

**Minutes  
Council Meeting  
December 5, 2005  
9:00 a.m.  
Virtual Meeting**

**COUNCIL MEMBERS PRESENT VIA MICROSOFT TEAMS:** Chair Cohen, Vice Chair Alaquiva, Mr. Astorino, Senator Cappelletti, Mr. Gabel, Ms. Goldberg, Ms. Gunderson, Representative Labs, Judge Morgan, Mr. Parks, Ms. Vilayphonh, Mr. Warfield

**COUNCIL MEMBERS NOT PRESENT:** Senator Bartolotta, Representative Ciresi, Mr. Stull, Ms. Zaborney

**STAFF MEMBERS PRESENT:** Karl Blischke, Executive Director; Heather Doughty, Deputy Executive Director; Christopher Duerr, Program Coordinator & Grants Specialist; Jamie Dunlap, Chief of Creative Catalysts & Lifelong Learning; Amy Gabriele, Chief of Finance & Administration; Norah Johnson, Director of External Affairs; Laura Kline, Executive Assistant; Amanda Lovell, Director of Access to the Creative Sector; Sarah Merritt, Director of Creative Communities; Dana Payne, Director of DEI Initiatives, Diverse Cultures & Heritage; Seth Poppy, Director of Data Systems & Creative Services; and Ian Rosario, Director of Arts Organizations & Arts Programs & Grants Liaison

**GUESTS PRESENT:** Addie Abelson, Chief Counsel; Melissa Meyers Deputy Director Pennsylvania Department of Health; Mary Marshall, Hospital & Health System Association of Pennsylvania; Allison McCrea, Jefferson Health, Music Therapist; Beth Murray, Hospital & Health System Association of Pennsylvania.

**ITEM 1: CALL TO ORDER:** Karl Blischke welcomed those in attendance and informed them that the meeting would be recorded for the administrative purpose of minute taking. Mr. Blischke then turned the meeting over to Chair Cohen.

**ROLL CALL:**

*Karl Blischke, Executive Director*

Mr. Blischke called the roll. A quorum was established.

**ITEM 2: REQUESTS FOR PUBLIC COMMENTS:**

Chair Cohen asked if the PCA received any requests for public comments. There were no requests for public comment.

**CONFLICTS OF INTEREST:** Chair Cohen reminded the Council of the PCA's Conflict of Interest Policy.

**ITEM 3: Presentation by the Hospital & Health System Association of Pennsylvania (HAP)**

*Mary Marshall, Hospital & Health System Association of Pennsylvania; Allison McCrea, Jefferson Health, Music Therapist; Beth Murray, Hospital & Health System Association of Pennsylvania*

Ms. Gabriele provided Council with an overview of the music therapy grant, which was a three-year, \$500,000 grant award. Ms. Gabriele explained that this grant came from funds

held in budgetary reserve.

Gabriele stated that she invited Melissa Meyers, Deputy Director from the Pennsylvania Department of Health to hear about PCA's music therapy collaborative.

A presentation about the music therapy collaborative was given by Mary Marshall from HAP; Allison McCrea from Jefferson Health, Music Therapist; and Beth Murray from HAP.

After the presentation, Ms. Goldberg thanked the presenters and stated that she had the opportunity to watch Ally McCrea conduct a music therapy session. Goldberg stated that it was fascinating and wished her continued success. Ms. Goldberg added that she would like to see Ms. McCrea hold training sessions across the entire state because of it being so beneficial.

Ms. McCrea said that it was an honor and added that on behalf of music therapists, she appreciated the opportunity to make an impact. She also talked about the importance of using music therapy as a healing force and stated that she appreciates the opportunity to share what they did.

Ms. Gabriele stated that it was amazing to see the health care react to arts experiences and added that she hopes to see this program continue in some capacity.

Chair Cohen thanked the presenters and said it was important for Council to be able to see how grant money is used.

Deputy Secretary Meyers stated that she appreciated being invited and hearing the information. She asked for some clarification about how the money went to hospitals and if the musicians were paid or if they were volunteers.

