



# Dane County

## Minutes - Final Unless Amended by Committee

### Arts and Cultural Affairs Commission

*Consider:*

*Who benefits? Who is burdened?*

*Who does not have a voice at the table?*

*How can policymakers mitigate unintended consequences?*

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Wednesday, April 17, 2024

8:30 AM

Hybrid Meeting: Attend in person at the City County  
Building in Room 209; attend virtually via Zoom.

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#### A. Call To Order

*Present: Chair Ritcherson, Commissioner Curet, Commissioner Garrett, Commissioner Handy, Commissioner Yudice, Commissioner Puleo Moyer, Commissioner McKinney*

*Quorum was established.*

*Staff: Mark Fraire, Augusta Brulla, Moises Garcia*

**Call to order at 8:32 a.m.**

**Present** 7 - Chair RODERICK RITCHERSON, AMNERIS CURET, FRAN PULEO MOYER, JENNIFER GARRETT, JAY HANDY, KELSEY YUDICE, and Chair DESHAWN MCKINNEY

**Excused** 3 - Vice Chair MARY KLEHR, MARCIA MIQUELON, and KELLY PARKS-SNIDER

#### B. Consideration of Minutes

1. [2024 MIN-013](#) [MINUTES FROM THE 03/20/2024 ARTS AND CULTURAL AFFAIRS COMMISSION MEETING]

**Attachments:** [2024 MIN-013](#)

A motion was made by Commissioner Puleo Moyer to approve the minutes, seconded by Commissioner Handy.

The motion was carried unanimously by a voice vote.

## C. Business of Art 2024 Feedback Report (Moises Garcia)

- *Cultural Affairs Specialist (LTE), Moises Garcia, presented a consumer feedback report analyzing qualitative feedback from conference attendees and speakers.*
- *50 survey responses were collected from March 9 – April 8, 2024.*
- *Key findings:*
  - *50% of attendees became aware of the Business of Art Conference via word of mouth, with social media coming in second at 25%.*
  - *89% of responses to workshops received a positive rating.*
  - *87% of people demonstrated a “positive sentiment” rating. Participants loved the workshops and staff, new skills gained, opportunity for networking, and showed a willingness to attend again.*
  - *Recommendations for messaging going forward include focusing on presenters, overall conference experience, reaching current customers.*
  - *Areas for improvement include conference and workshop registration, and navigating the day-of workshop locations.*
  - *Three key value drivers for consumers were networking, knowledge and skill building, and business development.*
- *Future recommendations that are top priority for 2025 include improving lunch menu/distribution and workshop organizational logistics.*

## D. Action Items

## 1. Approve 2024 Cycle 1 Capital Grant Awards

- An overall 2024 grants budget of \$218,000 was approved by the commission.
- The budget of \$115,000 was approved for distribution during 2024 Cycle 1.
- The approved budget will fund Capital and Project grant awards and grant panelist honoraria (23 panelists at a rate of \$100 each).
- 2024 Cycle 1 Capital Grant requests are as follows:
  - Dance Wisconsin - Dance Wisconsin's new Pilates equipment used for cross training. Request: \$1,125.00
  - IP Ministries - Creator's Cottage Printing Press. Request: \$3,000.00
  - Madison Children's Museum - Art Studio Equipment. Request: \$2,363.00
  - Opera for the Young - Touring Sound System. Request: \$500
- Dane Arts Specialist August Brulla presented the award recommendations on behalf of Commissioner Klehr. Commissioner Klehr's recommendation, approved for recommendation by the Executive Committee, proposes awarding all applications 50% of their request, with the exception of Creators Cottage which she recommends awarding an extra 16% based on merit. The award recommendations are as follows:
  - Dance Wisconsin: \$563
  - Madison Children's Museum: \$1182
  - Opera for the Young: \$250.00
  - Creators Cottage: \$2000.00
  - TOTAL: \$3,995

A motion was made by Commissioner Puleo Moyer to approve the allocation of \$3,995 in capital grants as outlined above, seconded by Commissioner Curet.

The motion was carried unanimously by a voice vote.

## 2. Approve 2024 Cycle 1 Final Allocation Budget

After \$2,300 is deducted for panelist honoraria and \$3,995 for Capital Grant awards, the remaining proposed 2024 Cycle 1 budget for Project Grant awards is \$108,702.

A motion was made by Commissioner Curet to approve a 2024 Cycle 1 project grant budget of \$108,702, seconded by Commissioner Handy.

The motion was carried unanimously by a voice vote.

### 3. Review/approve 2024 Cycle 1 Grant Award Allocations

- *Grant Review Process: Applications are submitted and reviewed by Dane Arts staff, panels of experts in the community review and score applications, suggested awards are generated via a mathematical formula based on score, requested amount, and available funds, and the Executive Committee and Commission discuss final grant award allocations prior to approval.*
- *66 Project, 6 Short Order, and 4 Capital grants were received in the first cycle of 2024 for a total of \$287,118 in requests.*
- *Commissioner Curet presented the proposed project award break-down.*
- *Commissioner Curet and the Executive Committee recommended funding the 65 project grant applications whose scores ranged 74% - 96%. Scores are consistent with past cycles.*
- *An outlier application (#25062) receiving a score of 56% was not recommended for funding due to the incomplete nature of the application.*
- *Though the Dane Arts Commission strives to award as many eligible applications as possible, applying for a grant does not guarantee funding.*
- *Proposed award percentages by discipline closely reflect amount requested ratio and are as follows: Music (37%), Multidisciplinary (21%), Arts in Education (14%), Visual Arts (12%), Dance (12%), Theater (3%), Local History (1%).*
- *60% of awarded applications claimed to provide equitable opportunities for youth to participate.*

**A motion was made by Commissioner Handy to approve 65 project grant awards as outlined above, for a total of \$108,702 2024 Cycle 1, seconded by Commissioner Yudice.**

**The motion was carried unanimously by a voice vote.**

### E. Report on Short Order Grant Allocations

- *6 Project grant applications were received, totaling \$6,000 in requests. 5 applications were eligible.*
- *Director Fraire proposed awarding \$500 to the following 5 applications:*
  - *Triangle Community Ministry - Therapeutic Art at the Triangle Community*
  - *Village of Cottage Grove Library Board - Beats and Books: Unleashing Summer Reading Vibes with Dane County Bookmobile and 'Think Like a DJ' Event*
  - *Village of Belleville Economic Development Commission - Belleville, WI Downtown Mural*
  - *Conjunction Arts - Path of Voices: a Public Artwork at Madison High Schools*
  - *Conjunction Arts - East High -- Path of Voices*

## **F. Executive Director's Report**

- *See Director Fraire's notes.*
- *Director Fraire would like to assemble a team of Commissioners to volunteer at Fete de Marquette July 12th – 13th.*
- *Commissioners are encouraged to attend community arts events.*
- *The May 6th poster event is postponed due to venue challenges.*

## **G. Reports to Committee**

*None.*

## **H. Future Meeting Items and Dates**

- *The next commission meeting is May 15, 2024 at 8:30 a.m.*
- *Chair Ritcherson discussed the possibility of hosting a County Executive candidate's debate in the future.*
- *Upcoming Dane Arts supported events will be added to the Google spreadsheet.*

## **I. Public Comment on Items not on the Agenda**

*None.*

## **J. Such Other Business as Allowed by Law**

*None.*

## **K. Adjourn**

**A motion was made by Commissioner Puleo Moyer to adjourn**

**Meeting adjourned at 9:37 a.m.**

**Minutes respectfully submitted by Augusta Brulla pending commission approval.**