

WASHINGTON STATE ARTS COMMISSION— BOARD MEETING MINUTES

THURSDAY, NOVEMBER 7, 2019 / Laird Norton Family Foundation Board Room, Seattle

Commissioners Present

Robin Avni
Francene Blythe
Andre Bouchard
Representative Carolyn Eslick
Ginger Ewing
Wesley Jessup
Linley Logan
Diane Martindale, Chair
Joan McBride
Monica Miller
Faaluaina Pritchard
Justin Raffa, First Vice Chair
Rebecca Redshaw
Charlie Robin
Anna-Maria Shannon, via Zoom
Rosanna Sharpe, Second Vice Chair
Judy Tuohy
Senator Lisa Wellman
Sheree Wen

ArtsWA Staff Present

Karen Hanan, Executive Director
Miguel Guillén, Program Manager, Grants to Organizations
Tamar Krames, Program Manager, Arts in Education
Leslie Pope, Executive Assistant
Mike Sweney, Program Manager, Art in Public Places

Guests & Speakers

Kate Becker, Creative Economy Strategist, Office of King County Executive Dow Constantine
Dow Constantine, King County Executive
David Foster, Foster Government Relations
Danielle Gahl, Executive Director, ArtsED Washington
Doug Levy, Outcomes by Levy
Cadence Miller, Program Officer, Laird Norton Family Foundation

Commissioners Absent

Jolyn GC
Mariella Luz
Representative Sharon Wylie

Call to Order

Martindale, ArtsWA Board Chair, called the meeting to order at 9:52 a.m. She conducted roll call, and verified that a quorum was present.

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

Board Chair's Report

Martindale reviewed her report (*packet pp. 1*). She welcomed four new board members: Rep. Carolyn Eslick, appointed from the House Republican Caucus; Robin Avni, who has had a long career at Microsoft combined with arts administration and advocacy; and Rep. Sharon Wylie, appointed from the House Democratic Caucus, who was unable to attend this meeting

Martindale reviewed the 2020 Board Meeting Dates & Locations (*packet pp. 2*) and asked Commissioners to put the dates on their calendars.

Introductions were made around the room, and Martindale welcomed Tamar Krames, the new ArtsWA Arts in Education Program Manager.

Welcome and Presentation

Cadence Miller, Program Officer, Laird Norton Family Foundation, presented an overview of the organization. The Foundation is currently dedicated to support issues around climate change, health, social services, youth and arts education. In the last 13 years, the Foundation has granted \$3.4 Million overall in the arts education sector, with \$2 Million dedicated to Washington State. Current priorities in arts in education are dedicated to pre-K-12 public schools arts integration programming. The goal is to make arts a part of the curriculum rather than an elective. The strategy has shifted to professional development support for teachers. Teachers are viewed as a lever for change. By teaching teachers, they can impact students for the remainder of their career, which broadens investment impact. The Foundation has recently worked with Arts Corps, which has a strong racial equity and social justice orientation, as well as Arts Impact, with its dedication to professional development for teachers.

Meeting Warm Up

Raffa asked Commissioners to share their top four priorities for this meeting. General themes included:

- How to further support the entire state and specifically, rural and tribal constituents.
- A deeper understanding of ArtsWA programs, the Curator Roster process, arts in education, and how artists are interacting with students in the schools.
- Advocacy: the 2020 legislative landscape, ArtsWA funding requests, skills to successfully meet with legislators, and how to use an advocacy voice for social justice.

Executive Director's Report

Hanan reviewed her report (*packet pp. 3-6*). There is potential for an increase in the National Endowment for the Arts (NEA) appropriation. Both the House and Senate have approved an increase, but at different amounts, and the final increase needs to be negotiated.

ArtsWA submitted a total budget request for consideration by Governor Inslee. Working closely with Office of Financial Management (OFM) staff, Hanan focused on creating a submission that would be well received. A major portion of the budget request is to support the Creative Districts program, to increase its capacity to support the certification of districts in Washington. Currently, Port Townsend and Twisp are close to applying for consideration to be certified. Care of the State Art Collection is the second program featured in the submitted budget request. Proper conservation efforts for the almost 5,000 pieces in the Collection require two additional staff.

Hanan was invited by two Legislative House Committees to present on the Creative Districts program and the creative economy. The presentations were well received.

The Alaska State Arts Council managed to get their budget reinstated, but the toll it has taken on the work of the Council and its staff has been very traumatic. By choice, some of the staff members will not be returning to work at the agency. When a government program is shut down, it takes a lot of work and effort to open it for business again.

