



## **Minutes of the Regular Meeting of the Board of Trustees**

Tuesday, September 9, 2008, 10:00 am

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A Regular Meeting of the Cuyahoga Arts and Culture (CAC) Board of Trustees was called to order at 10:00 a.m. in the 2<sup>nd</sup> floor Board Room in the Idea Center at Playhouse Square, 1375 Euclid Avenue, Cleveland, Ohio.

The roll call showed Trustees Linda Abraham-Silver, David Bergholz, and Steven Minter and to be present. Santina Protopapa and Chris Coburn were absent. It was determined that there was a quorum.

Also in attendance were CAC Staff: Catherine Boyle, Executive Director; Meg Harris, Director of Administration; Achala Wali, Director of Grant Programs; Donnie Gill, Grant Programs Coordinator.

### **1. APPROVAL OF MINUTES**

**Motion: To approve the minutes of the July 8, 2008 Annual Meeting of the Board of Trustees which were previously submitted and read by the Board.**

It was moved by Trustee Abraham-Silver and seconded by Trustee Bergholz to approve the minutes of the July 8, 2008 Regular Meeting.

Vote on Motion was as follows:

Ayes: Abraham-Silver, Bergholz, Minter,

Nays: None

### **2. FINANCES AND OPERATIONS**

Meg Harris, CAC Director of Administration, stated that the cigarette excise tax revenue for June and July was \$1,856,100 and that CAC had not yet received figures for August. The forecast for June and July was \$1,962,363 meaning a net receipt \$106,325 lower than expected. Year to date, the revenues are \$11,055,500 and 3.1% under last year's revenues using the .045 Stadium Tax as the basis for comparison. The StarOhio interest rate for August was 2.33%.

Ms. Harris stated that the revenues and expenditures through August were within budgeted figures with expenditures lower than had been forecast.

Ms. Harris provided an overview of the status of CAC's annual audit stating that the auditors had completed their work in the CAC office on September 2<sup>nd</sup> and were just preparing final audit notes. It is expected that the auditors will request a post audit meeting with members of CAC

staff and board within the next two weeks after which the audit will be submitted to Auditor of State in Columbus for review. Ms. Harris noted that she was told any audit that did not receive its final review in Columbus prior to October 1<sup>st</sup> would be held for release until after the elections on November 4<sup>th</sup>.

Ms. Harris noted that one significant change the auditors made to the financials was to recognize the excise tax revenue as an outstanding receivable through June 30, 2008. This was done because CAC funds are collected by the State of Ohio and the state has a July-June fiscal year. Because the funds flow through the state, the state budgets for the funds annually and this figure must tie into CAC's financial figures as well. In response, Trustee Abraham-Silver asked whether CAC should consider changing its fiscal year to be in sync the State's fiscal year. Ms. Harris responded that CAC could do this but that when she posed the same question to the auditors they stated that it was not necessary. Trustee Bergholz requested that this topic be added to the agenda of the next meeting board meeting.

### **3. GRANT PROGRAMS**

ED Boyle stated that she created a new report for the board to see grantees and their disbursements. Referencing the report, she stated that to date, 19 Project Support 08 recipients have applied for and received up to 60% of their grant award. Of the Project Support 08 grantees one organization, Shiva's Dances International, has not returned their grant agreement. She also noted that Cleveland State University is trying to renegotiate their grant agreement and that CAC is working with West Side Ecumenical Ministries to finalize the terms of their grant.

Achala Wali, CAC's Director of Grant Programs, provided an update on the Ohio Cultural Data Project. She stated that eight Ohio funders have committed to the CDP so far totaling 85% of necessary initial funds. The only part of the state that has not committed yet is the Toledo region. In the coming months CDP will be creating proposals/contracts for the funders to review. The second of recruiting funders has been launched with the aim of including smaller community, family and corporate foundations. The target date for release of the CDP in Ohio is late-spring/early summer 2009. Workshops will be scheduled with grantees statewide to provide an introduction to the CDP system.

President Minter asked what the costs are for start up and ongoing. Ms. Wali replied that is \$230,000 needed in year one and \$221,000 thereafter.

Trustee Bergholz asked if a presentation had been made to the Ohio Grantmakers Forum (OGF) yet. Tom Schorgl President and CEO of Community Partnership for Arts and Culture (CPAC), stated that a presentation had been made to the Arts Funders Network of Northeast Ohio 18 months ago. Trustee Bergholz thought that a presentation to OGF might be a good step toward reaching a broader market. Ms. Wali said that many funders and grantees have attended information sessions already and that additional presentations will be made during the second phase for organizations that have not yet seen CDP's presentation.

### **Project Support 2009**

ED Boyle announced that the Project Support 2009 guidelines were complete and would be posted to the CAC web site within the week.

### **Individual Artists (IA)**

Trustee Bergholz, chair of the Individual Artist Advisory Committee, stated that CPAC has provided program guidelines for an Individual Artists program to the Advisory Committee for review. The IA Advisory Committee will meet on September 19<sup>th</sup> to discuss the guidelines. The meeting will be held at 3:30 p.m. at CPAC's office. Members of the committee have the draft guidelines and will bring their comments and feedback to this meeting. Trustee Bergholz continued that CPAC will make any necessary changes and provide revised guidelines and a proposal to CAC for review and approval at the November 11<sup>th</sup> CAC meeting of the Board of Trustees. A budget detailing the operating expenses associated with managing this program will be presented to the committee and will be incorporated as part the agreement between CAC and CPAC.

