



UNOFFICAL DRAFT SUBJECT TO APPROVAL BY THE COMMITTEE AT ITS NEXT MEETING

MINUTES OF THE MEETING

MASS CULTURAL COUNCIL GRANTS COMMITTEE

FRIDAY, AUGUST 4, 2023

ONLINE MEETING

Committee Members Present were Jo-Ann Davis, Chair of the Grants Committee Marc Carroll, Acting Council Chair Ché Anderson Barbara Schaffer Bacon Karen Barry Cecil Barron Jensen Kathleen Castro

Also Present were Mass Cultural Council Staff Members Michael J. Bobbitt, David Slatery, Catherine Cheng-Anderson, Jen Lawless, Bethann Steiner, Dan Blask, Amy Chu, Charles Baldwin, Kalyn King, Timothea Pham, Lisa Simmons, Ann Petruccelli Moon, Carmen Plazas, Carolyn Cole, Erik Holmgren, and Sara Glidden.

Chair Jo-Ann Davis called the meeting to order at 11:01am. She welcomed Committee Members and Agency staff and asked Deputy Director David Slatery to read the 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.

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meeting notice. Only Council members, staff and invited participants and guests will be provided access to the Zoom or other videoconferencing platform hosting the meeting. As a safety measure, 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 must 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.

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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.

Jo-Ann then asked Committee Members to approve the minutes of their last business meeting held on June 12, 2023. Barbara Schaffer Bacon moved to approve the minutes and Ché Anderson seconded the motion. There were no questions or discussion. By roll call vote and noting that Cecil Barron Jensen and Kathleen Castro had not yet joined the meeting, all other Committee Members were in favor, and it was unanimously

RESOLVED: that the Grants Committee approves the minutes of the June 12, 2023 Grants Committee Meeting in the form presented to the Grants Committee at its August 4, 2023 Meeting.

The Chair let Committee Members know the focus of today's meeting is a review of FY24 grant recommendations and program plans with plenty of time allotted for questions and discussion. She then asked Executive Director Michael Bobbitt and Senior Director of Programs Jen Lawless to give their presentation.

Michael thanked Agency staff, led by Jen, for their work creating grant recommendations and program plans for the coming year; today's presentation reflects the Agency's new strategic plan.

Jen let Committee Members know they'd first see a brief, high-level PowerPoint

presentation including an overview of proposed spending and the recommendations for each grant program, a copy of which is available upon request. Following this, staff would give brief presentations on each program and be available for feedback and questions from Committee Members.

Jen then shared her screen and walked Committee Members through a summary of the funds the Agency has available for spending in FY24. Mass Cultural Council plans to spend \$44 million which includes a \$25 million allocation from the state legislature plus \$895,000 in funded earmarks - this is an 11% increase to the Agency's line item. Spending will also include \$5.3 million in Gaming Mitigation funds, \$1.2 million in National Endowment for the Arts federal grants, \$11 million in pandemic recovery funds (\$10 million of which was previously announced as part of the Agency's FY23 spending plan and is already committed to FY23 grants, and \$1 million which will actually go towards new grants in FY24), and \$500,000 in other funding.

Jen reminded Committee Members of the legislative language pertaining to how the Agency spends its allocation and confirmed that the proposed plan meets and exceeds the stated requirements with 81% of the \$25 million slated to go to grantmaking leaving 19% for administrative and program costs. She also reviewed the goals of the Agency's new Strategic Plan.

Jen anticipates Mass Cultural Council making between 2,500 and 2,600 grants in FY24. This will be the largest numbers of grants Mass Cultural Council has ever made in a single year, if the two one-time pandemic recovery grant programs in FY23 are excluded. She thanked Michael and Bethann, Council Members, and the legislature for their work on the budget and let Committee Members know that they will see no change in spending on core grant programs in FY24. Given that the Agency is seeing an 11% increase to its line item, Jen provided the following context: in FY23 the Agency paused the Artists grant program due to the availability of one-time pandemic recovery grants for individuals and to allow time for staff to redesign the program. That line was "zeroed out" in FY23 and increased investments were made in other programs; those increases will be maintained in FY24 and a new grant program for creative individuals will launch. Jen then shared a set of slides including a high-level comparison of FY23 grant spending and proposed FY24 grant spending. The slides are available upon request.

