



# 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, March 19, 2025

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, Vice Chair Puleo Moyer, Supervisor Rose, Klehr, McKinney,  
Handy, Garrett, Yudice*

*Excused: Miquelon, Parks Snider, Curet*

*Quorum was established*

*Staff: Mark Fraire, Augusta Brulla*

**Call to order at 8:30 a.m.**

**Present** 8 - Chair RODERICK RITCHERSON, MARY KLEHR, Vice Chair FRAN PULEO  
MOYER, JENNIFER GARRETT, JAY HANDY, KELSEY YUDICE, DESHAWN  
MCKINNEY, and RICK ROSE

**Excused** 3 - AMNERIS CURET, MARCIA MIQUELON, and KELLY PARKS-SNIDER

#### B. Consideration of Minutes

[2024](#)  
[MIN-536](#)

[MINUTES FROM THE 2/19/2025 ARTS AND CULTURAL AFFAIRS  
COMMISSION MEETING]

**Attachments:** [2024 MIN-536](#)

A motion was made by Puleo Moyer to approve the minutes from the 2/19/25  
commission meeting, seconded by Handy.

The motion was carried unanimously by a voice vote

## C. Presentation: 2025 Cycle 1 Grants Overview

- The 2025 grant budget totals \$219,947, comprised of \$179,538 annual allocation and \$37,409 to support equitable opportunities for youth to participate in the arts.

- The 2025 Cycle budget will fund project, short order, and capital grant awards as well as reviewer honoraria totaling a maximum of \$3,000 (30 reviewers awarded \$100 each).

- Up to 5% of available funds in 2025 Cycle 1 may allocated for capital grant awards.

Cultural Affairs Specialist Brulla provided an overview of the 2025 Cycle 1 grant applications:

- 80 eligible project grant requests totaling \$359,509 were received. The breakdown of applications by discipline closely reflects past cycles: Music (36%), Multidisciplinary (21%), Visual Arts (14%), Arts in Education (12%), Dance (6%), Theater (5%).

- Three eligible short order grant requests totaling \$2,900 were received.

- Three eligible capital grant requests totaling \$8,529.95 were received.

- Six review panels are scheduled in March with each panel reviewing 13 – 14 applications.

### 1. 2025 Grant Budget

A motion was made by Handy to approve the 2025 grant budget of \$216,947, seconded by Garrett.

The motion was carried unanimously by a voice vote.

### 2. 2025 Cycle 1 Grant Budget

A motion was made by Klehr to approve the funding distribution of 55% (\$119,321) during cycle 1 and 45% (\$97,262) in cycle 2, seconded by Puleo Moyer.

The motion was carried by a voice vote

## D. Approve 2025 commission priorities

*2025 Dane Arts Priorities are as follows:*

- 1. Position Dane Arts as a depository of corporate, foundation and individual donor support to leverage tax-payer dollars with private dollars.*
- 2. Create, enhance awareness of Dane Arts among select targeted communities.*
- 3. Develop plan to guide strategic approach for Dane Arts going forward. Begin with impact study and 1:1 interviews with stakeholders and arts experts.*
- 4. Position Dane Arts for a successful county budget request.*
- 5. Continue to refine grant application and panel review process.*
- 6. Increase commissioner participation in Dane Arts sponsored and supported events.*
- 7. Continue development of process and administration to help organize the commission.*

**A motion was made by Klehr to approve the seven 2025 Dane Arts Commission priorities, seconded by Garrett.**

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

## E. Areas of Focus alignment reports

*Commissioners are asked to align their area of focus with at least one of the 2025 Dane Arts priorities.*

*The following commissioners reported on their areas of focus:*

*- Chair Ritcherson: Continue development of the Friends of Dane Arts 501(c)(3) as a trustworthy, credible fund depository (priority #1), fill vacated commission (#7), Keep the commission in a position to meet the expectations of taxpayers, county executive, county board, and the arts community while meeting the county's meeting and operating policies, procedures, and protocols (#7).*

*- Vice Chair Puleo Moyer: Continue to organize files, communications and templates (priority #7), Update handbook and include some brand guidelines for commissioners (#7), Promote commissioner sign up at events (#6), Prep and deliver presentations to target communities (#2), Other opportunities to connect with communities (#2, #4).*

*- Commissioner Klehr: Increase commissioner participation in Dane Arts sponsored and supported events (priority #6), Continue development and process and administration to help organize the commission (#7).*

*- Commissioner McKinney: Work with Dane Arts staff and community to refine grant application process (priority #5), support efforts to increase Dane Arts awareness (#2).*

## F. Discussion on Grant Decision Making Philosophy

- *Consensus is that no changes to the grant process will be made in 2025.*
- *Potential funding scenarios include: dividing disciplines into two cycles, limiting the number of funded applicants per cycle, limiting the number of applications per year.*
- *Commissioners are encouraged to continue brainstorming possible funding models for consideration.*
- *Commissioner McKinney created a Community Feedback Session outline to engage with communities that benefit from Dane Arts programming.*
- *A series of session dates will potentially be set between May/June through August 2025.*
- *Sessions will be structured to intentionally compliment other Dane Arts outreach initiatives.*
- *Other steps outlined by McKinney include: clarifying the mission and vision of Dane Arts, surveying past grant awardees to understand the impact of grant awards, and conducting conversations with community members about future Dane Arts grant process.*
- *The Community Feedback Session outline is stored in the commission shared drive, and commissioners are encouraged to review the outline and provide comments.*

## G. 2025 Dane Arts Calendar of Events

*Commissioners are encouraged to sign up to attend Dane Arts supported and presented events this spring, especially the Business of Art Conference April 24-26.*

## H. Executive Director's Report

- *Commissioners may reference Director Fraire's Notes.*
- *Dane Arts priorities include grants, Business of Art Conference, Forward Madison FC posters, and meetings regarding a range of continued community collaborations.*

## I. Future Meeting Items and Dates

*The next Dane Arts commission meeting is Monday, April 7th at 4:30 p.m.*

## J. Public Comment on Items not on the Agenda

*None.*

## K. Such Other Business as Allowed by Law

*None.*

## L. Adjourn

A motion was made by Klehr to adjourn.

Meeting adjourned at 9:29 a.m.

Meetings respectfully submitted by Augusta Brulla pending commission approval.