A. Roll Call/Call to Order - Kate Mazza, Chair


A.1 Report from Chair

No report from Chair.

A.2 Volunteer Hours

No volunteer hours reported.

B. Adoption of Agenda

RESULT: APPROVED [UNANIMOUS]
MOVER: Carl Daehler
SECONDER: Julie Keely
AYES: Barnes, Heiserman, Keely, Mazza, Hall, Joe, Zimmerman, Bank, Whittaker, Patel, Daehler
ABSENT: Davis

C. Adoption of Minutes - February 26, 2020

RESULT: APPROVED [UNANIMOUS]
MOVER: Carl Daehler
SECONDER: Susan Heiserman
AYES: Barnes, Heiserman, Keely, Mazza, Hall, Joe, Zimmerman, Bank, Whittaker, Patel, Daehler
ABSENT: Davis

D. Staff Presentation

D.1 Virtual Programming Update - Maria DiBenedetto, PRCR staff

Maria spoke about the process PRCR used to develop, launch, and promote its virtual programs. She shared some of the early successes and challenges, and highlighted some of the upcoming virtual programs, classes, and events.

D.2 BEYOND: The Cary Film Festival (virtual) - Robbie Stone, PRCR staff

Robbie shared that Cary’s annual film festival, Beyond, has gone virtual and will be offered to the public for free, September 24-27. In lieu of tickets, organizers are asking patrons to make donations to the Food Bank of Central and Eastern North Carolina. The virtual festival includes screenings of 30 independently produced films, workshops, a screenwriting masterclass, screenplay table read, awards, Q&A with film producers, and more. Event featured both live and streaming content. The “Best of Beyond” award winning films would be re-broadcast on WRAL.

E. Old Business

Grant funding for Cultural Groups in FY21 totaled $169,000. Several of the applicants
were new, and it was suggested they schedule presentations or send statements to the committee to help forge relationships. Kate and William used Committee members’ detailed scoring sheets and notes to help determine final rankings and grant allocations. The process took approximately three hours, similar to typical committee deliberations. One group that applied did not receive funds due to the poor status of the application. Several groups that applied in FY20 did not apply in FY21. With the impact of COVID-19, the Town is allowing organizations whose programs are impacted by the pandemic to apply the funding towards general operations and programming.

F. New Business

F.1 Next steps for Cultural Arts Committee

Follow the course of events of each meeting. May need to adapt Committee Goals to pandemic realities. COVID-19 has upended our daily routines and lives, and understand it may impact your willingness or ability to continue serving. Kate will reach out to committee members to determine if members are still willing and able to serve. We will respect the decision made. Future meetings will include reviewing and revising the Grants process: guidelines, applications, criteria, process for decisions, etc. Would like committee members to think about groups that we are not currently serving. Due to pandemic, committee will not likely do its typical site visits, but please do share your experiences with virtual programs. ArtsForce will not happen, at least in its previous form. Staff will check with Beth Yerxa at Triangle ArtWorks about other professional development opportunities for nonprofits. Perhaps there are other ways to help the cultural organizations connect and learn from one another. This committee should consider options.

Member asks – Has the town staff reached out to the groups?
William replied yes – the cultural organizations are assigned a staff liaison; those liaisons are checking in.
Member suggested, if no in-person ArtsForce, then perhaps virtual.
Kate – Will form a taskforce to discuss virtual options
William- there is value is sharing how everyone is feeling

3 members interested in trying to pull groups together in a smaller version of ArtsForce.

G. Events Feedback (Ongoing)

William update on Town – PRCR staff will continue working remotely. Have shifted from a short-term mind set to a long-term mind set with Town Hall and most Town facilities remaining closed through at least February 28. PRCR has shifted its focus and energy on virtual programming. The Emergency Operations Command is on hiatus. Non-emergency decisions continue to be funneled up to the Operations Framework Team. Staff are adapting.

H. Liaison Report

No report made.

H.1 Festivals Committee Report

No report made.

H.2 Friends of Page Walker Report

No report made.

H.3 Amphitheatre Advisory Committee Report

No report made.
H.4 Teen Report

No report made.

I. Upcoming Events

No upcoming events.

J. Committee Member Share (if time allows)

No comments.

K. Adjournment

Chair adjourned. No vote taken.