There were no questions. Deputy Executive Director Dave Slatery asked Committee Members to review the conflict-of-interest list within their materials and let staff know of any changes or additions to ensure no Committee Member voted or had any discussion pertaining to an organization with which they have a vested interest. There were no edits or additions to the list and Jen asked staff to begin their program-specific presentations.

Cultural Investment Portfolio Program Manager Sara Glidden shared that the grant amount allocated to the Gateway and Portfolio programs is consistent with what was allocated in FY23 and based on a formula that considers the three-year average of an organization's cash expenses. The most significant change to the programs came last year when Equity Impact Points were introduced. This increased some grant amounts to organizations in or representing communities frequently disadvantaged in access to philanthropic support.

Barbara Schaffer Bacon asked for an example of where these points were applied. Sara shared that in FY24, staff has applied points based on whether an organization is BIPOC-centered – this is determined through self-identification by an organization that is BIPOC led and/or run, and whose primary mission, programming, and/or practices explicitly and specifically reflect and serve one or more communities that self-identify as BIPOC. In some cases, this yields a 40% increase in grant amount.

Barbara commented that cultural affiliate status is a positive in terms of reaching more communities. Sara explained that this was a change staff made approximately five years ago so that an organization that is not fully cultural but that does substantial cultural programming could become eligible for funding through CIP; staff was thinking of social service organizations when this change was made.

The final change Sara highlighted for Committee Members was regarding support for public media organizations. Public Media Partnership Grants have been discontinued last year. The five media organizations who received grants (in the form of ad buys) in previous years will again receive a Media Transition Grant in FY24 (as they had in FY23). After this they and other media organizations will be eligible to apply for CIP funding alongside all other eligible organizations.

Program Officer Lillian Lee then provided Committee Members with a summary of plans for the Gaming Mitigation Program. In FY24 the program's structure will remain the same and provide grants to nonprofit and municipally owned performing arts venues that present touring artists to mitigate the impact of casinos on the costs of performer fees. The application will open in December. FY24 will see a hearty focus on outreach with the goal of increasing the number of organizations that apply. Lillian noted that FY23 saw a small increase in the number of applicants and that half of the new applicants were BIPOC organizations.

Program Officer Carolyn Cole summarized plans for the Cultural Districts Initiative. Last year there was an exciting 100% increase to the program grant amounts with each district receiving a \$15,000 grant. Early reports indicate that this has been transformative; staff proposes that this grant amount stay the same in FY24 and that \$30,000 be reserved for two anticipated new districts.

Karen Barry inquired as to the Agency's long-term strategic plan for the Cultural Districts Initiative. Michael explained that staff has reviewed the statute and believes that support from other state agencies is necessary for the districts. Michael also believes that to deepen the impact each district must pursue partnerships. Staff is considering if having a cultural district in every community is valuable or necessary. This will be explored further in FY25.

Jo-Ann asked if the funded districts report on how they use their grants and Carolyn confirmed that all districts submit a final report.

Program Manager Lisa Simmons spoke about the Local Cultural Council (LCC) program which will be level funded at \$5.5 million in FY24. Outreach will be a focus of this year's work. Staff will encourage LCCs to think about who is not in the room, who has never been funded before. New this year: Councils can fund for-profit organizations that propose projects that provide public benefit. Also, the FY24 guidelines clarify that "public entities" includes Tribal, Federal, State, and municipal entities. Lisa concluded by

letting Committee Members know that the team would soon hire a new staff member to focus on Worcester County.

Michael added that the Agency sees Tribes as sovereign. As such, they should be treated like municipalities. Staff is working with consultant Erin Genia and a core group of advisors from the Native and Indigenous community to define more fully what a "Tribal Cultural Council" would look like; this is part of the work in FY24 pertaining to the development of a Native & Indigenous Equity Plan.