Mary Marshall stated that the grant provision required the hospital to pay the music therapists. She added that the hospitals work with the Pennsylvania Musical Therapy Task Force which had a list of musical therapists who are interested in this program. She also stated that it is up to the hospitals to determine how much each therapist was paid.

Chair Cohen thanked the speakers for the presentation.

#### **ITEM 4 APPROVAL OF MINUTES:**

Chair Cohen asked for a motion to approve the following meeting minutes:

- July 10, 2024, Regular Council Meeting
- August 22, 2024, Special Council meeting.
- September 5, 2024, Special Council meeting.
- October 7, 2024, Regular Council meeting.

Ms. Goldberg made a motion to approve the minutes. Mr. Warfield seconded the motion. Motion carried, none abstained or opposed.

#### **ITEM 5: Recommendations for Creative Catalyst Grants**

*Jamie Dunlap, Chief of Creative Catalysts & Lifelong Learning*

Ms. Dunlap presented the following recommendations for Creative Catalyst support in Fiscal Year 2024-2025. Dunlap reminded Council that all of these are 1 to 1 matching grants.

**Applicant:** Community Education and Action Project

**Proposal:** Germantown Jazz Festival

Ms. Dunlap reported that the Community Education and Action Project came to the PCA looking for support for the Germantown Jazz Festival. Dunlap explained that this is something that is very grassroots and it is coming from the community. Ms. Dunlap stated that information about this organization is listed in the memo and stated that this a community driven organization that informs people on how to prevent gun violence, how to deal with trauma and assisting with individuals in recovery. She said that this organization, is interested in putting together the jazz festival for the community.

Ms. Dunlap reported that this event is scheduled to take place during Jazz Month, in April 2025. Ms. Dunlap stated that the GJF team will also plans to create a cultural exchange network among other PA jazz festivals across the Commonwealth such as Pittsburgh Jazz Festival, Berks Jazz Festival, Lancaster Jazz Festival and Maennerchor Jazz Festival in Sharon, PA.

Ms. Dunlap stated that the organization has requested \$10,000 and that PCA's recommendation is for \$10,000.

**Applicant:** Circadium

**Proposal:** Philadelphia Contemporary Circus Festival

Ms. Dunlap stated that Circadium is proposing a first ever Philadelphia Contemporary Circus Festival (PCCF.) Dunlap explained that Circadium is a circus arts organization that has done some work in the past with Philadelphia Fringe and stated that this 2025 initiative is building off the successes of its previous programs and is creating a first ever festival around circus arts.

Dunlap stated that Circadium thinks that Philadelphia can become the US hub for circus arts in the country. Dunlap explained that Montreal has become the Canadian hub for circus and added that Philadelphia is uniquely prepared to hold that position in the U.S.

Ms. Dunlap stated that the organization has requested \$15,000 and that PCA's recommendation is for \$15,000.

**Applicant:** 3 Dots

**Proposal:** Space to Grow

Ms. Dunlap reported that 3 Dots' proposal is Space to Grow, which will be the development of a comprehensive toolkit about supporting creative placemaking. Ms. Dunlap explained that 3 Dots is a Creative Community which is working to improve their downtown business district and the Pennsylvania Downtown Center. Dunlap explained that their idea is to bring those relationships to the forefront and to develop this comprehensive toolkit in partnership with those entities to breathe new life into vacant and underserved spaces in central business districts across the state.

Ms. Dunlap explained that the toolkit will be available in print and digital forms. She stated that it will include meeting agendas for partnership development; project planning templates; community engagement guides; design brainstorming worksheets; sample budgets at various scales; grant application checklists; and sponsorship proposal templates.

Ms. Dunlap stated that there will also be an online resource hub with templates available for download and added that it will also include directory of artists and organizations which will have a list of PA-based artists, organizations, and placemaking professionals available for collaboration. Dunlap stated that the toolkit will also include a partnership building guide for forming cross-sector partnerships that will highlight successful collaborations.

Ms. Dunlap added that the toolkit will also include a community connection network that will contain information on regional meetups, conferences, grants, or workshops to connect placemaking leaders and share best practices.

Ms. Dunlap stated that the organization has requested \$14,000 and that PCA's recommendation is for \$14,000.

