

**Minutes
Council Meeting
March 7, 2024
9:00 a.m.
Virtual Meeting
via Microsoft TEAMS**

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

COUNCIL MEMBERS NOT PRESENT: Representative Ciresi, Mr. Warfield, 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 Public Awareness & 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: Amber Sizemore, Chief Counsel; Sarah Jacobs, CEA Grantee & CBLF Recipient; Adam Kenney, Managing Director of Programs, Bridgeway Capital

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

Susan Cohen, Chair

Chair Cohen reminded the Council of the PCA's Conflict of Interest Policy.

ITEM 3 APPROVAL OF MINUTES:

Chair Cohen asked for a motion to approve the December 7, 2023, Council meeting minutes.

Mr. Stull made a motion to approve the minutes. Mr. Alaquiva seconded the motion. Motion carried, none abstained or opposed.

ITEM 4: Creative Entrepreneur Accelerator Presentation

Amanda Lovell, Director of Access to the Creative Sector; Sarah Jacobs, CEA Grantee & CBLF Recipient; Adam Kenney, Managing Director of Programs, Bridgeway Capital

Ms. Lovell first provided an update on PCA's Creative Entrepreneur Accelerator program and explained that it is currently in the fourth cycle of this grant program. Ms. Lovell reported that she has been traveling across the state for the past year and a half meeting with creative entrepreneurs throughout the state. Ms. Lovell indicated that these creative entrepreneurs are incredible contributors to their community and are invested in their local communities and their local economies. Ms. Lovell invited Council members to join her on a visit to meeting one of PCA's creative entrepreneurs.

Ms. Lovell displayed a PowerPoint presentation and shared that PCA has made grants to 609 creative entrepreneurs throughout the state, covering more than half of the counties. Lovell added that by the end of August of 2024, the goal is to have granted to 910 entrepreneurs.

Ms. Lovell reported that as she is collecting data, she has noticed creative clusters have developed in areas across the state. Lovell stated that these clusters include animation, architecture, artisan, ceramics, designers, digital gaming, fiber arts, marketing, film and media, photography, visual arts, creative direction, publishing, web design, graphic design, fashion design, and fashion merchandising.

Ms. Lovell provided some examples of the different artists and entrepreneurs who have participated in the grant program and stated that almost 100% of the grantees that she has spoken to have said that the benefits of meeting with a referral partner, putting together a business plan, building this network of connections has been even more important to them than the actual funding amount.

Ms. Lovell provided some background information about the two individuals presenting to Council: Sarah Jacobs, a creative entrepreneur who is an accelerator grantee as well as a participant in PCA's Creative Business Loan Fund and Adam Kenney, the Managing Director of Programs at Bridgeway Capital, a referral partner for PCA in addition to the creative business loan fund.

Sarah Jacobs spoke about what has happened to her since she received PCA's CEAP Grant. She provided some information about her background as well as examples of her work and recent paintings and murals. Ms. Jacobs explained that less than two years ago, she was an art professor who then left her job to become a full-time artist. She turned to PCA to apply for a CEAP grant to get started and she used that as startup money for art supplies and that the grant was a huge boost to her startup funding for her new business.

Ms. Jacobs provided some examples of some of the mural projects she was involved in and outlined some of the steps she took to be able to make a sustainable living over the coming years. Jacobs also stated that PCA helped her to be trained as a PA teaching artist and provided an example of a project that she did with children in her neighborhood at the MLK center.

Ms. Jacobs explained the qualification process of the CEAP grant, which includes making an excellent business plan and in order to do that, she was paired with someone who can

help with creating that plan. Jacobs indicated that she also participated in 10 weeks of business training for creative entrepreneurs at no cost and was also provided with five sessions with a business consultant, which was funded by Bridgeway Capital.

Adam Kenney began his presentation by congratulating Sarah Jacobs on her journey and he thanked PCA for the opportunity to speak. Kenney provided a brief summary of his background as a professional glassmaker and also provided an overview of what Bridgeway does.