Barbara requested a clarification: in the materials when the number 23,000 is used, does that count every direct application to an LCC or is that including the 329 grants the Agency gives to the LCCs. Jen explained that this number (23,000) is the number of grant applications submitted to the Mass Cultural Council and to all the LCCs through the grants management system and includes every grant that came through and does include the 11-12,000 grants directly made by LCCs and all of the grants made by Mass Cultural Council (including the 329 grants made to the LCCs).

Kathleen Castro asked if staff encourages LCCs and Cultural Districts to work together and Lisa confirmed that they do. In fact, each district has one member of its corresponding LCC on its management committee. Karen added that she periodically sits in on LCC meetings within her region and observes that having shared goals strengthens both the districts and the LCCs; when all involved understand the power of collaboration, all can benefit.

Program Manager Erik Holmgren provided an update on YouthReach which is heading into its 29th year. YouthReach is the longest running source of funding for Creative Youth Development work in the United States. The program is funding 85 Massachusetts programs; FY24 marks the second year of a three-year cycle. Grant amounts will remain the same - \$22,000 – for each of the 85 programs. In addition, the Agency is investing in the Youth Arts Impact Network with its partner, EdVestors. Since it was decided that the Agency would step back from direct service work, EdVestors is taking up the role of developing resources in the Boston area and making sure those resources are available to those who need them. The META and CYD Fellowships Programs concluded in May. The fellowships were funded by the Klarman Family Foundation and the Linde Family Foundation respectively; the small amount of funding that remains now that the programs have permanently ended will most likely be used to make small grants available to program fellows from each of the cohorts. Additionally, the Agency helped in the founding of the nonprofit Johnson String Project seven years ago. Staff recommends the Agency begin to taper its support of the organization as they have been doing their own fundraising and are now able to provide support to all music organizations funded through YouthReach. Funding for Mass History Day will not continue; the Massachusetts Historical Society receives a general grant through CIP and will also receive an earmark this fiscal year specifically related to the program, so the additional support which the Council originally provided to get the program up and running is not necessary. Funding for Poetry Out Loud will continue.

Barbara noted that Southeastern Massachusetts and Cape Cod receive very little Creative Youth Development funding and wondered if staff might increase outreach in those regions. Erik explained that this is a priority and something staff has been and will continue to pursue; he noted that Brockton has been particularly challenging. Michael

added that a forthcoming new program that focused more on general, less genrespecific funding might be more appealing to these communities.

Program Officer Amy Chu now oversees STARS Residencies which will also be level-funded in FY24. The STARS application opens on September 21st. This year the application will include priority points for schools within BIPOC communities and schools servicing students with disabilities; evaluative scoring will be eliminated.

Program Officers Timothea Pham and Kalyn King let Committee Members know that Festivals & Projects is in its second cycle and received 1,238 applications. Staff recommends funding for 740 of those applicants – this is identical to the FY23 recommendation and the amount of funding available. Grant announcements will be made in early September.

Program Officer Charles Baldwin shared proposed plans for the FY24 UP Innovation Fund. With the Innovation & Learning Network (ILN) paused for FY23, staff had the opportunity to look at granting with new equitable methods. Last year, instead of having UP organizations apply for an innovation grant or LEAD stipend, the Agency provided all designated organizations with a fixed amount grant earned through submitting a robust annual report. Staff is recommending that this funding be repeated in FY24. The ILN will eventually be offboarded to a service organization with the intention of expanding it.

Michael added that, like the work the Agency did with Arts Connect International to create the Cultural Equity Learning Cohort (CELC), staff is hopeful that offboarding the ILN will make it available to many more people. In recent years there have been approximately 15 participants in the ILN, there is hope that offboarding it to a service organization will bring those numbers up to 500 or even 1,000.

Barbara remarked that she is surprised the Network for Arts Administrators of Color (NAAC) – another program that is part of the Agency's equity, inclusion, and access work – is not yet an independent organization. Jen let Barbara know that NAAC receives an independent grant outside of the Cultural Investment Portfolio; it continues to be "housed" with ArtsBoston but is fully independent with regard to decision making. NAAC is partnered with ArtsBoston to remove the barriers that come along with managing a standalone non-profit organization. Michael hopes NAAC can eventually expand its work to be statewide.

