**Committee Members Present:**

Anne Boccuzzi

Mac Bracewell

Ann Carey

Mauricio Gonzalez

Beth Harvey

Sandra Hull-Richardson

Ben Rubin

Truitte Moreland

Richard Naylor

Penny Thompson

Frank Watson

**Staff Present:**

Tony Allegretti

Patrick Fisher

Cedric Lewis

Amy Palmer

Ashley Sedghi-Khoi

**Introductory Remarks**

Starting at 9:00 AM, Penny Thompson, the Chair of the Cultural Service Grant Program (CSGP) Committee, provided opening remarks. Ms. Thompson thanked everyone for their attendance and provided a brief retrospective of the CSGP and its purpose.

**Introductions**

Each Committee member introduced themselves by name to the audience.

**Attendance**

Ms. Thompson initiated a roll call to confirm that all Level III CSGP funded organizations were present. Atlantic Beach Experimental Theatre and The Performers Academy were absent at the time of roll call.

**Funds and Funding Levels**

Ms. Thompson provided all in attendance with insight regarding from where CSGP funds are derived and the funding pools for each level. Funding pools for the 2017-2018 fiscal year are as follows: Level I - $1,810,026, Level II - $478, 947, and Level III - $127, 473.

**Evaluation Criteria**

Ms. Thompson outlined evaluation criteria, which includes: quality of program, exploration of innovative ideas and programming, community impact, need for the organization in the community, community outreach and service to culturally diverse populations, and management capability of board and staff.

**Hearing Process**

Ms. Thompson went over how the hearings would precede, including the rolls of both applicants and Committee members. Applicants will have four minutes to introduce themselves, state their organization’s mission, and provide updates that have occurred since time of application or on-site visits. Committee members then provide their scores, which are out of a scale of 1-5. Committee members can explain any low scores and organizations will have an opportunity to respond.

**Funding Recommendations and Final Allocations**

The Committee will provide their funding recommendations to the Cultural Council of Greater Jacksonville’s Board of Directors. The Board will vote whether or not to approve recommendations during their next Board meeting, which is scheduled for 10:00 AM on Wednesday, October 18th.

**Beaches Fine Arts Series**

Kathy Wallis (staff) and Shawn LeNoble (Board) presented on behalf of Beaches Fine Arts Series. Ms. Wallis started by stating the organization’s mission. She then provided several brief updates, including the success of their fundraiser and upcoming performances.

Ben Rubin conducted the on-site visit.

Anne Boccuzzi - 96

Mac Bracewell - 94

Ann Carey - 99

Mauricio Gonzalez - 87

Beth Harvey - 100

Sandra Hull-Richardson - 89

Ben Rubin - 97

Truitte Moreland - 90

Richard Naylor - 97

Frank Watson – 97

Ms. Boccuzzi and Mr. Naylor had questions related to their scores. They stated their questions and Ms. Wallis addressed their concerns in her response.

The average score is 94.9.

No Committee members wished to change their scores.

**Mandarin Museum and Historical Society**

Sandy Arpen (Board) and Gabriele Dempsy (Board) presented on behalf of Mandarin Museum and Historical Society. Ms. Arpen started by stating the organization’s mission. Ms. Dempsy provided an update on the expansion of their building and the fundraising efforts to support the expansion.

Ms. Boccuzzi conducted the on-site visits.

Anne Boccuzzi - 97

Mac Bracewell - 89

Ann Carey - 93

Mauricio Gonzalez - 88

Beth Harvey - 94

Sandra Hull-Richardson - 87

Ben Rubin - 90

Truitte Moreland - 80

Richard Naylor - 70

Frank Watson – 95

Mr. Naylor had a question about program evaluation. Ms. Arpen addressed Mr. Naylor’s question, but also stated that they are a volunteer organization and know that evaluation is an area that they can improve. Currently they are more quantitative than qualitative. Mr. Naylor also asked about managing programs and effective administration. Ms. Arpen addressed some of the challenges of being a volunteer organization, how that impacts the roles of the Board, and some of the successes that they’ve experienced, including engaging programming, expansion, and fundraising.

