

**MASS CULTURAL COUNCIL
ADVANCEMENT COMMITTEE**

**WENESSDAY, MAY 15, 2024
10:00-11:30 AM**

ON-LINE MEETING

BROADCAST MEETING

MEETING WILL BE LIVESTREAMED AT

[HTTPS://WWW.YOUTUBE.COM/WATCH?V=ARAWYH01QNE](https://www.youtube.com/watch?v=ARAWYH01QNE)

**MEETING MATERIALS WILL BE POSTED ONLINE
UNDER "MAY 15, 2024 GRANTS COMMITTEE MEETING"**

AGENDA

VOTE

1. Call to Order- Open Meeting Law Notice
2. Welcomes from New Co-Chairs & Introductions
3. Executive Director Report
4. Review of Committee Charter
5. Vision for Committee
 - a. Investigation and suggestion of ways to engage the Creative Sector in other major Commonwealth issues (i.e. transportation, housing, etc.).
 - b. Suggesting business development relationship pursuits and, where appropriate, invitations, based on Agency's Advancement Priority areas and current staff outreach .

- c. Providing advice on cross-collaborative policy recommendations benefiting the sector.
6. Discussion and advice regarding promotion of "Employee Arts Benefit Plans" outside the sector.
7. Adjourn

OPEN MEETING LAW STATEMENT

Please note that this meeting is an open meeting of a public body subject to the Massachusetts Open Meeting Law. A notice of this meeting together with the agenda was posted on Mass Cultural Council's website 48 or more hours ago (excluding weekends and holidays).

This meeting shall be open and accessible to all members of the public except at such times when this body has voted to go into closed executive session under the Open Meeting Law.

This meeting is a virtual meeting held under the Open Meeting Law as modified under current law to permit online meetings. This meeting is being broadcast to the public on a publicly available YouTube channel as described in the posted meeting notice.

Instructions on how to contact the Council with questions or problems accessing the broadcast are also included in such notice. Only Council members, staff and invited guests will be provided access to the Zoom platform hosting the meeting. As a safety measure, in order to prevent disruption of the meeting or non-public communications among the participants, the Chair, Vice Chair and Executive Committee of Mass Cultural Council has asked staff to implement the following protocols for participants in on-line meetings of Mass Cultural Council or its committees:

- Any "chat" or similar function on the Zoom platform hosting the meeting shall be disabled.
- Other than Council members or participants specifically recognized by the Chair of the meeting, all Zoom platform participants will be muted and have no ability to share media or documents or project or type images or text.
- All participants in the Zoom platform may be required to enter a waiting room and digitally sign-in before being admitted.

- Any attendee in the Zoom platform who nonetheless causes a disruption will be summarily removed from the meeting at the discretion of the Chair.

This meeting is not a public hearing and public testimony will not be taken. Individuals may not address the meeting without permission of the Chair.

Any member of the public may record this meeting provided that they do not interfere with the meeting.

Draft minutes of the open session of this meeting shall be kept and shall be posted on Mass Cultural Council's website no later than 30 days after the meeting provided that such minutes shall not be considered official until they have been approved by this body in open session. Individuals asserting a violation of the Open Meeting Law may file a complaint with this body within 30 days or with the Attorney General's office thereafter.

**TIPS FOR PARTICIPATING IN A VIRTUAL OPEN MEETING USING ZOOM OR OTHER
VIDEOCONFERENCING PLATFORMS WHEN THERE ARE SEVERAL PARTICIPANTS**

(adapted from several sources)

- In order to minimize background noise, please mute microphone when not speaking.
- Please raise hand in order to be recognized by the chair.
- In order for all members to have an opportunity to speak and be heard, please wait to speak until specifically recognized by the chair.
- If there are questions, please direct them to the chair and the chair will then recognize the appropriate person to respond.
- Please limit statements to three minutes.
- The chair will reserve the right to limit discussion in order to allow sufficient time for every member to be heard who wishes to speak.
- Modify Video Settings to “Hide all non-video participants”- this will make it easier to follow who is speaking and participating
- In the event of a service interruption during a Zoom call due to hackers, so-called “zoom bombing” or other technical difficulties, staff will indicate the call is to be terminated. Please exit the call and staff will circulate instructions by email for a new Zoom call to continue the meeting.

