

**Minutes  
Council Meeting  
October 7, 2024 • 8:30 a.m.  
Hybrid Meeting  
Lancaster Marriot Penn Square  
Lancaster, PA 17603  
& Virtually via Microsoft TEAMS**

**COUNCIL MEMBERS PRESENT:** Chair Cohen, Mr. Astorino, Ms. Goldberg, Mr. Parks, Judge Morgan, Mr. Stull, Ms. Vilayphonh, Mr. Warfield

**COUNCIL MEMBERS PRESENT VIA MICROSOFT TEAMS:** Representative Ciresi, Representative Labs

**COUNCIL MEMBERS NOT PRESENT:** Vice Chair Alaquiva, Senator Bartolotta, Senator Cappelletti, Mr. Gabel, Ms. Gunderson, Ms. Zaborney

**STAFF MEMBERS PRESENT:** Karl Blischke, Executive Director; Heather Doughty, Deputy Executive Director; Christopher Duerr, Program Coordinator & Grants Specialist; Jamie Dunlap, Chief of Creative Catalysts & Lifelong Learning; Amy Gabriele, Chief of Finance & Administration; Norah Johnson, Director of Public Awareness & External Affairs; Laura Kline, Executive Assistant; Amanda Lovell, Director of Access to the Creative Sector; Sarah Merritt, Director of Creative Communities; Dana Payne, Director of DEI Initiatives, Diverse Cultures & Heritage; Seth Poppy, Director of Data Systems & Creative Services; and Ian Rosario, Director of Arts Organizations & Arts Programs & Grants Liaison

**GUESTS PRESENT:** Amber Sizemore, Chief Counsel

**ITEM 1: CALL TO ORDER:** Karl Blischke welcomed those in attendance and informed them that the meeting would be recorded for the administrative purpose of minute taking. Mr. Blischke then turned the meeting over to Chair Cohen.

**ROLL CALL:**

*Karl Blischke, Executive Director*

Mr. Blischke called the roll. A quorum was established.

**ITEM 2: REQUESTS FOR PUBLIC COMMENTS:**

Chair Cohen asked if the PCA received any requests for public comments. There were no requests for public comment.

**CONFLICTS OF INTEREST**

*Susan Cohen, Chair*

Chair Cohen reminded the Council of the PCA's Conflict of Interest Policy.

**ITEM 3 Recommendations for Creative Catalyst Grants**

*Jamie Dunlap, Chief of Creative Catalysts & Lifelong Learning*

Ms. Dunlap presented the following three recommendations for Council approval.

**Applicant:** Amplify Philly

**Proposal:** The Commonwealth House at SXSW 2025

Ms. Dunlap reported that Amplify Philly is a Philadelphia based organization that promotes the City of Philadelphia with the goal of trying to get people to visit the city. Dunlap stated Amplify Philly is set to elevate its presence at South by Southwest (SXSW) in 2025. Dunlap explained that South by Southwest is a very large international festival that takes place every year in Austin, TX. Ms. Dunlap explained that Amplify Philly has participated in SXSW in the past just representing Philadelphia. This organization has come to PCA with the idea of promoting the entire state of Pennsylvania with the Commonwealth House on SXSW's global stage.

Amplify Philly has asked PCA to be part of the Commonwealth House and will participate in the multi-day venue activation that includes meetups, keynotes, panel discussions, networking events, live performances, and exhibitions. Dunlap reported the Amplify Philly anticipates engaging 10,000+ attendees in Pennsylvania-focused programming that will showcasing 50+ Pennsylvania artists, creators, and innovators.

Ms. Dunlap explained that PCA's PCA logo will be featured prominently across all newsletters, web sites and social media. She added that PCA will have the opportunity to collect specific survey and data aligned with outreach goals and that PCA staff will have an opportunity to participate in panels, exhibitions, creative showcases, and media outreach.

Ms. Dunlap stated that Amplify Philly has also requested direct support for the artists, creators, and musicians who will participate in the programming and added that this funding will be used to compensate Pennsylvania-based talent, further amplifying their work on the global stage. Dunlap explained that this investment not only strengthens Amplify Philly's mission to showcase local talent but also aligns directly with PCA's commitment to fostering creative and economic growth through the arts.

Ms. Dunlap stated that the organization has requested \$45,000 and that PCA's recommendation is for \$45,000.