Ms. Hull-Hull-Hull-Richardson asked if the organization experienced any damages as a result of the recent hurricane, which the organization did not.

Ms. Carey had several questions related to the organization’s revenue and expenses. Ms. Dempsy responded with a brief story about community contributions and donations, including charitable efforts of “the frog man,” a local artist who sells his work to benefit the organization.

Ms. Arpen invited Mr. Naylor to visit the organization as a result of his low score.

Ms. Harvey commended the organization on the growth she has noticed over the past three years.

The average score is 89.5.

Mr. Naylor and Ms. Carey updated their scores based on additional information provided by the organization.

The revised average score is 89.9.

**Jacksonville Dance Theatre**

Katie McCaughan (staff) and Hillary Libman (Board) presented on behalf of Jacksonville Dance Theatre. Ms. McCaughan started by stating the organization’s mission. She then provided several updates, including the recruitment of three new Board members with diverse skill sets. Ms. McCaughan also touched on grant applications and some of the successes the organization has experienced.

Ms. Harvey recused herself and Mr. Gonzalez conducted the on-site visit.

Anne Boccuzzi - 90

Mac Bracewell - 90

Ann Carey - 93

Mauricio Gonzalez - 97

Beth Harvey - Recused

Sandra Hull-Richardson - 86

Ben Rubin - 71

Truitte Moreland - 80

Richard Naylor - 85

Frank Watson – 89

Mr. Watson asked questions about evaluation techniques and quantitative data. Ms. McCaughan responded to Mr. Watson’s question by outlining some of the evaluation techniques they’ve implemented. She also mentioned some of the assistance the organization has received from the Non-Profit Center.

Ms. Boccuzzi had questions about marketing. Ms. McCaughan addressed her question by outlining some of their marketing initiatives and partnerships, as well as a grant they received from the Community Foundation for Northeast Florida, which is being applied to marketing and outreach.

Mr. Rubin had questions about programming, both their impact and management of. Ms. McCaughan addressed Mr. Rubin’s questions by stating some of the feedback they’ve received from audience members and spoke to the need for critical discussion around dance and the performance arts. Ms. McCaughan talked about the main administrators of Jacksonville Dance Theatre and their education and professional experience.

Mr. Rubin asked about partnerships. Ms. McCaughan discussed some of their major partnerships, including Jacksonville University, The Florida Theatre, and Jax Makerspace.

Mr. Rubin had a question about the organization’s budget and any plans they have to grow their revenue. Ms. McCaughan spoke to the success the organization has experienced related to grant application and grant funding. Ms. Libman then spoke about the organization’s fundraising plans, as implemented by the organization’s Board. The organization also just recruited three new Board members, all of whom have a background in finance and fundraising.

Mr. Rubin asked how long the organization has been in existence. Ms. McCaughan stated that the organization was founded in 2012.

Mr. Naylor asked for additional information about marketing. Ms. McCaughan stated that the organization employs a grassroots effort to raise awareness. They rely on their Board and dancers to advocate for the performance arts and the organization.

Ms. Carey also had a question about marketing, specific to social media. Ms. McCaughan spoke briefly about the organization’s social media platforms, website, and engaging video content.

Mr. Watson thanked the Community Foundation and the Non-Profit Center for their investment in organizations like Jacksonville Dance Theatre.

The average score is 87.6.

Mr. Rubin, Mr. Naylor, Ms. Carey, and Ms. Boccuzzi updated their scores based on additional information provided by the organization.

The revised average score is 88.0.

**Atlantic Beach Experimental Theatre**

Celia Frank (staff) and Brian Johnson (Board) presented on behalf of Atlantic Beach Experimental Theatre. Ms. Frank started by stating the organization’s mission. She provided an update on productions that have occurred since the application and the successes of those productions. Ms. Frank addressed how Hurricane Irma impacted their organization. She also spoke to the organization’s partnership with the Shepherd Agency and a book produced by the agency that will be sold as a source of revenue for the organization. Mr. Johnson spoke to Board recruitment and fundraising efforts.

Mr. Gonzalez conducted the on-site visit.