<b>Applicant:</b> <u>Arts Council of Erie Db</u> <u>Arts &amp; Culture</u>	<b>Proposal:</b> <u>The School of Sustainability &amp;</u> <u>Experiential Learning: A</u> <u>curriculum fusing Art &amp; Science</u>
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Ms. Dunlap stated that Erie Arts & Culture came to PCA with the idea of developing a statewide curriculum in partnership with the Regional Science Consortia, which serves a regional consortium of counties in the western portion of Pennsylvania.

Ms. Dunlap explained that the organization would like to develop an innovative statewide curriculum that will integrate art and environmental science. Ms. Dunlap stated that the goal is to engage young minds in exploring water and climate change.

Ms. Dunlap stated that this program will be piloted during summer of 2025 with a four-week summer day camp for students in grades 4–8. Dunlap explained that the program will offer interactive workshops in The Art of Science, The Science of Sustainability, Science of Food, and Science of Fashion.

Dunlap explained that the hope is that once a curriculum is created and piloted, they will be able to share it through a variety of conferences, workshops and networks with different education groups such as the Pennsylvania Art Educators Association as well as with conservation and science-based groups. Dunlap added that this sharing strategy not only extends the curriculum's reach but also encourages new partnerships and collaborations within Pennsylvania's arts ecosystem.

Ms. Dunlap stated that the organization has requested \$10,000 and that PCA's recommendation is for \$10,000.

Ms. Goldberg said that she is curious about PCA's follow-up regarding grants for tool kits that have been awarded in the past. Goldberg stated that she would like to know if there was any follow-up with these grantees to make sure they did what they said they would do. Ms. Dunlap stated that this information must be included in the grantees' final reports and that information is shared and uploaded into PCA's legal filing system.

Chair Cohen commented about the diversity of the creative catalyst grants and asked if PCA has ever provided any grants to 3 Dots before.

Ms. Dunlap replied that they are one of the Creative Communities grant recipients as well as a Folk and Traditional Arts partner.

Chair Cohen asked Council if there were any questions. Hearing none, Chair Cohen asked for a motion to approve the recommendation.

Judge Morgan made a motion to approve the recommendation. Ms. Goldberg seconded the motion. Motion carried, none abstained or opposed.

#### **ITEM 6: Recommendations for Statewide Services Creative Business Loan Program**

*Karl Blischke, Executive Director*

Blischke stated that this recommendation is to allow PCA to put out a request for proposals for an administrator of the Creative Business Loan Program.

Mr. Blischke provided an overview of PCA's Creative Business Loan program which was established in 2020 and allowed PCA to partner with entities that had private capital to leverage on behalf of the creative sector and small creative businesses.

Blischke explained that PCA identified three existing community development financial institutions (CDFIs) that are PCA partners in this program and they include Bridgeway Capital, Community First Fund, and Rising Tide Community Loan Fund.

Mr. Blischke stated that this recommendation is a proposal to put out a call to get another 5 years of a CDFI administrator for the loan program.

Mr. Blischke stated that this program is a good move by PCA because it uses a little bit of PCA grant money to leverage a lot more private capital to help create businesses.

Mr. Blischke reported that PCA has already closed 37 loans to creative small businesses and has a pipeline that goes well beyond that. Blischke added that PCA has leveraged significantly over its goal which was four to one.

Blischke stated that this recommendation will allow PCA to receive and evaluate proposals and it would then allow PCA staff to seek Council approval of a five-year grant to a CDFI.

Chair Cohen asked Mr. Blischke to confirm that PCA is continuing with the three current providers and if these are in addition to that. Mr. Blischke confirmed this.

Chair Cohen asked Council if there were any questions. Hearing none, Chair Cohen asked for a motion to approve the recommendation.

Judge Morgan made a motion to approve the recommendation. Mr. Warfield seconded the motion. Motion carried, none abstained or opposed.

#### **ITEM 7: Recommendations for Statewide Services Request for Proposals: Pennsylvania Poetry Out Loud Program**

*Jamie Dunlap, Chief of Creative Catalysts & Lifelong Learning*

Ms. Dunlap provided an overview of Poetry out Loud (POL) and stated that 2025 will be the 20<sup>th</sup> year of this program with the PCA.

