

MINUTES

MCKINNEY ARTS COMMISSION SPECIAL MEETING

November 30, 2010

The McKinney Arts Commission met in special session on Tuesday, November 30, 2010, at 9:00 a.m. in the Council Chambers of the Municipal Building, 222 N. Tennessee, McKinney, Texas.

Commissioners present: Nichole Belford, Chair; Linda Spina, Vice-Chair; Anne Royer; Barbara Johnson; Janet Farr; and Hamilton Doak. Commissioner Terry Prescott arrived at approximately 9:30 a.m.

City Council Liaison Geralyn Kever was also present.

Staff present: City Liaison Aretha Harvey and Secretary Mona Robinson.

Vice-Chair Belford called the meeting to order at 9:04 a.m. after determining a quorum present.

Commissioners unanimously approved the motion by Commissioner Johnson, 11-15
seconded by Commissioner Doak, to approve the Minutes of the October 21, 2010
regular meeting.

Commissioners unanimously approved the motion by Commissioner Doak, 11-16
seconded by Commissioner Farr, to approve the Minutes of the November 4, 2010 work
session.

Chair Belford opened the discussion on approval of the 2010-11 Final Report of 11-17
Elledanceworks. Commissioners unanimously approved the motion by Commissioner
Johnson, seconded by Commissioner Farr, to approve the Final Report of
Elledanceworks.

Agenda Item 11-18 -- Consider/Discuss/Act on Public Art Policy was tabled.

Chair Belford opened the discussion on the Arts Commission Grant Guidelines, 11-19
Application and Criteria. Commissioner Johnson felt the requirement for grant
applicants to have a firm venue reservation should be revised in the application process
as it may create a burden on venues should an applicant group not receive an Arts
Commission grant. Commissioners discussed the venue requirement, and
Commissioner Royer suggested the process be modified to require proof of discussion
with a venue. City Council Liaison Kever stated she sees the challenge is that venues
will not hold a specific date for a group based on a discussion. Chair Belford stated
arts groups should not rely on an Arts Commission grant to fund a complete

event/season. Commissioner Royer stated the Arts Commission is shifting from wanting to pull art groups from other cities to McKinney to now funding economically stable groups. Commissioner Johnson stated venues need to encourage groups to come to McKinney and present an event whether they receive Arts Commission funding or not. There will be no change in the grant application venue requirement. Vice-Chair Spina stated she would like for the Arts Commission to set an arts grant cap and for that cap to be specifically stated in the Application. Commissioner Johnson felt some organizations were double-dipping with multiple organizations applying for grants under one 501(c)(3). City Council Liaison Kever asked if the Commissioners were interested in receiving one application per grant cycle per one 501(c)(3) or if they were interested in receiving multiple applications. Commissioners stated they felt only one application per one 501(c)(3) is appropriate. Commissioner Spina opened the discussion on excluding groups receiving McKinney Independent School District (MISD) funding. City Council Liaison Kever asked if the one application per each 501(c)(3) policy change would address this concern. Chair Belford suggested language be placed in the Application addressing this concern, and Commissioner Royer stated the revised language must be stated very diplomatically so Commissioner Doak would not be hindered in his efforts to improve the Arts Commission communication with MISD. Commissioner Johnson stated it is not the Arts Commission place to get art groups into the schools, and it is up to the art organizations to meet with the schools. Commissioner Royer stated the Arts Commission historically has had a lot of discussions about increasing visibility with MISD. Commissioner Spina stated the MISD conversation is that there are art organizations benefiting the educational environment, and the Arts Commission wants to assure a communication with MISD so it can be a liaison in facilitating that. Commissioner Royer stated it is incumbent to open the door and create the connection with MISD for art groups to get into MISD. Commissioner Doak stated assisting non-profits get into MISD is different than funding MISD groups. Commissioner Farr suggested the language be changed to state groups can only receive an Arts Commission grant if they do not receive other public funding. City Council Liaison Kever relayed to the Commission that during joint meetings between McKinney City Council and MISD, she had brought up joint use of facilities, i.e. athletic