Anne Boccuzzi - 92

Mac Bracewell - 90

Ann Carey - 89

Mauricio Gonzalez - 88

Beth Harvey - 78

Sandra Hull-Richardson - 87

Ben Rubin - 87

Truitte Moreland - 80

Richard Naylor - 75

Frank Watson - 90

Ms. Harvey had a question about qualitative and quantitative impact of their programming. Ms. Frank said that a survey is included in their playbills and on their website. They use information derived from those surveys to determine the qualitative impact of their programs. Ms. Harvey said that such information must be included in the grant application.

Mr. Naylor had a question about how the organization finds its performers and talent. Ms. Frank responded by saying the organization holds open auditions but all actors are unpaid. She said that productions include a diverse mix of established and emerging performers.

Mr. Naylor also asked about partnerships. Ms. Frank said that this year they didn’t have as many partnerships as normal, but moving forward they are re-visiting a partnership with Jacksonville University.

Mr. Naylor asked a question about development and fundraising. He asked Mr. Johnson about the Board’s vision for fundraising. Mr. Johnson said the Board needs to seek additional means of fundraising outside of grants and they are working to develop creative fundraising techniques.

Ms. Carey asked the organization to re-state their mission statement, which Ms. Frank did.

Ms. Carey asked how the organization’s programming is differentiated from other community theatres in the area. Ms. Frank said the plays they select and produce differentiate the organization from other community theatres.

Mr. Bracewell provided the suggestion of including the organization’s mission statement as the very first thing within the grant application.

The average score is 86.1.

Mr. Naylor and Ms. Carey updated their scores based on additional information provided by the organization.

The revised average score is 86.4.

**Riverside Fine Arts Association**

Layne Thompson-Payne (staff) and Dr. Ross Kruger (Board) presented on behalf of Riverside Fine Arts Association. Ms. Thompson-Payne started by stating the organization’s mission. Dr. Kruger provided some history about the organization. Ms. Thompson-Payne provided updates since the application, which includes programming and changes in the organization’s Board. Ms. Thompson-Payne also spoke about a recent arts in education workshop through the Eugene Butler Middle School.

Mr. Bracewell conducted the on-site visits.

Anne Boccuzzi - 80

Mac Bracewell - 89

Ann Carey - 91

Mauricio Gonzalez - 86

Beth Harvey - 90

Sandra Hull-Richardson - 87

Ben Rubin - 84

Truitte Moreland - 83

Richard Naylor - 71

Frank Watson - 93

Ms. Boccuzzi had questions about community impact data, marketing techniques, identifying achievements and challenges, and planning techniques. Ms. Thompson-Payne responded by stating the organization uses data collected from surveys, social media, and ticket sales. Ms. Thompson-Payne spoke to some of the improvements that have occurred after the organization recruited an Outreach Coordinator. Ms. Thompson-Payne acknowledged that their marketing efforts were stagnant, but the organization is working to turn that around through engaging content shared through social media. Ms. Thompson-Payne talked about the impact of Board and staff turnover, the death of a scheduled performer, and partnerships impacted by Hurricane Irma.

Mr. Naylor had a question about community perceptions of programming. Ms. Thompson-Payne stated that subscription ticket sales have tripled this season. She then spoke about surveys administered and the feedback the organization obtained.

Mr. Naylor asked how the organization is differentiating itself from similar organizations. Dr. Kruger and Ms. Thompson-Payne talked about Project Listen, an in-school educational program, and its growth and community impact.

Mr. Naylor had a question about the allocation of CSGP funding and how receiving less than the requested amount would impact the organization. Dr. Kruger stated that reduced funding would result in cutting back in-school programming.

Ms. Harvey had a question about partnerships and collaboration. Ms. Thompson-Payne said that this year the organization hasn’t been able to collaborate as much as they’d like with other arts and culture organizations. She then showcased two partnerships that have been formed for the 2017-2018 fiscal year. Ms. Thompson-Payne also addressed their efforts to find creative ways to collaborate with fine artists. The organization aims to highlight their visual artists just as much as their performance artists.

The average score is 86.3.

Ms. Boccuzzi, Mr. Naylor, and Ms. Carey updated their scores based on additional information provided by the organization.

