



Minutes of the Meeting of the Board of Trustees

Monday, May 10, 2010

A regular meeting of the Cuyahoga Arts & Culture (CAC) Board of Trustees was called to order at 3:00 p.m. in the Conference Room at the Idea Center at Playhouse Square, 1375 Euclid Avenue, Cleveland, Ohio.

The roll call showed Trustees Matt Charboneau, Chris Coburn, Sari Feldman and Steven Minter to be present. It was determined that there was a quorum.

Also in attendance were: CAC Staff: Karen Gahl-Mills, executive director, Meg Harris, director of administration; Achala Wali, director of grant programs; Donnie Gill, grant program coordinator; and Stacey Hoffman, grant program coordinator.

1. APPROVAL OF MINUTES

Motion by Trustee Feldman, seconded by Trustee Coburn to approve the minutes of the April 12th, 2010 Regular Meeting of the Board of Trustees. Discussion: None. Vote: All ayes. Motion carried.

2. ADMINISTRATIVE REPORTS

Executive Director Report

Ms. Gahl-Mills informed the Board that the agenda was relatively short as staff had been busy preparing for the public panel review of the general operating support grant applications, scheduled for May 26 and 27 at ideastream. She encouraged the Board members to attend the panel's proceedings.

Ms. Gahl-Mills stated that she had met with nearly all of the organizations that receive general operating support from CAC. A total of 56 site visits have been held with both operating and project support recipients; this number will grow to 66 by the end of the month. In addition to these site visits, she had had the opportunity to meet with leaders outside of the arts & cultural community, and with the leaders at many of our local foundations and corporations.

Ms. Gahl-Mills continued and shared the details of a productive day spent in Columbus with Tom Schorgl for the Governor's Arts Awards luncheon on April 21, 2010. They had the opportunity to meet with colleagues Julie Henahan at the Ohio Arts Council and Milt Baughman at the Greater Columbus Arts Council.

Ms. Gahl-Mills informed the Board that they would be taking action later in the meeting related to the objectives of increasing CAC's visibility and looking ahead to what's next.

Ms. Gahl-Mills suggested that as executive director, she felt it was her job to identify the issues, challenges, and opportunities that face CAC and then muster the forces necessary to address those same issues, challenges, and opportunities. She outlined the list of issues that would need to be addressed in the coming weeks and months; purpose, visibility, sustainability of funding source, governance and public/private partnerships. These issues will be used as a foundation from which to build the work for the retreat.

Director of Administration Report

Ms. Harris summarized financial statements through April 2010. She stated that revenue collected through April was \$5,620,857. This figure was \$21,291 above the budgeted amount year to date. Interest revenue totaled \$3,909 through April. Expenditures during this period were within budgeted figures. The current StarOhio daily yield rate is .11%.

Ms. Harris stated that they were still evaluating investment options for CAC. CDARS are a good investment vehicle, particularly for smaller entities such as CAC, with a return of 1.5% versus the .11% that we are currently earning through StarOhio. All CDARS investments are fully FDIC insured.

Ms. Harris informed the Board that, similar to last year, GOS payments would be released once the mid-year report was submitted and grantees had received gold-star status from the Cultural Data Project (CDP).

Action Items

Ms. Harris presented the first action item for the Board's consideration, to enter into a contract for an amount not to exceed \$60,000 to create and implement a strategic marketing plan.

Mr. Coburn asked if this would be in addition to our current services.

Ms. Harris responded that CAC would be seeking expanded services that include expertise in advertising, communications and marketing.

Mr. Coburn expressed his concern, stating that he believes more consideration should be given to the necessary components for a successful strategic marketing plan for CAC before the board should take action on this item. Additionally, he expressed concern about the process for selecting vendors to supply marketing services, particularly given the long relationship CAC has maintained with Jeff Rusnak.

Ms. Feldman suggested it was possible to have two companies with complementary skills working together, but each with their own set of goals.

Ms. Gahl-Mills stated that there were two different skill sets being addressed; marketing and communications and political strategy.

Mr. Minter suggested that the only question at hand was the approval of a contract amount; staff could present the two final proposals to the Board for their consideration.

Ms. Gahl-Mills asked Mr. Minter to remove the item from the table so that the staff may have more time to make its case, taking Mr. Coburn's concerns into account. The motion was withdrawn.

Ms. Harris presented the second action item for the Board's consideration, to contract with Maureen Robinson for an amount not to exceed \$20,000 to facilitate the Board retreat and continued work related to the outcomes of the retreat.

Motion by Trustee Coburn, seconded by Trustee Feldman to enter into contract with Maureen Robinson for an amount not to exceed \$20,000 to facilitate the Board retreat. Discussion: None. Vote: All ayes. Motion carried.

Grant Program Updates

Project Support (PS)

Ms. Wali informed the Board that staff had decided to require the use of the Cultural Data Project (CDP) as a part of the 2011 Project Support application. She said that they had been in communication with CDP regarding the new requirement.

Ms. Hoffman summarized the outreach workshops that were held in Parma and Beachwood during late April and early May. Fifty-two individuals from forty-three organizations attended; 33% of the organizations were new to CAC grant programs. Staff would begin looking at dates for application and CDP workshops.

General Operating Support (GOS)

Ms. Gill presented the Board with an agenda for the 2011 General Operating Support grant program panel. She encouraged the Board to attend the public comment session that would be held at the close of the panel.

3. PUBLIC COMMENT

None.

4. OTHER

Mr. Minter asked Ms. Gahl-Mills to share her experience in meeting with the Minnesota State Arts Board.

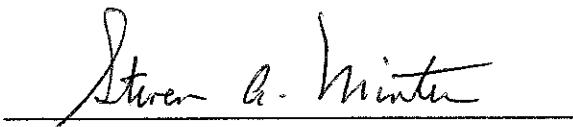
Ms. Gahl-Mills informed the Board of a 25-year referendum that was approved in Minnesota in November of 2008. The referendum created a 3/8 of a cent sales taxes that is dedicated to arts, parks, and recreation throughout the state, and it has increased the state arts board's revenue to be granted by over 150%. Similar to CAC, they are making decisions regarding what to do with the large influx of funds.

Mr. Minter suggested that it raised the question about potential partners in the equation.

Next Meeting

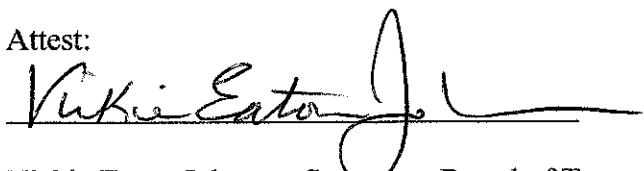
The next regular meeting of the CAC Board of Trustees is Monday, June 14, 2010 at 3:00 p.m. in the Second Floor Conference Room of Idea Center.

Motion by Trustee Minter, seconded by Trustee Coburn to adjourn. Discussion: None. Vote: All ayes. Motion carried. Meeting adjourned at 3:40 p.m.



Steven A. Minter, President, Board of Trustees

Attest:



Vickie Eaton Johnson, Secretary, Board of Trustees