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MASS CULTURAL COUNCIL GRANTS COMMITTEE

TUESDAY, MARCH 3, 2020: 1:30- 3:00 PM

MASS CULTURAL COUNCIL OFFICE
10 SAINT JAMES AVENUE-3D FLOOR-BOSTON, MA

AGENDA	VOTE
1. Call to Order- Open Meeting Law Notice	
2. Minutes of January 7, 2020 Meeting	X
3. Chair Report	
4. Executive Director Report	
5. CultureRx Social Prescription Pilot Approval	X
6. CIP Projects Update	
7. Planning for May Grants Committee Meeting	
8. Information Opportunities for Grants Committee Members- Discussion of Preferences	
a. In-person participation by Committee Members	
i. Site visits to Grantees	
ii. Observations of Panel Deliberation	
b. Regular "Office Hours" by Council Staff for Member Inquiries	
c. Regular Presentations on Programs and Initiatives	
d. Other Ideas.	

GRANTS COMMITTEE
MASS CULTURAL COUNCIL
TUESDAY, MARCH 3, 2020
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**MASS CULTURAL COUNCIL
GRANTS COMMITTEE**

TUESDAY, MARCH 3, 2020: 1:30-3:00 PM

**MASS CULTURAL COUNCIL OFFICE
10 SAINT JAMES AVE-3D FLOOR, BOSTON MA**

RESOLUTIONS

Section 2

RESOLVED: that the Grants Committee approves the minutes of the January 7, 2020 Grants Committee Meeting in the form presented to the Executive Committee at its March 3, 2020 Meeting.

Section 5

RESOLVED: To recommend to Mass Cultural Council approval of the Social Prescription Pilot, including the proposal from Franklin Park Zoo-Harvard Street Neighborhood Health Center, and any adjustments to said pilot or other proposals addressing the same or similar goals, as described in a memo presented to and reviewed by the Grants Committee at its March 3, 2020 meeting.



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

**MINUTES OF THE MEETING
OF
MASS CULTURAL COUNCIL
GRANTS COMMITTEE**

TUESDAY, JANUARY 7, 2020

**MASS CULTURAL COUNCIL OFFICE
10 ST JAMES AVENUE-3D FLOOR
BOSTON, MASSACHUSETTS**

Chair Victoria Marsh called the meeting to order at noon

Committee Members Present

Victoria Marsh, Chair of Grants Committee (by phone)
Nina Fialkow, Chair of Mass Cultural Council
Marc Carroll, Vice Chair, Mass Cultural Council (by phone)
Karen Barry (by phone)
Jo-Ann Davis (by phone)
Kathy Castro (by phone)
Barbara Schaffer Bacon (by phone)
Cecil Barron Jensen (by phone)
Karen Hurvitz

Staff members present were

Anita Walker, Executive Director
David Slatery, Deputy Director
Greg Liakos, External Relations Director
Jen Lawless, Operations Director
Maggie Holtzberg, Program Manager
Kelly Bennett, Program Officer
Dan Blask, Program Officer

Prepared on 2/13/20

Victoria Marsh opened the meeting by causing the following to be read into the record

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.

Please note that this body has invited the following persons to participate in today's meeting

Staff of Mass Cultural Council

Mass Cultural Council welcomes members of the public to attend its meetings. Under the Open Meeting Law, however, this is not a public hearing and public testimony will not be taken. Individuals may not address the meeting without permission of the chair.

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.

Victoria then called for a vote on the minutes of the August 13, 2019 Executive Committee meeting. Upon motion duly made and seconded, it was unanimously

RESOLVED: that the Grants Committee approves the minutes of the August 13, 2019 Grants Committee Meeting in the form presented to the Grants Committee at its January 7, 2020 Meeting.

Victoria then asked Executive Director Anita Walker for her report. Anita indicated that the Council staff were off and running in brand new year. Anita highlighted the Final Deficiency budget passed at the end of 2019 which effected some technical correction to the 2011 Gaming Law thus enabling the Council to access certain Commonwealth casino tax revenues which in turn will enable the Council to implement the Gaming Mitigation Program which will be discussed later in the meeting.

