

Arts and Culture Advisory Commission Meeting

June 18, 2020

- The meeting has not yet begun
- Participants have been muted upon entry to minimize excess “noise”
 - If participants dial in, the host will unmute you but please mute yourself from your end to minimize noise disruptions
- The meeting will begin once we have reached quorum and the Chair calls the meeting to order
- Please refrain from discussing any business before the meeting has been called to order

Arts and Culture Advisory Commission Briefing

June 18, 2020



City of Dallas

Office of Arts and Culture
City of Dallas

Agenda

- COVID-19 Department Operations and Return to Work Update
- Briefing on Cultural Programs Review Panel Nomination and Approval Procedures
- Discussion: Arts Endowment Opportunity for Artist and Organization Funding
- Discussion: Arts and Culture Advisory Commissioner Organization Liaison Reports and District Updates
- Arts Ecosystem and Cultural Plan Update

OAC Re-opening Plan

- OAC in Phase 3 of the City of Dallas return to work planning
 - Phase 3 originally set for July 6, 2020, now tentatively scheduled for Monday, July 20, 2020
 - Limited administrative office operations at Majestic Theater
 - Limited cultural center operations including public visitation at South Dallas Cultural Center and Latino Cultural Center galleries
- Planning document/safety protocols developed using guidelines & information from several sources including CDC, City of Dallas, & Dallas County Health and Human Services

OAC Administrative Offices Re-opening

- Safety protocols mirror those at City Hall and will include measures such as:
 - Staff to wear face coverings at all times except in private workspace
 - Self-screen by staff before entering any OAC facility
 - Single entry check-in areas with sanitization stations and PPE distribution
 - Enhanced cleaning & sanitization practices
 - Workspace modifications to facilitate social distancing
 - Continued use of flexible and/or remote work strategies
 - Alternating schedules for staff to reduce numbers in the administrative offices
 - Visitors to be pre-scheduled and required to follow OAC safety protocols
- Safety protocols will be frequently reviewed and revised/updated due to the evolving nature of the pandemic

