



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?

Wednesday, June 14, 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: Chair Ritcherson, Vice Chair Klehr, Commissioner Puleo Moyer, Commissioner
Curet, Commissioner Handy, Commissioner Gallagher, Commissioner Yudice*

Excused: Commissioner Garrett, Commissioner Parks Snider, Commissioner Miquelon

Absent: Supervisor Xistris-Songpanya

Staff: Mark Fraire, Augusta Brulla

Call to order at 8:00 a.m.

**A motion was made by Vice Chair Klehr to amend the agenda by adding an
action item to the fund development discussion, seconded by Commissioner
Puleo Moyer.**

The motion was carried unanimously by a voice vote.

B. Consideration of Minutes

[2023
MIN-146](#)

[MINUTES FROM THE 05/10/2023 ARTS AND CULTURAL AFFAIRS
COMMISSION MEETING]

Attachments: [2023 MIN-146](#)

**A motion was made by Vice Chair Klehr to approve the May 10th Commission
Meeting Minutes, seconded by Commissioner Puleo Moyer.**

The motion was carried unanimously by a voice vote.

C. Presentations

1. Kate Moran, Disability Pride Board President

- *This year marks the 10th Anniversary of Disability Pride Festival.*
- *Dane Arts has provided Disability Pride with support via the annual grant program each year.*
- *Kate Moran has been working with Disability Pride for all ten years of the festival.*
- *The board of Disability Pride is comprised almost entirely of members who identify as disabled.*
- *A current challenge for Disability Pride Festival is recruiting performers who identify as disabled and securing funding to grow the festival.*
- *Disability Pride brings together people with a large range of disabilities, making this festival unique.*
- *ASL and Spanish interpreters are present at the festival to assist attendees.*
- *Individuals with disabilities are provided with no-cost booths to sell their goods and services.*
- *Disability Pride is both an arts festival and a showcase of service providers.*
- *The Madison Department of Human Rights is hosting a virtual summit about the issues people with disabilities face. This is anticipated to drive engagement in the festival.*
- *Disability Pride Festival takes place on Saturday, July 29th, 12 – 5 p.m. at Warner Park*
- *Director Fraire discussed showcasing the Borderland exhibition by Thomas Ferrella during Disability Pride. Borderland is a series of photographs with poetry printed in braille which was acquired by Dane Arts in 2022.*

D. June Discussion Topic: Fund Development

- 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.
- Commissioner Handy and Chair Ritcherson met with Robb Hankins this spring to discuss best practices for initiating this fundraising model.
- 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 public art projects that increase employee engagement and sense of community belonging.
- 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.
- Tactics to overcome anticipated resistance include limiting the initial campaign to executive or a division of the company, offering a "one day" workplace campaign managed by the Dane Arts Fund Development team, and encouraging the CEO to match employee gifts.
- Next steps: identify potential corporate partners, craft compelling proposal and pitch, prepare and roll out pilot programs by reaching out to companies and employees.
- Chair Ritcherson articulated two tracks to fundraising: internal, in which additional funds are provided through the Dane County budgeting process, and external in which funds are sought from foundations, corporations, individual philanthropists and other sources.
- Chair Ritcherson also expressed the necessity of securing a fund depository separate from the county's fiscal management systems, if a new 501 c-3 was formed, that would have donor trust and also ensure contributions are housed with accountability and credibility.
- Director Fraire believes a Friends of Dane Arts Group would provide sufficient credibility and staffing to manage incoming and stored funds.
- 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 Handy to support the Fund Development Area of Focus to further explore an external fund development initiative as outlined by Commissioner Handy, seconded by Commissioner Gallagher.

The motion was carried unanimously by a voice vote.

E. Chair/Executive Committee Report

1. Commissioner Puleo Moyer: Events Calendar Sign-up

- Commissioner Puleo Moyer reminded fellow Commissioners that attending Dane Arts supported events is an important part of serving on the commission.

- Commissioner Puleo Moyer encouraged commissioners to sign up for events using the online event listing available through the Commissioner Portal.

- A goal of each commissioner attending 3 – 5 events per year was discussed.

Other:

- Commissioner Gallagher is asked to report on her discussion topic of interest during the August 9th Commission meeting.

F. Areas of Focus Reports

Chair Ritcherson asked each commissioner to write down bullet point notes on the definition and specific goals for each area of focus, which will be uploaded to the commissioner portal by the next Commission meeting on August 9th.

Commissioner Puleo Moyer is now the only member on the Community Engagement/PR Area of Focus.

G. Executive Director's Report

- Reference Director Fraire's notes for full report.
- Director Fraire has been in conversation with Chuck Chvala, property manager of the Gateway Mall space on Williamson Street in Madison. The space may be available at a reasonable rate for an arts organization or individual artist studios.
- Current and upcoming Dane Arts supported events include *The Sessions at McPike Park, June 16th -18th, Yo Quiero Dinero presented by Midwest Mujeres on June 16th, and Madison Jazz Festival June 8th – 18th.*
- Every Dane Arts supported organization is required to provide at least one comp ticket for their funded event, and commissioner assistance is needed to conduct site visits during a number of upcoming events this summer.
- Dane Arts Staff and Commissioner Curet are working with Dulles staff to update the Webgrants grant application software and receive training.
- Dane Arts welcomes two new StartingBlock Madison Artists in Residence, Ben Orozco and Iva Ugrcic. Artists in residence are supported in part by a grant from the Evjue Foundation and the Dane Arts Lussier fund. The cost of a one-year membership is \$1,800 per artist. The first artist in residence, Sasha Debevec-McKenney, secured a full-time teaching position, which she credits in part to the workspace her residency provided.
- Dane Arts and Wendy Schneider met with Madison Community Foundation to discuss next steps for the Behind Creative video series.
- Commissioners are encouraged to collect a monthly per diems from the county for their service on the Dane Arts Commission.

H. Future Meeting Items and Dates

- The grant review training session which was originally slated for August will be moved to September per Chair Ritcherson's suggestion.
- The next Arts and Cultural Affairs Commission meeting will take place on Wednesday, August 9th.

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 Vice Chair Klehr to adjourn.

Meeting Adjourned at 8:55 a.m.

Minutes respectfully submitted by Augusta Brulla pending commissioner approval.