; MacMillan, Deputy Director, will be retiring in a few months and recruitment for his replacement is being launched; and Stacy Hicks was hired full time as an Administrative Assistant.

Budget Report: FY 2014 Third Quarter

Hanan discussed the FY 2013 third quarter report for information only; no Board action is required (*packet #2, pp. 4*). ArtsWA budget and staffing are projected to be on target for the fiscal year.

Consent Agenda

Nienhouse called for a motion to approve the Consent Agenda consisting of:

- Board Meeting Minutes of February 4, 2014—(*packet pp. 6-13*)
- Cultural Congress Scholarships FY 2014: Ratify Executive Director's Decision—(*packet p. 14*)

A MOTION to approve the Consent Agenda was made by Ravens and seconded by Bennett. The Consent Agenda was approved unanimously with no recusals and no changes to the meeting minutes.

Art in Public Places Report-AIPP Turns 40!

Sweney, Art in Public Places (AIPP) Program Manager, spoke about the program's 40th anniversary; and the many accomplishments and artwork acquisitions that have occurred during that time (*packet p. 16*). Sweney discussed how the program has grown to include management and conservation of the collection, highlighted recent projects, and touched on the roles of artists and partner agencies in the acquisition process. . Online access to the State Art Collection is planned for later in the calendar year.

Gutting requested a fact sheet on basic talking points to educate legislators about AIPP. Takekawa asked what changes to the legislation and program have occurred since inception. Sweney explained the legislation has changed very little, except for the addition of allowing pooled funds; the funding formula – ½ of 1% – has remained the same. A presentation featuring one artwork acquired per year, beginning in May 1974, was shown at various times during the Board meeting.

Recognition of Outgoing Board Members

The Board recognized outgoing Commissioners Conner, Fraire, and Ravens. Legislative member King has resigned. Nienhouse expressed gratitude for their wisdom, leadership, hard work, and contributions.

Fraire appreciates the knowledge he gained during his two terms on the Board and urges continued inclusion of Latino representation on the Board and the consideration of Latino issues in policy making. He is concerned that Washington State mainly supports mariachi and folkloric groups, when Latino art is so much broader in its voice and impact.

Conner learned much by working with an organization that has statewide reach and learning what it means and what it takes to make statewide impact. As the only person on the Board who identifies herself primarily as a professional artist, she encouraged the inclusion of professional arts on the Board across the spectrum of arts disciplines.

Ravens said his two-year term has been amazing and there are many great people on this Board. The experience has been very inspiring and that this Board does great work. He encouraged the Board to connect with each other, to celebrate their work and accomplishments, and take every opportunity to create and inspire others.

Takekawa asked if the website created during the Oso Landside received response. Hanan said the Governor noticed it right away; he dedicated April as Washington State Poetry month and directed people to the website to submit their poetry. Carino said she and Hanan created a social media online forum called *Art with a Heart - Response to Oso* so that people could contribute pictures, artwork, poetry, and other forms of art as a way to share their responses and send their best wishes. Hanan said the work will be archived.

Board Development and Nominating Committee Process

Nienhouse announced that Gutting will serve as Nominating Committee Chair. This process is important to gather information on how Commissioners view their involvement on the Board, and to prepare and present a slate of officers at the August Board meeting.

Poetry Out Loud

Elizabeth Mo, a senior at Kamiakin High School in Kennewick, Benton County, took first place in the Washington State Finals for Poetry Out Loud. A video of one of her recitations was shown.

Partnership Report

Hanan introduced Birman, Executive Director of Centrum, which receives one of the ArtsWA Cooperative Partnership grants. Centrum is Washington's home for creative arts and education, which is located in Port Townsend within Fort Worden State Park. Centrum employs a week-long arts-based workshop model for music, performance, and writing development and education. Art forms are shared with audiences as a means to build awareness and community. Many participants are 18 years or younger. Group learning is central to Centrum's approach to arts and education. See Centrum.org for more details and program information.

Birman introduced Bergeson, former Washington State Superintendent of Public Instruction and current Centrum Board member. She added that one of Centrum's key growth areas is in education programs, and Centrum is seeking ways to bring teachers into workshops to experience the connection between creativity, joy and curiosity, and an increase in learning abilities.

Grants

Cooperative Partnerships FY 2015

Tsutakawa, Grants to Organizations (GO) Program Manager introduced panel recommendations for the Cooperative Partnership grants. Cooperative Partnerships with statewide arts service organizations allow ArtsWA to advance its goals and priorities by extending its reach through partnerships with organizations that provide services to support artists and arts professionals across the state (*packet p. 18; packet #2 p. 18.1*).

A MOTION to approve the panel recommendations for Cooperative Partnership grants for FY 2015 was made by Johnson and seconded by Gutting. The motion was approved unanimously with one recusal (Russell) and no abstentions.

Bennett introduced Thomas Krise, Ph.D., Pacific Lutheran University President, who spoke about community engagement and civic responsibility. Arts education plays an important role in Pacific Lutheran University's heritage; students who are engaged in some form of creative arts are four times more likely to be noted for academic achievement..

Arts in Education Grants - FY 2015

Jaret, Arts in Education (AIE) Program Manager, reviewed the Community Consortium and First Step grant programs. The Community Consortium grant program is designed to support broad-based community partnerships that develop and deliver sustainable and standards-based arts education programs in K-12 public schools through the use of partnerships. The First Step grant shares the same philosophical foundation as the Consortium grants; however, these grants support smaller and/or newer partnerships.

No Board approval is required for FY 2015 Consortium grants, since FY 2015 is the second year of the two-year cycle for Community Consortium grants that were approved by the Board in FY 2014, and will be funded again for FY 2015, assuming that all contractual obligations for FY 2014 are met. Funding levels approved last year may be adjusted based on final FY 2015 budget allocations.

Bassem served on the First Step grants panel. He said panelists receive outstanding training; the review process is a well organized system and being a panelist is a real opportunity to learn more about arts in the state of Washington. He found similarities between the process for applicants of arts and science grants. Applicants seriously measure outcomes of their proposals as part of the application process.

Jaret shared the First step grant panel recommendations with the Board for approval (*packet pp. 19-20 and packet #2 pp. 20.1-20.2*).

A MOTION to approve the panel recommendations for FY 2015 First Step grants, with final award amounts to be determined, was made by Gutting and seconded by Bassem. The motion was approved unanimously with two recusals (Sehlhorst and Martindale) and no abstentions.

FY 2015 Budget Overview

MacMillan, Deputy Director, reviewed the FY 2015 budget proposal for information only; no Board action is required at this time (*packet #2, pp. 4-4.1*). Board approval will be required once the proposal is finalized.

ArtsWA's budget for FY 2015 (July 1, 2014–June 30, 2015) will continue to focus on the six goals approved by the Board as part of the current strategic plan. This budget will include state and federal funding, but no private funds as we will fully expend those in FY 2014. The legislature reduced FY 2015 state general fund appropriation in the 2014 supplemental budget from \$1.101 million to \$1.093 million as state employer health insurance costs and billing rates charged by central service agencies will be lower in 2013-2015 than originally budgeted. Because state general funds are appropriated by fiscal year, we are unable to carry forward FY 2014 funds; any unspent balance will lapse.

Advocacy

Sehlhorst, Advocacy Committee Chair, explained strategy for the 2015 Legislative Session for the 2015-2017 budget request and general messaging. Four key messages are being developed:

1. Grant Increases/Expanding Grant Programs
2. Reinstating and Reinventing the State Folk and Traditional Arts Program
3. State Art Collection: Improving Stewardship and Educational Outreach
4. Creating a Community Arts Development Program

Key topics important to legislators include education and economic prosperity. These goals are part of Governor Inslee's Results Washington initiative, and showing where the goals of ArtsWA and the goals of the Governor intersect will help to make the case for a budget increase request.

Sehlhorst facilitated group discussion on the breakout sessions. Commissioners were asked to meet with their local legislators before the August Board meeting. A recap form to track findings from each legislative meeting will be provided to Commissioners. Fife suggested that Board members use legislators as advisors, to ask them about the four key messages to learn what is compelling and what may be confusing in the messaging. Legislator input could prove useful to inform further messaging development.

