

N O T E S

Arts and Creative Community Committee

June 12, 2023

RoCo Arts Center

Attendees

AC³

Annette Ramos, Co-Chair
Thomas Warfield, Co-Chair
Amanda Chestnut
Annette Jiménez-Gleason
Bleu Cease
Orlando Ortiz

City Arts Team

Kevin Kelley, lead facilitator
Heather Anderson, lead staff
Anne DaSilva Tella
Barbara Pierce
Ellen Micoli Soffa
Johanna Brennan
Kara Osipovitch
ReyJeanne Antoine
Sabrina Boykin
Sara Scott
Terrance McCutchen

I. Welcome and a history of Rochester Contemporary Art Center – *Bleu*

II. Introductions – *Kevin*

The City Arts Team has two new members:

- Anne DaSilva Tella (Director of Development for the Neighborhood and Business Development Department (NBD))
- Terrance McCutchen (Violence Prevention Senior Coordinator for the Office of Violence Prevention)

III. Updates - *Heather*

a. Public Art Equity Project (first round capital art)

i. My Rochester (murals program)

- 17 concepts were submitted.
- Two were awarded from the community art track (one for Edgerton R-Center and one for Ave D R-Center).

- Four Finalists were selected from the mural artist track. Of those four, two submitted proposals which are now in review.
 - Work on the murals is projected to start this summer.
- ii. LOCUS:FOCUS (mosaics program)
- 13 concept were submitted.
 - Five Finalists were selected. All five Finalists submitted proposals, which are now in review.
 - One artist will be selected. That artist will conduct community engagement through the year with installation happening spring/summer 2024.
- b. ArtsBloom
- June 1st deadline. 56 submissions.
 - Selections will be announced in early July.
- c. Centering Youth
- Bloomberg Philanthropies will announce the second round Finalists in spring.
 - The City selected Flower City Arts Center, Teen Empowerment and WALL\THERAPY as lead partners and have started to further develop the project.
- d. City of Rochester and Monroe County Arts and Culture Plan
- Draft circulated for review. Release at end of month.
 - Rochester Area Community Foundation is supporting the Plan through financial contributions and continued attendance of AC³.
 - Annette R. emphasized that it is critical that people's time is valued when they are contributing to a process like the Arts and Culture Plan; this undervaluing of time most often impacts people of color.
 - The draft RFP includes two primary tenets of paid community engagement: stipends for participation in recurring meetings (such as a stakeholder committee or focus group meetings); and artist engagement teams (following the lead of Minneapolis) that will help develop and implement community outreach strategies.
 - Anyone who is interested in getting paid for their participation in the Plan should recuse themselves from reviewing the RFP to prevent any conflict of interest.

IV. Budget Planning - Kevin (*refer to the budget attachment*)

- a. Review of AC3 and CAT decisions: Fiscal Years 21-22, 22-23, 23-24

In the budget table attached, everything listed in black in the FY 21-22, FY 22-23 and FY 23-24 columns was previously approved by AC³ and CAT.

- b. Update (Arts and Culture Plan spending)

Since the last update, the City has received additional contributions for the Arts and Culture Plan (\$20,000 from Rochester Area Foundation and \$30,000 from Farash Foundation). Those contributions change the amount of Percent for the Arts funding needed from FY 23-24 for the Plan from \$139,000 to \$89,000. As a result, our unprogrammed total for that year has increased from \$28,000 to \$78,000. These changes are in red in the budget table attached.

c. Decision-making time: Options for FY 22/23 (\$200,000), options for FY 23/24 (\$78,000)

The City needs to make decisions on how to spend the \$200,000 for capital art from FY 22-23, and the \$78,000 of unprogrammed funding from FY 23-24. Both of these decision points and the questions they entail are highlighted in yellow in the budget table attached. One potential theme for the \$200,000 from FY 22-23 is youth trauma, aligned with the concept for *Centering Youth*. If we were to move forward with that theme, one or more of the *Centering Youth* partners (WALL\THERAPY, Teen Empowerment and Flower City Arts Center) would administer the Call for Art.

Key takeaways from discussions:

- Annette R. said that the County be included in the conversations around art and equity.
- More than one attendee expressed concern over the inclusion of people of color in contracts with the City, and the City's tracking of that information.
- The City has a goal that 30% of the aggregate annual contract awards for professional service contracts over \$10,000 be awarded to Minority- and Woman-Owned Enterprises (M/WBE). The City has also established minority workforce goals of 20% minority and 6.9% women for professional services consulting contracts. Consultants who meet or exceed the workforce goals submit monthly Workforce Utilization Reports to track the number of hours performed by minorities and women in the course of the contract.
- Bleu recommended:
 - Prioritizing another round of ArtsBloom funding to meet the demand for that type of art funding. [Note that the existing funds are for capital projects and therefore cannot be used for ArtsBloom. However, this priority can be brought up when we start discussing Fiscal Year 24-25.]
 - Keeping future Calls as open as possible to keep the largest number of artists and organizations eligible as possible.
 - Setting aside a certain percentage of funding every year to go toward future maintenance of artwork create through the Percent for the Arts.
- Thomas suggested that in the long-term, maybe Percent for the Arts should just be used for creating new art and the City could find another source of funding for maintenance of all public art. This is a specific topic that we will be exploring with the Arts and Culture Plan.
- Annette R. expressed support for funding art therapy efforts and anything that would focus on challenges facing our youth. Others agreed.

V. Next meeting

The next meeting will be Monday, August 14th from 11:00 – 12:00. At this meeting, we will start discussing the Percent for the Arts budget for FY 24-25, with the goal of making final decisions about that budget in October.