Mr. Kenney explained that Bridgeway Capital is a CDFI, a nonprofit social impact investor managing about \$100 million in capital. Kenney stated that Bridgeway serves mostly Western PA, but also Eastern Ohio and Northern West Virginia. He reported that Bridgeway deploys about \$25 million per year in grants and loans and in terms of the size of their investment, they go from \$5,000 urban entrepreneur loans to start-ups all the way to \$5,000,000 commercial real estate transactions.

Mr. Kenney stated that Bridgeway also owns and operates a building in the Homewood community of Pittsburgh that is a 150,000 square foot former Westinghouse facility that is now 25% occupied by flourishing creative enterprises.

Kenney also provided an overview of an emergent initiative called Keystone Alliance for Creative Economies, which supports different intermediaries across the state to share their best practices in creative entrepreneurship support and creative economy development.

Mr. Kenney reported that Bridgeway has invested over \$400,000 in one-on-one support and cohort trainings, 5.4 million in lending capital deployed with 3.7 of that actually being from the Creative Business Loan Fund. He added that Bridgeway has also invested \$716,000 in grants.

Mr. Kenney stated that Bridgeway worked with the PCA team before the pandemic to create the Creative Business Loan Fund and then received funding from the PCA to create the Keystone Alliance for Creative Economies platform. He then explained that Bridgeway contracted with the PCA to support their ARC funded three-year impact management project and now consistently consults with the PCA on the future of creative economy support statewide.

Ms. Gunderson asked Mr. Kenney how many other communities are able to hear presentations like this about how Bridgeway and artists are working together to spark ideas and/or larger community change. She stated that she is from York and thinks this would be great for York's Cultural Alliance.

Ms. Kenney stated that in Western PA, Bridgeway has had a lot of success and added that they are talking with leaders in New Kensington, Greensburg, Wheeling, WV, Morgantown, WV and Johnstown.

Ms. Lovell stated that the York Cultural Alliance is also one of our Pennsylvania Partners and the Arts partners and re-grant for PCA and collaborate with PCA in their region to redistribute grant funds for the creative Entrepreneur Accelerator program.

Ms. Jacobs stated that she moved to Gettysburg recently and that Gettysburg also has a very similar program to Erie Arts and Culture in that they train teaching artists and set

them up in schools and prisons and retirement homes to do all kinds of arts projects like she did in Erie.

Susan Cohen thanked presenters. Mr. Alaquiva also acknowledged each of the presenters and noted the economic inequity in Pittsburgh and indicated that he sees the impact of Bridgeway.

ITEM 5 ACTION: Creative Communities Initiative Update

Sarah Merritt, Director of Pennsylvania Creative Communities & the Creative Economy

Chair Cohen announced that she is aware of the following conflict of interest: Council members Gabel for Adams County Art Council and Parks for ArtsQuest.

Ms. Merritt provided the Council with an overview of the program and stated that since its inception, the Creative Communities program has received approximately 270 project proposals in the form of letters of interest.

Merritt explained that the four pilot communities that came in just at the beginning of the pandemic are in the last few months of their four-year projects.

Ms. Merritt reported that PCA retained Metris Arts Consulting to work with those four pilot communities to evaluate their projects as well as the impacts they have on their communities. This report is forthcoming and that will be presented to Council, likely in July.

Ms. Merritt stated that currently, there are 18 communities in the multi-year program and each community receives \$25,000 a year.

Ms. Merritt stated that the first action item is a recommendation for six communities to come into the Creative Communities Initiative in the multi-year program which is pending the Fiscal Year 2024-2025 budget that the Council will approve at the July meeting.

Ms. Merritt stated that those six communities are the National Road Heritage Corridor, Bottleworks Ethnic Arts Center, Greater Easton Development Partnership, River Life, Kane Area Chamber of Commerce, and Potter County Commissioners. Merritt explained that these communities will start their work in July, pending the budget passage.

Ms. Merritt reported that the second part recommendation is Council approval of the Creative Communities Cultivation Grants. Ms. Merritt explained that the program continues to be a highly competitive with over 270 letters of interest received since 2019 and stated that providing small grants enables communities, that were highly reviewed by the panel, to continue with community engagement, planning, and/or implementation of a component of their proposed projects. The Creative Communities Cultivation Grants affords greater awareness of and participation in the program.