Sehlhorst explained that Commissioners will report back to the Board at the August meeting on their conversations with legislators. This information will refine and guide how to move forward with talking points and strategy for the 2015 Legislature.

Announcements

The next Board meeting will be in August. Nienhouse adjourned the meeting at 4:30 p.m.

WASHINGTON STATE ARTS COMMISSION— BOARD MEETING MINUTES

August 5-6, 2014 / Yakima Valley Museum / Yakima, WA

Commissioners Present

Cameron Bennett
Bassem Bejjani
Andy Fife, First Vice Chair
Jolyn Gardner – by phone
Gabriella Gutiérrez y Muhs
Representative Zack Hudgins
Rick Johnson
Mariella Luz
Diane Martindale
Brenda Nienhouse, Chair
Latha Sambamurti
Beth Takekawa
Gayle Thomson
Frank Video

Staff Present

Karen Hanan, Executive Director
Glenda Carino, Communications Manager
Janae Huber, Collections Manager
Lisa Jaret, Arts in Education (AIE) Program Manager
Leslie Pope, Executive Assistant
Mike Swency, Program Manager, Art in Public Places

Commissioners Absent

Mark Anderson
Michael Cade
Sue Coliton
Representative Larry Haler
Amanda Jackson Mott, Second Vice Chair
Senator Jeanne Kohl-Welles
Daveda Russell
Gail Sehlhorst

Guests

John Baule, Executive Director, Yakima Valley Museum
RaShelle Davis, Policy Advisor, The Governor's Office
Jane Gutting, former ArtsWA Commissioner
Ed Marquand, Director, Mighty Tieton
Noël Moxley, former ArtsWA Commissioner
Justin Raffa, Director, Mid-Columbia Mastersingers

Call to Order

Chair Nienhouse called the meeting to order at 12:10 pm. She thanked Yakima Valley Museum for hosting the meeting. John Baule, Yakima Valley Museum Executive Director, explained the museum was founded in 1951, and is a private institution dependent on donations. Nienhouse welcomed new Commissioners Mariella Luz and Gabriella Gutiérrez y Muhs; Jolyn Gardner attended by phone and Sue Coliton was unable to attend. Introductions were made around the room.

APPROVE AGENDA

Nienhouse asked for a MOTION to approve the agenda; the motion was made by Video, seconded by Sambamurti, and passed unanimously.

Chair's Report

Nienhouse discussed her report (*packet p. 1*). She thanked Commissioners for their thoughtful participation in the survey and their dedication to the arts. Budget discussion during this meeting will focus on arts funding in the state and ArtsWA's dedication to ensure the arts remain vital to Washington State.

Director's Report

Hanan discussed her report (*packet p. 3-4*). Forums were conducted in Tacoma, Vancouver, Friday Harbor/San Juan County, and Ellensburg. The Yakima forum will be held tomorrow. These meetings have allowed Hanan in-depth access to each community to connect with business, civic, and arts leaders as determined by the community leaders scheduling the forum.

Hanan also attended the National Assembly of Arts Agencies (NASAA) new executive director training in Washington DC, followed by a series of meetings with federal Washington legislators, Governor Inslee's federal representative Sam Ricketts, and arts stakeholders at NASAA and Americans for the Arts (AFTA).

Video asked Hanan to describe commonalities she encountered during these events. Hanan said that clearly there are funding needs for arts organizations in the state, questions about how best to frame and ask for funding, how to interact with legislative and business leaders, and what ArtsWA can do to help move that process forward. This is an opportunity for training and support. The Creative Vitality Index (CVI) helps to measure the economy and has been a useful tool to provide information and understanding of the impact of the arts during the regional forums. The issues are wide and vary from public art issues to building development and the global economy.

2015-2017 Biennium Budget Proposal

Hanan provided an overview of the biennium budget proposal (*handout*) and said the process is on-going. Washington's economy is slowly recovering and is facing the ramifications of the McCleary decision. There is a great need for more education funding, and it may be hard to find that funding. A challenging legislative session is anticipated. ArtsWA is striving to fit its request into the context of education funding amongst other areas. The Office of Financial Management (OFM) and Governor Inslee have asked that all agencies present a 15% funding decrease in the initial proposal and justify buying that funding back with compelling reasons. With a 15% budget decrease, ArtsWA will have to cut grants in order to keep its staff, every one of whom is crucial to the mission of the organization. The preferred strategy is to ask for a funding increase to further crucial missions of the agency.

Four areas are addressed in decision packages that seek to increase the ArtsWA budget by a modest amount of approximately \$1 million for the biennium. This is a modest request. ArtsWA is ranked 46th in the nation for per capita funding. Washington state is a progressive place and often at the top of national accomplishments, but not in the arts. Expanding investments in communities will allow more impact from ArtsWA grant programs. Small amounts of monies strategically placed will have a significant impact.

Martindale asked whether arts education is a part of the state's mandate and whether there would be a positive impact on arts education if the requirements of the McCleary decision were fully funded. Jaret replied that we certainly hope that more schools would be better able to meet arts education goals once there is more funding for basic education, however, funding that results from the McCleary decision will not guarantee certified arts specialists in every school.

Hanan reviewed each decision package:

- **Improved stewardship of the State Art Collection** proposes to add one person to the collections management staff to better care for the vast State Art Collection. ArtsWA oversees the care of 4,500 publicly selected and sited artworks located throughout the state. These artworks represent 40 years of

our state's cultural heritage, and are a huge asset for Washington. Sweny explained the current cap allowed in the capital budget to set aside \$100,000 for conservation. Lifting this cap would provide more access to funds to support better collection care.

- **Build and invest in a Community Arts Development Program** would increase the capacity of ArtsWA to respond to issues in the state by adding staff dedicated to building arts capacity. The ArtsWA team's technical assistance will allow local arts organizations to operate, grow and serve their communities more effectively.
- **Build and invest in a Folk & Traditional Arts Program** would support Washington State-based folk and craft artists and bearers of arts traditions and skills to help preserve and present the rich heritage and diversity of our residents and positively impact local economies.
- **Increase investments in Grants to Organizations and Grants for Arts in Education** would improve communities across the state by supporting access to high quality arts for diverse audiences and arts education efforts in K-12 public schools.

Bennett suggested asking for a higher budget increase with strong arguments and facts to back up the request. Bassem agreed; it is important to make it clear that the funding needs of ArtsWA are really high and settle for less if offered. Video suggested a tiered funding request strategy, where each tier is self-sustaining, and outlines expected outcomes. Fife said language outlining expected outcomes for each tier would provide legislators with a clear idea of what is achieved with each funding investment. Martindale said specific results for each funding request would be beneficial.

Fife is concerned about the overlap of folk and traditional arts programs within various heritage and historic preservation organizations within the state, and ensuring the ArtsWA contribution is clearly outlined. Hanan said developing partnerships with these organizations is a crucial part of ensuring the success of this program. Johnson said folk and traditional arts programs are essential to the survival of traditional arts and to the state, citing his experience with chainsaw artists representing a traditional art of Washington and the struggles within that art form to engage and develop younger chainsaw artists to carry the tradition forward.

Discussion ensued about the reduction in federal and state funding and its impacts on various programs. ArtsWA has experienced a 55% funding reduction overall and would not fare well with an additional 15% funding decrease. Federal funding may be reduced and the need for state funding is greater. Other issues such as mental health and education are also a growing funding concern in our state.

Nienhouse asked the Board for any concerns about asking for a budget increase during the 2015 legislative session. Takekawa said it would be helpful to have legislative support and Fife supported a budget increase request. Nienhouse said the funding tier concept may provide useful information to legislators. Takekawa suggested focusing on what can be accomplished that has social value to the state, especially if it intersects with the work of other agencies to build synergy. Legislators may view a request to increase staffing as an internal function. Hanan said staffing increase requests are part of the budget building exercise required by OFM, where specific details, such as staffing and overhead are specifically required to justify a funding increase. When the focus shifts to advocacy efforts during the legislative session, ArtsWA will focus on the state-wide impacts of requested funding increases when meeting with legislators.

