



Minutes of the Regular Meeting of the Board of Trustees

Tuesday, April 14, 2009, 10:00 am

A Regular Meeting of the Cuyahoga Arts and Culture (CAC) Board of Trustees was called to order at 10:05 a.m. in the 2nd floor Board Room in the Idea Center at Playhouse Square, 1375 Euclid Avenue, Cleveland, Ohio.

The roll call showed Trustees David Bergholz, Chris Coburn and Steven Minter to be present. It was determined that there was a quorum.

Also in attendance were: CAC Staff Meg Harris, Interim Executive Director, Achala Wali, Director of Grant Programs, Donnie Gill, Grant Program Coordinator and Stacey Hoffman, Grant Program Coordinator.

1. APPROVAL OF MINUTES

It was moved by Trustee David Bergholz and seconded by Trustee Chris Coburn that the minutes of the March 10, 2009 Regular Meeting of the Board of Trustees, which were previously submitted and read by the Board, be approved.

Resolution: Be it resolved that the minutes of the March 10, 2009 Regular Meeting of the Board of Trustees are approved.

Ayes: Bergholz, Coburn, Minter

Nays: None

2. INTERIM EXECUTIVE DIRECTOR'S REPORT

Meg Harris, Interim Executive Director, provided an overview of CAC activities in March:

- Addition of new staff person, Stacey Hoffman, Grant Program Coordinator
- PS09 Application deadline – 63 of 75 eligible organizations completed application
- Finalized logistics of PS09 Panel Review – 8 panelists plus panel chair Sally Winter, to be held in the George Gund Foundation Dance Studio at the Idea Center on April 29th and 30th; the event will be audio streamed

Ms. Harris provided an update on the draft Code of Ethics. She stated that she received an update from legal counsel that the Ohio Ethics Commission had done a preliminary review of CAC's Code of Ethics and no initial issues had been identified. It had not yet been decided whether CAC's Code of Ethics would need to go to the full Commission for review.

Ms. Harris provided an update on the new marketing collateral and web site design. She said that letterhead and business cards had been printed. The web site was underway with the front end fully developed and the back end being worked on over the next three to four weeks. She further stated that CAC would move to the new brand identity around the third week of April with a kick off meeting with the GOS grantees. This meeting will be coordinated by Jeff Rusnak of M&R Strategic Services and The FORM Group.

Mr. Bergholz asked if the grantees had options when using the new logos such as versions with or without the tagline.

Ms. Harris confirmed that the logos were available in various format, color and black and white and with or without the tagline.

Ms. Harris stated that she had received a proposal, which was provided to the Board, from the PavlishGroup for the backend programming of the CAC web site in the amount of \$8,400. She asked for approval from the board to enter into this contract.

It was moved by Trustee Bergholz and seconded by President Minter to authorize CAC to enter into a contract with PavlishGroup for the redesign of the CAC website at an expense of \$8,400.

Resolution: Be it resolved that the President of the Board of CAC enter into a contract with PavlishGroup for services to be provided related to the new CAC website in the amount of \$8,400.

Ayes: Bergholz, Coburn, Minter

Nays: None

Ms. Harris asked Trustee Coburn to provide an update on the search for the open Executive Director position at CAC.

Mr. Coburn stated that they had interviewed five firms to administer the search. The Board was unanimous with their preferred firm, who had been recommended by the Community Partnership for Arts and Culture.

Mr. Bergholz stated that all five firms were within the proposed budget range. Mr. Coburn concluded that he work with the selected firm to finalize the contract quickly so that the search could get underway.

Mr. Coburn also informed the Board that the first meeting of the Audit Committee took place on Monday, April 13, 2009. Three community members sit on the committee, which will meet quarterly.

Ms. Harris asked Jeff Rusnak of M&R Strategic Services to provide an update on CAC's first report to the community.

Mr. Rusnak distributed an outline for the report. He stated that they had been meeting with The FORM Group on a weekly basis and hopes to be distributing the report by June 15, 2009.

Ms. Harris stated that staff had requested information for the distribution of the report; over three-hundred entries have been input to date.

Mr. Rusnak informed the Board that 2,500 copies of the report would be distributed; it would also be available electronically.

Mr. Coburn stated his desire for strong images and quotes throughout the report.

Mr. Bergholz continued, stating that this is the time to begin to discuss the economic impacts in the community. He would like to see a strong cover with several really good photographs in the report. The text should be easily read and the report should have an overall professional image.

Mr. Minter concurred with Mr. Bergholz regarding the type; it should be large and legible.

Mr. Rusnak agreed that it was important that the text be legible.

Mr. Bergholz added that CAC had something to say and this was the opportunity to do so.

Deena Epstein, Senior Program Officer for the Arts, The George Gund Foundation, suggested a "light report" be distributed more widely as there is another group of people who should be reported to.

Mr. Rusnak further informed the Board that a meeting would be held on May 14, 2009 regarding the re-branding of CAC and to distribute the style guidelines and design requirements to grantees.

Tom Schorgl, President, Community Partnership for Arts and Culture, asked Mr. Rusnak if CAC planned to include recipients of the Creative Workforce Fellowship program. Mr. Rusnak said that the timing of the announcement of the recipients probably would not allow for that information to be included in this report.

Mr. Minter reiterated that the timing of the distribution of the report to the community was crucial.