Anita then asked Kelly Bennett, Dan Blask and Maggie Holtzberg to present the recommendations for Artists Fellowships in the fields of Drawing & Printmaking, Poetry and Traditional Arts. Dan gave a summary of the 45 year history of the program. Dan and Kelly described the three disciplines being voted on today and the three upcoming disciplines (Crafts, Dramatic Writing, and Sculpture/Installation/New Genres) that will be coming up for consideration at the May meetings. Maggie described the Traditional Arts Fellowships and they way they differ from the other disciplines (i.e. review is not anonymous, the panelists know the identities of the applicants). Dan and Kelly further described the panel review process.

Karen Hurvitz asked if the program ever considered the financial need of an applicant or focused on supporting "struggling artists." Dan indicated the program was focused on artistic merit and had never considered financial circumstances. Often the recognition given by the program was more valuable than any particular award amount. The blind review process had over the years worked to distribute the fellowships to applicants in a range of different financial circumstances (i.e. the famous had no advantage).

The Committee generally discussed the issue of financial need and artists. Anita indicated addressing financial need would be a different goal from the one Artists Fellowship program had. Staff agreed to look into programs based on financial need.

Karen Barry encouraged staff extend outreach efforts to all regions of the state. Kathy Castro was also interested in regional outreach. Karen and Kathy both asked for information on deadlines for programs so that they could get the word out in their hometown areas. Barbara Schaffer Bacon stated all Council members would benefit from this type of outreach.

Cecil Barron Jensen stated that in Nantucket she had put local artists associations in contact with Kelly for a webinar on the program.

In response to outreach questions, Dan mentioned they recently opened up the application process to audio/video submissions in the Poetry discipline and felt that this had brought in some new applicants.

Victoria mentioned it would be great to have an artist present at some point at a meeting.

At the conclusion of the discussion, upon motion duly made and seconded it was:

RESOLVED: To recommend to Mass Cultural Council the FY20 Artist Fellowship grant awards in the disciplines of Drawing & Printmaking, Poetry and Traditional Arts as reviewed by the Grants Committee at its January 7, 2020 meeting.

Anita reminded the members that they are all invited to attend panels for Artists Fellowships. We will make that information available.

Victoria next asked Anita to address the proposed new Gaming Mitigation Program.

Anita referred back to the earlier discussion of the Final Deficiency Budget by the legislature in December which enabled casino tax revenue funds dedicated for the new program to be forwarded to the Council and to the memo contained in the meeting books which describes the new program. Anita emphasized that the Gaming Mitigation Program was mandated by statute to address the needs of performing arts center in Massachusetts negatively impacted by the operation of gaming facilities in Massachusetts- specifically in terms of their pricing structure which had the effect of increasing the costs for touring acts. The funds dedicated for this program may only be spent on this program and may not be used to support the other operations of Mass Cultural Council (which are funded by the appropriation in annual state budget).

Anita asked Jen Lawless to describe the steps that had been undertaken to develop the new program and how it would operate. Jen went through the formulas that would be used to determine eligibility and

grant amounts under the program and referred to the working guidelines that had been developed.

Dave then explained how 75% of funds received by the Council (after a 75 allowance for expenses) would be spent directly on grants to performing arts organizations to subsidize fees paid to touring `shows or artists (explaining that the remaining 25% of the funds were to be spent on "organizational support" under the statute and that staff would be presenting a pilot program for approval and recommendation by the Committee in March.

The Committee discussed the program generally and asked about performing arts centers that might be eligible.

After the completion of the discussion, upon motion duly made and seconded , it was

RESOLVED: To recommend to Mass Cultural Council approval of the Gaming Mitigation Program as described in a memo presented to and reviewed by the Grants Committee at its January 7, 2020 meeting.

Sara Glidden, Program Manager of the Cultural Investment Portfolio (CIP) then was invited to discuss potential changes to the CIP Projects program which were detailed further in a memo provided with the meeting book. The Committee had a spirited discussion about the program, generally recognizing the issues Sara had raised but unwilling to consider a wholesale change in the emphasis to the program. Before the discussion could conclude however time ran out. Anita encouraged members to contact Sara with any concerns and comments and stated we would bring the matter back at the March meeting

The stated end time for the meeting having been reached, Victoria as Chair adjourned the meeting.