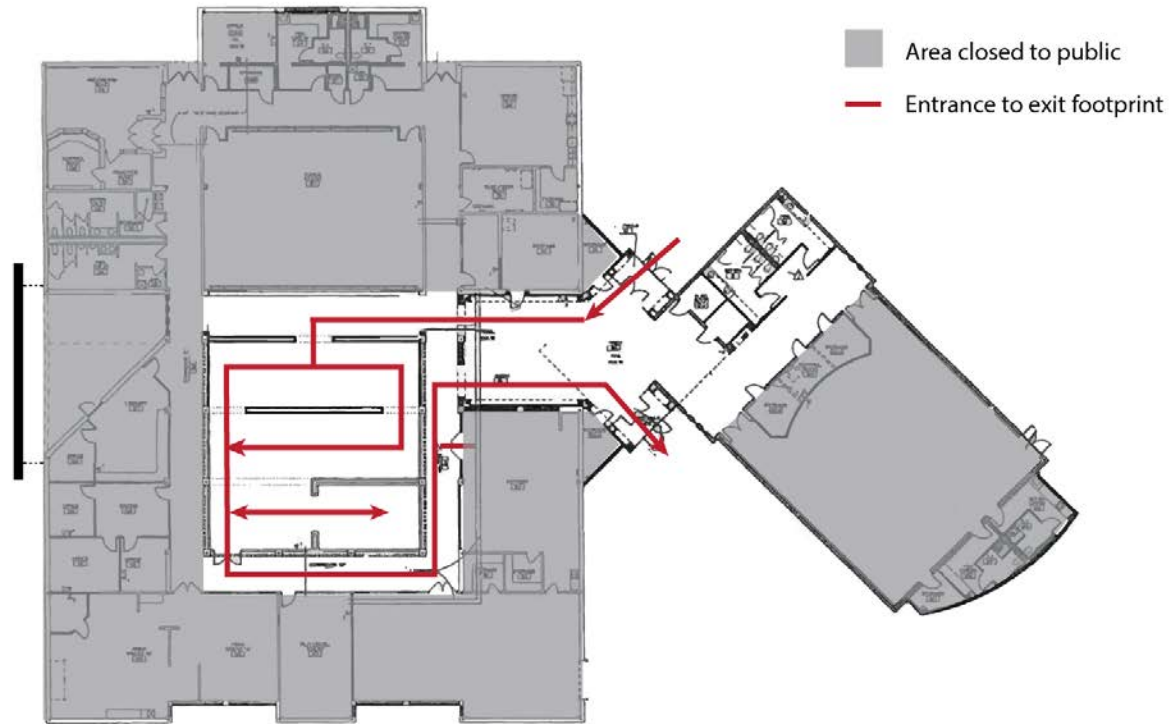
SDCC & LCC Re-Opening Exhibits

- LCC: July 23 – Aug. 29: ***Quetzal Quatro: Genaro Hernandez, Juan J. Hernandez, Samuel Torres and Jose Vargas***
 - Features four artists who have worked extensively over the last quarter century in joint local and regional projects. A common thread in their artistic narratives is an interest in their ancestral past.
- SDCC: July 24 – Aug. 29: ***MAP 2020: The Further We Roll, The More We Gain***
 - In partnership with Make Art with a Purpose, Inc (MAP)
 - Exhibit commemorates the 100th Anniversary of the 19th Amendment to the U.S. Constitution, featuring banners and flags, and works by Taylor Barnes, Viola Delgado, Ofelia Faz-Garza, Annette Lawrence, Lissa Rivera, and Cauleen Smith

SDCC Re-Opening Plan

- Limited access to Arthello Beck Gallery **ONLY**:
 - Stanchions will be used to block access to majority of building; limited restroom access
- Limited hours:
 - Thursday 4 – 8 pm; Friday 12 – 4 pm; Saturday 12 – 4 pm
- Masks required for entry and hand-sanitization stations at entry, in gallery area, and exits
 - All art will be hung with social distancing guidelines being observed (minimum of 6 ft between works of art)
- Doors will be propped open during business hours
- Separate entrance and exits for building and gallery

SDCC Re-Opening Diagram

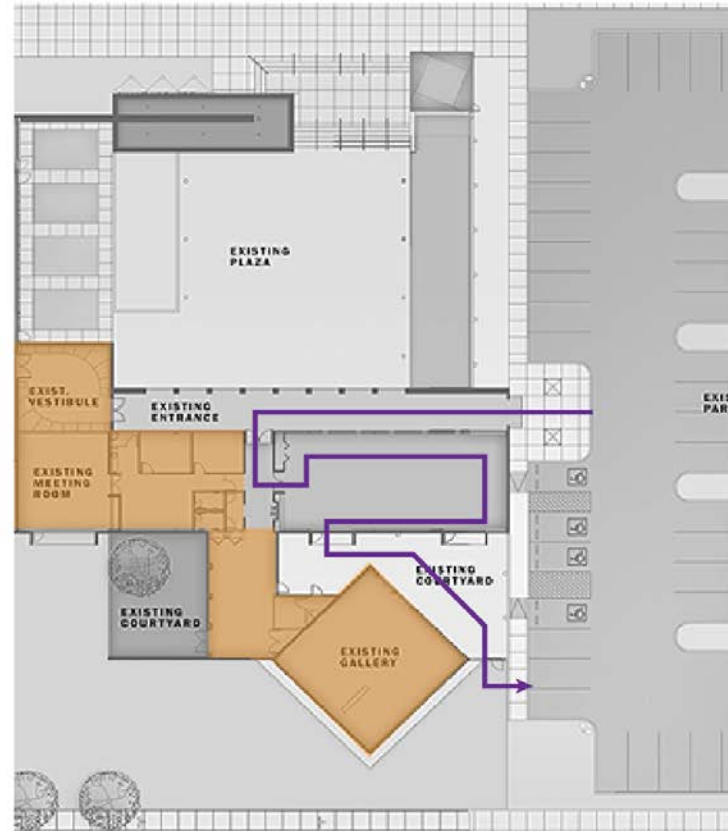


LCC Re-Opening Plan

- Limited access to MPR Gallery **ONLY**:
 - Stanchions will be used to block area past water fountains and gallery restrooms alcove
- Limited hours:
 - Thursday 4 – 8 pm; Friday 12 – 4 pm; Saturday 12 – 4 pm
- Masks required for entry and hand-sanitization stations at entry, in MPR Gallery area, and exit to interior courtyard
 - All art will be hung with social distancing guidelines being observed (minimum of 6 ft between works of art)
- Doors will be propped open during business hours
- Entrance through gallery wing doors and exit will be through southeast door in MPR Gallery and then through interior plaza courtyard to parking lot.