Ms. Merritt stated that PCA has a number of cultivation grant recommendations that are listed in the Council Book.

Chair Cohen asked if there were any questions.

Hearing none, Chair Cohen asked for a motion to approve the recommendations as presented, except for the conflict of interest. Chair Cohen asked to let the record show that Council Member Gabel and Parks did not make a motion, second, a motion, participate in

any discussion or vote on the recommendation with which the Council members have a conflict of interest.

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

Chair Cohen then asked for a motion to approve the recommendation for the grant with which Council Members Gabel and Parks have a conflict of interest. Cohen asked to let the record show that Council Members Gable and Parks did not make this motion, second this motion, participate in any discussion on this motion or vote on this motion.

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

ITEM 6: Recommendations for Creative Catalyst Grants

Jamie Dunlap, Chief of Creative Catalysts & Lifelong Learning

Ms. Dunlap provided a summary of the Creative Catalyst grant program and then presented Council with the following recommendations for Creative Catalyst Grants:

Applicant: Discovery Space of Central Pa Inc. **Proposal:** Alliance for Creative Rural Economies at The Rivet

Dunlap explained that the Rivet at Discovery Space is seeking a Creative Catalyst grant to participate in the ACRE program that is facilitated by Bridgeway Capital to support rural based entrepreneurs.

She stated that the Rivet is a makerspace based in Centre County and is a nonprofit organization that is part of their Science Center, and it currently serves 26 counties in central and north central Pennsylvania.

Ms. Dunlap explained that this initiative supports rural arts-based entrepreneurs by empowering them to professionalize their passion and contribute to the economic development of their communities.

Ms. Dunlap stated that the Rivet is a makerspace and the newest branch of Discovery Space, a non-profit science center designed to provide engaging experiences with science and technology. Dunlap explained that through Rivet’s network, and in collaboration with 3 Dots, an arts non-profit organization in downtown State College, entrepreneurs and makers will be selected to participate in the pilot year of the program.

Dunlap stated that the ACRE program spans a year and comprises three distinct phases - Learn, Plan, and Thrive. She added that the selected 10-15 creative entrepreneurs will develop essential business skills and formulate clear financial goals through in-person and virtual sessions.

Ms. Dunlap explained that PCA funds will be used to support professional leadership and administration of the program, business coaches and technology to support entrepreneurs, marketing and events.

Ms. Dunlap stated that the organization has requested \$30,000 and that PCA’s recommendation is for \$30,000.

Applicant: ReadingFilmFest (d/b/a Reading Film Office)

Proposal Film and Media Studio Incubator Initiative

Ms. Dunlap reported that the ReadingFilmFest, which is doing business as the Reading Film Office, came to the PCA with a proposal for the Film and Media Studio Incubator initiative.

Dunlap stated that The Reading Film Office is seeking a Creative Catalyst Grant to conduct a market analysis, a focus group and to create an online database platform, which are all steps towards the development of the Film and Media Studio Incubator (FMSI). Ms. Dunlap explained that this is designed in partnership with academic institutions and industry experts. She stated that the FMSI aims to foster innovation, education, and workforce development in the film and media sector. Dunlap stated that they will offer studio space, state-of-the-art equipment, and practical learning opportunities to both emerging and established filmmakers and creatives.

Dunlap stated that all of these pieces will lead to the development of and the launch of their Film and Media Studio incubator. She added that they are trying to expand what that means and what kind of services or resources they can be connecting folks in the Reading area. She stated that the funding from the Creative Catalyst grant, if approved, would enable the office to do the market analysis with some industry experts and discover what those services should be that will be offered through this incubator.

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

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

Mr. Astorino made a motion to approve the recommendations. Mr. Alaquiva seconded the motion. Motion carried, none abstained or opposed.

