

Indiana Arts Commission Quarterly Business Meeting

Friday, March 8, 2024, 9:00 a.m. (ET)

City Hall – Council Chambers

401 N. Morton Street

Bloomington, IN 47401

Anne Penny Valentine, Chair



Members Present: Réna Bradley, Chad Bolser, Greg Hull, Mark Maxwell, Laurie McRobbie, Renee Thomas, Anne Penny Valentine, Scotty Wylie

Members Present via Zoom: Dave Haist, Jake Oakman, Kelsey Peaper

Members Absent: Azizi Arrington Slocum, Walter Knabe, Sofia Souto

IAC Staff Present: Jordan Adams, Eric Ashby, Connie Brahm, Lydia Campbell-Maher, Miah Michaelson, Stephanie Pfendler, Paige Sharp, Andre Zhang Sonera

MINUTES

1. Call to Order. Indiana Arts Commission Chair Anne Penny Valentine called the meeting to order at 9:00 a.m. City of Bloomington Mayor Kerry Thomson welcomed the Commission and spoke to Bloomington's view of the arts as the beating heart of economic development. Assistant Director of the Arts for the city, Holly Bolden, spoke to the group about the city's public art master plan and other endeavors including the READI 2.0 funded incubator space. The Commission welcomed new Commissioner Mark Maxwell from Jeffersonville and new Communities Program manager Lydia Campbell-Maher. All in attendance as listed above.

2. Approval of Agenda and December 8, 2023, Meeting Minutes. Ms. Valentine presented the agenda and December 2023 minutes and asked for any edits or additions. Ms. McRobbie noted she is listed as present at the meeting but was absent. The minutes would be amended to note this change. Ms. Valentine called to approve with the correction. Mr. Oakman motioned. Mr. Bolser seconded. By roll call vote, all were in favor. The motion carried.

3. Consent Agenda. Ms. Valentine submitted the following consent agenda items for approval and reports for review, noting that all item memos and information were provided in the Commissioner's meeting materials (attached here in.) She asked if any member would like a consent agenda item moved to the full agenda for discussion. Hearing none, she motioned to approve items for approval and reports. Mr. Wylie motioned. Ms. Bradley seconded. By roll call vote, all were in favor. The motioned carried for the following items:

a. Items Submitted for Commission Approval

- i. FY24 Year-to-date Financials
- ii. Final Grant Report Late Policy
- iii. Not in Good Standing Policy
- iv. CY24 On Ramp Cohort Approval (and cede funding approval to staff)
- v. CY24/FY24 CD Guidelines (and cede grant approval to staff)
- vi. CY24/FY24 Creative Convergence Guidelines (and cede grant approval to staff)
- vii. Fellowship for Creative Teaching
 - a. Cede cohort selection and action grants approval to committee.

b. Reports for review:

- i. Arts Trust Report
- ii. Communications Report
- iii. Governor's Arts Awards
- iv. Hoosier Women Artists
- v. Staff Updates and Activity Report
- vi. External Partnership Update
- vii. 2024 Indiana General Assembly Update
- viii. Lifelong Arts Update

4. Committee Reports

a. Committee on the Future.

- i. FY2025 Budget First Look. IAC Deputy Director of Operations and Strategic Partnerships André

Zhang Sonera presented the FY2025 budget draft (attached) as a first look ahead of the upcoming Commission approval in June. An overview of how the state budget is approved through the general assembly was recounted for newer members. A review of the accounting line items, and their categories were also reviewed. It was noted that the .1-line item for personnel and salaries was separate from lines 2 through 9 in that funding cannot flow up to .1. He further noted the Federal Budget fiscal year is October 1 through September 30th whereas the state fiscal years run July 1st through June 30th. He noted the budget draft is crafted under revenue assumptions that include the 24% cost of living salary increase approved by the Governor and that the reserve holdback will continue to be 2%. In addition, the agency expects the same federal allocation as the previous cycle. Expense assumptions included funding for new programs, services and research project initiatives. It was noted that the IN Dept. of Education and the Family and Social Services Administration partnership funds are not being included in this budget draft until funding is secured and there is confirmation that the programs will continue. He noted next steps will be finalizing the allocation/expenditure based on concrete numbers that the agency will have in April. Then the budget will be submitted for approval at the June quarterly business meeting. Ms. Valentine noted there will be touchpoints for commissioners ahead of the June approval in standing committees leading up to the public meeting. Mr. Bolser questioned budget information for the agency ahead of the election and change of state leadership. Ms. Michaelsen noted that in discussion with the agency's liaison to the Governor's office they feel that it has been consistent and common for the new administration to take recommendations from the previous administration.

