



- The meeting has not yet begun
- Commissioners have been muted upon entry to minimize excess “noise”
 - If Commissioners dial in, the host will unmute you but please mute yourself from your end to minimize noise disruptions
 - Public speakers will be unmuted following the Call to Order from the Chair
- 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





City of Dallas

Arts and Culture Advisory Commission Briefing

November 19, 2020

Office of Arts and Culture
City of Dallas

Agenda



- Cultural Spotlight: Dallas Children's Theater
- Briefing: FY 2019-20 Commission Annual Report
- Review of Culture of Value micro-grants for ALAANA artists
- CARES Funds for Cultural Facilities Update
- Cultural Plan Task Force Update
- Holiday Programming Preview



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Commission Annual Report



- Section 8-1.1 of City Code requires each Commission to submit an Annual Report, due each year by February 1. These reports typically summarize all official Commission activities in the previous fiscal year
- OAC has drafted the report for FY 2019-20; this draft was sent via email today
 - Reporting of performance metrics will take place in December, with an update and reminder email mailed to Commissioners shortly after the new year
- Report will be a voting item for approval at the January Commission meeting
- As per the Rules of Procedure, Commissioners may submit revisions to the draft either:
 - During the regular November Commission meeting (today), OR
 - In writing to OAC staff at least five business days prior to the regular January meeting – i.e., submit written revisions by January 14, 2021
- If a commissioner wishes to add a dissenting report, that option is also available



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Culture of Value Micro-grants



- Project-based micro-grant program created to help respond to hardships faced by Dallas' ALAANA artists and organizations and provide responsive programming for Dallas residents
- Community co-creation through 5 meetings co-hosted with Commissioners
- ~\$210,000 from Arts Endowment Fund for 2 rapid rounds of funding at a max of \$3,000 each
- Expanded application to include Spanish language
- Simplified process, shorter application, faster funding notices (26 days)
- Early Outcomes
 - 71 of 81 eligible applicants funded (88%)
 - 4 of 5 Spanish language applicants funded
 - 46% funded are new applicants to OAC



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CARES money for Cultural Venues



- City of Dallas received \$234.4M in CARES Funding from the Federal Government
 - Expenses can only be used for qualifying expenses as defined in Federal guidelines that were incurred because of COVID-19, were not accounted for in the most recently approved budget, and were incurred between March 1 and December 30, 2020
- \$1 million originally allocated to cultural facilities in addition to OAC cultural center and venue inclusion in City-wide building improvements
- In early November, OAC requested and was given permission to spend an additional \$700K on additional facility needs for OAC partners
- 21 OAC partners managing venues are collectively eligible for \$1.5M in reimbursements for qualifying expenses, pending Council approval in December
- Cultural Centers, Moody, and Majestic are well equipped with PPE, sanitizing equipment, and other facility upgrades to enable safer user experiences



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Cultural Plan: Responding to 2020 Meeting



- Annual community report-out held live on OAC's Facebook yesterday, November 18
 - Video available on Facebook for viewing
- Artist and organization partners included:
 - Kamica King, CAP artist for a musical pre-performance
 - Tina Medina, visual artist, for an artist statement
 - Resiliency panel with Zenetta Drew (DBDT), Terry Loftis (TACA), Sara Cardona (Teatro Dallas), Will Evans (Deep Vellum), and moderator Megan Heber (Children's Chorus of Greater Dallas)
 - Video featuring Dallas arts leaders discussing their resilience
- Updates on and looking forward to the 2021 plans for:
 - Culture of Value and growth of small founder-led organizations
 - Artist Directory and SpaceFinder Dallas outdoors
 - LCC, BHCC, and Craft House
 - Cultural tourism and HOT



OAC Vision: An equitable, diverse and connected community, whose residents and visitors thrive through meaningful arts and cultural experiences in every neighborhood across Dallas.

The OAC works to enhance the vitality of the city and the quality of life for all Dallas residents by creating an equitable environment wherein:

- ♦ artists as well as arts and cultural organizations thrive
- ♦ people of all ages enjoy opportunities for creative expression
- ♦ and all celebrate our multicultural heritage.

Our mission is to support and grow a sustainable cultural ecosystem that ensures all residents and visitors have opportunities to experience arts and culture throughout the city.



EQUITY

1. Improve equity citywide through expanded and adapted programmatic offerings
2. Establish targets to improve equity in new cultural policy moving forward



DIVERSITY

3. Create and enhance programmatic offerings highlighting and providing education related to the diversity of Dallas
4. Provide resources for improving arts and culture organizations' diversity at staff and audience levels
5. Set goals across sector for Board diversity through grants and support
6. Expand the diversity of artist candidates for public art opportunities



SPACE

7. Expand options for affordable space for performing, literary and visual artists, including rehearsal space, performance space, studio space, exhibit space and maker space
8. Maximize the use of City facilities, especially for historically marginalized groups, and determine what changes should be made to accommodate their needs
9. Facilitate private initiatives to address space needs of artists and organizations of various disciplines
10. Encourage more public-private partnerships
11. Encourage growth of artists and organizations by providing space for the future
12. Initiate temporary public art in Dallas
13. Support events and programs that foster engagement with public art and/or public spaces



SUPPORT FOR ARTISTS

14. Develop a "Culture of Value" establishing the arts as essential to a thriving, equitable society within the City of Dallas
15. Examine opportunities to improve communications and processes to apply for and receive funding from the City of Dallas
16. Improve affordability and quality of life for artists through policy initiatives
17. Maintain the cultural integrity of neighborhoods and address gentrification across the city in partnership with artists living in those areas
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