purposes, recreational purposes, parks, and playing field use. At the last meeting, joint facility use for art purposes was brought up, but she does not have anything other than that to report. It is Ms. Kever's hope they can continue to work together to open the door for performances at some point. Commissioner Farr suggested using the language of "funding from school districts within the City of McKinney". Commissioner Spina suggested that additional language could be added requesting applications state the mission of the group's 501(c)(3), and she also felt the complexity of the current application must be reviewed. Commissioner Johnson suggested viewing other organizations grant applications, and City Council Liaison Kever suggested reviewing MCDC and MEDC grant applications. Commissioner Johnson felt it would be more beneficial for the Application to only list contributors for the event/s being funded under the Arts Commission Application. Commissioner Spina stated she felt volunteer hours should not be allowed to count in applicants' fifty percent of funding, and Commissioner Johnson explained a lot of grants allow volunteer hours. City Liaison Harvey offered to speak with the City Attorney to see if the Arts Commissioners could set a cap on quantifying volunteer hours. Commissioner Farr suggested adding language that the dollar value placed on volunteer hours would not be considered but in-kind donations would be considered as a part of the group's fifty percent of expenses. Commissioner Royer stated any change in language must be reviewed closely, and Commissioner Johnson stated volunteer hours may be an area that needs to be researched further. Commissioner Spina stated she would like for the value of volunteer hours to be consistent among the groups applying for Arts Commission grants. Commissioners Prescott and Johnson will research volunteer hours and in kind donations further. City Liaison Harvey asked if the Commissioners wanted to keep the 80/20 percentage pertaining to grant payments, and this will remain as it currently stands. Volunteer hours and MCDC/MEDC grants will be reviewed further. Commissioners unanimously approved Commissioner Farr's motion, seconded by Commissioner Royer, to determine and include a funding cap in the grant application, acceptance of only one application per 501(c)(3), add language restricting funding of any group receiving funding from McKinney school districts, and require each group to state their 501(c)(3) mission at the beginning of their application.

Chair Belford opened the discussion on liaison reports, and Commissioner Johnson stated she felt the role of an Arts Commissioner liaison should be reviewed because she is concerned about the nurturing of groups may be viewed as an unfair advantage of funded groups. Commissioner Johnson stated she believes City Liaison Harvey should be the party responsible to answer questions of groups receiving grants to avoid any sense of conflict of interest. Commissioner Johnson reviewed various arts commissions online, and they did not have commissioners serving as liaisons. Commissioner Johnson felt the mandatory grant writing workshop should be strongly marketed so as many groups as possible may come in and establish with the attending groups that Ms. Harvey is the contact person. Chair Belford has a problem attending and participating in board meetings of her liaison groups. Commissioner Royer felt the groups need a contact person so the groups will feel they are understood through basic communication with their Arts Commission liaison. Commissioner Doak stated he has informed one of his groups that he will not answer any questions in the context of serving as an Arts Commissioner, and his role is to observe only. Commissioner Johnson again stated she felt it is very important to train the groups to go to Aretha, and it is very awkward to form close relationships with liaison groups. City Council Liaison Kever stated she is hearing Commissioner Johnson's concern is due to the fact that funding is involved. Commissioner Spina stated it would be better if groups were getting the same advice, and Commissioner Johnson stated if the groups were going to one person they would get the same information. City Council Liaison Kever stated that when she was on the Arts Commission, when it was first started, the liaison role was not an intimate role. There was further discussion pertaining to specific duties of Arts Commission liaisons and also addressing standardization of language of liaison duties. City Council Liaison Kever stated MCDC also has liaisons for different groups, but they do not have liaisons to their grant recipients. Commissioner Royer stated she did not understand why there ever were Arts Commission liaisons, and City Council Liaison Kever stated from her recollection as an arts commissioner, initially liaisons were to answer questions, assure grant money was being used properly, understand what concerns were with the Application, and originally liaisons had an altruistic goal. Commissioner Spina stated it is her opinion the grant recipients have become more