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To: Mass Cultural Council Grants Committee
From: : Anita Walker, Dave Slatery, Jen Lawless, Erik Holmgren
Date: March 3, 2020
Re: Social Prescription Pilot Program

As was discussed at the January Committee and Council meetings, late last year, Governor Baker signed into law a technical fix to the Massachusetts Casino Gaming Law which provides a workable mechanism for 2% of the Commonwealth's gaming tax revenues to be transferred to Mass Cultural Council which are dedicated to the implementation of two new legislatively-mandated programs.

The first such program, the Gaming Mitigation Program (which will receive 75% of such gaming tax revenues (after expenses)) was approved by the Council in January. Staff is now bringing to the Committee for review and recommendation the second program required by the statute dedicated to organizational support. The statute allocates the remaining 25% of such tax revenues to this program. As was stated in the Financial Report delivered to the Council last month, there will **\$860,810.47** available for this purpose in 2020.

We are proposing a pilot program to support cultural organizations through the practice of social prescription. In this pilot, organizations will be reimbursed for arts and cultural activities prescribed by care providers for a variety of conditions. This approach meets the statutory requirement of supporting organizations and also works to ameliorate and mitigate some of the potential negative effects that result from legalized gambling. Under this "Social Prescription Pilot," Mass Cultural Council will seek out cultural organizations interested in participating in a one-year pilot program designed to positively affect the health and wellbeing of the people of Massachusetts and the fiscal health of our non-profit cultural organizations.

The intention is to further develop cross-sector partnerships, that demonstrate the protective and therapeutic effect of cultural and arts

Prepared on 2/20/20

participation, and to create a model where the services provided by cultural organizations are funded.

As part of this pilot we will test the effectiveness of engaging professional care providers to become “social prescribers.” They will write prescriptions for their patients and clients to participate in specific programs in our cultural organizations to help alleviate or prevent social isolation, loneliness, and depression; enhance family relationships; improve physical fitness, agility and/or mobility; and increase happiness and a sense of wellbeing.

Further details of the Social Prescription Pilot are contained on **Exhibit 1** in a call for interest document (which is also currently posted on our website and will be implemented upon approval of the Social Prescription Pilot by the Council).

Additionally as a more specific program building on some of the goals of the Social Prescription Pilot and to test out the reimbursement process and data collection, we are also bringing forward a collaborative proposal from Franklin Park Zoo and Harvard Street Neighborhood Health Center (a description of which is also attached as **Exhibit 2**). This proposal would provide incentives to families to achieve health milestones while simultaneously to increasing access for families within the community to the zoo. Franklin Park Zoo and Harvard Street Neighborhood Health Center would collaborate to offer one-year family memberships to the families of Harvard Street patients who had successfully specific health milestones.

This zoo proposal funding will be provided on a reimbursement basis between now and June 30, with a maximum obligation of up to **\$15,625**. This pre-pilot does not prohibit Franklin Park Zoo from requesting to be part of the full Social Prescription Pilot if they choose to submit an expression of interest. The funds for this proposal would come out of the same gaming funds set aside for the Social Prescription Pilot.

Please note this program will be part of our overall [CultureRx](#) initiative but is being specifically funded out of gaming taxes since they address the legislative mandate set forth in the gaming law. The other elements of that initiative are funded from our regular annual appropriation.

Staff hereby requests the Grants Committee recommend approval by the full Council of the Social Prescription Pilot, including the zoo proposal and any similar proposals which may be made to staff addressing the same or similar goals, all as described in the resolution provided to this meeting.



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EXHIBIT 1

Call for Interest - Social Prescription Pilot

Pilot Description

The Mass Cultural Council is seeking cultural organizations interested in participating in a one-year pilot program designed to positively affect the health and wellbeing of the people of Massachusetts and the fiscal health of our non-profit cultural organizations.

Our intention is to further develop cross-sector partnerships, that demonstrate the protective and therapeutic effect of cultural and arts participation, and to create a model where the services provided by cultural organizations are funded.

Under our [CultureRx initiative](#), we will test the effectiveness of engaging **professional care providers** to become “**social prescribers**.” They will write prescriptions for their patients and clients to participate in specific programs in our cultural organizations to help alleviate or prevent social isolation, loneliness, and depression; enhance family relationships; improve physical fitness, agility and/or mobility; and increase happiness and a sense of wellbeing.

“**Professional care providers**” include, but are not limited to physicians, community health workers, mental health and recovery workers, therapists, geriatric workers, social workers, guidance counselors, and others who interact professionally with patients and clients.