ADVANCEMENT COMMITTEE CHARTER

Term

The Council Chair shall appoint the Chair (which may include Co-Chairs or a Vice Chair) and members of the Advancement Committee and will review and reappoint Committee membership annually. The Chair may also appoint additional Ad Hoc members at their discretion. The Council Chair and Council Vice Chair may attend all Committee Meetings as voting members.

Meetings

It is anticipated that the Committee will meet at such times as the Chair(s) may call a meeting for usually no more than Seventy-Five (75) minutes as scheduled by the Chair(s) of the Committee, Staff and/or Council Chair, all in consultation with each other. Advancement Committee meetings under [the Open Meeting law](#) require at least Forty-Eight (48) hours prior public notice not counting weekends and holidays.

Membership

The Advancement Committee will have between Five (5)- Ten (10) Council members appointed by the Council Chair. Staff shall provide support for Committee meetings. Committee members can be removed by the Council Chair or resign at any time. A quorum must be present for business to be conducted. A quorum shall consist of more than half of the appointed Committee members and the Council Chair and Council Vice Chair may be counted for purposes of determining a quorum. For example, a Seven (7) member Committee would require four (4) for a quorum and if only three (3) attended, the Chair or Vice Chair or both could attend to meet the quorum requirement.

Reporting

The Committee is presided over by the Advancement Committee Chair(s) and shall report to the Council Chair, Executive Director and/or Staff designee and report to the Council at each Council Meeting

Statement of Purpose

Committees are designed to allow Council members to be more deeply engaged in The Agency's work. The Advancement Committee will assist the Council and Staff in making decisions to help the Agency achieve its annual goals and initiatives and legislative mandates. More specifically, the Advancement Committee will act primarily to support the Agency in achieving its strategic goals, by

- reviewing, discussing and suggesting people and organizations throughout the Commonwealth for Agency Staff to meet (both within and outside the cultural sector) in order to advance the cultural sector in accordance with the Agency's goals under its strategic plan, and
- assisting the Agency in making introductions and obtaining invitations to relevant events in support of such outreach and
- advising on advocacy strategy and other related outreach efforts by the Agency.

Authority, Duties and Responsibilities

As needed, the Advancement Committee will work closely with the Staff to provide feedback on various programmatic and operational decisions. As needed, it will make recommendations to the Council and report back to the Council at each Council meeting. The Chair, Committee Chairs and Staff will be responsible for keeping Committee members up to date and informed on any needs of the Agency as it pertains to the Committee's work.

Open Meeting Laws

All meetings of the Advancement Committee are subject to [the Commonwealth's Open Meeting Laws](#) in the same manner as Council meetings.

Conflict of Interest

Members are subject to [the standard conflict of interest rules](#) with respect to the Advancement Committee meetings and work to the same extent as they are with respect to Council meetings and work.

