



# 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, May 10, 2023

8:00 AM

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

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#### A. Call To Order

*Present in person: Chair Ritcherson*

*Present virtually: Vice Chair Klehr, Commissioner Puleo Moyer, Commissioner Miquelon, Commissioner Handy, Commissioner Curet, Commissioner Yudice*

*Staff: Mark Fraire, Augusta Brulla*

**Call to order at 8:01 a.m.**

- Present** 7 - Chair RODERICK RITCHERSON, AMNERIS CURET, Vice Chair MARY KLEHR, MARCIA MIQUELON, FRAN PULEO MOYER, JAY HANDY, and KELSEY YUDICE
- Excused** 3 - KELLY PARKS-SNIDER, LAURA GALLAGHER, and JENNIFER GARRETT
- Absent** 1 - Supervisor OLIVIA XISTRIS-SONGPANYA

#### B. Consideration of Minutes

[2023  
MIN-085](#)

[MINUTES FROM THE 04/19/2023 ARTS AND CULTURAL AFFAIRS  
COMMISSION MEETING]

**Attachments:** [2023 MIN-085](#)

A motion was made by Vice Chair Klehr to approve the April 19th commission minutes, seconded by Commissioner Puelo Moyer.

The motion was approved unanimously by a voice vote.

#### C. Action Items

*None.*

#### D. Presentations

## 1. Simpson Street Free Press

- *Executive Director Jim Kramer, and Editors Brandon Alvarez and Leila Fletcher gave an overview of Simpson Street Free Press.*
- *Simpson Street Free Press was founded thirty years ago, based out of Simpson Street on Madison's south side, and today works with students county-wide.*
- *Leila Fletcher takes Simpson Street Free Press students on field trips to attend visual and performing events in the area, as well as historical attractions. These explorations give Leila and students content for their writing.*
- *Simpson Street is a primarily a literacy program with the objective to "Explore the world from the Simpson Street Free Press Newsroom." The arts and local history are a portal for curiosity, exploration, and foster an interest in writing.*
- *Brandon Alvarez, along with other mentors, provides guidance to students with writing skills in both English and Spanish.*
- *Jim Kramer encouraged Dane Arts to connect with Simpson Street Free Press by sending story ideas.*
- *Director Fraire discussed connecting with Simpson Street Free Press students to participate in the 2024 Business of Art Conference.*
- *Simpson Street Free Press received the highest score among cycle one panel reviewers.*

## E. May Discussion Topics

## 1. Resource Development (Commissioner Handy)

- Chair Ritcherson identified two tracks for fund development: internal (from the Dane County budget) and external (corporate, foundation and individual support).
- Commissioner Handy is inspired by a "United Way style" arts fundraising model in which large employers with a stake holding position in the community ask employees to give \$0.25 per paycheck to a specific cause. This model has been replicated in 40 communities around the United States. An average of two million dollars has been raised in each community where the model has been implemented.
- First critical steps include creating a compelling pitch, the identification of three partner companies, setting a fundraising goal, and developing a paper and electronic pledge instrument.
- Chair Ritcherson discussed starting the process at the county-level in which county employees are permitted to have a small amount auto-deducted from each paycheck.
- Implementation logistics will be researched by Director Fraire and Chair Ritcherson before the idea is presented to the County Executive. Director Fraire has personally used a payroll deduction system for other county causes.
- This fund development process may be initiated at the county-level before the Friends of Dane Arts 501 (c)(3) is formed.
- The consensus of the commission was to move forward with the plan as outlined above by Chair Ritcherson. The process will be formalized with a motion during the June Commission meeting.

## F. Chair/executive committee report; Areas of Focus reports

- The 2023 Cycle 1 grants process has been completed smoothly.
- The Executive Committee is developing a process in which new commissioners can observe, co-chair, and chair a grant panel review session with the goal of every commissioner chairing a review session during their 3-year term.

### Areas of Focus:

- Chair Ritcherson and the Executive Committee request that commissioners confirm and update their respective area of focus for confirmation during the June commission meeting.
- Commissioners are also asked to confirm a topic of discussion they would like to present at a future commission meeting. Any commissioners that have not discussed their topic will be asked to report during the June/August Commission meeting.
- Commissioner Yudice is interested in accessible, collaborative arts events and opportunities for youth and will meet with Vice Chair Klehr and Commissioner Parks Snider who are also focusing on this topic.

## G. Executive Director's report

- *The Evjue Foundation expressed interest in continued support of the Dane Arts Buy Local activities including the Business of Art Conference.*
- *Interviews will be conducted for the Cultural Affairs Specialist position with Director Fraire, Chair Ritcherson and one additional interviewer to be determined.*
- *Dane Arts is seeking several more artists for the 2023 season of Forward Madison FC posters.*
- *The Greater Madison Music City project recently held a productive meeting with local venue owners to discuss issues around the greater Madison music ecosystem.*
- *Dane Arts staff continue the process of moving to a new larger office on the second floor of the City-County Building.*

## H. Future Meeting Items and Dates

- *Meetings will continue to take place in hybrid format for the foreseeable future.*
- *Commissioners are encouraged to think about in-person meeting location ideas at a Dane Arts supported location.*
- *Per Commissioner Puleo Moyer's suggestion, Chair Ritcherson proposed selecting one or more events for the commission to consider attending together in 2024.*
- *The next commission meeting will take place on Wednesday, June 14th at 8 a.m.*

## 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 Miquelon to adjourn.**

**Meeting adjourned at 9:03 a.m.**

*Minutes respectfully submitted by Augusta Brulla, pending commissioner approval.*