Cultural organizations will provide the program and/or service called for in a **social prescription** to the client free of charge. The cultural organization will then be reimbursed by the Mass Cultural Council for the published admission/participation cost of the program or service the client was provided. Reimbursement will take place at three-month intervals.

Each participating organization will receive a \$1,000 stipend to help offset the cost of staff participation in the two required trainings.

The pilot will also serve as an opportunity for a cohort of organizations and professional medical providers to share learnings and best practices with each other.

Who should submit an Expression of Interest?

This pilot effort seeks organizations that have an **established relationship** with a professional care provider who is currently referring clients/patients to the organization for services.

We recognize that many organizations are seeking to establish new partnerships with professional care providers in their communities. As we learn from this pilot and the Partnership Pilots in Springfield and the Berkshires, we will be able to offer organizations guidance, resources, and support as they pursue new partnerships that move them towards social prescribing.

Mass Cultural Council is accepting Expressions of Interest from cultural organizations that address the *Key Characteristics of Social Prescription in the Arts*, which are essential for the successful implementation of social prescription programming and *described below*.

Key Characteristics of Social Prescription in the Arts

- **Partnership** – Professional Service Providers and cultural organizations are engaged in the collaborative care of patients/clients, including:
 - a. Clearly stated shared goals of the partnership
 - b. Identifying a point of contact for each partner to keep the lines of communication open
 - c. Use data to learn, adapt, and improve continuously.
- **Preparation** – Professional Service Providers and Cultural organizations take part in ongoing learning around current research and practice at the intersection of culture and health, including the individual and public health impact of cultural experiences and best practices in welcoming new audiences to organizations
- **IDEAS** – An Inclusion, Diversity, Equity, and Access Strategy is in place to ensure clients can access and fully experience cultural opportunities by overcoming barriers, seen and unseen, that may inhibit participation.

Pilot Commitments

Cultural Organizations invited to participate in the pilot will:

- Identify a person in the organization who will serve as the coordinator for the Social Prescription pilot.
- Identify specific programs/services with a published cost (advertised cost, not discount student, senior, or other rates) that the professional care provider will prescribe.
- Submit a written scope of work to the Mass Cultural Council co-authored by the organization and a professional care provider with information about the partnership and services that have been agreed upon.
- Participate in at least two workshops provided by Mass Cultural Council (the coordinator and at least one other person)
- Report on participation to support agency evaluation efforts and to measure program impact in the form of a final report.
- Share experiences and learning with the pilot cohort and the broader cultural field.

Professional Care Providers that have partnered with the selected cultural organizations will:

- Identify a person from the professional care provider who will serve as the coordinator for the Social Prescription pilot.
- Submit a written scope of work to the Mass Cultural Council co-authored by the organization and a professional care provider with information about the partnership and services that have been agreed upon.
- Participate in at least two workshops provided by Mass Cultural Council (the coordinator and at least one other person).
- Report on participation to support agency evaluation efforts and to measure program impact in the form of a final report.
- Share experiences and learning with the pilot cohort and the broader cultural field.

Anticipated Timeline and Pilot Components

March 20, 2020: Expression of interest due

Internal staff review of submissions. It may be necessary to schedule follow-up phone conversations. Mass Cultural Council staff will conduct calls with organizations as needed.

April 15, 2020: Organizations will be notified as to whether they have been selected to participate in the Social Prescription Pilot.

May 15, 2020: Selected pilot organizations will submit their scope of work to the Mass Cultural Council, which details:

- The goals of the partnership.
- The service(s) that will be offered/prescribed.
- The estimated number of prescriptions anticipated.
- The cost of the service(s) that will be offered/prescribed.
- What impact the partners hope to achieve through social prescription.

Scopes will be submitted electronically through an online form. Mass Cultural Council reviews and approves the proposed scopes of work.

June 2020: Contracts finalized and sent to program participants

June/July 2020: Pilot participants attend the required workshops.

July 1, 2020: Reimbursement period begins.

October 30, 2020: First reimbursement period ends, prescriptions reimbursed

February 28, 2021: Second reimbursement period ends, prescriptions reimbursed

June 30, 2021: Third reimbursement period ends, prescriptions reimbursed

July 31, 2021: Final Reports due.

