



(Council Meeting Minutes: June 21, 2017)

300 Park Avenue South, New York, NY

2:30 p.m. – 4:30 p.m.

Council Members:

Present: Dr. Barbaralee Diamonstein-Spielvogel, Estrellita Brodsky, Jayne C. Keyes, Eric Latzky, Richard Mittenenthal, John F. Morning, Katherine Nicholls, Rita Paniagua, Hal D. Payne and Deborah Ronnen

VIA WEBEX: Laura Aswad, Laudelina Martinez and Elsie McCabe Thompson

Absent: Amy Cappellazzo and Dr. Marta Moreno Vega

Quorum present? Yes

Others Present:

Executive Director: Mara Manus

Other: Deputy Executive Director of Agency Operations, Petra Maxwell; Deputy Executive Director of Programs, Megan White; Director of Public Information, Ronni Reich

Proceedings:

Meeting called to order at 2:30 p.m. by Chair, Dr. Barbaralee Diamonstein-Spielvogel

Welcome & Introduction provided by Chair, Dr. Barbaralee Diamonstein-Spielvogel:

- Diamonstein-Spielvogel: The meeting with all members of the New York State Council on the Arts will be followed by two presentations from Director, Producer, Writer, and Columbia University Professor Greg Mosher and Executive Director of the New York City Department of Education Office of Arts and Special Projects Paul King.
- Diamonstein-Spielvogel: The first section of the NYSCA Council meeting will be devoted to reviewing and voting on application recommendations for the Performing, Literary & Visual Arts and Multi-Disciplinary Arts.

Performing, Literary & Visual Arts Committee provided by Committee Co-Chair, John Morning:

- Morning: The meeting is to review and approve recommended applications from the Facilities and Visual Arts Programs, which received 139 applications in total, and 91 of these have been recommended for funding for the total dollar amount of \$1,898,482.
- Morning: The Facilities Program offers support of capital expenses such as capital equipment. Examples include a collection of storage equipment for the American Folk Art Museum, a new sound system for the Pendragon Theatre and new video capture and editing equipment for the Chamber Music Society of Lincoln Center.
- Morning: The Memorial Art Gallery, located in Rochester, NY, received a strong rating from panelists for its request in the Capital Equipment category for an LED retrofit lighting upgrade for its galleries. A video played about the Memorial Art Gallery.
- Council Member Eric Latzky: Asked about the difference between the “request” amount and “recommendation” amount as posted on the panel-reviewed applications.
- Arts Program Director Christine Leahy: If a component within the request does not abide by the guidelines or the applicant does not offer a strong statement that indicates its importance towards the project, the panel discards that component and allows the application to move forward with a recommended grant amount.
- Morning: Introduced the recommended applications for the Visual Arts Program, noting the program saw a significant number of returning applicants after two to three years of absence. A video played about A Blade of Grass, a program showing socially engaged art.
- MOTION to accept the recommended applications; seconded and passed.

Multi-Disciplinary Arts Committee provided by Committee Co-Chairs, Rita Paniagua and Richard Mittenthal:

- Paniagua: The meeting is to review and approve recommended applications from the State & Local Partnerships Program, which received 45 applications in total, and 35 of these have been recommended for funding for a total dollar amount of \$2,611,000.
- Paniagua: NYSCA’s State and Local Partnerships Program supports collaboration with regional and local arts councils and includes NYSCA’s Decentralization (DEC) Program. Paniagua: This year’s highly rated (DEC) applicants include the Westchester Arts Council, the Council on the Arts for Staten Island and CNY Arts. Also recommended for funding are the Springville Center for the Arts in Western New York, the Arts Guild of Old Forge in the Mohawk Valley, and Rockland Center for the Arts, which provide multi-disciplinary arts training and resources to their communities.
- Paniagua: The Council for the Arts in Staten Island, also known as Staten Island Arts, recommended for General Operating support, provides arts for the community of Staten Island residents with a mission to cultivate a sustainable, diverse community through accessible resources. A video played about Staten Island Arts.
- Diamonstein-Spielvogel: Asked NYSCA’s Executive Director Mara Manus to explain the terms: regrant, DEC, Decentralization Grants, and REDC.

- Manus: Regrants are grants that NYSCA grantees award to other organizations. These grants support over one thousand organizations.
- Manus: NYSCA's Decentralization (DEC) Program makes over one thousand grants to organizations and individual artists with the intention of supporting arts and cultural activity on the local level.
- Manus: The Regional Economic Development Council (REDC) initiative supports projects created to advance the cultural and economic state of communities throughout New York State. NYSCA is one of 12 state agencies participating in the initiative.
- Latzky: Do panels look at an organization's ability to raise other funds in the event they don't receive their requested amount?
- Deputy Executive Director of Programs Megan White: The panel evaluates applications based on three criteria: artistic and programmatic quality, managerial and fiscal competence, and service to the public. Part of the fiscal/managerial evaluation does indeed look at the likelihood of an applicant's ability to successfully fundraise to sustain a project outside of NYSCA support.
- MOTION to accept the recommended applications; seconded and passed.

Old/New Business:

- Diamonstein-Spielvogel: Tentative dates for the next New York State Council on the Arts meeting are October 12 – 13, 2017.

Speaker Presentation:

- Diamonstein-Spielvogel: Introduced guest speaker Greg Mosher, recipient of two Tony awards, professor at Columbia University, and renowned director and producer of approximately 200 works. He has also been director of the Goodman Theater and Lincoln Center Theater.
- Mosher: Old modes of ticket sales do not work with young people, and audiences thus lack young people because they either do not want to commit to a theatre subscription or cannot afford to purchase one.
- Mosher: One way in which young people have shown a commitment to the artist is by joining the Lincoln Center Theater membership, which costs \$25 a year and offers \$10 show tickets.
- Mosher: Who is going to be in the audience in 20 years?
- Mosher: Young people have the tremendous desire to experience theatre and live art; however, a new model needs to be found.
- Mosher: There has never been a better time to address this; MFA programs are turning out such talent. We can research and experiment to find an institutional model to connect extraordinarily talented people with audiences.
- Manus: How do we adapt theater and performing arts for digital natives?

- Mosher: Young people have to create the new model, posing other questions: How will young people want to experience theatre/art? Why do you need 75 staff members for a 300 person audience?

Speaker Presentation:

- Diamonstein-Spielvogel: Introduced guest speaker Paul King, Executive Director of the New York City Department of Education Office of Arts and Special Projects. Diamonstein-Spielvogel noted that the department serves 1.1 million students.
- King: New York City's budget allows for 3,000 certified teachers in visual arts, music, theatre and dance as well as crucial resources.
- King: 399 cultural organization work within NYC public schools. 87% of schools have at least one arts partner.
- King: Students who have rich artistic experiences in elementary school will tend to have rich artistic experiences in high school.
- King: To honor the voices of children, we need to ask them questions: What art would you like to see? What do you enjoy?
- King: Organizations can rethink standard education programs – for example, to serve English Language Learners and students with autism.
- King: How do you sell arts education to people who are not involved in the education system?
- King: Use an art form to help young people have a way of living, rather than having access to the arts.
- King: The way to make sure art exists is by having tenured art teachers as the anchor.
- King: Art provides the touchstone of our judgment. Through art, we are able to make moral choices. We cannot live our lives without art.
- King: Art creates empathy, without empathy you cannot have justice.
- King: Honoring students as artists allows them to be better citizens.

Meeting adjourned at 4:30 p.m.