A. Roll Call/Call to Order - Kate Mazza, Chair
Mazza called the meeting to order at 6:15 p.m.

Attendance
Committee Present: Mary Margaret Barnes, Carl Daehler, Eric Hall (left at 7 p.m.), Susan Heiserman, Joe Danica Inigo, Julie Keely, Kate Mazza, Sneha Patel, Lauren Whittaker, Katherine Abigail Zimmerman

Committee Absent: Lisa Banks, Ebony Davis

Staff Present: William Lewis, Meredith Gruber, Brittany Strickland

A.1 Report from Chair
For the benefit of new members, Mazza invited all members and staff to introduce themselves.
- Kate Mazza has been on the committee for five years and is the chair.
- Joe Danica Inigo is a junior at Green Hope High School.
- Julie Keely has been on the committee for seven years and was a theater major and dancer.
- Sneha Patel is a high school biology teacher.
- Lauren Whittaker is a school director with the Durham Arts Council.
- Susan Heiserman has been on the committee for five years, is the executive director of an arts organization, and has a doctorate in piano.
- Eric Hall has been on the committee for four years. He has no artistic bones but loves the arts and is a scientist.
- Abby (Katherine) Zimmerman is a stay at home mom, frequent user of Cary Arts Center, and a lawyer.
- Mary Margaret Barnes is a marketing professional and is here to give back and learn. She’s a former member of the Public Art Advisory Board.
- Carl Daehler is from Ohio, has a doctorate in French horn, and a wife in ballet.
- Meredith Gruber is a Cary resident, Cary employee, and new to the Parks, Recreation and Cultural Resources department.
- William Lewis, Cultural Arts Manager, is excited about his team in Cary. He was formerly the Executive Director from PineCone.

B. Adoption of Agenda

| RESULT: | APPROVED (UNANIMOUS) |
| MOVER: | Zimmerman |
| SECONDER: | Daehler |
| AYES: | Barnes, Daehler, Hall, Heiserman, Keely, Mazza, Patel, Whittaker, Zimmerman |
| ABSENT: | Banks, Davis |
C. Adoption of Minutes - December 18, 2019

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

D. Staff Presentation
D.1 Clerks Office Orientation – Brittany Strickland
• Brittany Strickland introduced herself and said she’s with the Clerk’s Office. Strickland shared Clerk’s Office policies and passed out a signature page; she will follow up with an email.
• Lewis asked Strickland if we should have public comment on the agenda. Strickland said the committee could add that. If no one shows up, that can be noted in the minutes.
• Lewis asked about a conflict of interests and recusal requirement. Strickland said to use your best judgement; it is better to be safe than sorry.

E. New Business
E.1 PRCR Boards and Committees Mixer Feedback
• Daehler said as a new person, he found it helpful to learn about everything that was going on in PRCR.
• Keely said it is very valuable for new people and could be a requirement.
• Hall didn’t go this time, but agreed it is helpful for new people. Hall said subcommittees could be included.
• Lewis said it would have been helpful to have the orientation before the mixer. In the future, we could shift the timing.

E.2 Appoint Liaison to Koka Booth Amphitheatre Advisory Committee
• Lindsey Chester rotated off and left a vacancy for the Koka Booth Amphitheatre Advisory Committee
• Meetings are the third Monday of the month between April to October
• Mostly made up of nearby neighborhood liaisons
• General Manager provides reports
• Cultural Arts Committee member is a community-wide liaison
• Daehler is interested in the role

F. Old Business
F.1 Grant Application Web Form Review
• Gruber presented the new online grant application.
• Mazza asked how the committee will receive the applications. Lewis responded via Box.

F.2 Grants Workshop Planning
• Reserved dates are Saturday, February 8 from 10 a.m. – 12 p.m. and Tuesday, February 11 from 7 – 9 p.m., both at the Cary Arts Center
• Workshops being mandatory is new this year.
• Lewis will lead discussion and Gruber will share the online application
• Heiserman said she’d recently been at a grant workshop where the process and changes to the process where shared; she recommends this type of format. Agenda was on the screen. Applicants do not need to convince anyone that arts are important; convince the committee you know how to run a good arts organization.
• Keely said applicants need to articulate who they are and how they will use the money.
• Committee members noted which workshop they planned to attend.