Program Officer Käthe Swaback provided an update on Social Prescription – CultureRx. After three years and four phases of social prescription work the time has come for the program to be offboarded to another entity so that it may continue to grow. The entity that staff has selected is Art Pharmacy- a national organization- who will receive a \$175,000 grant to advance the work and create cross-sector partnerships. Mass Cultural Council worked with Dr. Tasha Golden to create a field guide entitled "Arts on Prescription: A Field Guide for US Communities" which will be released in September.

Cecil Barron Jensen asked what regions Art Pharmacy is seeking to work with. Käthe explained that this is to be determined but there are several possibilities. Initially there will be three regions, and Art Pharmacy will take things even further. Michael added that staff had a meeting with staff members from the Office of the Attorney General to let them know about the work.

Dave let Committee Member know about a proposed new grant to the MA Commission on Indian Affairs who – in collaboration with Suffolk Law School, Ohketeau Cultural Center, UMass Boston, and the Institute for New England Native American Studies – have begun the process of establishing of a Truth Commission in Massachusetts that would ensure the Indian Arts and Crafts Act of 1990 is upheld in a way that protects and supports the arts of Tribal citizens in the Commonwealth. Staff is proposing a \$5,000 grant.

Dave then let Committee Members know that grants listed under Advancement in their materials will be familiar to them, but to share any questions or feedback with staff. Jo-Ann noted that the grant to MassCreative had changed, and Communications and Community Engagement Manager Carmen Plazas clarified that the grant is project specific; last year their grant was to rebrand their website, this year's project is smaller.

There were no further questions, so Program Manager Dan Blask began the final program-specific presentation focused on the work of the Artists team, primarily a redesigned funding program for artists. First, Dan let Committee Members know that in FY23 staff was busy designing and administering the Pandemic Recovery Grants for Individuals program – payments are still being made by the Fiscal team and it is anticipated that work will be completed this summer. As grant contracts were processed it was discovered that several recipients had moved out-of-state; this, plus a handful of other factors means staff will have an additional approximately \$1 million to distribute in new grants in FY24. There will not be an application for these funds, staff will simply go further down the list of original applicants and fund around 200 individuals. Dan also briefly mentioned that the Traditional Arts Apprenticeship program led by Program Manager Maggie Holtzberg is entering the second year of its two-year cycle and will distribute \$10,000 grants to the previously approved 18 individuals in FY24.

Dan then summarized the redesigned funding program for artists. Staff is proposing to award 375 unrestricted \$5,000 grants to artists, culture bearers, and creative individuals. This includes individuals who would have been funded by the former Artist Fellowships program and expands to include new types of artists, particularly individuals who might not have seen themselves as eligible for a Fellowship in the past. Applicants will submit work samples and an artist narrative. Like the application for the Pandemic Recovery Grant for Individuals staff will consider the geographical distribution of funds by county meaning that the percentage of grants per county will align with the percentage of applications received per county. The program will also include a list of funding priorities - individuals who identify as BIPOC, individuals who identify as d/Deaf or disabled, new arant recipients, applicants who haven't received a grant in the last six years, traditional/folk artists and culture bearers, and recipients of anti-poverty benefits. The review process will combine equitable grantmaking practices and consider elements of so-called "participatory grantmaking" – the community impacted by funding has a voice in the process; this could include individuals who received Pandemic Recovery grants, since they will be required to enter a waiting period and will not be eligible for funding in FY24. In July, staff engaged in a survey to the field and received a good deal of support for the draft of the program mission, with some concerns about the Artist Fellowships program being revised; specifically, the anonymity of the review process which staff does not recommend continuing in the new program to bring inclusion, equity, and access into the foreground. Another concern staff received was the elimination of artistic excellence as a priority to receive funding; this is another intentional core shift. Staff heard concerns from individuals who believed they would be

less likely to receive a grant since they do not see themselves reflected in the funding priorities; and a concern that older artists will be left behind. Staff will work to create a distribution of grants at each level of experience, similar to efforts around geographic distribution.