Pilot Flexibility

This is a pilot that has been designed to be responsive and is meant to allow adjustments based on learning and experience gained over the course of the pilot. As a result, the components of the pilot and the timeline may change over the course of the pilot including things such as:

- The number of participating organizations
- The frequency and/or timing of reimbursements
- The process by which reimbursement is requested and/or reporting is completed

The Mass Cultural Council is committed to navigating and negotiating any necessary changes with the participants before making them and to clearly

communicating all pilot expectations. The Mass Cultural Council will also report on any changes to its board at the quarterly Council meetings.

The Mass Cultural Council is requesting Expressions of Interest from cultural organizations that have an established partnership with a Professional Care Provider to take part in a one-year pilot beginning July 1, 2020.

How to Submit an Expression of Interest

Expressions of interest should be submitted electronically using GoSmart no later than March 20, 2020. Interviews with applying organizations, as necessary, will be conducted soon thereafter with final notification coming no later than April 20, 2020.

Please be in touch with [Erik Holmgren](#) with any questions or concerns.

EXHIBIT 2

Proposals for Collaboration between Franklin Park Zoo and Harvard Street Neighborhood Health Centers

Background

The main entrance of the Franklin Park Zoo and Harvard Street Neighborhood Health Center are within direct sight of each other. The Zoo provides a safe and inviting environment where families can walk around, and learn about nature and the environment. Harvard Street provides a wide range of medical services targeted to its surrounding community. The community that Harvard Street serves, which is the same neighborhood where the Zoo is located has high rates of poverty. Poverty is a barrier that prevents community members from accessing the zoo, and from enjoying the benefits it has for themselves and their families.

Proposal

The following proposal would provide incentives to families to achieve health milestones while simultaneously to increasing access for families within the community to the zoo. Franklin Park Zoo and Harvard Street Neighborhood Health Center would collaborate to offer one-year family memberships to the families of Harvard Street patients who had successfully completed either of the following health milestones.

- Children who had successfully completed their primary immunizations between 18 and 24 months of age. Children who complete the vaccinations on time are less likely to contract vaccine preventable diseases or to suffer from the sequelae of these diseases if they receive their vaccinations in a timely fashion.
- Women who successfully have a postpartum visit with their Harvard Street obstetrical providers by six-weeks after delivery. Post-partum care is crucial in assessing the health of the mother and infant as well as an opportunity to assess postpartum depression and address family planning needs.

Upon achieving either of the above health milestones Harvard Street Staff would notify Franklin Park Zoo member services to arrange for the family to receive their membership.

Harvard Street regularly tracks each of these milestones and would report on the impact of this program on its rates of achieving these milestones. Franklin Park Zoo would track the utilization of families who had been awarded memberships through this program.

Currently, there are approximately 125 families each year at Harvard Street who would be eligible to achieve the two identified milestones. The retail price of a Franklin Park Zoo Family membership is currently \$125. To fund this program for one year \$15,625 would be needed with Harvard Street and Franklin Park Zoo each absorbing their respective overhead and other administrative costs.

We envision this as a pilot program with ample opportunities to expand the pool of eligible families by choosing additional health milestones, if additional and sustained funding becomes available in the future.



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To: Mass Cultural Council Grants Committee
From: : Anita Walker, Dave Slatery, Jen Lawless, Sara Glidden
Date: March 3, 2020
Re: Cultural Investment Portfolio Projects Program

Following the last meeting of the Grants Committee, staff met with Committee members to discuss concerns raised by staff about the current structure of the Projects grants program. These conversations were very helpful.

Staff is still working out the details of any revisions (and we anticipate more information will be available at the actual meeting), but based on the Committee's comments and subsequent conversations, any changes to the Projects program will preserve the following:

- Projects shall remain open to a broad applicant pool.
- Projects shall remain open to a wide range of projects in the arts, humanities, sciences.
- The process for grant applications will continue to support smaller organizations and organizations that reach diverse populations.

Changes to the Projects program will be focused on ensuring that the application and review process requires an amount of effort that is reasonably proportional to the amount of the grant (the fear was that it was getting too complicated and involved for the size of the grant). This includes the following:

- Simplified eligibility requirements.
- Simplified application process, with fewer questions.
- Clearer questions, particularly about how the project achieves Diversity, Equity, Inclusion and Access (DEIA) goals.
- Streamlined evaluation process, which allows for quicker turnaround from application deadline to grant notification.
- Scoring process which supports diverse geographic representation in the grant awards.