ADVANCEMENT Meetings & Events

March, April, May 2024

MARCH

- A Conversation with MassDOT Secretary Monica Tibbits-Nutt & MBTA General Manager Phillip Eng, March 4th, Boston (Michael & Dave)
 - Melrose Chamber of Commerce ED Stephanie Nelson, March 5th, Melrose (Michael)
 - A Conversation with MA Secretary of Administration & Finance Matthew Gorzkowicz, March 7th, Boston (Michael)
 - In-House Counsel Reception @ Boston Bar Association, March 7th, Boston (Dave)
 - W.E.B. Dubois National Historic Site, March 8th, Great Barrington (Michael)
 - UMass Amherst Fine Arts Center, March 8th (Michael)
 - Poetry Out Loud Massachusetts Finals, March 10th, Boston (Michael)
 - Coolidge Corner Theater Ribbon Cutting, March 12th, Brookline (Michael)
 - AIM Executive Forum: Sarah Iselin, Blue Cross Blue Shield, March 14th, Boston (Michael & Dave)
 - MetroWest Boston Visitors Bureau Annual Meeting, March 15th, Framingham (Michael)
 - Black Women in STEM program at Discovery Museum presented by Ellice Patterson, March 16th, Acton (Michael)
 - Carnival in Lawrence, March 16th (Michael)
 - Arts Extension Service 50th Anniversary Celebration, March 28th, Amherst (Michael)
 - The Effect of De-Industrialization on Local Economies, March 28, Boston (Dave)
-
- Peter Gordon, Center for American Progress
 - Emily Ruddock, MassCreative
 - Mark Vander Linden, Mass Gaming Commission
 - David Zimmerman, Boston Spirit Magazine
 - Heather Champion, Diversified Search Group
 - Yng-Ru Chen, Crystalle Lacouture, Sarah Galender Meyer of Arrival Art Fair
 - Grant Welker, Boston Business Journal
 - House Ways & Means Chair Aaron Michlewitz
 - Jennifer Change, National Endowment for the Arts
 - Civic Action Project (CAP) Collaborative sessions
 - Advisory Board for the Arts Executive Roundtable

- Secretary of Labor and Workforce Development Lauren Jones

APRIL

- Governor's Conference on Travel & Tourism, April 2nd, Boston (Michael, Dave, and Agency Staff)
- New England Foundation for the Arts Celebration of Leadership, April 4th, Boston (Michael and Dave)
- Meeting with State Representative Steven Owens in Watertown, April 8th (Michael)
- Gaming Mitigation Fund Celebration in Worcester, April 8th (Michael, Dave, and Agency Staff)
- Visit to West End Museum in Boston, April 11th (Dave)
- Visit to Historic New England in Haverhill, April 16th (Dave and Agency Staff)
- Speaking Engagement: Berklee College of Music Arts Administration Panel, Boston, April 29th (Michael)
- Berkshires/Columbia County Pay Equity Project Discussion
- Housing Goals & The Grid: Challenges and Opportunities of Clean Growth
- Monitoring the US Arts Ecosystem: Announcing a New Federal Data Resource
- Civil Action Project meetings and activities
- MITx Team
- Christopher Hope, The Loop Lab
- 250th Anniversary of the American Revolution Marketing Sub-committee
- New England Foundation for the Arts State Arts Agency Affinity Group Meeting
- STEM Council Summit Planning Group
- State Representative Owens, Watertown
- MA Arts Funders Network Meeting
- Visit to Bridgewater State University
- Malaika Lucien, Executive Office of Education
- MA Climate Chief Melissa Hoffer
- Senate Ways & Means Committee Chairman Michael Rodrigues
- Cecilia Ikika-Kalu, Cornerstone Global
- Economic Outlook: Government Tax Incentives for Expansion
- Michael Chambers II, Boston University
- Brian Boyles, Mass Humanities
- Kevan Barton, YouthConnect
- Marian Taylor-Brown, Arts Connect International
- New England Arts Advocacy Quarterly Meeting
- Cultural Facilities Fund Advisory Committee Meeting

MAY

- NEA's Healing, Bridging, Thriving, May 1st, virtual (Michael)
- CHAPA Annual Federal Forum, Federal Reserve Bank of Boston, May 3rd (Dave)
- PEN/Hemingway Award Celebration, JFK Library & Museum, May 5th (Dave)
- Applied Micro Study Group Seminar, "The Myth That Made Us" hosted by the New England Public Policy Center, May 9th, Boston (Dave)

- Associated Industries Massachusetts (AIM) Annual Meeting, May 10th, Cambridge (Michael and Dave)
- Visit to future home of the International Marathon Center in Hopkinton, May 10th, (Michael)
- STEM Summit, Bridgewater State University, May 15th (Michael and Dave)
- Opening Night Boston Pops, May 27th (Michael)
- MassLeads Hearing
- Karen Darcy, CF Adams Trust
- Jay Kim, Community Foundation for MetroWest
- Yale Innovation Summit – Arts on Prescription presentation
- MMA Webinar series
- MassEcon Business Brunch



Arts & Culture Benefit

A New Tool for Employee Engagement



Power of culture

Mahaiwe Performing Arts Center

We Are Mass Cultural Council

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Mass Cultural Council is your independent state arts agency.