3. FINANCES AND OPERATIONS

Ms. Harris stated that the cigarette excise tax revenue for February and March totaled \$2,947,777. For the year, tax receipts are 2.6% over forecast and represent a 4.86% decline over the same period in 2008. Ms. Harris added that the StarOhio daily yield is currently 0.41%. \$23,279 in interest has been received year to date in the StarOhio account.

Ms. Harris stated that expenditures through March were within budgeted figures, with expenditures lower than forecasted, primarily due to timing issues. A larger decline is expected with the increased federal tax; it may take a few months to fully understand its impacts.

Ms. Harris continued her report stating that she had not heard back from the Local Government Services division of the Auditor of State yet regarding CAC's compiled financials for 2008.

4. GRANT PROGRAMS

Project Support 2009

Achala Wali, Director of Grant Programs, provided an update for the 2009 Project Support grant process. Sixty-three applications were received. The support material review will held on Tuesday, April 28, 2009; the Board is invited to join the panel for lunch. The panel review meetings will be held on April 29 and 30, 2009 in the Gund Dance Studio at the Idea Center. The panel meetings will be audio-streamed on the CAC website.

General Operating Support

Ms. Wali also provided an update on the General Operating Support grant cycle. Currently there are two outstanding reports from GOS grantees. Both organizations have been in contact with CAC and are keeping CAC apprised of their progress towards completion of the report.

Ms. Wali continued, discussing the timelines of both grant cycles which could be altered due to changes in the intent to apply process and Project Support guidelines.

Mr. Minter stated that the timeline underscores the importance of getting a new executive director on board. He added that it will be important to get the two new board members involved quickly.

Mr. Minter continued, stating that the schedule is a working framework that sets targets. He added that this is an opportunity to hear from the staff and that it would be helpful to get some feedback through a public dialogue with the grantee organizations.

Mr. Minter also informed the Board that he had requested the staff to keep a file of news articles pertaining to economic issues to keep a handle on them.

5. CREATIVE WORKFORCE DEVELOPMENT PROGRAM UPDATE

Mr. Schorgl provided an update on the Community Partnership for Arts and Culture's Creative Workforce Fellowship (CWF) program funded by CAC. 255 applications for the CWF grant had been received; 247 met the eligibility requirements.

Mr. Schorgl stated that a panel of seven would be reviewing the applications on May 18 and 19, 2009.

Mr. Minter asked Mr. Schorgl if he was surprised by the number of applications received.

Mr. Schorgl said he was not surprised by the number of applications submitted; however, he was surprised that there were not many last-minute submissions. Most importantly, the process is on track, on time and moving forward.

Mr. Schorgl informed the Board of the half day seminar, *Surviving the Economic Crisis*, which will take a look at how the arts and culture sectors are dealing with the economy.

Mr. Coburn asked about medical illustrators as applicants, as there are nationally significant artists in the area.

Mr. Schorgl replied that there were two applicants in the medical illustration field from the Cleveland Institute of Art.

6. OTHER BUSINESS

Mr. Minter informed the Board that there had been an appeal from Building Bridges Mural, Inc. of the Board's revocation of a 2008 Project Support grant made to West Side Ecumenical Ministry (WSEM) in the amount of \$29,200 for a project to be carried out by Building Bridges. The revocation had been based on CAC's conclusion that WSEM was acting solely as a fiscal agent. CAC does not make grants to fiscal agents. Mr. Minter believed there had been a misunderstanding of some rather technical issues. He noted that the panel of outside adjudicators rated the Building Bridges project highly and that there was no question about the merits of the project.

Mr. Minter continued, stating that he was informed that on April 3, 2009 Building Bridges Murals, Inc. received a determination letter from the Internal Revenue Service that it qualifies as a 501(c)(3) organization under IRS guidelines. Mr. Minter recommended that the \$29,200 be granted directly to Building Bridges Murals, Inc., thus reinstating the project support grant. Staff concurred with the recommendation.

Trustee Bergholz moved to approve the grant to Building Bridges Murals, Inc. in the amount of \$29,200. President Minter seconded the motion.

Resolution: Be it resolved that the Board of CAC approve the grant to Building Bridges Murals, Inc. for the Project Support 2008 grant cycle in the amount of \$29,200 for the project previously reviewed and approved as a WSEM project.

Ayes: Bergholz, Coburn, Minter

Nays: None

Mr. Minter made a public apology to WSEM. He stated that WSEM was a strong, highly credible organization that got caught up in this misunderstanding which was unfortunate.

At 10:55 a.m. Mr. Bergholz moved to go into Executive Session for the purpose of having a conference with attorneys for CAC concerning a dispute that is the subject of potential litigation. Mr. Minter seconded the motion.

Vote on Motion was as follows:

Ayes: Bergholz, Coburn, Minter

Nays: None

The Board returned to Public Session at 11:25 a.m.

Mr. Minter moved to adjourn the Executive Session and resume the public meeting. Mr. Coburn seconded the motion.

Vote on Motion was as follows:

Ayes: Bergholz, Coburn, Minter

Nays: None

Public Comment

There was no public comment.

Next Meeting


The next regular meeting of the CAC Trustees is May 12th at 10:00 a.m. in the Second Floor Conference Room of Idea Center.

There being no further matters to come before the Board, President Minter called for a motion to adjourn the meeting at 11:26 a.m., April 14, 2009. Mr. Coburn seconded the motion.

Vote on Motion was as follows:

Ayes: Bergholz, Coburn, Minter

Nays: None



Steven Minter
President, Board of Trustees

Attest:



David Bergholz
Secretary, Board of Trustees