

**SOUTH CAROLINA ARTS COMMISSION**  
**Board of Commissioners Meeting**  
**October 31, 2024**

*Note: The time, date, location, and agenda for this meeting were publicized as required by South Carolina laws covering meetings of public bodies.*

**Members Present**

Dee Crawford, Flavia Harton, Henry Horowitz, Barbara Nwokike, Linda Stern, Richard Webb

**Staff Present**

David Platts, Nick Boismenu, Angela Brewbaker, Ashley Brown, Tanisha Brown, Daisha Calhoun, McKenzie Drake, Amelia Dupont, Maria Earl, Jonathan Eason, Nigel Espy, Kevin Flarisee, Krista Grendze, Milly Hough, Daphne Hudson, Wendy Jackson, Victoria McCurry, Mikayla Moore, Kimberly Washburn Motte, Amanda Noyes, Laurel Posey, Jason Rapp, Abby Rawl, Ce Scott-Fitts, Amber Westbrook, Harvee White, Hailey Yasinski

**Call to Order**

Chair Dee Crawford called the meeting to order at 10:05 a.m.

**Approval of Minutes**

Mrs. Crawford called for a motion to approve the August 15, 2024, minutes. Dr. Webb made a motion; Mr. Horowitz seconded. The minutes were approved.

**FY2025 First Quarter Financials**

Finance Director Angela Brewbaker presented the Statement of Activities. Expenditures are in line with activities that typically take place in the first quarter, including salaries, fringe, building rent, and software renewals. Grant payouts are usually low in quarter one, but some operating support grants have been paid out. A few items are still being closed out from FY2024, including summer arts education projects and some ESSER-funded activities. Although ESSER funding ended in FY2024, the agency can carry forward funds into first quarter FY2025 to pay for FY2024 expenditures.

Ms. Brewbaker reviewed the balance sheet as of September 30, 2024. The FY2022 NEA partnership grant listed in the Special Revenue Fund section was closed out in October. The FY2023 NEA grant will close out this fiscal year. The Notes Payable section is slightly less than this time last year, due to the ending of ESSER funds. Many of the previously ESSER-funded partnerships are continuing, but at a reduced amount.

Mrs. Crawford called for a motion to approve the first quarter financials as presented. Mrs. Stern made a motion; Mr. Horowitz seconded. The motion passed.

**State Art Collection Policy Review**

Deputy Director Ce Scott-Fitts presented proposed updates to the State Art Collection policy that will increase accessibility to the collection and highlight additional artistic disciplines and artists. With the launch of Hub Arts Regions, the SCAC will have access to more physical spaces, especially in rural areas, in which to display the collection.

Proposed updates:

- Acquisitions will be managed by the Deputy Director (who supervises programs) and the Public Art Coordinator, in consultation with the Executive Director. Exceptions to the policies and procedures,

including acquisitions, are at the discretion of the SCAC Executive Director in advisement with an ad hoc committee comprised of the Executive Director, the Deputy Director, the Artist Development Director, and the Commission Chairperson.

- To ensure the State Art Collection remains a relevant and contemporary footprint of South Carolina's cultural heritage, acquisitions will be digital works from various disciplines. Up to five works of art will be inducted annually into the collection from current S.C. Arts Commission Fellows based on the Fellowship panel's recommendations. Fellows' works are vetted for artistic quality by national panelists during the review and selection process.
- This induction will serve as a recognition award for Fellows and bring works by contemporary artists into the Collection as part of its digital archives. The Commission will not own or physically house these works.
- Types of works that will be considered include choreography/directing, poetry/prose, music composition, craft, design arts, visual art, folk and traditional arts, time-based art, performing art, media production, and public art.
- Additional works from artists currently in the SAC may be considered at the discretion of the SCAC Executive Director in advisement with an ad hoc committee comprised of the Executive Director, the Deputy Director, the Artist Development Director, and the Commission Chairperson.
- The South Carolina Arts Commission encourages loans of State Art Collection works to advance public understanding of the history of the arts in the state and to enable a wider audience to enjoy the Collection.
- Up to five works of art from the Collection may be loaned to qualified South Carolina state government institutions for up to one year for public display. Works will only be loaned to S.C. state government institutions that are open and accessible to the public.
- Works may be loaned to qualified organizations for inclusion in short-term public exhibitions for up to three months.
- Exceptions to the policies and procedures, including loans and exhibitions and related timelines, are at the discretion of the SCAC Executive Director in advisement with an ad hoc committee comprised of the Executive Director, the Deputy Director, the Artist Development Director, and the Commission Chairperson.