The revised average score is 86.8.

**Hope at Hand**

Steffani Fletcher (staff) presented on behalf of Hope at Hand. Ms. Fletcher started by stating the organization’s mission. She then provided several updates since application, which include partnerships with Chamblin’s Uptown, the Jax Makerspace, and the Museum of Science and History (MOSH), expansion of programming and events, and updates to staff and Board. Mr. Fletcher also talked about fundraisers and grant funding. The organization was impacted by Hurricane Irma, specifically water damage to the building.

Ms. Hull-Hull-Richardson conducted the on-site visit.

Anne Boccuzzi - 96

Mac Bracewell - 92

Ann Carey - 98

Mauricio Gonzalez - 85

Beth Harvey - 90

Sandra Hull-Richardson - 86

Ben Rubin - 85

Truitte Moreland - 79

Richard Naylor - 84

Frank Watson - 95

Mr. Moreland asked a question about some of the numbers reported. Ms. Fletcher provided insight as to how the massive growth was achieved, which largely was a result of program and event expansion.

Mr. Naylor asked a question about partnerships and programming. Ms. Fletcher addressed this question by stating that programs and events are site specific and are developed to support the mission of the partnering organization. She then stated that many of their organizations serve a transient population, which leads to diversity but also poses some difficulties when trying to build relationships with the youth they work with directly. Ms. Fletcher also said the organization works diligently to attract new partnering groups and organizations.

Ms. Hull-Richardson had a question about data collection and the methods they implement to collect data. Ms. Fletcher addressed some of the restrictions and challenges imposed upon the organization based on the specific nature of the organizations they partner with. She also stated that they collect data from the administration of their partnering organizations.

Ms. Harvey had a question about planning and evaluation methods specific to mission achievement. Ms. Fletcher talked about the collective nature of their lesson planning. All involved then conduct peer-to-peer reviews and provide feedback, which strengthens the lessons and make them more effective.

The average score is 89.1.

Mr. Naylor, Mr. Moreland, and Ms. Hull-Richardson updated their scores based on additional information provided by the organization.

The revised average score is 89.4.

**The Performer’s Academy**

Kathryn McAvoy (staff) and Rita Davis (Board) presented on behalf of The Performer’s Academy. Ms. McAvoy started by stating the organization’s mission. She then discussed some of the fundraising victories the organization has received, including donations and a PNC Arts Alive grant. These funds will benefit the organization’s mobile recording studio. Ms. McAvoy also outlined the organization’s involvement in the juvenile justice system. She then mentioned some of the community partnerships that the organization has formed.

Mr. Moreland conducted the on-site visit.

Anne Boccuzzi - 95

Mac Bracewell - 93

Ann Carey - 91

Mauricio Gonzalez - 90

Beth Harvey - 84

Sandra Hull-Richardson - 83

Ben Rubin - 88

Truitte Moreland - 81

Richard Naylor - 83

Frank Watson - 94

Mr. Naylor had a question about quantitative and qualitative data. Ms. McAvoy talked about data collection, the demographics of the youth they serve, and their success rates.

Mr. Naylor had a question about the future of the organization and how they’re evaluating efforts to serve their mission. Ms. McAvoy spoke to the role of Ebony Payne-English and how the long-term plan is for Ms. McAvoy to step down as Executive Director and pass the baton on to Ms. Payne-English, who is meticulous in her data collection and program development.

Ms. Hull-Richardson had questions about budgeting and sustainability through a healthy mix of revenue streams. Ms. McAvoy indicated that the Board has a development committee and that they are working to expand fundraising efforts. The Board recruited new members who have a background in fundraising and development.

Ms. Harvey had a question about marketing and keeping the community informed. Ms. McAvoy talked about a partnership formed with an email marketing company and the organization’s monthly newsletter. She also talked about the use of social media platforms.

Mr. Boccuzzi asked about a loss recorded during the 2015-2016 fiscal year. Ms. McAvoy indicated that fiscal year represents when the organization shifted from an LLC to a 501c3.

The average score is 88.3.

Mr. Naylor updated his score based on additional information provided by the organization.

The revised average score is 88.5.