Bennett said ArtsWA is at its most extreme, bare bones state, and if we do not make arguments for our funding needs, and hope they will have an impact in two or three years, then ArtsWA will not be strategically placed for the future. Hanan agreed that ArtsWA needs adequate resources to accomplish its mission. Nienhouse noted that a quorum was not present at the meeting. *(A quorum was reached at 1:20 pm when Gardner joined the meeting by phone; additional Board members arrived after that time to achieve a total of 14 in attendance.)* She called for a vote of approval from the Board to allow Hanan to proceed with the budget process. Johnson assented and Fife seconded. The vote was unanimous.

Advocacy

The Board engaged in role playing to practice meeting with legislators. Hudgins provided his checklist for what to keep in mind when interacting with legislators:

1. Practice good manners same as a job interview.
2. It is important to build relationships with legislators before the start of the legislative session. ArtsWA needs to be acquainted well enough with legislators that they contact ArtsWA for information and when they have questions.
3. Stay focused on the message during the conversation. Know your issue in depth.
4. Recognize the context within which legislators work. ArtsWA is a tiny part of the overall state appropriation. It is important to talk about ArtsWA business, but realize that the larger context may prevail.
5. Legislators are regular people just like each of us. There is no need to be intimidated or worried.
6. Put in the work before the meeting; know what the community needs.
7. Enjoy yourself; this is something to be passionate about. This is the real foundation of democracy.

Fife said it is important for Commissioners to know what is happening in the legislator's district that is not arts related and what each legislator may have already done to support the arts. Consider peer networks that might provide an introduction to the legislator. Consider who represents the issue and whether it is possible to build a coalition to meet with legislators in a combined voice. Remember there is a lot of work before and after a legislative meeting. Bring your own business card, as it is powerful to be from the legislator's district while representing a state-wide commission.

Takekawa asked Hudgins for his thoughts about the proposed budget request. Hudgins said the overwhelming issue is the McCleary decision. Commissioners are asking great questions, but there are multi-faceted answers. Courts hold their priorities highest. Legislators have priorities for the complexity of the budget that courts may not understand. The Commission is state-wide and non-partisan. It is helpful to educate legislators about the impact of ArtsWA on the communities within their districts.

Fife reminded Commissioners that it is acceptable to not have all the answers when meeting with legislators because the Board is a citizen's advisory group. If specific data or facts are needed, the best strategy is to assure the legislator that you will send them additional information. Contact ArtsWA staff for details and follow up.

Mark Gerth, Executive Director, Washington State Arts Alliance asked Hanan to share two issues of concern going into the legislative session:

- An effort to outlaw the use of ticket buying software that buys large blocks of tickets and are then resold at exorbitant prices.
- The definitions used by the Department of Revenue that determine what constitutes an arts organization differ from federal definitions, and this difference is affecting whether an arts-related organization must pay Business and Occupational taxes.

Nienhouse reminded Commissioners so connect with their local legislators, build on-going relationships, and meet with one key legislator in their district prior to the November meeting for a report of the experience.

Consent Agenda

Nienhouse verified that a quorum was present and called for a motion to approve the Consent Agenda consisting of:

- Board Meeting Minutes of May 6, 2014 (*packet pp. 5-9*)
- Arts in Education: Ratify Professional Development Support—FY 2015 (*packet pp. 10*)

- Grants to Organizations: Ratify Project Support Grants for Small Arts Organizations—Level A—FY 2015 (*packet pp. 11-18*)

A MOTION to approve the Consent Agenda was made by Johnson and seconded by Martindale. The Consent Agenda was approved unanimously with no recusals and no changes to the meeting minutes.

Grants to Organizations

Nienhouse asked Thomson to share her experience as a panelist for Project Support Grants for Small Arts Organizations-Level A. Thomson said it was an educational experience, with grant applications to review prior to the meeting and joint review of each application during the panel. She recommended the experience to all Board members. One of the outstanding groups was Mid-Columbia Mastersingers from Richland, which received one of only three \$1,000 innovation grants awarded. Raffa, Director of Mid-Columbia Mastersingers thanked ArtsWA for its great work and consistent funding efforts. The innovation award will help to support the on-going growth of the master singers and its arts partners in the Tri-Cities region. He explained this project will allow school children exposure to classic music. This partnership will expand the impacts of both organizations on their communities; adult and children's choral music and theater/acting. The grant is an amazing catalyst to support a project that was being discussed but lacked solid funding to implement.

Because Tsutakawa was unable to attend this meeting, Fife presented the mid-sized and large organization project support grants for Board approval. Fife explained both programs are similar with budget as a separating criteria. Each panel relies on specific grant guidelines as outlined in the packet (*pp. 20-28 and pp. 29-36*). He asked Commissioners to consider how each of the organizations funded and not funded may have fit or not fit with the guideline criteria to understand how panelists reach funding decisions.

Fife explained that Commissioners with a conflict of interest in relation to these grants must recuse themselves. There are two types of conflict of interest: actual or direct conflict of interest where a commissioner, family member or household receives funds or is related to the process of receiving funds; and perceived conflict through working as a volunteer, board member or other partner relationship with organizations considered for funding.

A MOTION to approve the grant panel recommendations for the Project Support-Midsized Organizations—Level B in the amount of \$147,900 and the list of non-funded applications provided was made by Bennett and seconded by Thomson. Fife recused himself due to a conflict of interest. The motion passed with no opposed votes and one recusal.

Video asked that innovation grants be identified on the funding list.

Takekawa asked if there were applicants that did not address the grant guideline criteria. Fife said that speaking as a panelist, there were a large number of unfunded organizations in this grant category because they did not meet the criteria. Funded organizations received the minimum amount requested due to the decreased funds available. A number of organizations did not receive funds because no funds were available. Application scoring on criteria determined the ranking, and the financial cut-off determined whether or not a qualifying organization was funded. Evaluation of public benefit and incomplete applications were the two main reasons why applications did not meet criteria. Some organizations did not demonstrate strong management. Most funded organizations are in King County, resulting in a less geographically diverse distribution. Technical assistance may be needed for applicants outside of the King County region to increase their grant writing skills.

Hanan pointed out that one of the budget requests to the Legislature is to develop a community arts development staff or assist in building skills such as grant writing in organizations throughout the state.

Tsutakawa is examining this situation for ways that ArtsWA can provide assistance. Jaret said that ArtsWA grants staff do provide technical assistance to applicants that request this support, if they contact staff with sufficient time before the grant deadline. Fife concluded that the panel made a recommendation that there be more technical assistance to organizations to increase their skill at articulating the public benefit of their programs and how those outcomes are identified and expressed.

Nienhouse called for conflicts of interest: Sambamurti, Bejjani, Takekawa, and Nienhouse recused themselves.

A MOTION to approve the grant panel recommendations for the Project Support-Large Arts Institutions–Level C for Fiscal Year 2015, in the amount of \$147,900 and the list of non-funded applications, was made by Martindale and seconded by Video. The motion passed with four recusals.

Governor's Arts & Heritage Awards

Hanan presented the panel recommendations (*handout*) for this event to be held October 28 at Teatro ZinZanni, with the Governor in attendance. A great slate of awardees are outlined in the packet. To be eligible, arts must live in Washington, and arts organizations must be Washington based; artists and organizations cannot previously have received this award, and must fit within categories listed in the grant guidelines. New this year is a category for young arts leader (18-35 years old). There is no awardee in the arts education category because none of the applicants met the grant guidelines. Gutiérrez y Muhs suggested contacting the teachers union to find arts education candidates in the future.

Video served as a panelist and expressed disappointment that there was no arts education awardee, but the process was competitive in the visual arts and arts organization categories. Several candidates fit both the heritage and arts categories.

A MOTION to accept the recommendations of the Governor's Arts and Heritage Awards Nominations Review Panel for the 2014 Governor's Arts and Heritage Awards as stated in the packet; and to forward the recommendations to Governor Jay Inslee for his final approval as made by Johnson and seconded by Bejjani. The motion passed unanimously.