Mr. Horowitz asked for clarification regarding the board's role in accountability for the collection. Mr. Platts stated that accountability will be ensured through the Commission Chairperson serving on the ad hoc committee and through the board's annual approval of Fellows. The board's authority in voting for Fellows is the first step in new work being added to the collection.

Mr. Platts also remarked that being able to share the collection digitally opens future opportunities. Staff is exploring ways to make the collection more available in the agency's physical space. He thanked Ms. Scott-Fitts for her team's thorough research and work on the policy.

Mrs. Harton expressed support for the effort to increase accessibility 24/7. Mrs. Stern shared her excitement and gratitude for staff's work to revise the policy.

Mrs. Crawford called for a motion to approve the State Art Collection policy changes as presented. Mrs. Harton made a motion; Mrs. Stern seconded. The motion passed.

### **Arts Hub Regions Update**

Deputy Director Ashley Brown reviewed the plan for launching Arts Hub Regions. The state has been divided into six Hub regions: Upstate, Western Piedmont, Olde English, Midlands, Pee Dee/Grand Strand, and

Lowcountry. The regions follow a similar makeup to how the state is currently divided into education consortiums, with some exceptions. An Arts Commission office will be established in each region, with the location depending on factors such as ease of travel from other parts of the region. Availability of meeting spaces, parking, and physical accessibility of the space will be considered. Depending on a future employee's location and job duties, they may be assigned to offices across the state. The staffing plan is to hire a Hub Director in the spring, and the first two Hub coordinators in July.

Primary activities supported by Hubs:

- Collective networks - groups of individuals and organizations that share information, ideas, and resources.
- Shared resources - similar to a library system that loans physical resources such as technology, space, tools, services, etc.
- Professional learning opportunities for artists, educators, nonprofits, and community members. Regional offices will increase opportunities to host in-person programs and activities.
- Programs and arts activities hosted by grantees and partners.
- Grants that can be targeted to a Hub region's needs based on data analysis of current funding.

Ms. Brown shared an example of a program that will adapt to work within the Hub model. Long-time partner Engaging Creative Minds plans to offer summer STEAM camps specifically for Hub regions to expand access and offer students a chance to attend a camp closer to home.

In addition to six regional offices, Hub extensions will eventually be established in each county to serve the local community. Hub extensions will be public facing local "homes" for SCAC-adjacent activities and will be awarded competitive grants. These locations could be current grantees or entities that do not typically receive a grant from SCAC, such as community centers. Being open to different types of locations will help ensure service for rural areas that lack arts infrastructure.

Mrs. Crawford asked whether the agency would rent or be responsible for the space. Ms. Brown clarified that the goal is to have a grant agreement with the host to set up a true partnership, not just a rental or lease. The SCAC and the host would each bring resources to and benefit from the partnership.

## **Data Report**

Data Strategist Jonathan Eason presented a Tableau dashboard of results from the Canvass of the People online survey. Input from the survey and the in-person forums will help shape the new strategic plan and will be shared with future Hub coordinators. In addition to illustrating the number of surveys completed in each county, the dashboard can be filtered in several ways – for example, to show results from one region of the state or from one target group, such as arts educators. Staff is continuing to analyze the survey results, but key takeaways include:

- The majority of respondents identified as artists, but respondents could choose more than one identity.
- The majority of respondents were familiar with the SCAC, and of those not familiar with SCAC, more than 50 percent subscribed to the e-newsletter and requested a copy of the new strategic plan.
- Popular programs and activities included cultural districts, public art, creative career opportunities, arts therapy in schools, and arts for older adults.

Staff is also reviewing information gathered during the in-person forums, which focused on the purpose of the Hub Arts Regions and potential opportunities for communities.

## **Agency Updates**

Executive Director David Platts reported that FY25 is shaping up to be another year of expanded programming and additional staff, thanks to an increase in state appropriations. For FY24, SCAC awarded \$18.4 million through 722 grants to organizations, artists, schools, and partners. Mr. Platts invited commissioners to review the FY24 impact map in their packet for more details.

The FY26 budget request process kicked off October 1 with a presentation to the governor's staff. The request is for \$7 million in new, recurring funds to support additional operating support applicants, increase access to the festivals grant, establish a cultural districts grant, and continue development of the new Hub Arts Regions.

