



Dane County

Minutes - Final Unless Amended by Committee

Arts and Cultural Affairs Commission Executive Committee

Consider:

Who benefits? Who is burdened?

Who does not have a voice at the table?

How can policymakers mitigate unintended consequences?

Friday, June 9, 2023

8:00 AM

Hybrid Meeting: Attend in person at the City County
Building in Room 421; attend virtually via Zoom.

A. Call To Order

Present in person: Chair Ritcherson

Present virtually: Vice Chair Klehr, Supervisor Xistris-Songpanya, Commissioner Puleo

Moyer, Commissioner Miquelon

Presenter: Commissioner Handy

Staff: Mark Fraire, Augusta Brulla

Call to order at 8:00 a.m.

Present 5 - Chair RODERICK RITCHERSON, MARY KLEHR, MARCIA MIQUELON, FRAN
PULEO MOYER, and OLIVIA XISTRIS-SONGPANYA

B. Consideration of Minutes

1. [2023](#) [MINUTES FROM THE 05/05/2023 ARTS AND CULTURAL AFFAIRS
[MIN-136](#) EXECUTIVE COMMITTEE MEETING]

Attachments: [2023 MIN-136](#)

A motion was made by Commissioner Puleo Moyer to approve the May 5th
Executive Committee minutes, seconded by Chair Ritcherson.

The motion was carried unanimously by a voice vote.

2. Approve May 10, 2023, commission minutes for recommendation to full commission.

A motion was made by Commissioner Miquelon to recommend the May 10th
commission meeting minutes for approval by the full commission, seconded by
Commissioner Puleo Moyer.

The motion was carried unanimously by a voice vote.

C. Fund Development-External

External Fund Development presentation by Commissioner Handy:

- Commissioner Handy discussed a fund development initiative with the working title, "Change for Art"
- The proposed initiative is a community-based fundraising strategy that utilizes a workplace giving model to boost arts funding and aligns corporate, foundation, and individual philanthropy to support a vibrant local arts scene.
- This fundraising model originated from Robb Hankins in Canton, Ohio and has been implemented in various communities for 40 years to raise an average of 2.3 million dollars. Wisconsin communities impacted include Milwaukee and La Crosse.
- Critical first steps: develop a compelling pitch, set an achievable first-year goal (\$50,000-\$150,000), design paper and electronic pledge systems, initiate pilot programs with 3 companies of varying sizes.
- Funders could be incentivized with the opportunity to engage in a public art project.
- Ideal workplace and partner characteristics: Engaged and personally invested CEO, company 1:1 or more gift matching, option for payroll deductions for employees exists, premiums provided by the company.
- Next steps: identify potential corporate partners, craft compelling proposal and pitch, prepare and roll out pilot programs by reaching out to companies and employees.

- The initial concept of implementing the Change for Art model within the County was discouraged by the county Controller's office.
- Chair Ritcherson recommended discussing the Change for Art model with an existing partner before approaching prospective partners.
- Director Fraire will also consult with Madison Community Foundation to ensure donors have confidence in how funds are housed and stewarded.
- Chair Ritcherson would like to obtain the backing of the full commission through a formal motion regarding the fund development strategy.

A motion was made by Commissioner Puelo Moyer to recommend the full commission support the Fund Development Area of Focus to further explore an external fund development initiative as outlined by Commissioner Handy, seconded by Vice Chair Klehr.

The motion was carried unanimously by a voice vote.

D. June/August Discussion Topics

1. June: Fund Development, Commissioner Handy

Commissioner Handy will present the Change for Art fund development idea as outlined in the Executive Committee meeting.

2. August

Klehr, Parks Snider, Yudice will discuss youth engagement.

3. Other

None.

E. Areas of Focus Review

- Chair Ritcherson asked each commissioner to outline in writing what they would like to focus on. These documents will be stored on the Commissioner Portal for reference.*
- During the June Commission meeting, commissioners will be asked to recommit to their areas of focus and jot down bullet points for review during the August commission meeting.*

F. ED Report

- Planning is underway for the 2024 Business of Art Conference.*
- Dane Arts staff and Commissioner Curet met with Dulles, the WebGrants grant application software company, to plan a major update to the system in fall 2023.*
- Dane Arts continues to partner with Forward Madison FC to feature local artists.*
- Augusta Brulla has started working full time in the Cultural Affairs Specialist position.*
- Dane Arts staff are in the process of moving into a new office.*
- Dane Arts is supporting two new StartingBlock Madison Artists in Residence: Ben Orozco and Iva Ugrcic.*
- Director Fraire is in the early stages of exploring the formation of a Dane Arts friends group.*
- Director Fraire and Wendy Schneider are exploring avenues to promote the Behind Creative Video Series, including meeting with Madison Community Foundation.*
- The next Dane Arts Buy Local Art Market will take place on September 9th, 2023.*

G. Future Meeting Items and Dates

1. Develop June 14, 2023, Commission Meeting Agenda

- roll call, establish quorum**
- approve May 10, 2023, meeting minutes (action item)**
- presentation group**
- June discussion topic-Fund Development (action item)**
- Chair/executive committee report; Areas of Focus reports (written, those who have not reported)**
- Executive Director's report**

H. Public Comment on Items not on the Agenda

- *Commissioner Puleo Moyer would like to discuss attending upcoming Dane Arts-supported events during the June commission meeting.*
- *Vice Chair Klehr, Commissioner Parks Snider, and Kelsey Yudice will meet to discuss youth engagement in the arts.*
- *Chair Ritcherson suggested reviewing the grant process during the September commission meeting.*

I. Such Other Business as Allowed by Law

None.

J. Adjourn

A motion was made by Commissioner Miquelon to adjourn.

Meeting adjourned at 8:46 a.m.

Minutes respectfully submitted by Augusta Brulla pending commissioner approval.