Art in Public Places

Huber presented artworks proposed for deaccession (*packet pp. 37-40*). Over 4,500 pieces acquired with state capital funds make up the State Art Collection.

Huber provided a background on conservation efforts to contextualize how deaccession fits into our overall collection care efforts. In the past fiscal year, 184 artworks received conservation services. Collections staff also focuses on artwork inventory, which is on a three-year cycle. Additionally, the care of the collection is prominent in the agency strategic plan as Goal 4: Improve Stewardship of the State Art Collection. Deaccession policies, approved by the Board, focus on the removal of artworks from the collection through a thoughtful process that maintains the overall health of the collection. Deaccession is undertaken on an as needed basis. A standing panel reviews artworks recommended for deaccession by Huber after a thorough research process. The panel then forwards its own recommendation to the Board for approval.

Bennett asked how long it takes to inventory 4,500 artworks; Huber said a complete inventory cycle is three years. A portion of the collection is inventoried each year, depending on its last date of inventory. With additional funding and staff, the cycle could be reduced. At this time, there are not sufficient funds to conduct in-person inventory. Huber relies on reports from partner agencies.

In the case of artworks recommended for deaccession due to damage, conservators have often reviewed the artwork to determine whether restoration is possible. If restoration is too expensive or the artwork cannot be repaired it is recommended for deaccession.

Huber acknowledged former Board member Gutting for her service on the standing panel. Anderson will continue represent the Board on the panel and another individual will be selected for Gutting's position.

A MOTION to approve the Deaccession panel's recommendation to deaccession artwork from the State Art Collection as outlined in the packet report was made by Video, seconded by Bassem, and passed unanimously.

The State Art Collection's Online Debut

Huber introduced the online debut of the State Art Collection using a searchable database to feature artworks acquired during the last ten years. Building public awareness of the collection is part of the strategic plan and this interactive resource will allow online exploration of the collection. The project involved determining what is useful for the public to know and how they would use it. Additional descriptions about the artwork will extend the public's appreciation and knowledge of the collection. A soft launch for testing is scheduled for September, and a full launch will occur a few months later.

Huber plans to work with educators to build virtual exhibits for educational, theme-based learning. She walked Commissioners through the site and showed them how it works. The system will provide information on the artist, the artwork, and geolocations to support the system's mapping function.

Background research and context about each of the artworks presented was undertaken by student employees and interns over the past year and a half.

Announcements

The meeting was adjourned at 4 pm for a tour of the Yakima Valley Museum.

Call To Order—August 6

Nienhouse reconvened the meeting at 8:20 am. She welcomed Davis, a policy advisor in the Office of Governor Jay Inslee. Davis is assigned to several state agencies including ArtsWA. Introductions were made around the room.

Davis thanked everyone for their service. Serving on a public board involves work and dedication. The Governor appreciates the support and involvement of each citizen on the ArtsWA Board. She invited Commissioners to contact her if they have questions or concerns about their Board service.

Open Government Trainings Act Training

The 2014 Washington State Legislature passed Engrossed Senate Bill 5964, the Open Government Trainings Act. The Governor signed it on March 27, 2014. The Act was effective July 1, 2014. Under the Act, local elected public officials, members of public agency governing bodies, and records officers are to receive training. Training subjects include the Open Public Meetings Act (RCW 42.30), the Public Records Act (RCW 42.56) and records management and retention under RCW 40.14.

Commissioners viewed both videos during the Board meeting to satisfy the requirements of this act.

Approve FY 2015 Budget Proposal

Hanan presented the FY 2015 budget for Board approval (*packet pp. 43-46*). Hanan said there are no serious deviations from the previous budget.

A MOTION to approve the FY 2015 Budget proposal was made by Johnson, seconded by Thomson and passed unanimously.

2015-2017 Biennium Budget Proposal (continued discussion)

Hanan asked for any comments or input from Commissioners after the previous day's biennium budget discussion. The final budget will be presented to the Board in September. Fife suggested looking for special initiatives or special projects that might be able to attract additional funds. Bennett supports the tiered budget request approach, ensuring that the highest priorities are evident.

Federal Funding Project

Jaret provided background on the Federal Funding Project (*packet p. 47*). ArtsWA explored the possibility of expanding its role by bringing more federal dollars into Washington State for arts-related projects through a two-fold approach. Arts funding possibilities were explored within many federal departments including the National Endowment for the Arts (NEA), and less obvious departments, such as Agriculture or Commerce. Once federal funding possibilities were identified, ArtsWA conducted a grant process to select two candidates to receive grant writing assistance to apply for the Federal projects.

Two applicants were accepted in 2012. Mighty Tieton was a relatively new, potentially risky, arts community venture that had all the marks of creative placemaking including artistic merit, artistic business connections, education, and the town's vision. ArtsWA contracted with a consulting grant writer to educate and guide Tieton Arts & Humanities through its application process for the NEA. Our Town grant. In 2013, Tieton Arts & Humanities received a matching Our Town grant of \$50,000 from the NEA to fund the Tieton Mosaic Project. This is a significant grant for a small organization and has supported other funding opportunities for Tieton.

The Tieton Mosaic Project will be an artisan business that will produce and market mosaic tile and signage products, as well as provide both local jobs and visibility for the community of Tieton. To bring that to fruition over the next two years, there will be a number of events and workshops aimed at bringing creativity and the arts into Tieton's public spaces.

Jaret introduced Marquand, Director of Mighty Tieton. The Mosaic Project goal is to use typographic signage around the town to define and change the look and understanding of the town and then develop the project into a profitable business. The mosaic signage is very durable and practical, and yet beautiful and artistic. The project will be staffed with trained people from Tieton and surrounding communities. Fourth grade school children will be educated on the mosaic process and the community will be involved. Marquand thanked ArtsWA for providing the research and support that brought Tieton to the point of submitting a grant to the NEA. Multiple programming throughout the year requires constant funding. Typically, it is easier for Marquand to raise money for these events and through the for-profit side rather than seeking grant funding because that takes special talent and time.

Creative Vitality Index

Hanan reviewed the Creative Vitality Index (CVI) report (*packet pp. 48-50*). CVI provides hard data to measure the impact of arts organizations and artists on the local and state-wide economy.

Hanan worked with former ArtsWA Executive Director, Kris Tucker, on the CVI Convening in Seattle. Five CVI project groups were present: Arts of Clark County, Ellensburg Arts Commission, Jefferson County Community Foundation, San Juan County Arts Council, and the Spokane Arts Fund. Each group made a case to a respondent panel as if they were presenting to their target audience, which in most cases is a city council, and then received feedback from the respondent panel to gauge the potential for their success. The respondents are listed in the report.

The CVI connects with the Governor's Results Washington Goal 2: Creating a Prosperous Economy. Hanan is working closely with the Governor's Office regarding this tool and the impact of the arts on Washington's economy. Hanan is working on the possibility of a high-level convening with the Governor's Office, the Board, artists and arts organizations around the state to view CVI data, discuss the results and how use it.

A software improvement has been made to the CVI which provides for more robust data mining. Hanan and Carino are testing the new software. Several years ago, Western States Arts Federation (WESTAF) made a thorough presentation on the CVI to the Board. Nienhouse asked the Board whether it would be useful to schedule an Update from WESTAF; Commissioners agreed. Hanan explained that the current agreement with WESTAF requires ArtsWA to undertake the staffing and financial aspect of the training component for use in Washington State, and she is reviewing how this will impact staff workload and the budget. Nienhouse suggested making a budget request for additional funds.

Nominating Committee

Nienhouse said the Nominating Committee serves two functions: to provide a forum for Commissioners to provide feedback on the leadership and effectiveness of the Commission, and to present a slate of officers. She thanked the committee comprised of Gutting (chair), Bejjani, Cade, and Russell for surveying the Board, and the members of the Board for taking the time to converse with the committee. This information will inform how the Board moves forward.