Ms. Dunlap explained that since its start, Pennsylvania's POL Program has been managed and promoted through PCA's regional Arts in Education Partners. Dunlap stated that over the last several years, participation numbers at the local and regional level have declined. Dunlap explained that through discussion with other state arts agencies in the Mid-Atlantic

region and also with PCA's Arts in Education Partners, PCA understands that this decline is happening broadly across the state and country.

Ms. Dunlap stated that PCA staff hopes that by engaging a new program manager organization to manage and promote the Pennsylvania POL program, it will result in an increase in engagement and participation in the program.

Dunlap indicated that PCA staff recommends engaging with a qualified arts organization or organization to administer and manage POL for Pennsylvania including the state finals. Dunlap explained that the proposals will be due January 1, 2025, and added that the grant activity period would be a five-year window and PCA is looking at July 1, 2025 – June 30, 2030. Ms. Dunlap stated that the attached Statewide Services Request for Proposals outlines the details of the RFP and added PCA is looking at up to \$75,000 per year of a non-matching grant for the organization that would be recommended.

Chair Cohen asked Mr. Dunlap to clarify that the deadline is January 1, 2025. Ms. Dunlap confirmed that date.

Ms. Goldberg said she was honored to represent PCA in Philadelphia for POL and acknowledged that it is a lot of work for the education department in Philadelphia. Ms. Goldberg asked for some clarification on what the \$75,000 will include. Ms. Goldberg also asked if PCA is planning on continuing to give each Arts in Education (AIE) partner \$3,000.

Ms. Dunlap stated that each of PCA's 14 AIE partners receives \$1,500 and this was directly aligned with the NEA funding given to PCA to manage the program at the state level.

Dunlap then explained that in addition to that, PCA was taking on the cost associated with working with a consultant or contractor. She added that PCA is also responsible for paying the costs of producing the event including costs of hotels and catering. Ms. Dunlap stated that when all those costs are bundled together, it is close to the \$75,000 amount. Ms. Dunlap added that the RFP is designed to connect to an arts organization or nonprofit organization that has experience in this space and aligns with their mission and goals as an organization.

Mr. Gabel stated that POL has been a marquis program of PCA for decades and added that he hates to see it go away without any effort to try to restart it. Gabel stated that he is concerned about the \$75,000 for 5 years, not knowing what is happening at the level of schools and why the program is becoming passe. Mr. Gabel asked if there is a way that PCA can obtain more accurate front-line data about why interest is waning and asked if this should be done before investing \$75,000 for 5 years.

Ms. Dunlap replied that this RFP is staff's idea on how this program can be rejuvenated. She explained that this will fall under PCA's umbrella because PCA is required to do this as part of its contract with the NEA.

Mr. Blischke stated that this RFP is to allow for approval up to five years and explained that each year, Council will have the ability to look at the facts and circumstances to determine if there is any change in the program from the NEA. Blischke stated in addition, Council will get to look at this program each year and see if it aligns with the reality of PCA's budget and plan. Blischke explained that this allows for long-term administration but also allows for flexibility to assess progress each year.

Ms. Dunlap stated that each year is an individual contract that is reevaluated annually.

Ms. Gunderson asked if there is a backup plan to continue to run the POL program through the schools if PCA is unable to find a partner. Ms. Dunlap replied that there is no backup plan yet, but she imagines that keeping it through the AIE partners until PCA can find an alternative approach would be the backup plan.

Ms. Gabriele added that PCA staff have also discussed options on how to pare the program down because of PCA staff's capacity to do this project.

Chair Cohen asked Council if there were any questions. Hearing none, Chair Cohen asked for a motion to approve the recommendation.

Mr. Gabel made a motion to approve the motion. Ms. Gunderson seconded the motion. Motion carried, none abstained or opposed.

### **ITEM 8: Recommendation for 2024-2025 Creative Entrepreneur Accelerator Guidelines**

*Amanda Lovell, Director of Access to the Creative Sector*

Ms. Lovell provided an overview of the Creative Entrepreneur Accelerator program and stated that this action item is PCA staff's recommendations to update the 2024-2025 Creative Entrepreneur Accelerator Grant Guidelines.