**Civic Orchestra of Jacksonville**

Nadine Terk (Board) and Gwen Gallagher-Howard (Board) presented on behalf of The Performer’s Academy. Ms. Terk started by stating the organization’s mission. She then provided updates since the time of application, which included their season opener. She also highlighted the orchestra’s growth, which has gone from 40 members to 60 members. The organization has also developed and submitted surveys to their audiences, which provided quantitative data about demographics served and quality of programming. The organization has finalized their second season and highlighted some of their partners and venues. Ms. Terk also stated that the organization was the recipient of a PNC Arts Alive grant. She spoke to diversity within their orchestra and how African American participation is substantially above the national average. The organization has expanded their Board and they are placing an emphasis on development, strategic planning, community engagement, and diversity and inclusion. The organization will have its first fundraiser this fall.

Ms. Carey conducted the on-site visit.

Anne Boccuzzi - 95

Mac Bracewell - 89

Ann Carey - 92

Mauricio Gonzalez - 92

Beth Harvey - 75

Sandra Hull-Richardson - 84

Ben Rubin - 80

Truitte Moreland - 84

Richard Naylor - 86

Frank Watson - 82

Mr. Naylor asked a question about differentiation from other orchestras and ensembles. Mr. Naylor’s question pertained to the community that the organization performs to. Ms. Terk talked about how their engagement numbers are a result of the venues they perform at and how they look for venues that dismantle some of the misconceptions around classical music.

Ms. Hull-Richardson had a question about planning and evaluation methods. Ms. Terk stated that the organization collects testimonials from musicians, audience members, and sponsors. Ms. Gallegher-Howard also showcased collecting data through social media.

Mr. Watson had some comments about the organizations mission statement and strategic planning.

Mr. Rubin had a question about revenue streams. Ms. Terk talked about the organization’s individual donor base and efforts to expand that base and corporate sponsorships.

Average score is 86.1.

Ms. Harvey, Mr. Naylor, Mr. Rubin, Ms. Carey, and Mr. Bracewell updated their scores based on additional information provided by the organization.

The revised average score is 87.1.

**Don’t Miss A Beat**

Gweyn Owens (staff) and Felicia Bass (staff) presented on behalf of Don’t Miss A Beat. Ms. Owens started by stating the organization’s mission. She then provided updates since the time of application, which included student success and enrollment in arts schools. Ms. Owens also showcased the All-Stars album release and scheduled performances. Ms. Bass spoke of new grant funding that the organization has obtained and how that funding will assist the expansion of programming.

Ms. Harvey conducted the on-site visit.

Anne Boccuzzi - 87

Mac Bracewell - 95

Ann Carey - 88

Mauricio Gonzalez - 81

Beth Harvey - 86

Sandra Hull Hull-Richardson - 82

Ben Rubin - 86

Truitte Moreland - 80

Richard Naylor - 88

Frank Watson - 94

Ms. Hull-Richardson had a question about quantitative and qualitative data. Ms. Bass provided insight on surveys that are distributed and collected after programs. The organization surveys both parents and students to collect feedback and assess program quality and how people hear about the organization. She also discussed analytics collected through social media platforms and Google.

Ms. Hull-Richardson had a question about achievements and challenges for the year. Ms. Owens talked about the All-Stars trip to New York and their performance in NYC, which was a partnership with Julliard. The organization raised $20,000 to fund that initiative. She then spoke of other partnerships and programs and highlighted their successes. Ms. Owens stated that one of the challenges the organization faces is establishing new partnerships in the community, specifically within the school district.

Ms. Hull-Richardson had a question about grant funding. Ms. Bass elaborated on the new grants the organization received and how the funds will be allocated.

Ms. Carey asked for feedback on how programming is perceived by audiences and other groups. Ms. Owens expressed the difficulty of having parents understand the value of the arts when the community that they serve has challenges related to basic needs. Ms. Owens talked about how their audiences have increased in sizes and how that is reflective of how the community values their programming. She also talked about providing youth a broad perspective of what they are able to achieve.