Report of Survey of Commissioners

Gutting said it was a pleasure chairing this committee; the tone of survey responses was one of concern, enthusiasm, and passion for the organization, respect for each other and respect for the staff. The responses represent deep thought from respondents and a real sense of commitment. Nienhouse received an in-depth report of all the responses to be studied by her, Hanan, the Executive Committee and ArtsWA staff. An executive summary was provided to the Board (*handout*).

There is a desire to know Hanan's vision for ArtsWA. The strategic plan is viewed as an effective tool. Vague responses regarding innovation may indicate the need to explore ArtsWA's definition of innovation. Education activities to strengthen advocacy skills are viewed as deepening Commissioners' skills and increasing a sense of support from each other. There is a common thread of great disappointment with the lack of funding in the state of Washington and a desire to develop partnerships on behalf of ArtsWA.

Consensus indicates the current Board structure format works well. More dialog amongst Commissioners is desired. Using strategies that engage all individuals on the Board, even those who may not be strong in public speaking, is recommended, so that all Commissioners have a voice.

Commissioners want to know what transpires during Executive Committee meetings and would appreciate more information in the Chair's Report about committee activities. Executive Committee members include the Board Chair, First Vice Chair, Second Vice Chair, and at-large members selected by the Chair, which may include chairs of the Advocacy and Nominating committees.

ArtsWA staff are viewed as extremely professional and responsive when asked for information and Board members feel comfortable contacting staff for information.

Ethnic diversity of the Board was mentioned as an important goal to support the agency's goal of reaching underserved regions and populations within the state.

Nienhouse thank Commissioners for taking the time to engage in thoughtful responses, and for their care and concern for ArtsWA's future. She called for comments.

Video said he is interested in more presentations about what is happening at the local arts community level. Gutiérrez y Muhs said she wants to see outreach to universities, schools, teachers, and low income communities where there is much potential and creativity. Many Commissioners appreciated the value of meeting in different places to learn about various arts communities, and the meetings have a positive impact on each community.

Nienhouse suggested identifying a task force to explore the survey suggestions and as a place where Board members can work together to prepare conversations for each Board meeting. Committees can be a way for Commissioners to stay connected between Board meetings.

Gutting said approximately one-third of respondents had a strong sense that they want change. The Board views its work as ensuring that staff deliver what they are responsible for delivering with the resources ArtsWA currently has available. Each Board meeting agenda is about decisions already made and there is frustration because the Board wants involvement in the visioning and conversations needed to move ArtsWA forward to have a greater creative impact on the arts across the state. Developing greater public involvement in the meetings was mentioned.

Election of Officers

The slate of officers was presented by the Nominating Committee: Nienhouse as Chair, Jackson Mott as First Vice Chair, and Bejjani as Second Vice Chair. The Chair names the at-large members of the Executive Committee.

A MOTION to accept the proposed slate of officers was made by Video and seconded by Sambamurti. No nominations were made from the floor. The motion passed unanimously with no abstentions.

Recognition of Outgoing Board Member

Nienhouse recognized Gutting who completed her first term and chose not to reapply in order to support arts community development in Yakima. Nienhouse and Hanan thanked Gutting for her dedication to ArtsWA and her wisdom, leadership and contributions to the arts. Gutting expressed her appreciation for her ArtsWA Board experiences and the state-wide understanding of the arts that she gained during her term. She plans to continue her advocacy support role and engage Yakima leaders in conversation about the CVI.

Hanan thanked Gutting who played a big role in setting up the Board meeting and forum in Yakima. She thanked Gutting and the Yakima community for letting us be a part of their arts endeavors and hopes that Yakima will continue to see ArtsWA as a helpful resource for their efforts.

Announcements

The Yakima forum will be held tonight in this location. The next forum will be September 3 at Mount Baker Theater in Bellingham.

Nienhouse adjourned the meeting at 11:46 a.m.

WASHINGTON STATE ARTS COMMISSION— SPECIAL BOARD MEETING MINUTES

September 17, 2014 / Phone Meeting

Commissioners Present

Mark Anderson
Cameron Bennett
Andy Fife
Gabriella Gutiérrez y Muhs
Representative Zack Hudgins
Amanda Jackson Mott, First Vice Chair
Senator Jeanne Kohl-Welles
Diane Martindale
Brenda Nienhouse, Chair
Daveda Russell
Latha Sambamurti
Beth Takekawa
Gayle Thomson
Frank Video

Staff Present

Karen Hanan, Executive Director
Glenda Carino, Communications Manager
Stacy Hicks, Administrative Assistant
Brenda Hood, Deputy Director
Janae Huber, Collections Manager
Lisa Jaret, Arts in Education (AIE) Program Manager
Lou MacMillan, outgoing Deputy Director
Leslie Pope, Executive Assistant
Rebecca Solverson, Project Manager, Art in Public Places
Mike Sweney, Program Manager, Art in Public Places

Commissioners Absent

Bassem Bejjani, Second Vice Chair
Michael Cade
Sue Coliton
Jolyn Gardner
Representative Larry Haler
Rick Johnson
Mariella Luz
Gail Sehlhorst

Call to Order

Chair Nienhouse called the meeting to order at 4:07 pm, conducted roll call, and verified that a quorum was present. The singular purpose of this meeting was to approve the biennial budget of 2015-2017 prior to submittal of this budget package to the Governor's Office.

Hanan introduced Hood as the new ArtsWA Deputy Director. Hood has extensive state government experience.

Hanan said the budget figures for the four decision packages introduced at the August Board meeting are reflected in this submittal: Grants for Arts/Arts in Education; Protecting WA's Cultural Legacy (the State Art Collection), Folk and Traditional Arts Program, and Community Arts Development Program. A fifth decision package to develop a public art portal was added, My Public Art Portal.

Hood outlined the recommendation summary and agency budget draft for submittal. The current biennial budget provides \$1 million each year. ArtsWA has authority to spend federal dollars; the amount shown in this submittal does not reflect the actual amount of the National Endowment for the Arts (NEA) grant,

which is currently unknown. Past grant amounts ranged from \$700,000 to \$800,000. Occasionally private local funds are available, particularly for arts education. City of Seattle will contribute to the Teaching Artists Training laboratory project that enhances the professional development of teaching artists.

Carry forward level adjustments are made by the Office of Financial Management (OFM) for broad agency charges that apply to all agencies. Maintenance level adjustments encompass technical expenses that ArtsWA must cover to stay in business such as computer equipment replacement and staff retirement costs. Performance level requests reflect the five decision packages previously discussed. This level includes all programs and circumstances that effect our performance and allow us to carry out our mandate.

This year, the Governor's Office asked all agencies to cut 15% from state general funding to establish the maintenance level from which to build this budget submittal. ArtsWA engaged in this effort as requested by the Governor and reductions were taken in the grants programs (Grants to Organizations and Arts in Education) to avoid losing staff or federal dollars. The NEA requires Washington State to match federal funding dollar for dollar with state general funds. This cut results in a significant decrease of 25% in total grants funding, brings ArtsWA closer to the point of losing federal dollars, and affects our ability to help organizations that are benefitting communities in our state.

ArtsWA proposes:

- "Buy back" funds reflected in the 15% cut exercise; those funds support the core work of ArtsWA
- Fund the My Public Art Portal, a 4-year program to capture all 4,500 artworks throughout the state in an on-line database
- Expand the beneficial work of the Arts in Education and Grant to Organizations grant programs
- Expand collection care to protect the State Arts Collection as Washington's Cultural Legacy
- Regain the \$25,000 matching NEA funds positioned for folk & traditional arts projects
- Help urban and state-wide arts organizations rebuild successfully through a community arts development program

These proposals increase ArtsWA staff, and capture the vision of our new executive director and where Hanan would like to lead the organization and the state in a perfect world. These are the areas of need within Washington State where ArtsWA can make an impact.

Board discussion ensued. Bennett clarified that the \$1.6 million increase over the biennium was listed in priority order. Video clarified the \$50,000 NEA match for the traditional art program total was a biennium figure, to be split as \$25,000 for each year. Hanan verified that although the second year grant is not automatically guaranteed, her conversation with the NEA indicates the grant is typically awarded the second year. Hood stated the figures shown in the budget request are for the entire biennium.