ITEM 7: Recommendation for Grantmaking with the PA Department of Education, Bureau of Library Development

Dana Payne, Director of DEI Initiatives and Diverse Cultures & Heritage

Ms. Payne stated that in June of 2023, she convened the Folk Art partners for its annual meeting in Harrisburg. Ms. Payne reported that in addition to PCA staff, the Department of Aging, the Department of Education, the Department of Conservation and Natural Resources, DCNR, and the Office of Commonwealth Libraries participated in the meet and greet.

Ms. Payne stated that in December, Susan Banks, the Deputy Secretary and Commissioner of Libraries and the State Librarian, contacted her to propose support for projects developed and implemented by partner organizations in collaboration with libraries in their prospective regions. Ms. Payne explained that what this collaboration means is that the Office of Commonwealth Libraries would provide PCA with support of up to \$50,000 per partner, per partner project.

Ms. Payne stated that these projects must be completed by September 30th, so it is a quick turnaround in terms of project development and implementation.

Ms. Payne reported that this collaboration would not support ongoing projects or projects that are already in place, but it would support projects that are a result of the collaboration between libraries and partners.

Ms. Payne explained that the funds would be transferred from the office of Commonwealth Libraries to the PCA and then the PCA would administer the grant awards to the partners and added that PCA would be responsible for a final report reporting in at the end of September.

Ms. Payne stated that there may be a potential to continue this type of relationship and added that PCA staff are really focused on making sure we get this first run through correctly.

Ms. Payne stated that PCA staff recommends that Council approve this collaboration between the Office of Commonwealth Libraries and the PCA and also recommends that PCA serves as administrators of the transferred funds to support these projects implemented by the Folk Arts Partnership and the libraries within their region.

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. Judge Morgan seconded the motion. Motion carried, none abstained or opposed.

ITEM 8: Recommendation for Creative Workforce Request for Proposal

Jamie Dunlap, Chief of Creative Catalysts & Lifelong Learning

Ms. Dunlap stated that PCA is recommending the approval of the attached Statewide services RFP. Dunlap indicated that staff developed an RFP to identify an entity to lead the research project that will take a qualitative and a quantitative approach to describing some of the key things that we'd like to know about our workforce in PA. Dunlap explained that those things would include the size, the composition, the geography, the challenges and opportunities that might be present for Pennsylvania as creative workforce.

Ms. Dunlap also stated the hope is the results of this research project can be used to help inform PCA's planning processes and investments, as well as being able to share it with partners across Pennsylvania.

Ms. Dunlap reported that the proposals will be due for this RFP on April 1st and added that applicants can propose a research project with a scope of work that will last up to 24 months for a budget up to 125,000.

Dunlap anticipates bringing a recommendation to present at the next Council meeting later this spring.

Chair Cohen asked if there will be enough time to receive and review the RFPs before April 1st and Ms. Dunlap stated that she thinks there will be enough time because in the past, when PCA has put out RFPs of this nature, two or three weeks of time has been appropriate for people to respond.

Ms. Goldberg asked if this will be a one-time project for 24 months or if there will be any anticipation of continuation for this project.

Ms. Dunlap responded that there is always that possibility and stated that is a great starting point as PCA talks about its strategic planning and the potential for policy development and resources that PCA can be developing to support its workforce in PA.

Mr. Blischke explained that currently, it is a two-year project in the short term, especially given the profound disruption that PCA has seen in the creative workforce over the last several years. He added that he thinks this will provide timely data around PCA's planning process and what its investment patterns might be.

Mr. Blischke stated that when PCA staff looks at the product and sees what kind of value could be delivered not only to the Council, but to other policy makers in the state, it may be something that Council would want to continue to lead depending on the value that could be delivered.

Mr. Parks asked if this is going to try to include a comparative analysis in terms of how Pennsylvania is doing versus other states either regionally or nationally. He also asked if there will be some component which will include what states have experienced success in attracting the creative workforce.

Ms. Dunlap stated that she thinks that might be touching on some other research that we might be conducting in the future.

Mr. Blischke added that there may be some national North American context to determine how Pennsylvania is competitive-wise. He stated that he thinks that will also bubble up in some of the research related to challenges and opportunities through this RFP.