**Applicant:** Philadelphia City Treasurer  
Managing Directors Office

**Proposal:** Philly Jazz Month

Ms. Dunlap stated that Creative Philadelphia, under the Office of the Mayor of Philadelphia, has come to the PCA seeking support to launch the inaugural Philly Jazz Month. Ms. Dunlap said at Creative Philadelphia is looking to do this in April 2025 and that this event will highlight Philadelphia jazz musicians all month long through a series of public events, workshops and over 50 performances. Dunlap added that a lot of these events will either be free or at a low cost and that the City of Philadelphia will not be taking any administrative funds but will direct the grant funds toward the costs of the venues, promoters and for the musicians.

Ms. Dunlap stated that the organization has requested \$20,000 and that PCA's recommendation is for \$20,000.

**Applicant:** Pennsylvania Downtown Center

**Proposal:** 2025 National Main Street Conference

Ms. Dunlap reported that The Pennsylvania Downtown Center has come to the PCA seeking support for the National Main Street/Main Street America national conference, Main Street Now '25. Dunlap indicated that the conference will take place in Philadelphia on April 7-9, 2025.

Ms. Dunlap stated that the event will include over 2,000 community leaders, from not only Pennsylvania but the US, including Puerto Rico and Japan. Dunlap said that this event will provide an opportunity to convene and network with peers around Main Street programs and that the theme for this year is "A Healthy Main Street Movement: Connect | Innovate | Sustain."

Ms. Dunlap said that if awarded, PCA funds will be used to provide arts programming which may include speaker fees, transportation costs for mobile tours, marketing and communication efforts, and other events and opportunities to highlight arts and cultural assets throughout the city.

Mr. Parks asked if the rest of the Commonwealth will be represented at South by Southwest. He also asked if Council will be involved in making recommendations for them. Ms. Dunlap stated that Philadelphia will likely have a strong presence, but that PCA will help them make connections for other things that are happening across the Commonwealth, including Erie, Pittsburgh at the PA Wilds. Dunlap added that PCA will help to provide potential artists and speakers at the panels.

Ms. Vilayphonh asked of Council members will be part of the panel. Ms. Dunlap stated that PCA will most likely be connecting Amplify Philly with potential artists and entrepreneurs to serve as panelists, but that it could possibly include a Council member.

Ms. Dunlap stated that the organization has requested \$10,000 and that PCA's recommendation is for \$10,000.

**Applicant:** The Genesis Collective

**Proposal:** Arts in Beaver County Impact Project – Phase I

Ms. Dunlap reported that the The Genesis Collective's Arts in Beaver County Impact Project is a data collection project. She stated this organization is looking at arts as community development as an engagement tool in a mixed-use space such as Beaver County.

Ms. Dunlap stated that The Genesis Collective will be doing this in three phases. She said it is focused in Beaver County and that the outcomes will be shared broadly across the state, possibly through the Creative Communities network which is anchored in community development.

Ms. Dunlap explained that this project will result in the inaugural Arts in Beaver County Impact Report in 2026. She stated that this report, along with the whitepaper and

community assessment, will provide a model for rural and mixed-type communities that seek to engage community stakeholders in arts activities.

Ms. Dunlap stated that Creative Catalyst funds would be used for Phase One of the project, which is the production of a whitepaper that will lay out the organization's community development model with art at the center. Dunlap added that this phase will lead to a community needs assessment, an impact report, and then to community engagement through the arts.

Ms. Dunlap indicated that this whitepaper, as well as the final impact report will be available to the public and distributed through arts organizations, PCA's existing Creative Communities network, and various networks of elected officials.

Ms. Dunlap stated that the organization has requested \$10,000 and that PCA's recommendation is for \$10,000.

Ms. Goldberg asked if any concrete information was given about what The Genesis Collection has been doing over the past few years. Ms. Dunlap stated that they have focused on arts as a community development tool and how they can bring art into the conversations at the local government level. Dunlap explained that they have been doing a lot of work in boroughs and with local governments in the county and added that they have done some public art as an engagement tool with art murals in parks.

Ms. Merritt stated that Ambridge Borough is a recipient of a Creative Communities Cultivation Grant, and the borough has been working with The Genesis Collective to connect them to local artists.

Ms. Goldberg asked if The Genesis Collective will be the ones doing the study. Ms. Dunlap stated that they will be doing the research, evaluation, and assessment for the first phase. She stated that they may look at hiring consultants at a later date.

Chair Cohen asked if there were any questions. Hearing none she asked for a motion to approve the recommendation.

Judge Morgan made a motion to approve the recommendation. Mr. Stull seconded the motion. Motion carried, none abstained or opposed.