ArtsWA is hiring for the Arts in Education (AIE) early learning program. Krames, AIE Program Manager, has been working at ArtsWA since September. It is time to hire someone to fill the role of advancing programs and practices that strengthen early learning opportunities and help to close the State's opportunity gaps for early learners. Hanan thanked Senator Wellman who embraced that challenge of securing funding for this program, and for her understanding of how the arts can contribute richly to the learning process.

The National Assembly of State Arts Agencies (NASAA) represents all 50 states and 6 territories. Hanan was recently elected to their board of directors and received her orientation. She wants to take on this work, along with her work on the board of Western States Arts Federation (WESTAF) because the workload is manageable, but the insight, connections, and benefits to ArtsWA and Washington State in terms of knowledge, experience, and access are very important.

The field of candidates for the next Washington State Poet Laureate was narrowed to three. Final interviews were conducted in Ellensburg. After difficult deliberation, it was decided that no one was rising to a level sufficient to fill the position. The majority of the selection committee approved to extend Claudia Castro Luna for an additional year, and Hanan spoke at length with staff in the Governor's Office. This approach has been approved, and Castro Luna will continue as Poet Laureate through 2020-2021. During this year, the program will be reviewed for ways to strengthen its structure and attract more high level candidates. Ways to increase funding will also be considered.

FY 2020-21 Biennium—1st Quarter Budget Report

This report (*packet pp. 7-12*) is for information only; it does not require a motion. Budget figures indicate the budget is on track and the narrative provides detail on expenditures by program. Everything is roughly one-quarter spent. Some programs have cyclical expenditures or, in the case of the Art in Public Places program, reimbursements, that make the programs appear at times to be under or over spent, but the expenditure of these programs will even out during the course of the year.

Strategic Plan Dashboard Update

Hanan reviewed the Dashboard (*packet p. 16*), which measures how the agency is doing with metrics. At the request of a board member, measurement of gender diversity of the board was added and the goal set at 25%. Responses from the diversity survey indicate that ArtsWA is currently at 20%. Hanan reminded commissioners to complete the diversity survey, which is completely anonymous. Hanan asked commissioners to send in their legislative meeting reports to ensure that metric is accurately measured.

CONSENT AGENDA

The Consent Agenda included:

- Minutes of August 7-8, 2019 Board Meeting (*packet pp. 17-27*)
- Ratify Snap Grants for Small Community Groups and Organizations—FY 2020 (*packet pp. 28-31*)

A MOTION to accept the minutes of the August 7-8, 2019 Board meeting was made by McBride and seconded by Eslick. It passed unanimously with no changes to the meeting minutes.

Hanan commented that the Snap Grants program has been very successful in its mission to support, increase and deepen ArtsWA's work with diversity and equity.

A MOTION to ratify Snap Grants for Small Community Groups and Organizations—FY 2020 was made by Redshaw and seconded by Jessup. It passed unanimously with conflicts of interest, abstentions or recusals.

Wellman asked whether a note is sent to legislators in districts where snap grants are awarded. It was confirmed that recipients send notes to their legislators as part of a final report. Martindale suggested Commissioners send notes to their legislators when they notice grant awards in their districts.

Art in Public Places

Sweney, Art in Public Places (AIPP) Program Manager, provided an overview of the program before reviewing three action items. Washington State's public art program is one of the oldest in the country. All acquired

artworks become part of the State Art Collection. Funding for acquisitions comes from ½ of 1% of state construction costs for public buildings. Every artwork acquired is responsive to its site, to enhance the space and connect the artwork to its location. Conservation and care for the Collection is centrally managed by a collections team based in Olympia. Currently three people are caring for a collection of nearly 5,000 artworks.

Curator Roster

Universities and colleges account for most of the curated projects that AIPP manages, because many of those institutions are interested in acquiring a focused group of artworks that address a particular concept or that complement their existing campus collection. Hiring a curator can also be effective for artwork acquisition when there is not enough time or money to hire an artist to design, fabricate, and install a site responsive artwork.

The ArtsWA Curator Roster provides a pre-qualified list of curators who can work with AIPP staff and the local art selection committees to identify and recommend existing artworks for purchase. The panel selected 29 curators to be added to the roster. ArtsWA saw a record number of applicants, primarily due to efforts to greatly expand the available pool of curators. During this roster cycle there will be a number of projects available at elementary schools due to the K-3 Class Size Reduction Grants funded through the Office of the Superintendent of Public Instruction (OSPI). In addition to increased outreach, AIPP modified the application guidelines and required application materials. For example, AIPP staff expanded the definition of “curator” to include people who might not have used that title for what they do—bringing art into a cultural or community center, for example—but are performing the same work.