Ms. Lovell reported that partners will be receiving these guidelines as the new cycle begins in the next few weeks. Lovell stated that this program is relatively new, so as PCA continues to roll out, grow and sustain the program, PCA staff is continuing to see opportunities to provide clarity, especially in the areas of what is eligible, non-eligible or prohibited ways the grants may be used.

Ms. Lovell directed Council to the proposed guidelines that follow the memo in the Council Book and gave an overview of what is proposed to be prohibited as well as what will be added.

Chair Cohen stated that sometimes campaigns have ads for local government to pass certain regulations and asked if that would be an example of what would be prohibited.

Mr. Blischke stated that this would be an example of what is prohibited.

Chair Cohen asked Council if there were any questions. Hearing none, Chair Cohen asked for a motion to approve the recommendation.

Ms. Goldberg made a motion to approve the recommendation. Mr. Warfield seconded the motion. Motion carried, none abstained or opposed.

### **ITEM 9: Recommendation to Accept Proposals to Administer Public-Private Partnership Projects on Behalf of the PCA**

*Karl Blischke, Executive Director*

Mr. Blischke reported that as part of PCA's current strategic plan, PCA staff works to identify partnerships that help to extend PCA's reach, impact and resources that are available to the creative sector. Blischke stated that this includes conversations with foundations as well as with corporations that are interested in investing in the creative sector.

Mr. Blischke explained that the best way to do this is to identify an external non-profit administrator, in partnership with the PCA, to take in these private contributions and to distribute them with a public private partnership with the Council.

Mr. Blischke stated that in order to further PCA's capacity to administer funds efficiently and appropriately from external entities, including corporations and foundations, PCA staff recommends that Council authorize the PCA to accept proposals from Pennsylvania-based, statewide service organizations to serve as an administrator of such private sector contributions, in partnership with the PCA.

Blischke added that this recommendation is to accept the proposals coming in and to evaluate them. He stated that PCA staff will then come back to Council, hopefully in March 2025, with the recommendation

Mr. Parks asked for an example of what some of these partnerships will look like.

Mr. Blischke stated that PCA has been having conversations with PECO in the Southeastern portion of the state. Blischke explained that this is an entity that is interested in supporting arts and added that they wish to partner with PCA to reach arts organizations.

Mr. Gabel stated that this is very exciting.

Ms. Gunderson asked if Mr. Blischke has seen an example of how this sort of partnership might work.

Mr. Blischke stated that he has seen this work being used locally and explained that some of PCA's re-granting partners around that state have had a model like this.

Judge Morgan asked if PCA receives the money and then decides who to get it or does the PCA just advise the entity that PCA is dealing with who they recommend would be appropriate to receive the grants.

Mr. Blischke stated that specifically, one of the top reasons for creating a working relationship with an established entity is that contributions would not be coming directly to the PCA. Blischke explained that contributions would be going to the external non-profit organization and added that the public private partnership would be between the PCA, largely in an advisory and administrative role, the external non-profit partner and the entity making the contribution.

Blischke further explained the importance of having the ability to take in contributions and to strategically deploy them to be able to support a variety of projects around the state. He added that this is where PCA gets the value add by having a partnership with an external non-profit.

Chair Cohen asked Council if there were any questions. Hearing none, Chair Cohen asked for a motion to approve the recommendation.

Judge Morgan made a motion to approve the recommendation. Mr. Gabel seconded the motion. Motion carried, none abstained or opposed.



## **ITEM 10: 2022-2023 Grants Report**

*Amy Gabriele, Chief of Finance and Administration*

Ms. Gabriele reported that every year, the PCA staff publishes a full report to give the Council a complete picture of the direct and indirect grants for the AIE Partners, PPA partners and Folk Art Partners.

Ms. Gabriele stated that this report starts on page 53 of the Council book and added that it represents the Fiscal Year 2022-2023 grants. Ms. Gabriele indicated that there are a little over 1,500 grants listed, which is 200 more than last year.