Ms. Carey also asked about marketing efforts. Ms. Owens talked about the organization’s partnership with On-Ideas, a marketing firm. She discussed how they have strategic meetings with the firm and develop quality content and materials that share their organization’s mission and programs.

Ms. Boccuzzi asked a question about planning and program evaluations. Ms. Bass elaborated on surveys that are administered to audience members through Survey Monkey. These surveys are administered on site so that information can be collected in a timely manner. As a staff and Board they review all data collected to properly address opportunities for improvement.

Average score is 86.5.

Ms. Carey, Mr. Watson, Ms. Harvey, Ms Boccuzzi, Mr. Moreland, Mr. Rubin, and Ms. Hull-Richardson updated their scores based on additional information provided by the organization.

The revised average score is 89.5.

**Springfield Preservation and Revitalization**

Christina Parrish Stone (staff) and William Hoff (Board) presented on behalf of Springfield Preservation and Revitalization. Ms. Parrish Stone started by stating the organization’s mission. She then provided updates since the time of application, which includes additional grant funding that totals $45,000. The organization has completed strategic planning with the Non-Profit Center. The Board held its annual meeting and recruited six new Board members, which improved diversity. The organization also recently administered a survey and analyzed results. Ms. Parrish Stone also spoke to some of the new partnerships and collaborative programs slated for 2017-2018.

Mr. Rubin conducted the on-site visit.

Anne Boccuzzi - 95

Mac Bracewell - 96

Ann Carey - 89

Mauricio Gonzalez - 97

Beth Harvey - 95

Sandra Hull Hull-Richardson -

Ben Rubin - 95

Truitte Moreland - 94

Richard Naylor - 71

Frank Watson - 100

Ms. Buccuzzi had a question about challenges that the organization faces. Ms. Parrish Stone said one of the challenges is gentrification of the neighborhood. To address this, the organization formed a diversity and inclusion task force. They also implemented a restoration initiative for low-income families.

Mr. Naylor had a question about innovative programming. Ms. Parrish Stone talked about Second Sundays and how the program has highlighted local vendors, performance artists, and visual artists. Ms. Parrish Stone commented on helping residents with Certificate of Appropriateness.

Mr. Naylor asked for a deeper dive into demographics and quantitative measurements. Ms. Parrish Stone discussed ways in which SPAR is working to capture more information. Discussed the importance of events and successes in bringing people to the neighborhood who have previously chosen not to attend Springfield events. Mr. Naylor asked for more specifics about the reach of SPAR to all of Jacksonville. Ms. Parrish Stone described how most of the workshops attendees are from outside of Springfield. Ms. P.S. discussed formation of Jacksonville Urban Neighborhood Collaboration (J.U.N.C.) with RAP, which is a loosely organized collaboration.

The average score is 91.6.

Ms. Boccuzzi, Mr. Carey, and Mr. Naylor updated their scores based on additional information provided by the organization.

The revised average score is 91.1.

**Final Scores and Calculated Award Amounts**

Beaches Fine Arts Series – 95, $31,646

Mandarin Museum and Historical Society – 90, $6,179

Jacksonville Dance Theatre – 90, $2,619

Atlantic Beach Experimental Theatre - 90, $16,336

Riverside Fine Arts Association – 90, $23,325

Hope at Hand – 90, $11,778

The Performer’s Academy – 90, $6,125

Civic Orchestra of Jacksonville – 90, $2,619

Don’t Miss A Beat – 90, $11,677

Springfield Preservation and Revitalization – 95, $15,169

Ms. Carey motioned to approve the scores and Ms. Harvey seconded the motion. The Committee unanimously voted to approve the motion, which allows for an audit of the scores. Final approval of the CSGP awards will be made by the Cultural Council Board of Directors at its October meeting.

**Closing Remarks**

Tony Allegretti, Executive Director of the Cultural Council of Greater Jacksonville, provided brief closing remarks, in which he invited everyone in attendance to attend the organization’s annual Board meeting. Mr. Allegretti also indicated that a survey would be administered to collect information about the hearing process.

The Cultural Council will host a CSGP Appreciation Mixer in late November and the staff and boards of all CSGP funded organizations are invited to attend.

The hearing concluded at 12:20 PM.