9

LCC Reopening Diagram



- Area closed to public
- Entrance to exit footprint

Agenda

- COVID-19 Department Operations and Return to Work Update
- Briefing on Cultural Programs Review Panel Nomination and Approval Procedures
- Discussion: Arts Endowment Opportunity for Artist and Organization Funding
- Discussion: Arts and Culture Advisory Commissioner Organization Liaison Reports and District Updates
- Arts Ecosystem and Cultural Plan Update

Review Panel Nomination and Approval Procedures

- Purpose: To codify the steps and protocol for OAC staff to onboard panelists for funding programs



- Information presented to Allocations and ACAC for approval will include: First & Last Name, Profession, City of Residence, Race/Ethnicity, Gender Identity, Nominator Name / Position

Next steps

- Provide your nominations at any time
 - Email glenn.ayars@dallascityhall.com
 - Nominee full name, email, and reason
- Nominations are on a rolling basis and the frequency of rosters presented to Allocations and ACAC for approval varies based on funding program timelines
- OAC will create administrative work instructions related to these procedures

Agenda

- COVID-19 Department Operations and Return to Work Update
- Briefing on Cultural Programs Review Panel Nomination and Approval Procedures
- Discussion: Arts Endowment Opportunity for Artist and Organization Funding
- Discussion: Arts and Culture Advisory Commissioner Organization Liaison Reports and District Updates
- Arts Ecosystem and Cultural Plan Update

Arts Endowment Fund - History

- Established by Council Resolution on September 26, 1984, to supplement funding for arts institutions
- Funded by WRR 101.1 FM – 25% of any annual surplus supplements corpus
- Current total of available funding is ~\$213K, pending Council appropriations for FY 2021

2018 Cultural Policy

- Arts Endowment proceeds may only be utilized for projects involving:
 - ALAANA Dallas-based nonprofit arts and cultural organizations and individual artists from an ALAANA background.
 - Dallas-based nonprofit arts and cultural organizations with a history of primarily serving other historically marginalized groups, including but not limited to LGBTQIA+ groups and immigrant communities.
 - Individual artists who identify as a member of the historically marginalized groups as described above.
 - Projects must be non-recurring, and will generally be of limited duration, typically not exceeding one year. Special emphasis will be given to projects which substantially involve multiple individual artists and/or multiple organizations.

Arts Endowment Proposed FY 2021 Use: Culture of Value

Objective:

- Support ALAANA artists and organizations to execute a self-defined project that provides a service to the residents of Dallas
- Project shall further the “Culture of Value” that the arts are essential to a thriving, equitable society within the city of Dallas (*Dallas Cultural Plan*, Strategy 14 in Support for Artists)

Outcomes:

- Expedient awarding of flexible funding of artist defined projects
- Creation of connections with Dallas residents, ideally ALAANA communities
- Address priorities and strategies of the Dallas Cultural Plan

Arts Endowment Proposed FY 2021 Use: Culture of Value

Parameters:

- Total of \$213K available, pending Council appropriations for FY 2021
- Two rounds of funding; applicants are eligible to apply for both rounds but may only be funded once
- Staff will review applications using the cultural service procurement process used by the cultural centers
- Staff recommendations forwarded to Allocations for review before awarding service orders
- Funding limit of \$3,000; no private match required or scored
- Applicant must be a resident of the City of Dallas or have an administrative office with a mailing address in the City of Dallas (No PO Boxes)
- Timeline to complete project: October 1, 2020 – April 30, 2021
- One-time payment for services rendered after completion of the project

Arts Endowment Proposed FY 2021 Use: Culture of Value

Cultural Plan Priorities/Strategies

- Equity**
1. Improve equity citywide through expanded and adapted programmatic offerings
 - C. Increase support for programs that address groups that have historically incurred barriers to participation due to age, ability, ethnicity, etc.