Bennett asked for clarification on the number shown for full-time staff. Hood said one staff works the equivalent of 0.8 FTE and with work study students counted in the FTE, ArtsWA has between 12.8 and 13 FTE at any given time.

Nienhouse noted staff put a lot of work into the strategic plan proposal to match it with what Hanan feels is important to support the budget request, but it appears there are changes from the original strategic plan the Board approved in 2012. Hood said the 2012 strategic plan is fully contained without changes within the proposed submittal (*see page 22*). The additional information contained in the proposal informs the state of our environment as we meet statutory mandates. Members of the public can understand better who we are and what is affecting us including discussion of our external environment, internal capacity, and an explanation of our business processes. This information is required by OFM per state law.

Nienhouse said this document was staff driven for many appropriate reasons, but was not sufficiently discussed and reviewed by the Board to be submitted as a strategic plan. Fife agreed there has been no Board discussion about how this goal framework is contextualized. He suggested this document could be submitted as a plan, but not referred to as a strategic plan, or the Board could take time to review and adopt the additional framework.

Hood explained that a strategic plan is required by law and there is no time remaining before the submittal deadline for the Board to engage in deep discussion and examination, nor to rewrite the document. Hanan explained staff were aware of being forced to work on a document without being able to engage the Board fully, but it needs to be submitted with these additional components. Hanan asked the Board to approve submittal of this strategic plan knowing that staff and the Board will engage in further discussion in the future. Hood notified OFM that the Board did not have an opportunity to engage in the strategic planning process; OFM understands and provided ArtsWA with the option to submit a more vetted plan to the public in the off-year.

Hanan and Hood plan to include strategic planning discussion in the November Board meeting agenda. Russell said even understanding the logic of the process and what needs to be done today, she wanted to acknowledge there is discomfort in approving something not reviewed by the Board and then using that information in an official capacity.

Hood agreed this is a difficult situation. It is important to meet our statutory requirements, and make no change to the mission, vision, and goals. We did our best to use knowledge that Hanan and staff gained from interaction with the Board and their experience. No policy or direction has been added to this document that was not already in the 2012 document.

Fife asked if ArtsWA can submit a preliminary draft and submit a revised document after the Board has had a chance to review. Hood said this is a public document that will be submitted to OFM and once in the system will be official. That does not preclude the Board from working with the process and when another document is available, ArtsWA can make the document public through our website, alert OFM and the Legislature that an updated plan is available, and allow them access to the updated plan.

Fife proposed language be added to an introduction to the budget that states the Board intends to review the document and that it is a preliminary draft being submitted to meet requirements of state law. Hanan and Hood agreed to include language in the transmittal letter.

Nienhouse opened the meeting to questions and comments from the general public; none were forthcoming.

A MOTION to approve the budget and strategic plan package, to include an introductory statement that the strategic plan submittal is preliminary, was made by Video and seconded by Fife. Gutiérrez y Muhs requested that language stating the agency has a new Executive Director be noted in the submittal. A roll call vote was taken; the motion passed unanimously with 14 approval votes.

Hanan thanked the Board for its support of the budget and strategic plan package and said this strategic plan will be used as a starting point to move forward with further strategic planning for next year. Nienhouse thanked ArtsWA staff for their hard work and adjourned the meeting at 4:43 p.m.

WASHINGTON STATE ARTS COMMISSION— BOARD MEETING MINUTES

November 6, 2014 / Edmonds Center for the Arts

Commissioners Present

Mark Anderson
Bassem Bejjani, Second Vice Chair
Cameron Bennett
Sue Coliton
Andy Fife
Jolyn Gardner
Representative Zack Hudgins
Amanda Jackson Mott, First Vice Chair
Rick Johnson
Senator Jeanne Kohl-Welles
Mariella Luz
Diane Martindale
Brenda Nienhouse, Chair
Daveda Russell
Latha Sambamurti
Beth Takekawa
Frank Video

Staff Present

Karen Hanan, Executive Director
Glenda Carino, Communications Manager
Lisa Jaret, Arts in Education (AIE) Program Manager
Leslie Pope, Executive Assistant
Mike Sweney, Program Manager, Art in Public Places
Mayumi Tsutakawa, Grants to Organizations Program
Manager

Guests

Elizabeth Austen, Poet Laureate
Suzy Martinez, Masters in Fine Arts Student, Seattle
University
Joe McIalwain, Executive Director, Edmonds Center
for the Arts
Frances White Chapin, Arts and Culture Manager,
Edmonds Arts Commission

Commissioners Absent

Michael Cade
Gabriella Gutiérrez y Muhs
Representative Larry Haler
Gail Sehlhorst
Gayle Thomson

Call to Order

Chair Nienhouse called the meeting to order at 10:21 a.m. She thanked Edmonds Center for the Arts for hosting the meeting. White Chapin, Edmonds City Art Manager, welcomed the Board. Edmonds Arts Commission was established in the 1970s. Edmonds hosts the Write on the Sound annual writer's conference, has a strong public art collection, and is very supportive of the arts.

Joe McIalwain, Executive Director, Edmonds Center for the Arts (EAC) shared its history. EAC is comprised of the original Edmonds high school campus from 1910, with several additions through the years. EAC is in its 8th season of programming and presenting musical events, and renting space to local arts organizations for activities; it is a centerpiece for community events.

Nienhouse welcomed new Commissioners Gardner and Coliton. Introductions were made around the room. Martindale announced that she, Johnson and Video are celebrating completion of their first year on the Board.

Jaret spoke on two poetry initiatives managed by ArtsWA. Poetry Out Loud, a National Endowment for the Arts (NEA) initiative is a national poetry recitation contest for high school students in grades 9-12.

Organized similar to a spelling bee, this contest begins with local contests leading to regional and then state finals. The state winner travels to Washington DC for the national finals. It is exciting to hear from students what they learn from the program; it gives students another avenue for understanding the English language, art, and the world around them. This year is the tenth anniversary of the program in Washington State; it has grown from 8 schools to over 70. See www.arts.wa.gov for more details.

The Washington Poet Laureate program was established by the Legislature in 2007 to build public awareness of poetry. Washington's current Poet Laureate Elizabeth Austen plans to travel to all 39 counties during her two-year term (*handout*). Austen is a published poet, accomplished performer and educator. More about her poet laureate work can be found at www.wapoetlaureate.org.

Austen said poetry helps children connect with language through a kinesthetic experience. She provided the Board with findings from her state travels: many communities are working to ensure that literature and poetry are thriving. Her focus is to reach adults and she interacts with teachers in schools to host her programs. Teachers in every community are supportive of hosting the poet laureate to ensure their students receive access to poetry. Folks are making the program happen even with no money or no glory, to ensure the state knows they value their communities and feel honored by a visit from the poet laureate, and that their communities are worth the visit. Austen has access to contacts established by her predecessors, Sam Green and Kathleen Flenniken, and asked the Board for their support and suggestions in spreading the word about the Poet Laureate program in the remaining counties she has yet to visit (*see handout*).

One of Austen's poems was accepted for the King County Poetry on Buses program and will be displayed in December. This program actively encourages poetry submissions in languages other than English and poems are displayed in the original language and English. Putting poems in people's way is an active approach to engaging the public in poetry.

Poetry does not always have to rhyme. And poetry is not only for those moments in our lives that need to be marked by elevated language, such as weddings and funerals; contemporary poetry helps us understand there is depth in the most everyday moments. During her programs, Austen reads poetry from other state poets to bring share the richness of poetry within the state. Austen read *Value Village (Pacific Walkers)* by Nance Van Winckel, who lives in Spokane; *Secondhand* by Kim-An Lieberman; and a poem of her own, "I Had My First Kiss!"

Approve Agenda

Nienhouse asked for a MOTION to approve the agenda; the motion was made by Johnson, seconded by Martindale, and passed unanimously.

