



Citizens for the Arts in PA – Board Conference Call

September 23, 2021

Present: Pam, Susan, Jeanne, Kelley, Rick, Anju, Anne, Harris, Maureen, Shel, Ellen

Not Present: Melody

Chair Report – Susan Sherwood

- \$73,000 in checking account
- Congrats to Ellen, she was recently appointed to a new job: Director of the Castellani Art Museum near Buffalo, NY. She will stay on the board for now.
- Remember to donate to Citizens' yourself; 100% of board giving is needed; please check about your membership/giving status
- Sent a copy of the bylaws; take a closer look. We may wish to take a look for
- Thank you all for your support over the past years of my chairship.
- Time to elect a new chair – Susan asked Kelley Gibson to be the Vice-Chair years ago. Motion to turn the chair position to Kelley. Jeanne Gleason moves, seconded by Ellen and Melody. **Kelley Gibson is officially our new board chair! Congrats!**
 - Susan still has 2 years on her final term.
 - New Board Dates [Ellen's note: These have changed since the date of this meeting]
 - November 18, 2021 (for discussion), January 20, April 21, July 21, September 15, 2022

Executive Director's Report – Pam Snyder-Etters

- PPP Loan Forgiveness Status (Round 2) is fully forgiven!
- Arts Caucus Meetings – first meeting in October. Establishing dates with legislators.
- Statewide Services Grant status
 - Submitted final Grant Report – opportunity to share through PCA. Research will be ongoing. Trying to get this into a format that can go online.
 - Development of 'Tool Kit'
- Road Trip Update
 - Visited Kelley Gibson at Cultural Alliance of York County
 - Follow up with those that Pam visits; try to boost awareness and membership. Give Pam ideas for field trips.
 - Fundraising/ Membership/ Cross Sector Partnerships; later in agenda.

- PCA AOAP Grant Final Report/ Invoicing for Payment
 - Increase in our AOAP – moved into the rural category – 27K!!
- PCA AOAP Grant next cycle update
 - Given access to some others so it's not so challenging to change address
 - Address Changes – Altoona is our official home now.
 - Tax Filings with this as home
- Arts and Economic Prosperity Report – American for the Arts initiated.
 - Every three years. 2016 was the last actual report; set to do next report prior to PCA. Talks about return in investment for economic support for the Arts. Helps with advocacy work and fundraising.
 - Unless you have a cultural alliance in an area, there's often gaps in the study/reporting across state since not every place has good support
 - 20,000K given to Americans for the Arts for this study but we have to do the work. May be able to have flexibility with this.

Treasurer's Report – Rick Bryant

- Review of Financial Statements
 - Bank account 77K
 - Main liability was PPA loan, now forgiven
 - Most revenue was from relief loan
- 2021-22 Budget Presentation & Adoption
 - Pam and Rick went through budget line by line
 - More aggressive fundraising goals asked for by Pam
 - A specific line for board dues to show our contribution
 - Most of the expense is Pam's salary and office/operating needs
 - Refund of payroll tax; Pam to follow up
 - Question of in-person board meetings and their expenses. Should we host them moving forward?
 - Much higher membership goal – around 20K higher
 - 67 past-due members – low-hanging fruit
 - Road Trip is crucial to driving membership
 - More incentives for members
- Rick makes a motion to approve. Kelley seconds. All approve. **FY 22 Budget passes. New budget goes into effect Oct 1, based off of federal fiscal year**

Fund Development Committee – Ellen Owens

- Pam drafted a Development Plan to share
- Talked over this during the last Committee meeting
- Slight pivot in how Citizens' operates – advocating for funds, yes, but also better support for membership

- Committee will focus on more personal touches – focus on reaching out to 67 past due members that were
 - Build a case for support; scripts / FAQs for those reaching out
 - Timeline – Pam cleaning up member database in October. Committee to work on Case for Support and phone calls in October through February.
 - Membership database training for board members; see how we can use this tool much better
 - Our relationship to PCA has changed and therefore we can engage them differently to advocate for our members
- Pam proposing meet and greet with potential members – Non-ask events; meet with legislators together. Jeanne believes legislators should be very involved. Pam thinks we need to take a more personal approach.
- New potential partnership with chamber. Legislative breakfasts.
- Some funding opportunities only for BIPOC orgs and BIPOC audiences; this means a lot of poor white rural communities do not receive access any funds.

Advocacy Committee – Maureen McGuigan

- Expanding what we are advocating for.
- Working better with PCA. Make a case to PCA better; difficulties specific to rural areas, considering what communities across PA; how can we be most equitable.
 - Don't have updated information in time for meeting – generate reports provided by PCA info; lag in receiving information.
 - Template for partners that they can fill in so that we can collect stories that demonstrate the arts orgs struggles with PCA methods.

Board Governance Committee – Jeanne Gleason

- Take a look at the bylaws
- Members reelection coming forth. Anyone that would be a great contributor, please send Jeanne their names.
- Chamber of Commerce – almost every Chamber has an arts and culture committee. Work these into this.
- Will convene Governance committee to discuss.

Old Business

- Old meeting minutes. Kelley motions to approve, Shel seconds. Minutes approved.

New Business - Nothing new

Executive Session - Nothing needed at this time