Jo-Ann thanked Dan and noted that this is a very thorough and dramatic program redesign. Ché agreed and asked Dan if he had any data or examples of best practices around participatory grantmaking. Dan does not have any data, but some elements of participatory grantmaking which is a broad term covering many different types of practices have been employed by Mass Cultural Council before. Staff wishes to learn from previous experience and investigate ways to use it in the review process.

Barbara noted that participatory grantmaking can exponentially increase work for the staff and certainly can be a significant networking and professional development tool for communities with a huge added value and benefit. She asked Dan, when artistic excellence is stripped away and replaced with a demonstrated realization of creative expression and a commitment to the creative process, if staff has thought about how artists will show this?

Dan anticipates there being a number of individual reviewers acting in a different fashion than at a panel meeting. Creative expression can mean several things; the term artistic excellence tended to lean towards western European art objects and felt exclusive. This is more about an artist achieving what they set out to do and less about meeting a nebulous standard of what their art is supposed to be.

Jo-Ann asked if there is a way staff plans to measure the actual realization of someone's creative expression so that all reviewers are evaluating applications in the same way.

Michael noted that this is similar to how previous panels handled the issue of artistic excellence which is also hard to define and measure so a larger group of reviewers is crucial. The funding formula is still to be determined, but the goal is to be equitable everywhere. When the Agency was only selecting people who were the best of the sector, it may have excluded artists who were just starting out. Jen added that realization of creative expression is one of many components that will be considered.

Barbara thanked Dan, Michael, and Jen for their comments as she is concerned about how participant reviewers will be prepared and what they will look for; and how prepared artists are to prepare a narrative about their work.

Jen added that there are not many details on the timeline at this point and Jo-Ann asked if the program was still being designed or if staff is prepared to implement it. Jen let Jo-Ann know that staff is close to implementing the program but is working out the details including working through a plan for the payment process before posting guidelines.

Barbara commented that she is concerned about individuals who received pandemic recovery grants. She understands why they need to wait to become eligible again, but she recalls attending a celebration in Springfield in the spring and hearing Michael tell new grantees how happy the Agency was to make the connection with them. It gives her pause.

Michael explained that 3,600 applicants to the pandemic recovery program did not receive funding, so it would not be a good idea to give those who did receive funding another grant. Staff is focused on sharing resources and opportunities with individuals and organizations, so they can apply for funding elsewhere.

There was no further discussion and Jo-Ann said she would look for a motion to recommend the grant recommendations in Sections 5 – 11 to the full Council. Karen Barry moved to make the recommendations, Ché seconded the motion. By roll call vote and noting that Kathleen Castro and Cecil Barron Jensen had departed the meeting at this point, Committee Members unanimously voted to recommend the following

WHEREAS it is expected that the Massachusetts State Budget for Fiscal 2024 when signed into law shall contain an appropriation \$25,000,000 (plus earmarks) for the Mass Cultural Council for FY24 (the "FY24 State Budget"); and

WHEREAS, previously today Mass Cultural Council's Executive Committee recommended to the Council for approval a draft of the FY24 Budget and Program Allocation Plan submitted by staff; and

WHEREAS, based on such Plan, staff has recommended grant allocations for Mass Cultural Council programs to the Grants Committee at its meeting on August 4, 2023 ("Grants Committee Meeting"),

NOW THEREFORE, it is hereby

RESOLVED: That, dependent upon the FY24 State Budget being signed into law, the Grants Committee, recommends that the Council approve the allocation of grants and processes and procedures presented at the Grants Committee Meeting in accordance with the following resolutions:

Section 5(a)

RESOLVED: To recommend allocations to the Cultural Investment Portfolio and CIP Gateway programs as presented at the Grants Committee Meeting in for an aggregate total of \$6,990,300.

Section 5(b)

RESOLVED: To recommend \$100,000 in Media Transition Grants to 5 public media companies, as presented at the Grants Committee Meeting.