- ii. **CY2024 Agency Goals.** Mr. Zhang Sonera presented the calendar year 2024 agency goals (attached) for Commission approval. It was noted goals and priorities are derived from the 2024 Strategic Framework and facilitator lead staff retreat. Goals submitted were aligned with strategic priorities as noted.

Goal 1: Develop and implement process improvements and standard operating procedures across the agency. Aligned with the Build priority.

Goal 2: Develop and implement response plans for targeted investment areas. Aligned with the Partner and Connect priorities.

Goal 3: Develop and share learnings from programmatic evaluation and research. Aligned with the Amplify priority.

Ms. Valentine asked for any discussion or questions. Hearing none she called to recommend approval. Ms. McRobbie motioned. Mr. Bolser seconded. By roll call vote, all were in favor. The motion carried.

- iii. **Strategic Framework Evaluation Plan Presentation.** IAC Grants Manager Eric Ashby presented the Strategic Framework evaluation Key Performance Indicators (KPIs) which the agency will be using to benchmark progress toward the 5 strategic framework goals and impacts. Detailed KPIs are attached. In brief, the strategic impacts were presented with how they will be measured, the data source used for the measurement and the frequency with which they will be measured. Impacts include:

Impact 1: In every Indiana county, people and communities have access to arts experiences.

Impact 2: New populations of Hoosiers experience meaningful learning in and engagement with arts and creativity. Mr. Ashby noted that this is where, in reference to Ms. Bradley's comments in committee, we will be measuring meaningfulness and benchmarking growth for certain programs.

Impact 3: Indiana's artists build towards successful careers in our state. Mr. Ashby noted that we will be looking at dollars invested in individual artists, total investment in artist entrepreneurship from IAC partners, and hours of technical assistance provided. In reference to committee discussion, it was noted we have not historically tried to track this and will keep this low barrier for staff.

Impact 4: Indiana's arts providers have expanded opportunities to enhance the quality of life in their communities. Mr. Ashby noted tracking where money was leveraged beyond the grant award and where creative projects were sustained/continued beyond the program.

Impact 5: There is broad recognition of arts and creativity's value for Indiana. Mr. Ashby's notes included working with partners to understand what the funding ecosystem looks like to better make decisions.

It was noted the next steps are finalizing additional KPIs beyond the core metrics. The agency will be capturing baseline metrics and corresponding goals, establishing internal standard operating procedures (SOPs) for tracking and will be providing a comprehensive, annual progress report to the Commission.

- iv. **Commissioner Handbook Revisions – Work/Study Group Invitation.** Mr. Zhang Sonera noted the agency would be revising the Commissioner Handbook to include newly approved policies and updates. A working group of commissioners (Mr. Haist, Mr. Oakman and emeritus member Nancy Stewart) have already volunteered, and he extended the invitation to others to join. He noted the agency expect to submit for approval at either the June or September quarterly business meeting.

b. Programs, Grants and Services.