Several staff attended conferences in the fall, including Grantmakers in the Arts and the National Assembly of State Arts Agencies (NASAA).

The newly renovated downstairs is open, but the meeting space has sound issues. Until that issue is resolved, use of the meeting room is on pause. Mr. Platts expressed hope that the room will be ready before the Commission's February meeting.

Mr. Platts introduced McKenzie Drake, who joined the staff October 2 as artist development coordinator. Ms. Drake is an arts administrator and artist based in Charleston. She has worked with artists from the Southern U.S. and previously held roles at the University of Texas at Austin and the Mississippi Museum of Art. She earned an MFA in painting from the University of Texas at Austin and holds a bachelor's degree in art and political science from Rhodes College.

Mr. Platts then introduced Hailey Yasinski, who joined the staff October 17 as arts industry coordinator. Ms. Yasinski is based in Charleston and most recently worked for the Charleston Symphony Orchestra as education and marketing coordinator. She has also worked for the Gibbes Museum of Art as a museum engagement specialist and the College of Charleston Music Dept. as orchestra manager. Hailey earned a bachelor's degree in arts management and a master's degree in public administration from the College of Charleston.

## **Accountability Report Update**

Senior Deputy Director Milly Hough shared that the annual Accountability Report required by the state was submitted in September. The narrative portion of the report, which was included in the meeting packet, provides a comprehensive summary of FY24 activities, and serves as a final strategic plan report for the year.

## **Strategic Plan Update**

Ms. Hough shared highlights of strategic plan accomplishments for first quarter FY25. (report attached.)

## **Board Member Updates**

There were no board member updates.

## **Other Business**

There was no other business.

## **Adjournment**

Mrs. Crawford called for a motion to adjourn. Mrs. Harton made a motion. The meeting adjourned at 11:30 a.m.

**Strategic Plan Report  
FY2025, Quarter 1  
Board of Commissioners Meeting  
October 31, 2024**

### **Grant highlights**

Coaching calls were offered for the School Arts Support, 4K Arts Integration, and Emerging Artist grants. Recordings of the calls are embedded in the guidelines for future viewing.

#### **Grants awarded as of October 8, 2024:**

- Twenty-three Individual Artist Arts Project Support grants in 13 counties (Charleston, Cherokee, Florence, Georgetown, Greenville, Horry, Lancaster, Lexington, Newberry, Oconee, Richland, Spartanburg and York).
- Five School Arts Support grants in five counties (Greenville, Clarendon, Florence, Abbeville, Pickens).
- Six Organization Arts Project Support grants in five counties (Charleston, Richland, Lancaster, Lexington and Georgetown).
- Three Accessibility grants in three counties (Greenville, Richland, and Lexington).
- Six Art of Community: Rural SC grants to organizations in Marlboro, Spartanburg, Oconee, Bamberg, Lancaster and Georgetown.

### **Accessibility**

An *Effective Disability Community Engagement* webinar was held September 4 in partnership with Able SC, with 50 in attendance. An American Sign Language interpreter and a live captioner were present. The captioned recording was posted on the agency's YouTube channel and available via the Disability and Arts Webinar website page.

A new initiative, Accessibility Office Hour, was launched to provide opportunities for arts organizations to continue conversations initiated during the arts and disability webinars and to ask questions directly of staff and other colleagues. Three Able SC staff and a representative from the National Endowment for the Arts joined SCAC staff and four participants at the first office hour.

The newly reorganized S.C. Dept. of Public Health invited SCAC to the department's first staff retreat to share our work around accessibility in the arts. The presentation was attended by 70 team members and included information about the Arts For All grant and our partnership with Able SC.

FY2025 marks the third year of partnering with MUSC on their Creative Arts Therapy Initiative (CATI). Grant support from SCAC has allowed MUSC to hire two full-time art therapists, who work regionally in two SCAC Hub regions – the Pee Dee and the Lowcountry. State arts agencies were invited by the National Endowment for the Arts to apply for a new Health and Wellbeing pilot grant. SCAC asked for \$75,000 (the maximum allowed request) to provide support to hire additional CATI therapists. The funding decision will be announced in April when the NEA annual partnership grant award is announced.

### **Artist Development**

The partnership with One Columbia for Arts and Culture continues for FY25, focusing solely on the SC Artists in Action (SCAiA) program. One Columbia hired a project manager who resides in Greenville to lead efforts throughout the state.

Seven Emerging Artists were identified – two from Rock Hill, and one each from Anderson, Bennettsville (Marlboro County), Columbia, Greenville, and Orangeburg.