Section 5(c)

RESOLVED: To recommend approval of the fourth cycle of the Gaming Mitigation Program as presented at the Grants Committee Meeting.

Section 6(a)

RESOLVED: To recommend up to \$855,000 in Cultural District grants as presented at the Grants Committee Meeting.

Section 6(b)

RESOLVED: To recommend an allocation to the Local Cultural Councils totaling \$5,500,000 as presented at the Grants Committee Meeting.

Section 7 (a)

RESOLVED: To recommend grant allocations to YouthReach program in the amount of \$1,870,000, as presented at the Grants Committee Meeting. Section 7 (b) RESOLVED: To recommend to Mass Cultural Council recommend grant allocations of \$1,428,100 to the STARS program, as presented at the Grants Committee Meeting.

Section 7 (c), (d) and (e)

RESOLVED: To recommend the following grants- \$30,416 to the Youth Arts Impact Network with EdVestors, \$20,000 in support of the NEA-funded Poetry Out Loud program and continued grant funding of the Instrument Library in the amount of \$15,000, all as presented at the Grants Committee Meeting.

Section 8 (a)

RESOLVED: To recommend approval of the Projects/Festivals program with a grant allocation totaling \$1,850,000 as presented at the Grants Committee Meeting.

Section 8 (b)

RESOLVED: To recommend to Mass Cultural Council \$480,000 in UP Innovation Fund Grants, as presented at the Grants Committee Meeting.

Section 8 (c)

RESOLVED: To recommend a grant of \$175,000 to Art Pharmacy for continuation of the CultureRx Social Prescription program as presented at the Grants Committee Meeting.

Section 8 (d), (e), (f) and (g)

RESOLVED: To recommend to Mass Cultural Council a \$62,500 grant to Arts Connect International for continuing the Cultural Equity Learning Community (CELC) 2.0 teaching course in FY24, a \$70,000 grants to ArtsBoston acting on behalf of the Network Arts Administrators of Color, a \$5,000 grant to the Massachusetts Commission on Indian Affairs for support of its Truth Commission project and a \$20,000 grant for an organization to be selected to scale up the UP Innovation Learning Network program, all as presented at the Grants Committee Meeting.

Section 9

RESOLVED: To recommend to Mass Cultural Council a grant to Mass Humanities totaling \$943,608, a grant to Mass Creative for \$33,000 and a grant to NEFA of \$70,000, all as presented at the Grants Committee Meeting.

Section 10(a)

RESOLVED: To recommend to Mass Cultural Council the funding of the Apprentice Grants program in the amount of \$180,000 as presented at the Grants Committee Meeting.

Section 10(b)

RESOLVED: To recommend to Mass Cultural Council a grant allocation of \$1,875,000 for up to 375 grants of \$5,000 as part of the new FY24 Individual Creativity Grants Program as presented at the Grants Committee Meeting

Section 11

RESOLVED: To recommend to Mass Cultural Council continuation of the Cultural Sector Recovery Grants for Individual program in FY24, using whatever leftover Pandemic Recovery Funds are determined to be available by staff, for further grants under the program, as presented to the Grants Committee meeting

The following Committee Members abstained from voting and/or discussing grants pertaining to the organizations listed under their name:

Marc Carroll

- a. Boston Youth Symphony Orchestra
- b. The Rivers School

Jo-Ann Davis

- a. The Care Center
- b. Springfield Museums
- c. MASSCreative

Barbara Schaffer Bacon

a. Arts Extension Institute

Kathleen Castro

- a. Little Theater of Fall River
- b. New Bedford Festival Theater
- c. The Fall River Coalition for Arts and Culture

Cecil Barron Jensen

- a. Artists Association of Nantucket
- b. The Nantucket Historical Association
- c. Nantucket Cultural District

Che Anderson

- a. Worcester County Mechanics Association (Mechanics Hall)
- b. Worcester Historical Museum
- c. Worcester Art Museum
- d. Institute of Contemporary Art

The end of the agenda had been reached and Jo-Ann, as Chair, adjourned the meeting at 12:37pm.