Blischke indicated that PCA is certainly interested in Pennsylvania's competitive position within the Mid-Atlantic as well as across the country. Blischke added that there will be other data that will be gathered and that from an economic perspective, PCA staff will look at Pennsylvania's overall competitiveness in North America.

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

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

ITEM 9 ACTION: Recommendation for Arts and Creative Industries Advisory Group
Karl Blischke, Executive Director

Mr. Blischke asked Council to authorize the establishment of a Creative Industries Advisory Group which will include leading individuals working in creative sector. Blischke explained that this will include people that have impact in the state and will include those from film, music, streaming, etc. and will represent Pennsylvania geographically with diversity of people and leaders.

Mr. Blischke stated that Council will have direct connection and affiliation with leaders in the creative sector and that get valuable information them.

Chair Cohen stated that this is an opportunity for visibility, for context and will provide an extra punch. She added that Council needs to use well know personalities and that this will help to push PCA's story out there.

Ms. Goldberg congratulated Mr. Blischke on this idea and stated that it is forward thinking. Goldberg added that she is happy to see PCA will take this next step.

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

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

ITEM 5: Fiscal Year 2024-2025 Draft Budget
Amy Gabriele, Chief of Finance and Administration

Ms. Gabriele directed the Council to the spreadsheet on page 35 of the Council Book which shows a draft of the Fiscal Year 2024-2025 budget that will be acted upon at the July 2024 Council meeting.

Gabriele explained that the Fiscal Year 2023-2024 budget is shown as a reference and added that the Governor's proposed budget was presented on February 6th and the proposal includes a \$9.5 million budget for the PCA.

Ms. Gabriele stated that changes in these amounts will fluctuate often and added that when funds are returned, or grants are canceled for various reasons. Gabriele reported that panels are also going to be held this spring in certain programs that will determine final recommendations for funding for Council action in July.

Ms. Gabriele stated that throughout the year, additional grants are presented to Council for final action.

Ms. Gabriele explained that this is just a draft for what will be presented in July for action and stated that she will certainly answer any questions.

Ms. Goldberg asked if the Arts in Education budget residency is the total amount or if there is a breakout for what long term residency would be?

Ms. Gabriele stated that long-term residencies were discontinued starting this year, so that program does not exist anymore. She explained that the partners are still doing residencies through their partnership funds, but the LTR's no longer existing.

ITEM 11: Chair's Report
Susan Cohen, Chair

Chair Cohen thanked PCA staff and Council members for welcoming her and stated that she is honored to be part of this organization.

Chair Cohen reported that the Poetry Out Loud Station Championship was held at the Pennsylvania State Museum Harrisburg on March 4th, 2024. Cohen explained that Poetry Out Loud is a joint program of the National Endowment for the Arts and the Poetry Foundation. Ms. Cohen announced that this year's winner was Sulette Lang from the Hazleton Area Arts and Humanities Academy, and she is going to compete in the national finals on April 30th in Washington, DC. Ms. Cohen also announced that Evan Wang of Upper Marion High School was the runner up.

Chair Cohen stated that on March 19th, the Arts and Cultural Caucus is going to be hosting a breakfast for Arts Advocacy Day and directed Council members to connect with Mr. Blischke if they are interested in attending.

Chair Cohen reported that Representative Joe Ciresi recently attended the major press announcement where a \$25 million donation was made for the renaming of Horizon Hall, which is the main performance venue at Philadelphia's Kimmel Center. Cohen stated that it is going to be renamed for the singer Marian Anderson.

Ms. Cohen indicated that donors Leslie Ann Miller, who was a former member of the Rendell's administration and her husband, former Philadelphia Orchestra board chair Richard Whorley, asked that the hall be named in perpetuity in honor of Anderson, who is an international opera singer, a Philadelphia native, a civil rights advocate and the first black singer to perform at the Metropolitan Opera. Cohen added that the new hall will be dedicated on June the 8th.

