A. Roll Call/Call to Order - Kate Mazza, Chair
   A.1 Report from Chair
   A.2 Volunteer Hours

B. Adoption of Agenda

C. Adoption of Minutes – February 26, 2020

D. Staff Presentation:
   D.1 Virtual Programming update - Maria DiBenedetto, William Lewis
   D.2 BEYOND: The Cary Film Festival (virtual) – Robbie Stone

E. Old Business
   E.1 Grants distribution and recognition

F. New Business
   F.1 Next steps for Cultural Arts Committee

G. Events Feedback (ongoing)

H. Liaison Report
   H.1 Festival Committee Report
   H.2 Friends of Page Walker Report
   H.3 Amphitheatre Advisory Committee Report
   H.4 Teen Report

I. Upcoming Events

J. Committee Member Share (if time allows)

K. Adjournment

Next Meeting – October 28 @ 6:00pm Virtual

Please contact Anna Crollman with any questions about this agenda. The e-mail address is anna.crollman@townofcary.org and the phone number is (919) 319-4560.

The Town of Cary is committed to providing all citizens with the opportunity to participate fully in the public meeting process. Any person with a disability who needs an auxiliary aid or service in order to participate in any meeting may contact the Town Clerk at least 48 hours prior to the meeting. The email address is virginia.johnson@townofcary.org; the phone number is (919) 469-4011; the TDD number is (919) 469-4012.
A. Roll Call/Call to Order - Kate Mazza, Chair
Mazza called the meeting to order at 6:04 p.m.

Attendance
Committee Present: Lisa Banks (arrived 6:41 p.m.), Mary Margaret Barnes (arrived 6:07 p.m.), Carl Daehler, Ebony Davis, Susan Heiserman, Julie Keely, Kate Mazza, Sneha Patel, Lauren Whittaker, Katherine Abigail Zimmerman

Committee Absent: Eric Hall, Joe Danica Inigo

Staff Present: William Lewis, Stacey Blue, Wes Everett (311 presentation), Meredith Gruber, Carolyn Roman (311 presentation)

A.1 Report from Chair
Mazza stated there would be no report this evening. She welcomed guests observing the meeting.

A.2 Volunteer Hours
Mazza reminded committee members to record their volunteer hours.

• The best method for keeping up with hours is still being discussed.
• Grants workshop attendance counts towards volunteer hours.

B. Adoption of Agenda

RESULT: APPROVED (UNANIMOUS)
MOVER: Julie Keely
SECONDER: Susan Heiserman
AYES: Daehler, Davis, Heiserman, Keely, Mazza, Patel, Whittaker, Zimmerman
ABSENT: Barnes, Hall

C. Adoption of Minutes – January 22, 2019

RESULT: APPROVED (UNANIMOUS)
MOVER: Carl Daehler
SECONDER: Lauren Whittaker
AYES: Daehler, Davis, Heiserman, Keely, Mazza, Patel, Whittaker, Zimmerman
ABSENT: Barnes, Hall

D. Staff Presentations
D.1 311 Presentation
- Carolyn Roman noted 311 is a nationally available service for municipalities. If there is a burning building, call 911. If you have a burning question, call 311.
- Wes Everett said Stacey Blue was the very first citizen advocate! Everett also said all the citizen advocates were already employed with the Town of Cary.
- 311 is open from 7 a.m. to 7 p.m.
- For social media use #311Cary, and for email, contact 311@townofcary.org.
- Roman asked committee members to please share information about 311 within their neighborhoods and circles of influence.
• Daehler asked how the response has been so far. Everett responded that we've had just over 20,000 interactions.
• 311 will continue to grow and evolve.
• Keely asked if people could walk in and talk with a citizen advocate. Everett responded that people may walk in and speak with someone at the Planning/Development Services/Inspections & Permits front desk.
• Davis asked if any other nearby cities have a 311 service. Roman said this is the first 311 service in the Triangle. Charlotte is the closest city that has 311.
• Lewis shared an example of a citizen reporting a damaged flag at Veteran’s Freedom Park and the flag being replaced within a few days.

E. Old Business
E.1 Grants Workshop Review
• Mazza asked committee members to provide feedback on the grants workshops.
• Daehler heard positive feedback
• Zimmerman liked how Lewis went through everything; she is looking forward to seeing how the applications turn out.
• Davis attended last year’s workshops and asked about attendance at this year’s workshops. Lewis responded there was some anxiety at the beginning of workshops; however, people appeared comfortable at the end.
• Gruber provided mini make-up workshops for two organizations that missed the workshops.
• Barnes thought the sample application was helpful.
• Mazza said she hopes seasoned grant writers will elevate their applications.
• Keely asked for a reminder of the deadline. Gruber responded the deadline is 11:59 p.m. on Friday, February 28.