Three Artists' Business Initiative grantees were identified, with one from Orangeburg and two from Columbia.

Four Fellowships were awarded – two from Richland County and one each from Horry and Pickens counties – including the first Folk & Traditional Arts Fellow in the history of the Fellowship program.

### **Arts Learning**

The Creative Careers Studio website launched September 19, featuring artist spotlights to inspire high schoolers to pursue creative careers. Creative Careers studio is a website for high school and college students who want to explore a career in the arts.

Five teaching artists successfully met Arts Directory recertification requirements.

The S.C. Children's Theatre completed their Wolf Trap Affiliate Teaching Artist Training and will now provide services across the upstate to increase access to arts integration professional learning for early childhood educators.

An in-person Teaching Artist's Forum was sponsored September 7 in partnership with the USC School of Music. This professional learning conference for teaching artists attracted 40 attendees and was supported by 13 presenters and 10 SCAC/USC staff and students. The keynote presentation was recorded and posted on the Teaching Artist Symposium for those unable to attend.

The Teaching Artists Symposium, a virtual on-demand conference for teaching artists, added six recorded sessions to the list of offerings. This symposium is available on demand through the SCAC YouTube channel.

FY25 District Arts Coordinator Cohorts are underway with three cohorts totaling 10 District Arts Coordinators receiving professional learning support.

The School Arts Support Grant was revamped for FY25 and opened in August. Previously, the grant focused on learning loss and arts integration. The new focus is how the arts can help meet student outcomes through arts-enhanced curriculum or arts integration. Teachers can now use the grant to support creative arts therapy experiences.

The Summer and Term Arts Education Project Grants were restructured for FY25 for post-ESSER sustainability. Grant amounts and grant periods were adjusted and both grants were expanded to include programs for 3K through 4K students. The Summer AEP application will launch in November to allow for earlier planning for organizations. The Term AEP will launch in January.

### **Cultural Districts**

A cultural districts cohort meeting hosted on Zoom featured guest speaker Francesca Vega, who spoke about Louisiana's cultural district program and how they use their arts organizations to form unique identities.

### **Professional Learning**

FY25 professional development for SCAC staff kicked off in August with the first of a four-part series around creating accessible communications across the agency. These sessions will alternate with sessions about artificial intelligence and its impact on the arts.

## **South Carolina Arts Awards**

Governor's Awards for the Arts nominations opened September 3 and will close November 4.

## **Communications and Data**

The agency's first Tableau dashboard of grants data was presented to the Board of Commissioners and posted on the website in August. The dashboard is a user-friendly illustration of statewide impact beyond the county where the grant was originally awarded. Information available includes the number of grants, amount awarded, areas of focus, grant categories, and which organization or individual received the grant. A website visitor can drill down to view all areas in the state where a particular grant had an impact.

Fifty Hub posts were published, seven news releases were issued, and 17 email alerts were distributed.

A comparison of Arts Daily use from Jan. to Sept. 2023 vs. Jan. to Sept. 2024 shows increased interactions, likely resulting from a communications campaign begun in FY24:

- Page views up by 154%.
- Total users and total unique users both up by 71%.
- Page views per active user up by 49%.
- Total user interactions with Arts Daily web pages up by 100%.
- Event submissions up by 14%.
- Event publications up by 23%.

On social media, Instagram continued to generate the most attention. The most popular themes across all channels were Fellow/Grantee announcements, job postings and open grant posts.

Salesforce (customer relationship management database)

- Logged interactions with constituents in 29 of 46 counties (63%).
- Logged 649 Salesforce activities, including 488 emails, 32 tasks, and 128 other activities (calls, visits, meetings, etc.)
- Made 74 updates to Organization records and 221 updates to Contact records. (Updates include creation of new records.)
- 54% of users logged activities in FY25 Q1, consistent with 55% in FY24 Q1.

## **Events**

Upfitting of the renovated first floor event space continued. State Art Collection works have been recalled from temporary loan locations and placed in the public areas. In addition to more space to display the artwork, the renovated area includes improved storage for the collection, which will ease inventory and conservation concerns.

With the new Spearman Center and another smaller meeting room coming online, several forms and documents have been created, including an event reservation guide with procedures and information about hosting partner events. New Outlook calendars were created to manage internal and external reservations.

New ADA-compatible signage was installed, and the new kitchen is being upfitted with appliances and supplies. Six staff members currently are in first floor offices.