Chair Cohen explained that The Kimmel Centre, which opened in 2001, had its main venue called the Verizon Hall, which was a result of a \$14.5 million gift from the cell phone company. That naming contract expired in January and thus the new hall will be dedicated in rededicated on June the 8th.

Chair Cohen spoke about two recent visits she made to Philadelphia with Mr. Blischke, Sarah Merritt and Susan Goldberg.

Chair Cohen stated that the first visit was to REC Center, which is at 901 Market in the Fashion District in Philadelphia. Chair Cohen explained that REC is a membership organization that invited the group to see what REC was all about. Cohen stated that REC's mission is to give creators everything they need to transform their creative passions into thriving careers. Ms. Cohen added that what they provide is a community experience, workshops, educational programs to help members expand their networks, grow brands and it provides studio space, equipment co-working space and meeting rooms.

Chair Cohen reported that she also visited Drexel's Writers Room which Council heard about in previous meetings. She was able to attend that night's workshop which included an interesting discussion on letter writing. Chair Cohen explained that the Drexel Writer's Room represents a diverse intergenerational collection of students, alumni, faculty, staff, and neighborhood residents.

Chair Cohen suggested that Council members attend as many special events in their area as possible and become visible as Council members and be prepared to speak if given the chance. Cohen added that PCA grants make a difference throughout the Commonwealth and stressed the importance of making everyone aware of the PCA's good work.

Mr. Alaquiva took a moment to extend his deepest appreciation for his appointment as Vice Chair of the PCA. He explained that PCA's hard work and all of Council's hard work does not go unnoticed.

Mr. Alaquiva stressed the need to continue to elevate the arts in Pennsylvania and to continue to take this state to the next level.

ITEM 12: Executive Director's Report

Karl Blischke, Executive Director

Mr. Blischke reminded council to complete the Statements of Financial Interest which are due to be filed on May 1, 2024. Blischke stated that Laura Kline recently sent out a reminder with instructions for filling that out.

Mr. Blischke reported that a Special Council Meeting has been scheduled for April 18, 2024. Blischke explained that this will be a brief meeting in order to take care of some last business before the end of the fiscal year.

Mr. Blischke congratulated Amy Gabriel for being nominated to participate in the Leadership development Program, which is a leadership certificate program of Alvernia College and Harrisburg University for Commonwealth senior leaders. Blischke explained that Gabriele spent months in that training and graduated from the program yesterday.

Mr. Blischke congratulated Dana Payne for being able to connect our resources with other state agencies. Blischke explained that Ms. Payne described that in that work with her Folk Arts partnership and her connection with Department of Education. Mr. Blischke stated that through her work and her connection, PCA is getting \$450,000 of Department of Education money.

Blischke explained that PCA has good relationships with other entities like the Turnpike Commission and the Department of Aging, but emphasized the importance that this new opportunity is something that Ms. Payne facilitated.

Mr. Blischke thanked Amy Gabriel and the grants administration staff because of the great amount of work they did internally with the quick turnaround time to make this happen.

Mr. Blischke also provided an update to PCA's strategic plan which is a major goal for 2024. Blischke reported that PCA staff are looking at locations for a Council retreat later this year and are hopeful that a location can be found that is fairly centrally located for council members.

Mr. Blischke reported that PCA will be getting a landscape analysis in Pennsylvania and nationally for state arts agencies and the creative sector. He indicated that PCA will be looking at its competitive position not only in the Mid-Atlantic but nationally and in North America.

Mr. Blischke stated that in addition to the work that Ms. Payne did with the PA Department of Education, Bureau of Library Development, PCA is also in several conversations about partnering with both public but also private sector entities for co-investment opportunities.

Mr. Blischke stated that he thinks being a leader, having information and having good data will make it easier for PCA to attract partners and co-investors, which is a big part of PCA's strategy.

Mr. Blischke thanked PCA staff for their efforts during the small staff retreat that was held in advance of the Council retreat in order to help set the stage for the strategic plan. Blischke reported that a good part of that was about imagining opportunities for the Council to consider and that the staff participated in a Shark Tank style of a pitch session that included equity positions. Blischke stated that PCA staff are very excited to share

some of the results that can help inform the Council as it looks to develop our update to the plan.