19. Optimize public contribution and benefit at each City-owned cultural facility
20. Sustainably fund deferred and proactive maintenance for City-owned cultural facilities
21. Work with partners to grow the amount of available funds for arts and culture that leverage cross-sector benefits
22. Increase equity for long-term sustainability of the entire arts ecosystem
23. Bring arts to the table in broader city initiatives
24. Incentivize better resource sharing
25. Establish and maintain a dedicated fund for public art maintenance



COMMUNICATION

26. Support and communicate existing and new cultural experiences in Dallas
27. Build richer relationships within the arts ecosystem, with key stakeholders, and with communities to foster deeper, more meaningful engagement and communications
28. Communicate the value of arts to quality of life using both data and stories
29. Establish and present Dallas as a cultural destination with local, national and international reach
30. Develop process to ensure Dallas community access to, engagement with and education about public art
31. Develop effective communications strategies for public art in Dallas

Recap: Cultural Plan Task Force



- Seven Commissioners have met monthly since July to discuss the Cultural Plan with November report-out goal
 - Members: Chair Santiago, Vice Chair Collins, and Commissioners Rice, Spellicy, Bragalone, Meek, and Ferrell-Ortiz
- First meeting: discussed goals and which Cultural Plan initiatives should be accelerated in the face of the pandemic and ongoing work towards equity
- Second meeting: engaged with Equity and Diversity priorities
 - Extended conversation around language and ALAANA
 - This conversation impacted the Culture of Value discussions and guidelines, as well as ongoing Spanish language emphasis by our department
- Third meeting: dove into Space, Support for Artists, and Equity/Sustainable Arts Ecosystem
 - SpaceFinder Dallas pivots to outdoor spaces
 - Artist Directory
 - Facilitating growth of small ALAANA groups



Small arts organization focus groups



- Growth of ALAANA and start-up arts organizations
- Focus groups held in October with OAC partner groups – majority ALAANA, with mix of long-standing and emergent partners
- Key needs, which mirror Dallas Cultural Plan 2018 strategies, identified from this conversation were:
 - Space – for creating and storing art
 - Funding and connections – to information, trainings, grant opportunities, etc.
 - Peer mentorship and convenings
 - Recognition by and ongoing relationships with OAC
- OAC will continue to work on capacity building with partners
- Moody Fund applications open in January 2021



Next Steps - OAC



Space:

- Review space needs and inventories, and continuing to add inventory to and market SpaceFinder Dallas

Funding:

- Analyze year-end data to evaluate metrics for diversity and access based on typologies
- Review Cultural Organizations Program (COP) guidelines and history of ALAANA organizations' relationships with OAC
- Connect small groups with partners – e.g., other funders
- Continue engagement with the City Attorney's Office on how to provide services to groups while also providing public benefit as allowed under State Law

Communication:

- Understand “leverage points” within OAC operations and marketing, such as Community Arts programming pilots that intentionally engage and create peer learning opportunities with small groups while serving underserved communities
- Continue to regularly engage with these groups to understand needs and progress



Proposed Next Steps - Commission



- Dallas Cultural Plan Task Force recommended “formalizing” Commissioner relationships with arts organizations beyond those included in COP by assigning liaisons
- Criteria for eligibility would be similar to that of focus groups, with emphasis towards ALAANA groups:
 - Non-profit 501(c)(3) organizations with arts-based missions
 - Successful past contracts with OAC or ongoing partnerships through one of cultural centers or venues
 - Leader has expressed interest in deepening relationship with OAC and currently has or has potential for a year-round season of cultural programming
- Initial list would be sent to Commission, with requests for additions
- Only Commissioners who express interest would receive liaison assignments
- Liaison reports would be included with monthly “packet,” similar to distribution of reports during Summer 2020



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Holiday Programming Preview



- December at the Centers**



Art Kits for:
Kwanzaa, Loteria
& Three Kings Day



Links to these (and other) programs at:
dallasculture.org/oac-virtual-programs



Holiday Programming Preview



- December around Dallas***



Dallas Winds



Dallas Museum of Art



Dallas Heritage Village



Dallas Black Dance



Dallas Theater Center



DECEMBER 4-13 | 2020

**DALLAS SYMPHONY
CHRISTMAS POPS**



DECEMBER 5 | 2020

**DALLAS SYMPHONY FAMILY
CHRISTMAS POPS**



DECEMBER 15 | 2020

**BIG BRASSY CHRISTMAS AND
ORGAN EXTRAVAGANZA**

Dallas Symphony



Looking Ahead



- City Council:
 - December 9 – CARES Funding for COP partners in private venues
- Commission and Committees:
 - January 5 – Public Art Committee
 - January 7 – Allocations Committee
 - January 21 – Arts and Culture Advisory Commission Meeting





Appendix



Small Arts Organization Focus Groups



Wednesday, Oct 21 Leaders

- Alegre Ballet Folklórico – Pedro Perez
- Artstillery – Ilknur Ozgur
- Beckles Dancing Company – Loris Anthony Beckles
- Ollimpaxqui Ballet – Eduardo Gutierrez
- Teatro Flor Candela – Carmela Lamberti
- The Flame Foundation – Delilah Buitron
- Verdigris Ensemble – Sam Brukhman

Monday, Oct 26 Leaders

- B. Moore Dance - Bridget Moore
- Bandan Koro African Drum and Dance Ensemble – Tony Browne
- Color Me Empowered – Kristen Rice
- Deep Vellum Publishing – Will Evans
- Indian Cultural Heritage Foundation – Suma Kulkarni
- TMJ Dance Project – Terrance Johnson

Invited but unable to attend

African American Repertory Theater, American Baroque Opera Company, Avant Chamber Ballet, Dark Circles Contemporary Dance, DFW Play, Indique Dance Company, Jazz Becuzz, Soul Rep Theater Company, Spark, Swan Strings, and The Cedars Union