- Support for Artists**
14. Develop a “Culture of Value” establishing the arts as essential to a thriving, equitable society within the City of Dallas
 - B. Support local cultural identity and traditions
 18. Work with the City of Dallas to equitably support area arts organizations and individual artists receiving funding and resources from the City

- Sustainable Arts Ecosystem**
22. Increase equity for long-term sustainability of the entire arts ecosystem

- Communication**
28. Communicate the value of arts to quality of life using both data and stories
 - B. Identify ways to better tell the story of arts and culture through targeted messaging
 - D. Underline the impact of arts and cultural diversity on overall quality of life

Arts Endowment Proposed FY 2021 Use: Culture of Value

Timeline	
Program Discussion w/ Allocations Committee	June 10, 2020
Artist Community Engagement Period	July 1 – August 2, 2020
Staff Artist Engagement Meetings (Tentative)	July 2, 9, & 11, 2020
Program Finalization	August 3 – 16, 2020
Round 1	
Request for Proposals	August 17 – 31, 2020
Staff Review	September 1 – 7, 2020
Allocations Committee Recommendation	September 9, 2020
Notice of Funding	September 11, 2020
Round 2	
Request for Proposals	September 28 – October 12, 2020
Staff Review	October 13 – 22, 2020
Allocations Committee Recommendation	October 21, 2020
Notice of Funding	October 23 , 2020
All projects complete	April 30, 2021
Final Reports Due to OAC	May 15, 2021
OAC Reports to ACAC	May or June 2021

Next Steps

- Who would like to help host a community engagement meeting? Commissioners will ideally team up to host.
- Please let us know your availability by 6/25/2020 (one week)
- Hold the meetings by the end of July
- No more than 5 meetings total, and we can share calendar of meetings and update on engagement at August ACAC meeting
 - Three meetings tentatively scheduled and available for Commissioner hosting:
 - Thursday, July 2
 - Thursday, July 9
 - Saturday, July 11

Agenda

- COVID-19 Department Operations and Return to Work Update
- Briefing on Cultural Programs Review Panel Nomination and Approval Procedures
- Discussion: Arts Endowment Opportunity for Artist and Organization Funding
- Discussion: Arts and Culture Advisory Commissioner Organization Liaison Reports and District Updates
- Arts Ecosystem and Cultural Plan Update

Commission Discussion

- Share any new feedback from artists, liaison organizations and your district networks that you believe would be helpful

Meeting moderator will call Commissioners in District order and we ask you to limit your comments to 2 minutes to allow everyone to share

Agenda

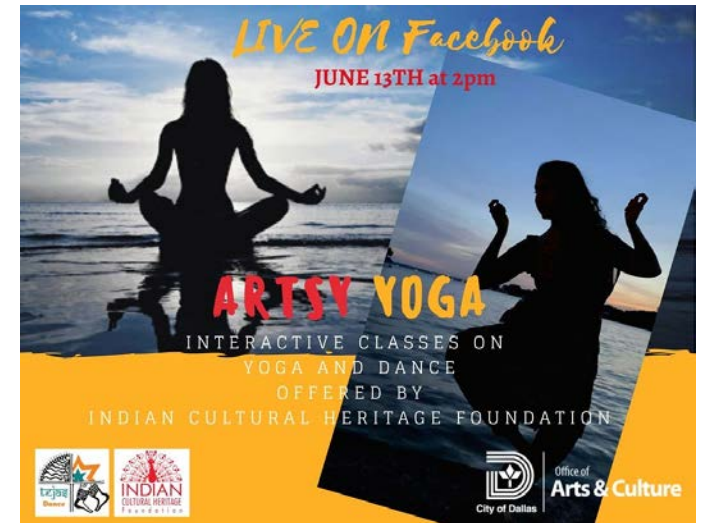
- COVID-19 Department Operations and Return to Work Update
 - Briefing on Cultural Programs Review Panel Nomination and Approval Procedures
 - Discussion: Arts Endowment Opportunity for Artist and Organization Funding
 - Discussion: Arts and Culture Advisory Commissioner Organization Liaison Reports and District Updates
- Arts Ecosystem and Cultural Plan Update