F. New Business
F.1 Grants Review Process and Criteria for Ranking
• Mazza and Lewis said we will review how grant applications have been reviewed in the past.
• Mazza said a spreadsheet of grant applicants with names, previous funding for one or two years, this year’s request, and a blank column for recommendations.
• Keely said at the March meeting there will be a group discussion about each committee member’s recommendations. She said it is important to note why a member makes the recommendations he/she makes.
• Heiserman said to send questions about applications to Lewis and Gruber prior to the March meeting.
• Daehler asked about the structure of the review process. Mazza said we are looking to add more structure to the review process.
• Heiserman asked if members would receive staff reports (from staff liaisons to the organizations) about organizations. Lewis said we can continue doing that if we have the information available.
• Mazza said it takes hours of time to review the applications. Keely recommended starting early in case anyone has questions.
• Decisions is all on the committee members.
• Daehler asked if there is a score sheet. There has not been one historically. Mazza asked the group if they would like to have a score sheet. Zimmerman asked about the Cary Arts Center resident artist score sheet. Mazza said that is exactly the concept she and Lewis had discussed.
• Daehler said he’s reviewed grants before. Incomplete applications were thrown out. Financial was not always the most important thing. Review committee members would take the lead on presenting an equal number of applications. The least weighted items were related to history. Daehler said the most important thing was the people who were served.
• Heiserman asked if numerical scores would translate into a dollar amount. Lewis said not necessarily; it could be more about which organizations come out at the top of the list.
• Heiserman said she’s reviewed grants for artist quality, community outreach, and other categories.
• Lewis said scores could be a simple ranking system to help start discussion at the March meeting.
• Whittaker suggested having an average score for each applicant.
• Mazza said we could have criteria and rank each application 1 to 5.
• Lewis asked if reviews could be handed in a day or two early so staff can compile results prior to the March meeting.
• Barnes asked if some criteria or categories would be weighted heavier than others. Barnes asked if all applicants get funding. Keely said last year one organization did not receive funding.
• Banks said she sits on another grants committee. They do not look at incomplete applications.
• Lewis said many organizations are volunteer-led and may not have experience writing grants. We are working on strategies to help organizations with capacity.
• Keely said missing information has been caught by early grant readers.
• Daehler asked how attachments should be handled as far as attention to detail and public reach. Lewis said applicants have an opportunity to provide five additional attachments. Lewis suggested looking at quality of work.
• Barnes likes the idea of a weighted system, but it would not be fair to use this year because that information was not shared at the workshops.
• Lewis said it sounds like committee members would like to have a ranking system. Mazza said 1 to 5 for each of five criteria will be a good start.
• Mazza said members can email her, Keely, Heiserman, and/or Hall with any questions when reviewing grants.
• The group decided to have staff order them dinner from Panera; Mazza said to expect the next meeting to last until 9 or 10 p.m.
• Gruber will send information on how to access applications in Box on Monday, March 2.

G. Events Feedback (ongoing)
• Zimmerman attended an event with Triangle Wind Ensemble. Cary was not mentioned in their program. She took her 5 and 7-year-olds, and she said the event was well designed for a younger audience.
• Barnes went to a Cary Players show.
• Heiserman saw Catapult, part of the Marvelous Music Series. She took her 10-year-old daughter. Heiserman said the attendees were older and white, and she wondered about marketing efforts to bring different people in. Otherwise, it was a great show. Lewis said audience diversification is a concern among cultural arts professionals and venues.
• Lewis went to a program at the Mayton Inn for Black History Month and said it was extraordinary. Lewis also attended a program at the Cary Arts Center presented by Ujima. Lewis said tomorrow at The Cary is the Heart & Art Series at 7 p.m.

H. Liaison Report

H.1 Festival Committee Report
• Mazza said Eric Hall is out of town.

H.2 Friends of Page Walker Report
• Lisa Banks said the Friends collaborated with Cary on a trolley tour for African American history on February 16.
• A concert master visited last weekend.
• An educational session was recently held on Cary High’s history. The school was in place before Cary was incorporated.

H.3 Amphitheatre Advisory Committee Report
• Daehler provide a report about the Koka Booth Amphitheatre. Volunteers are needed; let Jim Bustrack know if you are available.
H.4 Teen Report
  • Mazza noted Joe Danica Inigo was not available to attend this evening.

I. Upcoming Events
  • Mazza said she received the Town of Cary email about upcoming March cultural events.

J. Committee Member Share (if time allows)
  • Members had no additional information to share.

K. Adjournment
  • Next Meeting – March 25th at Cary Town Hall; dinner will be provided.
  • Mazza adjourned the meeting at 7:50 p.m.

Please contact Meredith Gruber with any questions about these minutes. The e-mail address is meredith.gruber@townofcary.org and the phone number is (919) 460-4983.

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## CULTURAL ARTS COMMITTEE
### FY21 GRANT RECOMMENDATIONS

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<thead>
<tr>
<th>Organization</th>
<th>FY21 RECOMMENDED</th>
<th>FY20 FUNDED</th>
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<td>American Turkish Association of North Carolina</td>
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<td>Asian Focus Corporation</td>
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<td>Cary Apex Piano Teachers Association</td>
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<td>Cary Art Loop</td>
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<td>Cary Community Choir</td>
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<td><strong>Total</strong></td>
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