President Minter asked in response to reading the draft guidelines whether "outside of the region" meant outside of Ohio in regard to the panelists who will determine the awards. Mr. Schorgl responded that it did not because the IA adjudication process will be a "blind" process and the panel will not know whose work they are reviewing. President Minter said that he believes that this needs to be clear given the other discussions CAC has had regarding employing panelists who are free from conflicts of interest. Mr. Schorgl noted that his board is reviewing the program as well and they too must feel comfortable with the implementation of the program.

### **General Operating Support (GOS)**

ED Boyle stated that she had sent Red {an orchestra} a letter stating that their grant is "on hold" and that Red did not receive their second GOS disbursement in July. There was no response to the letter from the organization.

## **4. OTHER BUSINESS**

### **CAC Marketing and Design Update**

ED Boyle put forth her recommendation that the design firm The Form Group be hired to provide comprehensive design and marketing services to CAC. ED Boyle recapped that Jeff Rusnak of M+R Strategies originally researched six companies for this project and narrowed the field to three. CAC interviewed the three agencies in June and July and requested that each of the three submit an informal RFP to CAC. Upon review of the three proposals, ED Boyle stated, it is her recommendation is to move forward with The Form Group. This recommendation was based on the interview and the submitted proposal through which CAC determined that The Form Group demonstrated the best understanding of CAC's needs in regards to creating a public image and in working with CAC grantees. Additionally, The Form Group has a strong working relationship with CAC's web designer and their pricing was the lowest.

Trustee Bergholz added that after reviewing the materials submitted by the three agencies, he also came to the same conclusion that The Form Group was the best of the three for CAC's needs. President Minter and Trustee Abraham-Silver concurred on this statement.

**Motion: Permitting Executive Director the authority to negotiate terms and enter into a contract or a series of contracts with the Form Group for some or all of the following services: design of CAC identity materials and collateral; creation and implementation of a marketing and**

**design plan that includes grantee “tool kit”, guidelines and promotional materials for CAC use; design revisions to the CAC website; and creation of an annual report for CAC ; provided that the aggregate amount to be paid by CAC for these services shall not exceed \$70,000.**

It was moved by Trustee Bergholz and seconded by Trustee Abraham-Silver to approve the authority to negotiate terms and enter into a contract or series of contracts with The Form Group in an amount not to exceed \$70,000.

Vote on Motion was as follows:

Ayes: Abraham-Silver, Bergholz, Minter,

Nays: None

**Adoption of the Board of Trustees Meeting Schedule for 2009.**

ED Boyle stated that she had provided a proposed Board of Trustee meeting schedule for 2009. Meetings are proposed to be monthly, with the exception of January and August, on the second Tuesday of each month, beginning at 10 a.m.

**Motion: To approve 2009 meeting schedule of Board of Trustees**

It was moved by Trustee Bergholz and seconded by Trustee Abraham-Silver to approve the 2009 meeting schedule of the board of trustees.

Vote on Motion was as follows:

Ayes: Abraham-Silver, Bergholz, Minter,

Nays: None

**Next Meeting.**

The next regular meeting of the CAC Trustees is November 11, 2008 at 10:00 a.m. in the Second Floor Conference Room of ideacenter.

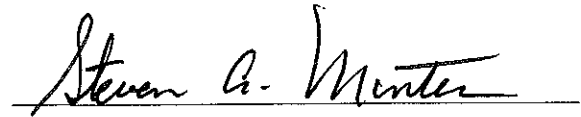
**Public Comment-**

President Minter asked Mr. Schorgl to address the sustained funding for the Ohio Arts Council (OAC) in light of the budget cuts made in the state of Ohio. Mr. Schorgl, a member of OAC’s Board, said that OAC’s budget will be cut by approximately 10% for the next biennium budget and added that there is also a possibility that there will be an additional cut of 10% in the second year of the biennium. He continued that the increase that came out of the last biennium budget (FY08-FY09) has been eliminated by the 10% reduction that took place in 2008. The budget for the next biennium will be approximately \$20 million.

Trustee Bergholz asked if anyone is currently tracking the support trends from corporate funders. Ms. Wali stated that the Foundation Center tracks that information but not every year adding that she believes it was last done in 2006. President Minter wondered what local arts and cultural funding looks like today as compared to five years ago? Mr. Schorgl said he would expect that there are some organizations that don’t exist today and those that do still exist have probably cut back services and programs.


Jeff Rusnak, board member of the Greater Cleveland Film Commission noted that tax credits for the film industry in Ohio were still on the legislative agenda and that they were hopeful something will happen in the next few weeks. He noted there is a \$75 million film, The Torso Murders, which wants to film in Ohio and is waiting for this legislation.

There being no further business, the Regular Meeting of the CAC Board of Trustees was adjourned at 11:16 p.m., September 9, 2008.



Steven Minter  
President, Board of Trustees

Attest:



David Bergholz  
Secretary, Board of Trustees