F.3 Cultural Events Feedback (ongoing)
• Mazza provided an example for new members—in December, we talked about the Chinese Lantern Festival.
• Lewis said we had record numbers of gifting trees. We also had great attendance at holiday-themed events and great feedback on Dreamfest events.
• Lewis provided a cultural arts calendar for February.
• Daehler asked if any grantees have events coming up. Cary Players, Concert Singers, Triangle Wind Ensemble, and others are on the February calendar.

G. Liaison Report
G.1 Festival Committee Report
• Hall provided Mazza with a report.
• Spring Daze will add a beer garden based on the success at Lazy Daze. Cary PD is in support. Updates to shuttle service pick up and drop off are planned. Staff are working with specialized recreation supervisor to verify festival is ADA accessible. Section letters and festival layout are changing.

G.2 Friends of Page Walker Report
• Banks regrets she cannot be here this evening.
• There has been plenty of discussion about the Ivey Ellington house.
• The inaugural trolley tour for African American history will be on February 16.

G.3 Amphitheatre Advisory Committee Report
• No report was provided.
• Lewis met with staff today about strategic planning. The team is looking at ADA improvements and hopes to create lantern to celebrate Cary’s 150th.

G.4 Teen Report
• No update was provided. This is finals week, so the meeting was cancelled.

I. Upcoming Events
• Mazza pointed out that Lewis already shared the February cultural arts calendar.
• Check out the copy of the by-laws in the packet.
• Lewis will send all the meeting dates to the member.
• Mazza noted the committee meets in different venues throughout the year.

J. Committee Member Share (if time allows)
• Lewis shared that Downtown Park Phase II is coming. Project consultants met with programming staff today. The park will have general manager. Lewis will present an update in the future so the committee can advise on cultural arts opportunities. The grand lawn will be heartbeat of park. Also, public art is a component, and Denise Dickens is working with a stakeholder group to guide signature pieces and fundraising.
- The old library building will be demolished. Lewis said temporary public art will be used to help people make new memories in the space. Zimmerman asked what will go in place of the old library. Lewis responded that we do not know yet, but it will likely be mixed use development.
- Daehler asked about new apartment buildings in the park block. Mazza responded that apartment buildings will wrap the library parking deck.
- Cary Towne Center Mall area redevelopment will include an indoor sports complex; there is potential for flexible space that could support cultural arts.
- Mazza asked where the Ivy Ellington house is going. Lewis responded that we do not know yet.
- Mazza said the committee was about all of Cary, not just downtown.

K. Adjournment
- Next Meeting – February 26th at Town Hall Room 11130
- In March, expect the meeting to go until 10 p.m.
- Mazza adjourned the meeting at 7:46 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.

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 – 6:08 p.m.

Attendance
Committee Present: Eric Hall, Charlie Dusterhoff, Ebony Davis, Julie Keely, Kate Mazza, Lindsey Chester, Abby Zimmerman,
Committee Absent:, Susan Heiserman, Joe Danica Inigo, Polyna Uzun, Lisa Banks,

Staff: William Lewis, Kris Carmichael, Carla Everhart, Meredith Gruber

Kris Carmichael opened and spoke of the plans for the bygone days that were cancelled due to a hurricane. Did not reschedule but has started to incorporate more of those elements in their holiday open house beginning this year. Added some winter components to the center such as:

- A panel that talks about the history
- Material upstairs that shows what the rooms may have looked like in the past.
- Father Christmas to the open house as well.
- The trolley and the holiday lights tour, history tours with the Friends of Page Walker

A.1 Report from Chair – new committee members starting in January
Tonight is Charlie and Lindsay’s last night.

Julie to serve another term to retain level of institutional knowledge for grants

Four members selected: 1) a person from PAAB, 2) an operations manager from Durham Arts Council, 3) Retired gentleman whose resume is awesome, and 4) a Teacher

A.2 Volunteer Hours
Please email your hours to Kate or William

B. Adoption of Agenda

RESULT: APPROVED [UNANIMOUS]
MOVER: Abby Zimmerman
SECONDER: Eric Hall
AYES: Chester, Dusterhoff, Keely, Mazza
ABSENT: Heiserman, Uzun, Inigo, Banks
C. Adoption of Minutes – October 23, 2019 (no meeting in November)

RESULT: APPROVED [UNANIMOUS]
MOVER: Ebony Davis
SECONDER: Julie Keely
AYES: Chester, Dusterhoff, Hall, Zimmerman, Mazza
ABSENT: Heiserman, Uzun, Inigo, Banks

D. New Business

D.1 Review and prepare for fiscal year 2020-2021 grants

William gave background on hire process to replace Jackson Cooper. Hope to have replacement in place by January meeting.