Our charge is to bolster the Commonwealth's creative & cultural sector.

Our efforts:

- Advance economic vitality
- Support transformational change
- Celebrate, preserve, and inspire creativity across all communities



Clark Art Institute

Creative Thinking at Work

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Capulli Mexican Dance Company | Jacob's Pillow

Approximately 73% of organizations surveyed in the World Economic Forum's [Future of Jobs Survey](#) reported creative thinking as a top priority, agreeing that this skill set is increasing in relevance and importance.

Making use of tools and activities that spark creativity helps build a workforce that is a powerful force for good capable of solving some of the world's most significant challenges.

Forbes, January 2024

Evolving Benefit Strategies



KO Theater Works

A 2023 Future of Benefits Survey by Care.com of 500 US-based Human Resource leaders revealed that:

- 95% are currently in the process of recalibrating their benefit strategies
- Business leaders are aiming to align those strategies with retention and productivity goals;

many know that caregiver benefits will help.

- 32% say employees are requesting senior care services, only slightly outpacing childcare services (30%)

Arts & Culture Benefit for Employees

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Museum of Science

Healthier, happier employees create more productive workplace.

- Improve retention, recruitment, and engagement
- Positive impacts well-being, attention, cognition, a sense of purpose or achievement, and meaningful relationships.
- Reduces loneliness, isolation, and symptoms of depression and anxiety
- Cultivates an appreciation of diversity, enhancing interpersonal dynamics and inclusivity.
- Provides a new tool for child and senior care support for employees

Potential Outcomes

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Sutton Foster, Celebrity Series of Boston

The arts are an essential professional development tool for the entire workforce. ~ **Michael J. Bobbitt**

- Expands creative thinking, the top skill needed by the workforce, according to World Economic Forum
- Positive community and brand impacts through Corporate Social Responsibility goals
- Cultivates new relationships with assets in your community

Arts & Culture Benefit for Employees

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#1 Expand existing corporate wellness programs to include the participation in the arts.

- Demonstrates a holistic view of wellness that embraces everything people do to support their wellbeing – not just gym memberships!
- Attending performances, plays, festivals, and concerts; visiting museums; taking art, music, and dance classes, are all phenomenal caregiving activities.
- Little to no added cost to the business beyond existing wellness program costs.
- HR curates a listing of cultural events in the community and promotes to employees alongside other wellness benefits.

Arts & Culture Benefit for Employees

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#2 Reimburse employees for the cost of arts-related activities using existing HR mechanisms.

- Suggested reimbursement \$250 to \$500 per year
 - Allows employees to participate in multiple activities, establishing a consistent practice of attending cultural events.
- Empowers employees to engage with the arts in the manner they feel most connected to and to bring members of their community or family along.
- A streamlined, simple reimbursement process to encourage use.

Arts & Culture Benefit for Employees

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#3 Purchase subscriptions, tickets, and memberships to cultural organization(s) for use by employees.

- Builds a strong relationship between the corporation and the selected organization(s); directly supports the cultural sector.
- Offering a specific experience and an already-purchased ticket can be less intimidating to those new to engaging with the arts.
- Creates team building opportunities for employees to attend cultural events together.

What You'll See

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- New infusions of creativity within the workplace
- Improved employee retention
- Positive Corporate Social Responsibility Impact
- Potential for further partnerships with cultural organizations and creative individuals



The Donkey Show at OBERON | American Repertory Theatre

An abstract painting with various colors like red, blue, green, and yellow, splattered and blended together, located in the top-left corner of the slide.

Thank you!

Engage with us @MassCultural

