



MINUTES

December 5, 2012

Virginia Museum of Fine Arts

Members Present: Deborah Wyld, Lisa Alderman, Marcia Neuhaus Speck, Willie Dell, Charles G. Ellis, Dr. Gwendolyn H. Everett, Tina Lea, Sharron Kitchen Miller, Pat Perry, Marcia Thalhimer, Ann Edwards Rust, Ann Bondurant Trinkle

Members Absent: Evelia Gonzalez Porto

Staff Present: Foster Billingsley, Cathy Welborn, Tiffany Glass Ferreria

Guests: Alex Nyerges (Virginia Museum of Fine Arts), Andi Mathis (National Endowment for the Arts), Linda Sullivan and Jerry Gordon (Arts Council of Fairfax County), Joseph Walsh (Lyric Opera of Virginia), Ruth Anderson (Virginia Department of Planning and Budget), Steve Galyean (Virginia Tourism Corporation)

Introduction:

Deborah Wyld, Chair of the Commission, called the meeting to order at 9:10 a.m. She thanked Marcia Thalhimer for hosting the dinner on the previous evening.

Alex Nyerges, Director of the Virginia Museum of Fine Arts, welcomed the Commission and gave a brief history of the Virginia Museum of Fine Arts. He offered the Commission board and staff a visit to the Museum's current Chihuly exhibit.

Approval of Minutes:

Deborah Wyld asked that the Minds Wide Open Committee be added to the October 10, 2012 minutes. The Minds Wide Open Committee is Tina Lea, Marcia Neuhaus Speck and Marcia Thalhimer.

Willie Dell made a motion to approve the minutes of the October 10, 2012 meeting at the Harrison Opera House in Norfolk, Virginia. The motion was seconded and approved unanimously.

2012 – 2013 Artist Fellowships

Foster Billingsley presented information on the artists who were recommended for fellowships in the category of painting. The Commission budgeted for four fellowships in the amount of \$5,000 each. The fellowship panel recommended that the Commission award one additional fellowship in the amount of \$5,000 because the panelists felt strongly that there were five artists worthy of the fellowship.

Lisa Alderman made a motion to award \$5,000 to the five artists recommended by the review panel:

Jonathan Aumen (Norfolk)
Amy Chan (Richmond)
Steve Griffin (Colonial Beach)
Richard Roth (Oilville)
Blade Wynne (Chesapeake)
Alternate: Alison Hall (Roanoke)

The motion was seconded and approved unanimously.

National Endowment for the Arts

Deborah Wyld introduced Andi Mathis of the State and Regional Program of the National Endowment for the Arts. Ms. Mathis talked about Virginia's "Our Town" winners.

She explained the review process and funding formula for the Partnership Grants awarded to state arts agencies. Lastly, she talked about the Commission's strengths and weaknesses in our last Partnership grant review in 2011.

Sycamore Rouge

The Commission made the decision at its October meeting to defer approving the General Operating Support grant for Sycamore Rouge until the Commission's December 5, 2012 meeting. The Commission board requested that the organization submit a complete and detailed 2012-2013 budget which was reviewed..

Charles Ellis made a motion to not fund Sycamore Rouge's 2012-2013 General Operating Support application. The motion was seconded and approved unanimously.

Arts Council of Fairfax County

Linda Sullivan, President and CEO, and Jerry Gordon, President, of the Arts Council of Fairfax County gave a brief history of the organization and addressed the concerns of the Area 4A panel. They made an appeal to the Commissioners to move the Arts Council's Priority 2 ranking to Priority 1.

There was consensus among the Commissioners that the organization did not meet the Commission's requirements for an appeal.

Willie Dell made a motion to not move the Arts Council of Fairfax County's Priority 2 ranking to Priority 1. The motion was seconded and approved unanimously. Dr. Gwendolyn H. Everett recused herself from the vote.

Technical Assistance

Foster Billingsley gave the history of the Technical Assistance grant program. He asked the Commission board to open the grant program to allow arts organizations to apply for technology purchases starting February 1, 2013. This change in the technical assistance grant program would only be for the current fiscal year. Organizations can only apply for one \$1,000 technical assistance grant to fund technology purchases.

Deborah Wyld made a motion to change the eligible activities in the Technical Assistance grant program to include technology purchases starting February 1, 2013. The motion was seconded and approved unanimously.

Virginia Department of Planning and Budget

Ruth Anderson, State Budget Analyst, spoke about the state budget process and where the General Assembly is currently in this process. She talked about the effect of the STEM program has had on the state's budget process.

2013-2014 Guidelines

Foster Billingsley presented the proposed draft of the Guidelines for Funding for 2013-2014. He noted that the Commission decided in 2009 to adopt one year guidelines in light of the state budget cuts at that the time. The Commission staff did not recommend changes to the guidelines for the upcoming fiscal year.

On July 1, 2013 the Commission's new strategic plan will be put in place and the current guidelines will need to be revised to coincide with the new plan. At this time the Commission would go back to a two year cycle starting in 2014-2015.

Ann Rust made a motion to approve the 2013-2014 Guidelines for funding as proposed. The motion was seconded and approved unanimously.

Advocacy Update

Deborah Wyld reported on recent advocacy efforts, including a proposed \$350,000 request to the General Assembly for Tourism and the Arts and the Commission's tour directory

Lyric Opera of Virginia

Joseph Walsh, General Director, gave background information on the organization and changes since it was reviewed by the Area 6 panel last spring. The organization had planned on completing three separate productions during the 2012-2013 season. Due to financial issues the organization is unable to do the three productions as proposed in its general operating support application. Virginia Opera has offered to produce two of Lyric Opera's productions.

Ann Rust made a motion to not release Lyric Opera of Virginia's final payment on its 2012-2013 General Operating Support grant. The motion was seconded and approved. Willie Dell opposed.

Ann Rust made a motion to defer action on requesting the return of the first payment on the organization's 2012-2013 General Operating Support grant until the March 27, 2013 board meeting. The Commission staff will request updated financial, programming and planning information. The motion was seconded and approved unanimously.

Tourism and the Arts

Deborah Wyld introduced Steve Galyean, Director of Development, with the Virginia Tourism Corporation. He spoke about the Virginia Tourism Corporation's new strategic plan. The arts play a large part in the new plan. Foster Billingsley spoke about the quality and quantity of the Tourism and the Arts grants the Commission received this year. Steve spoke about the similarity between the Commission's Tourism and the Arts grant and the Tourism Corporation's Marketing Leverage grant program.

Deborah, Foster and Steve will meet in March to discuss revising the current Tourism and the Arts grant program. The Commission board will vote on the revised grant program at its March 27, 2013 meeting.

Strategic Plan

Deborah Wyld gave a short background on the current strategic planning process. The Commission board reviewed the draft of the updated profile which includes the six mandates. The board agreed that the draft of the strategic plan properly reflects the conversation and work done at its October board meeting.

The next step in the strategic planning process is to divide the board into six groups. Each group will come up with at least one goal and how to accomplish the goal for each mandate. Deborah Wyld and Foster Billingsley will oversee these groups.

New Business

- Foster Billingsley presented the 2013-2014 Tour Directory. He thanked Cathy Welborn for her hard work and quick turn-around with the new directory.
- Tiffany Glass Ferreria presented the Commission's new website that was launched on Thanksgiving Day.
- Foster Billingsley presented the Commission's new logo. The Commissioners discussed whether or not we need to hire a consultant to help create a logo that will properly brand the agency. The Commissioners decided that there was not a need at this time to hire a branding consultant.

There being no further business, the meeting was adjourned at 3:38 pm.