Ms. Gabriele explained that the report is sorted by county and stated that pages 108-110 show summaries, grant totals to each tract, grant or division; and grant totals to each county. Gabriele also stated that there are two sorts for each county. One is alphabetical and the other is per capita rank.

Ms. Gabriele explained that all of Pennsylvania's 67 counties are represented on this list which means PCA dollars have going into all 67 counties. She stated that the bi-county per capita PCA allocations range from \$4.88 down to \$.06 per capita.

Ms. Gabriele indicated that this report shows the variety of grants as well as PCA's statewide presence throughout the commonwealth.

Mr. Blischke asked Ms. Gabriele to describe the difference in the direct and indirect grant types so that Council can understand the difference in where the funds are going.

Ms. Gabriele stated that the best way to describe it is to look at page 108 of the Council Book which outlines the different grant types and provided an overview of the document. Gabriele explained that PCA's administrative budget is not included in this report.

Gabriele stated that there is a difference with the Mid Atlantic budget. She said it is included on the list under Council's PCA Program and explained that PCA gives Mid Atlantic \$80,000 each year and that helps the administration of their programs and grants in Pennsylvania. She added that Mid Atlantic more than matches their \$80,000 and mentioned that those are also mentioned in this report and noted with that information on it.

Ms. Gunderson asked for clarification regarding the Entry to Program entries. Ms. Gabriele stated that PCA did this for one year, which was the 2022-2023 grants list and PCA does not do this any longer.

## **ITEM 11: Chair's Report**

*Susan Cohen, Chair*

Chair Cohen reported that she, Vice Chair Alaquiva, Mr. Blischke and Ms. Merritt attended the downtown Pittsburgh revitalization announcement. Cohen stated that the total grants from Pennsylvania will be \$60 million and PCA will provide part of the revitalization project. Ms. Cohen reported that Governor Shapiro is excited to bring everyone together to bring downtown Pittsburgh back to life.

Vice Chair Alaquiva stated that art is in the room and should always be in the room and explained that this resonated with corporations and institutions alike. Alaquiva said it was outstanding to have the PCA team as part of this effort.

Chair Cohen emphasized the importance of having PCA as part of policy development and that PCA's goal is to remain a part of the development of policy from the very beginning. Cohen added that Mr. Blischke has been instrumental in making that happen and that she is very proud of Council's involvement with that.

Chair Cohen reported that she recently attended an ArtSparks event at the Biglerville Service Plaza in Harrisburg with Mr. Blischke, Ms. Dunlap and Ms. Johnson. Chair Cohen stated that Biglerville is the Turnpike's largest and most visited center. Cohen explained that Cocalico High School worked with an artist in residence which was funded by PCA in partnership with the Turnpike Commission.

Chair Cohen stated that this was the 16<sup>th</sup> installation, and it was the largest work by far, spanning the entire interior wall of the service center.

Chair Cohen encouraged Council members to stop by any of the Turnpike Plazas to see the artwork funded by the Artsparks program.

Ms. Dunlap thanked Chair Cohen for attending and speaking. She added that she put a link in chat of the Lancaster Online article as well as photos of the event.

Chair Cohen reported that it has been a busy time in working with Mr. Blischke and PCA staff on the follow-up to the strategic plan and name. She stated that she will have more information to share after an upcoming meeting with the Governor's office.

## **ITEM 12: Executive Director's Report**

*Karl Blischke, Executive Director*

Mr. Blischke reported that he and PCA staff are continuing to work on the Strategic Plan. Blischke thanked Council and staff for attending the retreat in Lancaster. Blischke also stated that he has had conversations with those Council members who were unable to attend the retreat in person.

Mr. Blischke provided an overview of what was talked about during the retreat. He explained that the new Strategic Plan will be taking the moves that Council has already made become far more relevant for the creative economy in Pennsylvania

Mr. Blischke stated that changing the name of the agency will be part of the plan. Blischke thinks that reframing PCA with a name change is important. Strategically it is important for what we want to do with the plan. This is really aligning with a global reframing of what the creative industry is.

Mr. Blischke stated that there will be more to share about PCA's new Strategic Plan at the March 2025 Council meeting.

## **ITEM 13: Adjournment**

Meeting Adjourned at 10:41.