Chair's Report

Nienhouse discussed her report (*packet p. 1*). The Spokane forum was successful and came at a time when many important changes are taking place within the Spokane arts scene. She thanked everyone who was involved in the Governor's Arts & Heritage Awards event; it was great to see the Governor's interest in creativity celebrated, the awardees celebrated, and to hear wonderful and inspiring speeches.

Advocacy efforts will be important this year to increase funding for the arts. Sehlhorst will continue her focus on training as co-chair of the Advocacy Committee with Fife, who will focus on strategy.

Nienhouse asked Kohl-Welles, who won re-election, to speak about the upcoming legislative session. The upcoming session begins January 12, 2015 and will be challenging. The Legislature needs to find an additional \$2-3 billion in funding to comply with the state Supreme Court's decision on McCleary; this process will impact all state agencies including ArtsWA. Initiative 1351, if it passes, would require lowering class sizes and compel the Legislature to find more funds to accomplish this task for K-12 schools. Democrats will remain the majority in the House; the Senate majority is Republican. The Democratic Governor will be up for re-election in two years. State agencies were directed by the Governor to develop budgets with a 15% reduction. Funding will be very difficult; a strong case will have to be made for any increase in budget appropriations for state agencies. It could be helpful if ArtsWA can make a strong case about the value of arts education and explore ways to become part of the solution for McCleary.

Kohl-Welles supports ArtsWA's advocacy work of sending letters and emails from arts organizations to legislators in their districts that outline the value and impact of arts funding. It is very important prior to Arts and Heritage Day for Board members to meet their own legislators. It is important to determine which legislators are in decision-making positions regarding the budget to educate them on the value of the arts.

Nienhouse reviewed potential locations and dates for 2015 Board meetings; locations will be chosen with fiscal responsibility in mind. She asked Board members to make suggestions to Hanan (*packet p. 2*).

Nienhouse closed the meeting for Executive Session at 11:20 a.m. ArtsWA staff and the public, with the exception of Executive Director Hanan, left the room. The Board meeting resumed at 11:40 a.m.

Director's Report

Hanan discussed her report (*packet p. 3-6*). She has traveled to various forums throughout the state as requested by the Board to meet the public and visit as much of Washington as possible. In each area, Hanan relied on a Commissioner and arts organizations to meet with the most important people in the region including city officials, civic leaders, and legislators. A locally-driven agenda has introduced her to each community and she has gained a deep perspective of how ArtsWA can partner in each region.

Jackson Mott thanked Karen for her time and energy. She was extremely well received in the Methow Valley area and Twisp. Local leaders appreciated being visited by the director of a state agency. The Creative Vitality Index (CVI) data specific to their county provided compelling information not previously available about the impact of arts in their region. It has created opportunities for conversations with legislators and civic leaders about arts tourism opportunities and other funding sources for the arts.

Coliton asked for Hanan's perspective of the regional visits. Hanan said people are pleased to meet her and learn more about ArtsWA. Frequently people have no idea the number of programs ArtsWA offers, and find it helpful to learn how to connect with the agency. She has been accessing community needs to see if ArtsWA is delivering necessary programs to inform future programming.

Hanan and Sambamurti met with Representative Hunter; he appreciated the CVI data and knowing about ArtsWA programs, future directions, funding concerns, and what the agency accomplishes on the state and local levels.

Hanan is working with the Governor's Results Washington Prosperous Economy goal council to determine how to raise the CVI index and nurture Washington's creative economy.

Agency resources have been focused on developing the 2015 budget and strategic plan.

Hanan was elected to the board of Western States Arts Federation (WESTAF), a non-profit arts service organization for the western states region.

Hanan is working with Cultural Access Washington to support a successful effort for arts organization funding while ensuring that any funds generated do not supplant funds that ArtsWA receives from the state general fund.

Hanan is developing a partnership with Washington Lawyers for the Arts (WLA) to expand their exposure and impact throughout the state by co-hosting a series of webinars on legal topics of interest to artists. WLA received enough funds from the bar association to produce three webinars; the first will cover intellectual property, and subsequent webinars will be created based on polled needs from the arts community. The webinars will be widely publicized and Commissioners will be informed of the event dates.

Fiscal Report

Hanan reviewed budget reports, which are provided for information only. No approvals are needed. The FY 2014 Fourth Quarter Final report (*handout*) ended June 30, 2014 and finished slightly under budget. Figures for the FY 2015 First Quarter (*handout*) need to be rechecked to ensure accuracy, due to a last-minute change in personnel. Hanan is working with Department of Enterprise Services (DES) Small Agency Financial Services (SAFS) to finalize the reports. She reported that SAFS believes we appear to be on track with the budget for FY 2015. ArtsWA is required by the state to have a balanced budget.

Bennett said he was concerned that the report indicates 62% of the ArtsWA budget has been spent. Staffing costs are shown as 72% expended. Hanan said figures need to be double-checked and there was no time to do due diligence before the meeting. Coliton asked who will be leading the review. Hanan explained that SAFS will work on the budget with program managers to review the figures. Russell asked when ArtsWA will have an accurate baseline. Hanan said SAFS believes ArtsWA is on track with its budget and we are currently seeking more specific numbers.

Kohl-Welles asked about the staffing expenditures. Hanan said she did not have a clear understanding at this time, but for two months the Deputy Director position was double-filled to allow for training, and there was a retirement buy-out expenditure. A \$24,000 supplemental budget request was submitted to the Office of Financial Management (OFM) to cover these expenditures; the likelihood and timing of approval is unknown.

Consent Agenda

Nienhouse called for a motion to approve the Consent Agenda consisting of:

- Minutes of August 5-6, 2014 Board Meeting (*packet pp. 9-19*)
- Minutes of September 17, 2014 Board Meeting (*packet pp. 20-22*)

A MOTION to approve the Consent Agenda was made by Video and seconded by Johnson. The Consent Agenda was approved unanimously with no recusals and no changes to the meeting minutes.

ArtsWA's Plan to Plan

Nienhouse said at its previous meeting, the Board discussed how to move forward with strategic planning. The current plan's goals and objectives were developed in 2012. The update approved in September 2014 better connects the plan to state guidelines.

Fife reviewed 2012 strategic plan development. A committee task force of ArtsWA Board and staff developed the plan over the course of approximately 8 months through a process that engaged stakeholders and Board members in workshops. It is a document authored and owned by ArtsWA Board and staff, and has been used to organize Board meeting agendas, and develop annual reporting and advocacy messaging. The strategic plan approved in 2012 met NEA requirements for a strategic plan, but did not meet the requirements of OFM. In 2012, six strategic goals and core values were developed to support and strengthen the arts in Washington State and the language of the Mission was refreshed. This year, the strategic plan was updated to meet OFM requirements and approved by the Board in September 2014.

Hanan and Nienhouse spoke with Kelly Barsdate, Interim Chief Executive Officer, National Assembly of State Arts Agencies (NASAA) to discuss how to move forward. They asked the Board to consider whether ArtsWA would benefit most by updating the existing plan or developing an entirely new plan.

Coliton said the goals are solid but tactics need to be reassessed and redefined annually to ensure using the latest techniques and strategies. Russell said daily work planning may change, but it takes years of work for strategies to take root. Fife said the goals highlighted immediately below the mission in the 2012 version need to be more clearly stated at the beginning of the 2015-17 plan; those goals are a very important statement for ArtsWA. It was noted that the plan currently posted on the ArtsWA website is the previous version of the strategic plan. Nienhouse said the Executive Committee will continue this discussion and bring the issue back to the Board in the future.

The Board went on a tour of Edmonds Center for the Arts led by McIalwain.

Grants to Organizations Program Report

Tsutakawa provided an overview of the Grants to Organizations program. The grants program is a key component of our service to the state, follows state mandates, and represents a major part of the ArtsWA budget. All rules are codified in the Washington Administrative Code (WAC) to represent the methodology, values, and goals of the grants program.

Grant guidelines are distributed to the public, applicants are offered technical assistance as requested, applications are reviewed through a competitive open process, and funding decisions are based on clearly stated and codified review criteria. Commissioners are invited to serve on panels. Project support grants are awarded in three categories based on definitions for small, midsized, and large arts organizations. Small arts organizations (Level A) grants may be awarded to community programs or human services organizations that offer arts programming.

