



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, March 15, 2024

8:30 AM

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

A. Call To Order

Present: Chair Ritcherson, Vice Chair Klehr, Commissioner Puleo Moyer, Commissioner Miquelon

Staff: Mark Fraire, Augusta Brulla, Moises Garcia

Call to order at 8:31 AM

Present 4 - Chair RODERICK RITCHERSON, MARY KLEHR, MARCIA MIQUELON, and FRAN PULEO MOYER

B. Consideration of Minutes

1. [2023 MIN-502](#) [MINUTES FROM THE 01/12/2024 ARTS AND CULTURAL AFFAIRS EXECUTIVE COMMITTEE MEETING]

Attachments: [2023 MIN-502](#)

A motion was made by Vice Chair Klehr to approve the January 12, 2024 Executive Committee minutes, seconded by Commissioner Puleo Moyer.

The motion was carried unanimously by a voice vote.

2. Approve February 21, 2024, commission minutes for recommendation to full commission.

A motion was made by Commissioner Puleo Moyer to recommend the February 21, 2024 commission minutes for approval by the full commission, seconded by Commissioner Miquelon.

The motion was carried unanimously by a voice vote.

C. Action Items

1. Review/Approve 2024 Overall Grants Pool Budget

- The yearly amount that may be allocated to both grant cycles in 2024 is \$218,150 (\$178,150 allocated from the county budget and an additional \$40,000 for projects that provide equitable opportunities for youth to participate).

- A discussion about allocating more funds during the first cycle took place. Based on past trends indicating that more applications are typically received in the first cycle of the year, the Executive Committee recommends allocating approximately 10% more funds in the first cycle of the year than the second cycle.

- The Executive Committee and Director Fraire recommend the allocation of \$115,000 to the 2024 Cycle 1 grant pool. This would leave \$100,000 for 2024 Cycle 2 with a \$3,150 buffer which will carry over into the 2025 grant budget if not used in 2024.

A motion was made by Commissioner Puelo Moyer to recommend a 2024 grant budget maximum allocation of \$218,150, and the allocation of \$115,000 during 2024 Cycle 1, seconded by Vice Chair Klehr.

The motion was carried unanimously by a voice vote.

D. Cycle 1 Grants Preparation

1. Discuss number of applicants/compare with 2023

- 77 eligible grant applications were received in 2024 cycle 1 including 66 project, 6 short order, and 4 capital.

- In 2023 cycle 1, 52 project, 5 short order, and 2 capital grants were awarded.

- In 2023 Cycle 2, 49 project, 2 short order, and 4 capital grants were awarded.

2. Review categories, by disciplines/compare with 2023

2024 Cycle 1 applications by discipline closely reflect past cycles and are as follows:

- Local History: 1 application / 1% (\$ 2,800.00)

- Theater: 2 applications / 3% (\$ 6,840.00)

- Dance: 7 applications / 11% (\$ 35,561.00)

- Visual Art: 7 applications / 11% (\$ 32,357.00)

- Arts in Education: 10 applications / 15% (\$ 37,460.00)

- Multidisciplinary: 13 applications / 20% (\$ 57,069.00)

- Music: 26 applications / 39% (\$ 102,042.00)

3. Review repeat vs new applicants/compare with 2023

- *New applicants in 2023 include 4 project, 4 short order, and 1 capital grant request.*
- *98% of grant applicants in 2024 are repeat applicants.*
- *Dane Arts staff would like to simplify the grant application process so that the labor involved in applying aligns proportionately to available funds awarded.*

4. Panel chairs needed, dates, virtual or in person

Grant Review dates and chairs are as follows:

- *March 18 (Multidisc): Vice Chair Klehr*
 - *March 19 (AIE/Local Hist): Chair Ritcherson*
 - *March 25 (Music): Commissioner Puleo Moyer*
 - *March 27 (Music/Theater): Commissioner Curet*
 - *April 5 (Dance/Visual Arts): Commissioner Handy*
- *Commissioner Curet will be asked to attend the April Executive Committee meeting to discuss recommended grant awards in preparation for the full commission meeting on April 17th.*

5. Discuss budget allocation for cycle one

- *See item C. 1. for 2024 Cycle 1 grant budget allocation discussion.*

E. Review Business of Art Conference

- *The Business of Art conference hosted approximately 250 registrants including attendees and speakers.*
- *New relationships were solidified with collaborating businesses such as Indigo Hotel, Old Sugar Distillery and many other sponsors highlighted on dablmarket.com.*
- *County Executive Joe Parisi was impressed with the number and demographic make-up of attendees.*
- *Opportunities for improvement in 2025 include clarity around software usage and workshop sign-up process.*
- *Chair Ritcherson received positive feedback from attendees while attending the second day of the conference.*
- *Dane Arts intern and marketing specialist, Moises Garcia, will present key Business of Art 2024 marketing highlights during the March commission meeting.*
- *Themes discussed for the 2025 conference include health, wellness, trauma informed pedagogy, and youth programming.*
- *Potential venues for 2025 include MyARTS and the new Wisconsin Youth Symphony Orchestra building.*
- *Dates for the 2025 Business of Art conference are still to be determined.*

F. Friends of Dane Arts

1. Legal advice
2. 501 c3 vs foundation
3. Potential board members

- *Chair Ritcherson is currently soliciting board member recommendations from prominent community leaders.*
- *The drafted Dane Arts Friends Group bylaws require 5 board members. Chair Ritcherson posed the following questions for consideration:*
- *Do all 5 board members need to be secured before filing the application for 501 (c)(3) status?*
- *May Dane Arts Commissioners serve on the Friends Group board in the interim until all board members are secured?*

4. Status of consultant contracts and work to date

- Director Fraire will meet with consultants, focusing on the Change for Art fundraising initiative.
- Incoming funds from the Change for Art program would be unrestricted within the Dane Arts budget, and available for use beginning in 2025.
- Any incoming funds to Dane Arts in 2024 will be allocated to the 2025 budget unless an amendment to the 2024 budget is made and approved by the county board.

5. Seed money

G. New Commissioner Prospect

- Chair Ritcherson, Director Fraire, and Vice Chair Klehr will schedule an interview with one of the prospective commissioners.

H. Reports to Committee

- Commissioner Puleo Moyer and the Community Engagement/Publicity area of focus prepared a letter highlighting the arts and culture of Dane County. This letter may be sent to the County Board of Supervisors.
- Media distribution lists have been finalized and Commissioner hopes to send out the letter to media outlets in the next few days.
- When sending the letter to local media and the County Board of Supervisors, Chair Ritcherson suggested signing the letter from "Chair Roderick Ritcherson, on behalf of the Dane Arts Commission."
- Distribution of the letter will be discussed during the full commission meeting.
- Inspired by the Wisconsin Arts Board 50th Anniversary Town Hall celebration, Chair Ritcherson suggested considering educational town hall meetings in various cities around the county in which commissioners reside.
- Dane Arts staff are planning an April event celebrating the 2024 poster, highlighting Dane Arts commissioners, and recognizing 2024 Cycle 1 grant recipients.

I. Future Meeting Items and Dates

1. -roll call, establish quorum
 - approve February 21, 2024, meeting minutes (action item)
 - presentation group: Overview of WebGrants for Commissioners, Business of Art Marketing Presentation
 - approve 2024 over all grants pool budget (action item)
 - chair/executive committee report
 - individual Areas of Focus update reports
 - Executive Director's report

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 Commissioner Miquelon to adjourn.

Meeting Adjourned at 9:31 a.m.

Minutes respectfully submitted by Augusta Brulla pending commission approval.