Sharpe, who served on the panel as a board representative, said she was impressed by the number of applicants and the wide range of their experience.

A MOTION to approve the panel recommendations (*packet pp. 32-22*) for the Curator Roster was made by Prichard, seconded by Bouchard, and passed with no abstentions or recusals. No conflicts of interest were declared.

K-3 Pooling

Sweney explained the pooling process. When a district has one or more schools with qualifying state construction funds, they are considered eligible to apply for a fully-funded public art project. All eligible districts are invited to apply. All capital fund allocations are combined into one funding pool through OSPI. A panel convenes to examine the applications and recommend projects and funding levels.

This process is normally for K-12 schools and applications are considered on a bi-annual basis. This year a second panel was convened to consider applications for K-3 Pooled Funds, which were generated in July, 2015 from a discrete funding source intended to address the portion of the McCleary decision aimed toward reducing class size. Because of the unique nature of OSPI's K-3 grant funding, it has taken several years to identify artwork funds and eligible schools. AIPP has 6 years to complete projects after funds are appropriated, and so these funds must be expended by June 30, 2021. Due to the reduced timeline, AIPP staff determined that purchasing existing works through the curated process would be the most expedient method of acquisition.

There were seven applications for K-3 Pooled Funds. Because all were strong applications and the available funding was enough to support all seven, the panel voted to approve projects for every applicant.

A MOTION to approve the panel recommendations for K-3 Pooled Funds for curated projects as listed in the packet (*packet pp. 34-35*) was made by Prichard, seconded by Robin, and passed with no abstentions or recusals. No conflicts of interest were declared.

K-12 Pooling

Sweeney reviewed the application process and panel recommendations for K-12 Pooling (*packet pp. 36-37*). A record total of 48 applications were received from 29 districts. The applicants were located throughout the state, including from rural and eastern Washington.

Blythe served as a panelist. She encouraged commissioners to serve on a panel because it is a great opportunity to learn about the AIPP process, what is going on in the schools, the infrastructure and hierarchy. It was recognized that different demographics impacted the quality of applications, so the panel worked hard to award funds to the areas of greatest need.

A MOTION to approve the panel recommendations for K-12 Pooled Funds for new public art projects as listed in the packet was made by Rep. Eslick, seconded by Pritchard, and passed with no abstentions or recusals. No conflicts of interest were declared.

Advocacy Session I

Monica Miller and Justin Raffa, Advocacy Committee Co-Chairs, conducted the advocacy portion of the meeting. Miller asked the board's legislative members to share what makes a legislative meeting important to them.

Wellman said it is important to tie the arts into work each legislator is doing. She is seeing much opportunity for the arts now and into the future. There is an incredible transformation taking place that includes creativity (arts) along with science and math, to impact and support goals within the education, early learning, economic development, and higher education arenas. She is working with social and emotional learning, focusing on addressing significant inequities, school safety, and the pressure on families. ArtsWA has an established platform with the Creative Forces program, to express how arts can help with healing. Equity is another strong focus. In education, there are not sufficient teachers of diverse backgrounds so that students see themselves in their educators. Encouragement to share culture within an arts framework will be an important aspect of addressing equity issues around curriculum. Mental and physical health and wellbeing are also tied into the utilization and expression of the arts.

Eslick feels it is important to introduce children to art very early in the learning process. Mental health is also a hot topic, and it is important to show how the arts help support mental health. It is important to meet with legislators before session, build a relationship, and discuss the benefits of the arts frequently.

Miller asked what to say first when speaking with legislators. Eslick said a unified message would be helpful to commissioners. An easy opening door is the fact that each person and their legislator live in the same district. Talking about the arts within the district is a form of connection.

Wellman said legislators have common concerns: the future of jobs and technology; successful education; and economic development. These are areas for conversations.

Miller asked commissioners to meet with representatives before the 2020 Legislative Session begins, to find out what is important to them, so we can link our work to their priorities.

Miller introduced special guests, Doug Levy, Outcomes by Levy, LLC and David Foster, Foster Government Relations. Levy and Foster are hired by the Western States Arts Federation (WESTAF) to provide support to Washington State through ArtsWA and Humanities Washington.

Levy said that meetings during legislative session are limited to 10 to 15 minutes. This year's session runs January through March. Now is the time to meet with legislators and build relationships because meetings

outside of session can be longer, maybe as long as 30 to 60 minutes. It is human nature that when you've met with someone you become more comfortable, and that will allow you to focus more on the arts related conversation during short session meetings. He encouraged commissioners to take an opportunity to educate legislators about the value of the arts first, before asking for what is needed. The value of the arts on local communities is considerable. Use data on how the arts are important to the local economy, how arts education supports children's learning abilities, and how a vibrant arts scene supports other important aspects of a city including economic development.