Visit Dallas Five-year Renewal

- Last week, City Council approved a five-year renewal of the City's contract with Visit Dallas
 - This agreement increases the portion of Hotel Occupancy Tax (HOT) available to arts from 3.5% to 12.5% over the term
 - The 3.5% was an increase up from 2.6% just last year
 - An important tactic from the Sustainable Arts Ecosystem priority in the 2018 Cultural Plan (21B)
- New efforts are currently underway with Visit Dallas to bolster cultural tourism (starting in Q4 2020) as the tourism market begins to recover, and Visit Dallas wants to market Dallas to drive markets and staycationers

Arts Remain Innovative

- Virtual Programming
 - CAP Artists
 - Upcycling Fashion Class – Ms. Rhianna Mack
 - Quarantine Afro Grove – Michelle Gibson
 - Artsy Yoga – Indian Cultural Heritage Foundation
 - Homeschool Arts: Fred Villanueva



Arts Remain Innovative

- Take Home Art Kits
 - Success at OC3
 - Supplies + Instructional Video
 - Citywide Locations
 - SDCC
 - Lancaster-Kiest Library
 - Prairie Creek Library
 - Fretz Park Library
 - Other locations TBD



Arts Remain Innovative

- Workshop for Artists presenting Virtual Programs
 - July 8th – 11:00AM – 1:00PM
 - Combination of "How-To," Tips, Tricks and Best Practices of Online Programs – with Q & A
 - Examples of Successful Programs



Arts Remain Innovative

- Prism Movement Theater
 - "Everything Will be Fine" at LCC
 - Audience remains in cars "drive-in" style
 - Music broadcast to car radios
 - June 26/27
 - July 10/11



Arts Institutions' Reopenings

- Slowly....very slowly....arts locations are beginning to reopen and operate in our “new normal”. COVID-19 numbers for Dallas County continue to be concerning
 - Dallas Heritage Village – now open and with Thursday “late nights”
 - Perot Museum – announced reopening on July 9th to general public (July 6th to members)
- Several additional museums also still hope to re-open this summer
- Performing arts looking to Fall/Winter re-openings, with some notable cancellations until 2021

FY 2020-2021 Budget Development

- As previously mentioned, the remainder of FY20 and development of next year's budget remain a challenge
 - ~\$10M gap to close City's overall FY20 budget means ongoing hiring freeze and inability to fund several OAC programs
 - OAC hit with decrease in HOT funding of more than ~\$600K
 - FY20 COP final payments will be reduced – will share final numbers when available
 - Arts Activate Round 3 will not be funded this FY, but will be delayed into FY21, pending appropriations
- Estimated budget gap for FY21 is \$61-101M, so longer-term outlook remains a challenge

FY 2020-21 Budget Development - Schedule

Date	City Council Activity/Action
July 27	Receive certified property values from four appraisal districts
August 11	Present City Manager's recommended balanced budget to City Council
August 13-27	Hold City Council town hall meetings (virtual meetings recommended)
August 19	Budget workshop
August 26	Budget public hearing
September 2	Budget workshop – consider City Council amendments
September 9	Adopt budget on first reading
September 16	Budget workshop – consider City Council amendments
September 23	Adopt budget on second reading, adopt tax rate, and approve other related items

Looking Ahead –

- City Council:
 - Wednesday, June 24 – Amended COP Guidelines and CAP Guidelines
- Commission and Committees:
 - Tuesday, August 11 – Public Art Committee
 - Wednesday, July 8 and Wednesday, August 12 – Allocations Committee
 - Thursday, August 13 – Arts and Culture Advisory Commission Meeting
- Funding Programs:
 - July 8 – Workshop for Artists presenting Virtual Programs
 - July 6 - 20 - Community Artists Program (CAP) Application Open Period
 - Virtual information sessions on Facebook Live on June 30 at 12:00pm, July 14 at 6:00pm
 - July 1 – August 2 - Arts Endowment Project Grants: Artist Engagement Period
 - Tentative virtual input events on July 2, 9, & 11
 - Up to two additional Commissioner-hosted virtual District events TBA
 - Early July – Collect COP application supplement for revised FY 2020-21 projections

Looking Ahead – Cultural Plan



- Want to gauge interest in putting together a task force or special-called meeting to adjust timing and staging of Cultural Plan strategies and tactics in light of COVID and ongoing conversations around systemic racism
 - Build on conversations begun at February’s special-called meeting
 - Work with Cultural Plan Steering Committee
 - Link this work with other city-wide efforts and programs



Office of
Arts & Culture