Mr. Blischke thanked Chair Cohen for coming to the PCA offices to meet with staff. He stated that Ms. Cohen has visited with him quite a bit and has shown herself to be extremely interested, extremely engaged and is quickly digesting all the things that the council does.

ITEM 8: Adjournment

Meeting Adjourned at 10:53 AM.

Minutes
Special Council Meeting
April 19, 2024
9:00 a.m.
Virtual Meeting via Microsoft TEAMS

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

COUNCIL MEMBERS NOT PRESENT: Mr. Alaquiva, Representative Ciresi, Mr. Stull, Mr. Warfield, 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 Public Awareness & 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: Amber Sizemore, Chief Counsel

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

Susan Cohen, Chair

Chair Cohen reminded the Council of the PCA's Conflict of Interest Policy.

ACTION ITEM 3: Recommendation for Creative Workforce Research

Jamie Dunlap, Chief of Creative Catalysts and Lifelong Learning

Ms. Dunlap stated that during the March Council meeting, PCA staff recommended an open solicitation for a Request for Proposals (RFP) to provide Statewide Services that support research for understanding Pennsylvania's creative workforce. Dunlap explained that this would be through a one-time grant of up to \$125,000.

Ms. Dunlap stated that PCA staff received two proposals, one from The Trustees of the University of Pennsylvania - Weitzman School of Design - PennPraxis and one from SMU Data Arts.

Ms. Dunlap reported that PCA staff reviewed the submissions using the criteria that is outlined in the Council Book and explained that based on the committee review and discussion, PCA staff recommends The Trustees of the University of Pennsylvania.

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

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

ACTION ITEM 4: Recommendations for Creative Catalysts

Jamie Dunlap, Chief of Creative Catalysts & Lifelong Learning

Ms. Dunlap reported that PCA staff is presenting the following recommendations for Creative Catalyst support in Fiscal Year 2023-2024 and explained that these would be the last two recommendations for creative catalyst support for this fiscal year.

Applicant: WITF, Inc.

Proposal: "Bringing da Vinci to Life"

Ms. Dunlap stated that WITF, in collaboration with central Pennsylvania educators, artists, and non-profit leaders proposed the development of an arts education project titled "Bringing da Vinci to Life." Dunlap explained that this project leverages the documentary "LEONARDO" by Ken Burns, which will air on PBS this fall, to engage students and adults across 19 Pennsylvania counties. Ms. Dunlap stated that this project will be comprised of three different experiences: an upcycling inventors challenge; community art workshops; and a celebratory event.

Dunlap explained that the Upcycling Inventors Challenge is geared toward students in grades 6-12 who will participate in a challenge to invent a new product using recycled materials. Dunlap added that this will include a collaboration with Intermediate Units which will ensure broad participation across nearly 200 school districts.

Ms. Dunlap stated that WITF will host a celebratory event featuring the documentary screening, exhibits, and guest speakers. She added that the event will be free to attend and will be held this fall in a location still to be determined.

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

Applicant: Film Arts Culture & Tourism Specialist (FACTS)

Proposal: Film, Arts, Culture & Tourism Specialist (FACTS) Fest

Ms. Dunlap reported that FACTS is a Central Pennsylvania organization which supports and encourages economic development through strategic partnerships aimed at skill building, training, workforce development, and tourism.

Ms. Dunlap explained that FACTS Fest will target the Cumberland, Dauphin, Lancaster and York County region and will highlight different venues in each location. Dunlap stated that in its inaugural year, FACTS Fest will highlight local talent in film, music and technology and the hope is that the event will draw national and international talent to the region in subsequent years.

Ms. Dunlap reported that in addition to screenings and seminars held throughout the event, FACTS will be working with several local colleges to create mentoring and journeyman experiences through their Trade OFF and Direct Connect Programs, which are explained in the Council Memo.

Ms. Dunlap stated that FACTS is collaborating with regional companies such as Rock Litz, and companies in the Rock Litz Community to produce the FACTS Fest event, which take place September 5 - 8, 2024, and will be held throughout the central PA region.