It is never a bad idea to ask your member what is important to them and what their priorities are so that you can provide data and talking points. It is acceptable to promise to provide the information, then follow up by email with correct and thorough data and information. That builds credibility.

Foster said a perfect interim meeting would be to ask legislators to come for a tour of an arts event or performance, show them a packed house with their constituents engaged in the activities, and if possible, give them a chance to speak to their constituents. Show them how state money or involvement helped to create such an opportunity and thank them. It is important to engage in this type of work before the legislative session begins to build a relationship where they already understand who you are, where you're coming from, and what your news is about.

Hanan added that commissioners can contact ArtsWA for creative vitality data built on a specific zip code, town, or district, that shows income earnings from creative jobs, what types of creative jobs are in the district, and other information that could be sent to legislators as a follow up after a successful meeting.

Foster provided an outline of the 2020 Legislative Session, which is a short, 60-day supplemental session that ends on March 12. Currently, legislators anticipate the session will end on time. This year, transportation funding will be a hot topic because of Tuesday's election results with the roll back of car tabs.

In the second year of a biennium, the supplemental budget addresses revenue changes, changes in forecasts for the state's caseload, and sometimes there can be major financial changes to the transportation, capital or operating budgets depending on events and legislation. Often the Governor's budget is used as a baseline. Both the House and Senate have more flexibility with the budget due to more recently updated revenue information.

Levy said it is important to know the concerns and issues that are impacting decisions in the Legislature. Always know the committees that legislators serve on, because that is their focus. Go to www.leg.wa.gov to see legislators listed by House or Senate, with links to their websites, which contain valuable information on their bios, committees, interests and focus. You can also sign up for their newsletters to keep in touch. When legislators do something that makes a positive impact on your district, make sure to let them know, and thank them.

Foster added that it is important to understand that legislative assistants are vital to the success of this process. Don't ever be rude or short with a legislator or legislative staff. They are doing the best they can under challenging circumstances. Be polite, say thank you, and be kind. If they want information, get it for them. Being nice and kind and considerate with legislative assistants and legislative staff is very important because they work very hard and provide enormous support for their legislators.

King County's Creative Economy Initiative

Dow Constantine, King County Executive, spoke to the Board about arts advocacy. In his position, he has had the privilege to fund 4Culture, which focuses on arts, heritage, preservation and public art. During the

last 10 years, King County's true north has been to build a welcoming community where everyone can come and live and thrive. The work is much broader than economics and jobs alone. Being able to participate in the cultural life of this community is important. Successes include building 4Culture to push funding into buildings for large and small arts organizations and receiving the Americans for the Arts (AFTA) 2016 National Leadership for the Arts award. In September, Constantine launched a creative economy initiative to restart the film industry here in King County, with incentives and rebates for film industry professionals that employ staff from underserved communities. The full initiative will be launched in January, 2020.

He has hired Kate Becker to be the creative economy strategist. She is the first arts focused strategist in her kind in the country. She is a one-woman department, developing a creative economy beginning with film and music, then visual arts. As these programs develop, the focus will remain on equity and inclusion, and encouraging business growth while emphasizing green business practices.

Constantine said King County is dramatically urban and also beautifully rural and pastoral. As King County has become more affluent, many people who have been in poverty for generations are being left behind. We simply have to bring them along. Artists and others who work in arts related industries cannot afford to live and work here as real estate costs soar. The physics of the real estate market may require intervention to preserve arts, heritage and culture in each of our communities. There need to be places for artistic display and performance, and also places to live for the people that work at those venues. It is as imperative as preserving the mountains and historic buildings we care about.

The goal is much more than bringing in or creative more jobs; it is to add to our cultural life and share our Northwest perspective with the rest of the world.

Advocacy Session II

Legislative meetings will be set up for all Commissioners. ArtsWA staff are limited in what they are able to say during the legislative session, but they can help with introductions, and provide education and data on topics. These meetings are scheduled happen throughout the day. We're typically going to the legislator's office. Sometimes it is necessary to "pull from the floor" – a fun process where the legislator comes out of the chamber (the floor) and will have a brief conversation in the hallway while standing. It is beneficial to an elevator speech in your head and know what you're doing.

Hanan introduced the two requests: Certified Creative Districts and the State Public Art Collection. Commissioners were asked to review each document and make comments to strengthen the messages contained therein.