sophisticated over the years. Commissioner Johnson stated she feels it is beneficial for them to attend as many of the Arts Commission sponsored events as possible. Commissioners' attendance at sponsored events was discussed. City Council Liaison Kever stated that in the spirit of transparency and inclusiveness, the Arts Commission could possibly solicit feedback from the arts community by taking initiatives such as having "Citizens Comments" as an Agenda item. Chair Belford asked for and received a consensus from the Commissioners eliminating liaison responsibilities. City Liaison Harvey stated she would prepare a draft letter to the grant recipients informing they would no longer have a liaison but should contact Ms. Harvey with any questions regarding grants. Ms. Harvey will send the letter to Chair Belford for her signature prior to distribution to each grant recipient organization. Commissioner Farr asked for clarification about Arts Commissioners serving on grant recipients' boards, and Commissioner Johnson read a portion of the City Ordinance addressing her question. A discussion followed addressing restrictions on Arts Commissioners' involvement with any organization which is or may be eligible to seek a Commission recommendation for arts funding. City Council Liaison Kever stated this concern had come up in the past, and she felt this was a good policy. Commissioners Doak and Prescott stated they were concerned about this language of the Ordinance. Commissioner Royer explained she had spoken with former Arts Commission Chair Thom Chesney about her membership with the Art Club, and Commissioner Doak stated it is very clear Commissioner Royer must separate herself from the Art Club when they come before the Arts Commission. Commissioner Johnson read another portion of the Ordinance addressing the eligibility of any organization to apply for a grant if one of their members is currently serving as an Arts Commissioner. Commissioner Royer stated she would be more likely to step off the Commission. City Council Liaison Kever expressed her gratitude for the reading of those portions of the Ordinance, and she asked City Liaison Harvey to make a note to herself about this policy so she could inform the City Council when it came time to appoint new members. Further discussion on this matter was held, and several Commissioners felt the Ordinance should be modified. City Liaison Harvey stated revisions to the Ordinance must be approved by City Council. Commissioner Johnson pointed out she may be in conflict with the Ordinance also. City

Council Liaison Kever asked if it would be appropriate for Ms. Harvey to look at language of more mature art commissions for guidance, and Ms. Harvey stated she felt the language would be pretty standard. Ms. Harvey will speak with City Attorney Houser about modifying the language and any violation of the Ordinance.

Chair Belford opened the discussion on future meetings and brown bags, and she stated groups have a concern about finding time to attend brown bag workshops. Additional issues and mandatory attendance of brown bag workshops were discussed, and it was the consensus of the Commissioners that no brown bag workshops would be planned this fiscal year. 11-21

The Arts Commission's Cultural Arts Designation Committee had spoken with McKinney Performing Arts Center Director David Taylor regarding the process of McKinney obtaining the cultural arts designation, and Mr. Taylor is no longer working on this process. At this point, it would be the responsibility of the Arts Commission to obtain the designation as a cultural and arts center. The consensus of the Arts Commission was to not pursue this designation at this time. City Council Liaison Kever stated that perhaps the Arts & Economic Prosperity Survey being completed would be helpful in obtaining the cultural and arts designation in the future. 11-22

January 20, 2011 at 9:00 a.m. will be the next regular meeting of the Arts Commission. City Council Liaison Kever suggested tweaking the public art policy as the art policy probably will not need to be put before the City Council until it is in its final form, and it was decided the next public arts policy work session would be held on January 6, 2011 at 8:30 a.m.

Commissioners unanimously approved the motion by Commissioner Farr seconded by Vice-Chair Spina, to adjourn the meeting (7-0).

Chair Belford adjourned the meeting at 10:47 a.m.

Nichole Belford
Chair

Mona Robinson
Secretary