- i. **APS Redevelopment Update.** IAC Deputy Director of Programs, Paige Sharp, updated the Commission on the Arts Project Support redevelopment progress. She reviewed the APS program redevelopment and consultant recommendations which proposed equity alignment and making changes slower since smaller organizations traditionally apply for this funding. She provided a progress update. The agency met with a National Association of State Arts Agency expert on state arts agency granting and funding to discuss this endeavor. They offered advice to wait until the agency completes the review of the Regional Arts Partnership program since this is in-progress and RAPs are directly connecting with this core grant program. Ms. Sharp noted once we finalize the RAP review e will have a better sense of recommendations for this redevelopment.
- ii. **Program Guidelines Replacement.** Ms. Sharp presented a handout outlining the agency's suggestion to replace program guideline approval by the Commission with a program framework approval. Handout with detailed information attached. She noted the agency currently approves all program guidelines through the Commission quarterly business meetings 4 times a year. She noted the guidelines are a lot of information to digest since they range anywhere from 2 – 15 pages. In addition, the Commission meeting schedule limits program launch times. The agency is suggestion restructure to better align with staff capacity, provide programmatic flexibility for staff to innovate and pivot, and leverage the Commission more meaningfully to inform program policy at the beginning instead of at the end. Ms. Sharp provided a solution to instead have the Commission approve a Program Framework relevant to each program to include program overview, goals/outcomes, eligibility, timeline and any notable change from the previous year of the program. An example of a program framework was provided. She added this framework would leverage the commission more meaningfully to inform policy and development at the beginning rather than at the end. Ms. Valentine noted her support of this direction adding that the role of the commission should be focused on strategy and trusting staff with the higher-level details. Ms. McRobbie questioned if the full descriptors would be provided on the website and in the guidelines. It was noted that all information will be provided with full transparency and sets of guidelines, since this is what the grantees are being held accountable to. Ms. Michaelsen added that we are looking at the standardization of guidelines across the board that provide visual cues that are quick and digestible. Mr. Maxwell agreed with this standardization noting that one of his biggest concerns is making it easier to understand who these grants are for. He suggested a simple 2 option check box for those seeking funding to better understand right from the outset if the grant is for them. Ms. Sharp noted that this is exactly the point, in that you shouldn't have to read through 12 pages of guidelines to understand if you or your organization are right for a grant. Ms. Valentine called to approve the program guidelines replacement framework as presented. Ms. McRobbie motioned. Mr. Hull seconded. By roll call vote, all were in favor.
- iii. **Artist Services Needs Assessment Update.** Mr. Ashby reviewed the ANA listening session structure and outcomes as provided at the last quarterly meeting. He noted this information wrapped up in a statewide survey based on the information heard from in these listening sessions. A handout of the survey results is attached. It was noted that the survey closed with 581 respondents with 70% of counties represented, all regions and a 22% rural component. The surveys were based on 5 key needs that were gleaned from the listening sessions. Mr. Ashby provided detailed survey analysis of which the details are attached. Mr. Maxwell asked if there was a way to go a bit deeper to get a county breakdown as he'd like to see what landed with the people he reached out to, to complete this survey. Discussion followed on information relative to artist

engagement with the Indiana Small Business Development Corporations which are under the Indiana Economic Development Corp. which is a state agency. The survey showed that 80% of the survey respondents considered themselves small business owners and a large percentage of these do not reach out to the ISBDC. Ms. Michaelsen noted we would be sharing this data with the IEDC considering the state's economic strategy and their inability to reach creative entrepreneurs. Ms. Sharp noted that ISBDC services are free so there is no cost barrier. Ms. Bradley suggested that perhaps it is a capacity barrier of ISBDC staffing/structure since she knew of specific examples where artists have reached out and received no responses. Ms. Adams spoke to the agency's work with the ISBDC in hosting on-ramp cohorts in the past. Mr. Ashby continued with the presentation and broke down the key findings in this research. Ms. Adams thanked Mr. Ashby for this analysis of the survey data. She continued that this community feedback stage has been important to best inform the next steps of this process which will be implementing a program based on how the artists have responded they want to be served. It was noted we will kickoff the new program in the fall of this year with rollout of services over time. Mr. Maxwell noted the survey was well done and something he could sink his teeth into. He noted this says who we are and what artists need. He continued on discussing opportunities with other artists who do not know who the IAC or ISBDC are or what resources they provide. He commented on the business of music and musicians not focusing on the business aspects but instead on their craft. He noted understanding the support systems in place for them is integral. Ms. Adams noted the discipline piece is critical. She added artists are in their craft and the business aspects are foreign. Mr. Hull noted this survey also informs arts education.