Suggestions included:

- Include contact information if a legislator wants more information
- Make the information stand out more
- Simplify the information
- Show the investment value and request in dollars, not percentage
- Remember to focus on each legislator's district when meeting in person
- Include a map on the back, which shows where public art is located across the state, or where Creative Districts are being developed.

Grants to Organizations

Guillén provided an overview of new grants programs and guidelines for FY 2021 (*bandout*). For many years, ArtsWA has provided grants to organizations through the Cooperative Partnership Grants, Project Support in

three different categories based on budget (Levels A, B, and C), and in the last year Snap Grants, for small organizations.

ArtsWA is shifting its grant programs to provide operating support to strengthen regional and statewide arts service organizations with a new grant category named Arts Service Organization Support (ASO). These organizations provide training workshops, convenings, conferences, networking, technical assistance and other professional development services to established and emerging arts professionals. The granting goal is to grow local arts professionals in a way that is significant to their region. Regional organizations must work with arts professionals within their regions. A map was created to define regions for granting purposes. The State is separated into four regions: Northwest, Southwest, Central and Eastern. Care was taken to ensure regions contained active arts organizations and major towns and cities.

Statewide arts service organizations must provide services in a minimum of 10 counties within the State and/or conduct an annual convening that includes structured professional development. One statewide example of an arts service organization is Artist Trust.

General Operating Support (GOS) grants will strengthen the capacity of arts organizations by helping to cover regular operating expenses. Arts organizations must show that they increase arts participation and contribute to an equitable and accessible arts, culture and heritage landscape. These funds will be granted to non-profit and fiscally sponsored arts organizations with year-round arts programming, or local arts agencies with independent budgets and oversight. Each applicant can request up to \$16,000 for a two year contract. During the first year of the contract, the organization receives half of the funds awarded. In the second year, funding will be based on how the organization met its measurables in the first year. In FY21, grants will be one-year then move to two-year with the new biennium.

ArtsWA is asking that arts organizations find ways to measure the contribution they are making to their communities. This is a function of the Creative Districts language and approach, so that artists and arts organizations learn to understand the language of creative districts, jobs, and economic vitality. Vibrancy, operations, and welcome are the three criteria on which applications will be measured.

Art Project Support (APS) grants support groups and organizations for specific projects or events. A wide variety of organizational structures are eligible for this grant category. Applicants can apply annually for this grant category.

Hanan said this change has been a couple of years in the making. The entire program must be easier to access and should spread the wealth more fairly. Guillén has been working with Krames to ensure that arts education and early learning are part of this process.

Arts in Education Program Update

Hanan introduced Tamar Krames, ArtsWA's new Arts in Education Program Manager. Tamar shared stories about her life and arts experiences. She is the first generation of her family born in the United States, and she feels that the arts and arts organizations to raise her, because they were so integrated into her life. Tamar has been a long-time educator and felt it would be a natural fit to become an arts administrator. She has worked with immigrant and multi-lingual students throughout much of her career. Tamar has worked with many students that have experienced barriers to navigating the school system, such as language and poverty. This is where the opportunity gap resides. Krames has noticed that students know when their experience is different from other students' experiences. That propelled Krames into the role of trainer around culturally responsive teaching processes and what to understand about 21st century skills like critical thinking and observation skills.

Tamar will review existing AIE grant guidelines, with an equity and access lens, to rewrite them as necessary to address opportunity gaps. She will hire the early learning professional who will develop the Early Learning project funded by the Legislature to support arts integration and early learning.

Creative Forces Summit II Report

Hanan provided an overview of the Creative Forces program, which is sponsored by the National Endowment for the Arts (NEA) and the Department of Defense (DOD). ArtsWA is the Washington State partner for the program with Joint Base Lewis-McChord. The program connects military organizations and the military community with arts and arts organizations to support healing and reintegration for military personnel affected by post-traumatic stress disorder (PTSD) and traumatic brain injury (TBI). Recently, ArtsWA completed its second Summit (*packet p. 42*).

Summit II focused on building and teaching about logic models so that involved organizations can develop a way to measure the impact of their work. Hanan will be in Washington DC next week to discuss how to sustain and grow this work, with representatives from 12 other states. ArtsWA is working with the Washington State Department of Veterans Affairs to pursue more funding and support for this work across the state. The Boeing Company provided funding support and is interested in supporting future work.

Announcements

The Governor's Arts & Heritage Awards ceremony will be held on November 19 at the Washington Center for the Performing Arts in Olympia. Commissioners receive a complimentary ticket, although travel expenses are not reimbursed.

The next in-person Board meeting will be held February 4, 2020 in Olympia followed by Arts & Heritage Day on February 5.

Martindale adjourned the meeting at 3:49 pm.