Grant discussion:
- Per capita finding for many groups – ToC came together to review process. Meredith will work on the nonprofit and cultural arts grants
- CA goal is multi fold, responsibility for applications and decisions on who gets funding
- CA staff has assigned liaison across the groups
- Opportunities for efficiencies
- Make some quick fixes now on the application process
- Grant writing coaching and use our process as a tool for their growth
- Short term goals include Sarah Preston taking a look at how we do our process, our application, liaison roles and to look at different templates for grants that could be used now

Handouts:
1. Grant application – reviewed the changes to the application:
   a. Do we keep it as a pdf, or web based only?
   b. Policy Statement formatted
   c. Financial Statements formatted
   d. 501© status required to be uploaded or provide a paper copy
   e. Added Meredith Gruber’s name for help in completing
   f. Making sure table at top of page 2 was reorganized
   g. Added a request for a brief history with character limits – they need to educate about their history, what you mean to the community, why you were founded, etc. and what they are using the money for.
   h. Biggest change is the budget (pp 3-4) detail questions that are used by City of Raleigh – page 3 expenses, page 4 expenses, page 5 enter BODs, page 6 changed to simplify audience and participants (who attended event and any artists, staff, volunteers)
   i. New Change: remove “cultural arts grant” from top section, leave in the bottom section
   Goal is to mine data eventually.

2. Definitions | Glossary – used as a reference in completing the grant application
Comments:
- Excited that a glossary has been added. Comments about adding the glossary to the front and not bury in the back.
- Committed to producing a calendar with dates of workshops and due dates.
- Communications need to be positive and effective as possible.

Form:
- PDF fillable form
- Does not function well and process is inefficient
- Web-based – need to complete at one time, no way to save and come back to the form. Same process we use for Lazy Daze.
- Benefits: Less staff intensive, no scanning.
- Need to explore how to do the budget part of the form.

D.2 Draft CAC Goals for 2020
- Need to be able to present our goals at the January 13 mixer.
- Challenge is that we do not meet before the mixer with new members’
- Review of Goals for changes
  1. Provide feedback and input on cultural programming throughout all areas of Cary.
  2. Provide feedback and input on cultural offerings for specialized recreations and inclusion populations.
  3. Continue feedback and input on operations on all cultural facilities including staff evaluation of resident groups. (Keep as is)
  4. Provide recommendations as provided in policy statement 115 to town staff and town council regarding funding amounts for Cary focused cultural organizations as part of the Town’s annual budget adoption process.
  5. Keep but should read: Work with and assist staff in implementing of annual grants workshop(s).
  6. Provide volunteer support at a variety of Cary cultural programs/events and seek input from the community to share at monthly meetings.

RESULT:
APPROVED [UNANIMOUS]
MOVER: Lindsay Chester
SECONDER: Eric Hall
AYES: Zimmerman, Dusterhoff, Keely, Mazza
ABSENT: Heiserman, Uzun, Inigo, Banks

E. Events Feedback
- Photo on website from Chinese Lantern Festival
- Tree Lighting – awesome
- Letter to Santa – working on replies, CSC is helping
- White Christmas sing along – very fun

F. Liaison Report
F.1 Festival Committee Report
• Planning towards Spring Daze
• Giving out Lazy Daze grants on January 21 – funded 34 groups
• Funded $40,000
• Juried the artists for Spring Daze
• Many changes for Spring Daze: traffic flow, footprint change, will update in January
• Will not have a cultural arts table/row in the future at the festivals or try to make it more interactive

F.2 Friends of Page Walker Report

• No report

F.3 Amphitheatre Advisory Committee Report

• Chinese Lantern Festival performances top of each hour, very popular
• Added a video that shows the construction of the lanterns
• Large crowds - 4,000-5,000 people there on Saturday
• Attendance 12-17-19 was 33,000 v. 17,000 in 2018
• Very diverse audience
• NC State magazine 7 page spread
• 2018 netted over $500,000
• First show has been announced for in June

F.4 Teen Report

• No report

G. Upcoming Events

• 1/13/20 – PRCR Mixer
• 1/22/20 – Next Meeting
• February – Grants Workshops

H. Committee Member Share (if time allows)

I. Adjournment – 7:59 p.m.

Please contact William Lewis with any questions about this agenda. The e-mail address is william.lewis@townofcary.org.

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