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

Chair Cohen asked if there will be any outreach involved with the event. Ms. Dunlap responded that FACTS has been working with the Whitaker Center, Rock Litz, and Pennsylvania School of Art and Design. She added that they are currently in the process of creating groundwork and promotion on socials.

Ms. Cohen asked for clarification of age limits or age ranges. Ms. Dunlap stated that the program is geared toward middle and high school students.

Ms. Goldberg asked if the purpose is to introduce young people to the trade of the film industry and if it will provide opportunities for professional growth in that area.

Ms. Dunlap explained that workforce development in the film industry is one component that this organization is considering, but that this program is geared toward younger aged students and young adults.

Ms. Goldberg stated that nothing like this has been done in Pennsylvania and Ms. Dunlap agreed and added that this is inspired by the South by Southwest Conference. She stated that FACTS is looking to build a network in PA to support the entertainment industry.

Judge Morgan asked how big this event will become and also asked if other groups will bring in more money. Ms. Dunlap stated that the first inaugural event will be held as different events throughout different locations in the central Pennsylvania region. She also explained that every creative catalyst grant has to be matched 1 to 1 and that it cannot be matched with other PCA dollars. Dunlap added that there is also corporate sponsorship support as well as money coming from the organization's budget.

Mr. Poppy stated that currently, there will be \$15,000 in corporate donations and \$20,000 in sponsorships.

Senator Bartolotta stated that this program sounds similar to the Create PA program in Pittsburgh, which is a combined effort with the Pittsburgh Film and Public Theater with a focus on workforce development. She stated that this program is geared toward people who want to participate in the industry in lighting, carpentry, hair and makeup and costume design.

Ms. Dulap stated that FACTS is talking about a workforce development component and added that this is directly connected to the trades. She added that currently, this is not as broad as Create PA but has the potential to grow.

Senator Bartolotta asked for some clarification about what the \$15,000 going towards. Ms. Dunlap stated that is going toward the events taking place in central Pennsylvania and bringing in the screenings, and what it costs to produce the events and promotion.

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

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

ACTION ITEM 5: Recommendation for Creative Communities Initiative

Sarah Merritt, Director of PA Creative Communities and The Creative Economy

Ms. Merritt reported that this action item is a simple correction. Merritt explained that during the March meeting, Council approved the Creative Communities Initiative Cultivation Grants, and that this memo is a name correction for contract execution.

Ms. Merritt stated that to ensure timely execution of grant contracts and payment, PCA staff requests that Council to approve the correction of the following grantee organization name to reflect the fiscal sponsor's legal name, which is required as part of the Commonwealth's contracting and payment processes.

- Chinese for Affirmative Action fiscal sponsor for Asian Refugees United

Ms. Goldberg asked Ms. Merritt to provide an overview of Asian Refugee United organization.

Ms. Merritt stated that this is an organization in Dauphin County, based in Harrisburg. Ms. Merritt explained that there is a large Bhutanese population that migrated from San Francisco to Harrisburg and added that this organization provides opportunities for community members, especially youth, to work with students to go out into the community to do various projects.

Ms. Vilayphonh stated that Philadelphia also has a large Bhutanese population. Senator Bartolotta stated that her region in western Pennsylvania also had a large Bhutanese community.

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

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

ACTION ITEM 6: PCA Update

Karl Blischke, Executive Director

Mr. Blischke reminded Council that the Statements of Financial Interest are due to be filed with the Ethics Commission by May 1st and directed Council to contact him or Laura Kline with any questions.

Mr. Blischke stated that PCA has engaged with a third-party strategic planning firm. The firm is currently conducting a landscape analysis and explained that because of this, PCA will now be holding its strategic planning retreat in October, which will coincide with the October Council Meeting.

Mr. Blischke stated that the next Council meeting will be held on July 11, 2024, following the passage of the state budget.

Mr. Blischke reported that he will be attending the Steelton High School's ArtSparks mural project later this morning. This will be held at the turnpike's Lawn Plaza.

Meeting adjourned at 9:37 am.