Grant criteria include artistic excellence, public benefit, evaluation methods, and management capability. Panelists rate each application according to how best they meet the criteria and panelists discuss the scores before final ranking is determined. Artistic excellence encompasses many facets, including professional credentials, quality of work samples provided to the panel, and the way in which the artist(s) interact with audiences as shown in the work sample. Because ArtsWA is a public agency, every event proposed must be open to the public and provide a public benefit. Evaluation and sustainability is determined by the measure of goal outcomes; the measures must be clearly defined and a plan to use the resulting information to guide future programming must be provided. Management capability includes information on existing and proposed income sources to support the project, in addition to state funds, and how clearly the application is written.

An innovation incentive for additional funds is designed to encourage new methods of reaching and engaging new audiences, and is based on lessons learned from the Arts Participation Leadership Initiative

(APLI) funded by The Wallace Foundation, which encouraged arts organizations to find new ways to increase audience participation, especially through the use of technology. Research findings, tools, and insight gained from APLI can be found at www.arts.wa.gov/apli, including many instructional videos.

In August, the Board approved nine innovation grants in addition to the project support grants. Innovations fall within the range of new audience participants, new artists, and engaging younger audiences. In February 2015 new guidelines will be released for FY 2016 to cover the 2015-2016 time period.

The Cooperative Partners category is open to organizations that provide state-wide services that extend ArtsWA's reach and support of the arts. Current partners include Washington State Arts Alliance (WSAA), Arts Northwest, ArtsEd Washington, Centrum, and Artist Trust.

The strategic plan document provides a map showing the distribution of grants throughout the state. Video requested a one-page document showing that distribution and providing pertinent information highlighting the value of the grant program that Commissioners can use during meetings with legislators. The speech that Governor Inslee gave at GAHA provided great examples of ArtsWA grants.

Washington State Arts Alliance Cooperative Partnership Report

Gerth was unable to attend the Board meeting to provide this report. Tsutakawa explained that Washington State Arts Alliance (WSAA) is one of five Cooperative Partners that provide arts support throughout the state. WSAA is a membership organization with a dual purpose: to provide the tools, knowledge, and resources necessary to assist arts organizations and arts leaders to effectively advocate for the arts in Washington State; and to create and lead the Cultural Congress—an annual state-wide meeting of arts leaders and artists—to learn, network, and create new directions in the arts.

Tsutakawa said a convening of each of the leaders of the five cooperative partners will be held in December to discuss the challenges and benefits of mandated state-wide service, examine each organization's goals, and discuss how ArtsWA can help further their service to the state. Jaret said all state-wide service organizations struggle with the challenge of how to serve the entire state, and this will be a chance to share best practices, brainstorm ways to service the state with a small budget, and make supportive connections.

Coliton asked for APLI outcomes that best engage audiences. Tsutakawa explained the program was specifically focused on increasing young adult audiences, finding new ways to use technology and social media, and developing new audiences that reflect the changing demographics of our state. A toolkit on www.arts.wa.gov/apli provides a grid of 9 best practices summarized from a study by Claudia Bach and Alan Brown.

Preview 2015 Legislative Session/Advocacy Update

Fife and Video met Speaker of the House Representative Frank Chopp to learn how to strategically achieve goals this session, and he advised the Board to seek advice from Hudgins. Hudgins invited the Board to contact him by email or to call his office to help with insight on priorities and focus especially before and after meetings with strategic legislators. The web portal project to place information about artworks in the State Art Collection online, and the preservation of the K-12 portion of the collection, are two projects that have appeal because of their connection to education, which is a major focus for the 2015 Legislature.

Hudgins reminded the Board of the advocacy tips he provided at the Board meeting in Yakima (*see August 5-6, 2014 Board Meeting Minutes, p. 4 under Advocacy*). Commissioners are charged by the Governor with supporting the cause of the arts. Make your message personal to your belief in the arts and share these

messages with legislators. Remember the arts are non-partisan; share the non-partisan message that the arts support community development. Contact Hudgins about priorities that ArtsWA is moving through OFM.

Legislative Protocol overview

Nienhouse reviewed the Advocacy Do's and Don'ts guidelines contained in the Board Toolkit and sent as part of the Board packet (*packet p. 23*). Commissioners can directly lobby the Governor, state legislators, and state agencies while on official ArtsWA business through phone calls, letters, and visits.

Commissioners can educate and inform anyone about the issues. Commissioners cannot engage in grass roots lobbying, which is defined as encouraging others to take action on arts issues or campaign or endorse an elected official. Commissioners can engage in grass roots lobbying as a private citizen, but cannot do so while on official state business and wearing the ArtsWA name tag.

Martindale asked for clarification about keeping in touch with legislators and city council members by sending notes describing how ArtsWA has provided benefit to their constituents. Hanan said as long as no specific action is requested, such notes are appropriate.

Advocacy

Fife is excited to work on short and long-term advocacy strategy. In the short term, the Advocacy Committee will develop a lobbying strategy for 2015. Long-term strategy will determine the Board's overall approach to advocacy and a branding strategy to build stronger relationships that better advance the arts and ArtsWA's position within the statewide community. A strategy will be developed to educate and inform legislators about ArtsWA, and to learn from legislators how to be successful advocates.

The Board met in small groups to discuss experiences from recent meetings with legislators. They discussed the challenges and recommendations derived from those meetings and messages that resonated with legislators. Groups were asked to share three messages from their discussion.

Group 1: Do not expect a budget increase and be content that no funding is cut; legislators are very supportive; look for creative ways to tie the work of ArtsWA to spending initiatives related to education.

Group 2: Do not expect a budget increase; narrow focus to align programs with McCleary and education spending; personal stories resonate with individual legislators; grants are public-private partnerships that require matching funds.

Group 3: Build awareness and a relationship with legislators first through less informal meetings, then engage in deeper details; recognize as a sector and as individuals that Commissioners have amazing knowledge and experiences that legislators want to know and discuss; provide information about arts events that reach diverse communities and benefit communities in the legislators' districts, and inform legislators of events so that they can attend. When legislators attend events, introduce them to the audience and event leaders.

The Advocacy Committee will provide more information to the Board soon. In the meantime, contact Sehlhorst or Fife for resources, information, and additional arts constituents to attend legislative meetings.

Jaret clarified that McCleary is about fully funding basic education. The McCleary name comes from an actual family that attached themselves to this case claiming the state was not fulfilling its paramount duty, which is education. The state Supreme Court agreed, found the state in contempt, and tasked legislators with finding the funding. Funding requirements inherent in McCleary include classroom instruction for all

of the subjects defined in basic education; both state and federal definitions of basic education include the arts, along with math, English, and science. As the state works towards fully funding education, the money will be distributed to 295 school districts according to a complicated per capita formula that determines the percentage each district receives. Each school district has authority to decide how to spend its funding in alignment with state regulations. The state Legislature has definition authority about the components of basic education, and local school districts have authority about how they spend the money to meet those requirements. Because school districts will differ in their use of funding, it is hard to predict whether more arts teachers will be employed in the state.

Coliton asked for the timeframe to produce the funds. Jaret said a certain amount of progress must be shown in 2015 and basic education must be fully funded by 2018. The state Supreme Court current holds the state in contempt for not making enough progress, but have not yet imposed sanctions.

Introduction to Heritage Caucus

Carino outlined how the Heritage Caucus works (*handout*). The Heritage Caucus began in 1989 as an outgrowth of the state's centennial celebration. It is co-chaired by Senator Honeyford and Representative Van De Wege, meeting every Wednesday at 7 am in the Cherberg building during the legislative session. Presentations are scheduled prior to the beginning of session, and the schedule will vary based on the urgency of pending legislation. Carino asked Commissioners to contact her with ideas for presentations and for more information on the caucus. ArtsWA plans to participate every week. Carino will track arts-related bills and Mark Vessey, State Capital Museum, will manage logistics for the Heritage Caucus meetings.

Announcements

Nienhouse adjourned the meeting at 3:15 p.m.