- iv. **Early look at APS FY25 application #s and reminder of review process.** Mr. Ashby noted because the online grant system had a technical issue, the agency extended the application deadline to march 14th. He noted currently there are 323 applications in the que and it will remain to be seen how many submit. He noted the agency saw 235 submissions last year. He continued on the paneling process and how applications are scored.
- v. **Lilly Endowment and READI 2.0.** Ms. Michaelsen apprised the Commission of the READI 2.0 program and the Lily Endowment's special allocation of \$65M to support arts and culture projects. The agency will be working with the IEDC on the roll out on this cultural investment. She noted the funding will be distributed by the IEDC for projects submitted by regional economic cohorts across the state that focus on arts and cultural investment. The guidelines will be launched in mid-March and the IAC will be working with them to evaluate the proposals. It was noted that regions are very different, and sustainability of the effort will be a very important guideline for evaluation to ensure the investment is sustainable over the long haul. She noted proposals may look very different across the state to those that are shovel ready to those that have an idea but don't know how to implement that idea. Mr. Bolser questioned if distribution would be similar to the regional process. Ms. Michaelsen answered that regions could propose up to 14 projects with multiple rounds of these investments since it will take some time for regions to build up their projects. Mr. Bolser further asked if the original READI grants had arts and cultural focused proposals are they going to remove those? Ms. Michaelsen noted that this won't be an either/or decision as some projects that have had previous funding may receive additional investment. Ms. Michaelsen concluded that there will be a multitude of skill building included.

5. Regional Arts Partnership Consortium Report. RAP co-chair Sherri Wright with Arts Iliana joined the meeting and updated the commission on the partnership. She noted that the partners are anticipating submission of APS applications. She noted in her region she is seeing an increase in requests with the unfunded Vermillion County included. She noted panels are being put together and are looking for interested parties to adjudicate the applications. She noted the Zoom aspect has really opened panelist accessibility, diversity and participation. She noted the RAP retreat was a great thing to do considering turnover within partnerships and new partnerships joining. She further noted that Arts Iliana is hosting the On-Ramp cohort workshop in Terre Haute this year.

6. Traditional Arts Indiana. Executive Director of the Traditional Arts Indiana program and IU Professor Jon Kay joined the meeting to talk about the apprenticeship program. He provided an overview of TAI and the passthrough funding the organization receives from the NEA through the Arts Commission. He. Professor at IU. Update apprenticeship program. He noted Folk/traditional arts are community-based

practices informally passed on through family/community/occupational traditions. He added these are not taught in university settings but learned informally from one generation to the next. Ms. McRobbie questioned if food traditions are included. Mr. Kay noted that while food traditions are rooted in social life and connected to these community traditions it is not abstracted out as art. Ms. Bradley questioned ways of communicating what folk arts are in a way that would be easy for her to share the apprenticeship program applications. Especially for those who are taking part in folk arts who don't necessarily see themselves as folk artists, especially in more modern aspects. Ms. Michaelsen noted there would certainly be a benefit to translating the language around traditional arts for people to see themselves in this work. Ms. Michaelsen provided kudos to Mr. Kay for showing up for these communities.

7. Consent Agenda Items Moved to Full Agenda (if any). No items were moved from the consent agenda for discussion.

8. Old Business and New Business. Mr. Zhang Sonera reminded the commission of the April 8th eclipse and 30 grants fulfilled for this event through our partners with the Indiana Destination Development Corporation. Mr. Oakman noted White River State Park would have programming for this event.

9. Adjournment. Ms. Valentine called to adjourn the meeting. All were in favor to adjourn. The meeting ended at 11:26 a.m.