#### **ITEM 4: Recommendations for Entry to AOAP Funding**

*Ian Rosario, Director of Arts Organizations and Programs/Grants Liaison*

Mr. Rosario reported that PCA received 104 eligible Entry to AOAP applications for the Fiscal Year 2024-2025, which were distributed between four review panel groups. Rosario stated that PCA then utilized the panelists scores and feedback to develop funding recommendations for Council's consideration. PCA staff recommended funding 58 of the 104 applications for a total of \$305,000.

Mr. Rosario stated that there was one application that was not considered among the original panel review due to an inadvertent PCA omission, the Academy of Vocal Arts (Philadelphia City.) Mr. Rosario explained that PCA subsequently had this application reviewed by a panel and it was recommended for funding. Rosario stated that PCA

staff is recommending that Council approve an entry grant to the Academy of Vocal Arts (Philadelphia City) for \$5,000.

Mr. Rosario reported that this will bring the total to 59 of 104 applications for a total of \$310,000 for Fiscal Year 2024-2025.

Ms. Goldberg stated that in the past the requirement was for over \$200,000 and wondered if that is still in place. Mr. Rosario answered that this amount is still in place.

Chair Cohen asked if there were any questions. Hearing none she asked for a motion to approve the recommendation.

Ms. Goldberg made a motion to approve the recommendation. Mr. Stull seconded the motion. Motion carried, none abstained or opposed. Motion carried.

### **ITEM 5 24-25 Creative Entrepreneur Accelerator Guideline Recommendation**

*Amanda Lovell, Director of Access to the Creative Sector*

Ms. Lovell reported that this a recommendation to Council for two updates to be included into 2024/2025 Creative Entrepreneur Accelerator Guidelines. Lovell stated that PCA's CEA program is moving into its 5<sup>th</sup> grant cycle and that PCA staff is seeking out way to continue to evolve the program and is also getting a better understanding of what the creative economy is and what parts of the creative sector show interest in this grant.

Ms. Lovell stated that the first update is for the inclusion of tattoo artists as an eligible grantee. Lovell explained that they were not included in the past and after doing research and speaking to legal, PCA staff would like to make sure they are included, and that the following language be added to the guidelines:

“Possess all current and valid licenses, permits, leases, certifications, and registrations required to engage in the creative endeavor (e.g. tattoo, street performance) in the geographical location served by the entrepreneurship.”

Ms. Lovell stated that PCA staff would also like to provide more clarity on what it would mean for a previous grantee to be able to reapply. Currently, the guidelines state that an applicant may come back to re-apply every three years and added that this next verbiage provides clarification on that process:

“Please note that applying and receiving funds after the 3-year mark is contingent upon availability of funds after applicants who have never received funding have had an opportunity to be funded. Other requirements for re-applying after 3 years include a follow-up visit with a referral partner to review business plan and progress of business.”

Ms. Lovell requested that Council approve the updates listed above as they pertain to the 2024-2025 CEA Program Guidelines:

Chair Cohen asked if there were any questions. Hearing none she asked for a motion to approve the recommendation.

Judge Morgan made a motion to approve the recommendation. Mr. Stull seconded the motion. Motion carried, none abstained or opposed. Motion carried.

### **ITEM 6 Preserving Diverse Cultures Transition Recommendation**

*Dana Payne, Director-DEI Initiatives, Diverse Cultures & Heritage*

Ms. Payne reported that Strategies for Success is a multi-year, multi-level capacity-building program offered by the Preserving Diverse Cultures division and stated that one of the goals of the program is that as organizations progress through the levels, grow and remain stable, that they are able to transition out of this program to become more competitive in a regional and much larger funding arena.

Ms. Payne stated that every year, she gets a few organizations that are ready to transition into AOAP that she presents them to Council for review and approval.

Payne reported that this year, Ms. Payne stated that she has seen great progress and growth with the following three organizations:

- Barrio Alegria, Reading (Berks County)
- Kente Arts Alliance, Pittsburgh (Allegheny County)
- Olney Culture Lab c/o Culturetrust Greater Philadelphia, Philadelphia (Philadelphia County.)

Ms. Payne stated that PCA staff recommends that Council approve the transition of these organizations from Preserving Diverse Cultures to the Arts Organizations Arts Programs (AOAP) general operating support program.

Chair Cohen asked if there were any questions. Hearing none she asked for a motion to approve the recommendation.

Judge Morgan made a motion to approve the recommendation. Mr. Stull seconded the motion. Motion carried, none abstained or opposed. Motion carried.

Meeting Adjourned at 9:08 AM.