

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

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

TUESDAY, MARCH 3, 2020

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

Chair Nina Fialkow called the meeting to order at 10:15 AM

Committee Members Present

Nina Fialkow, Chair of Executive Committee and Mass Cultural Council

Marc Carroll, Vice Chair of Mass Cultural Council

Victoria Marsh, Chair of Grants Committee

Sherry Dong, Co-chair, Advocacy Committee

Troy Siebels, Co-chair, Advocacy Committee (joined late as noted below)

Jo-Ann Davis, Member At Large

Staff members present were

Anita Walker, Executive Director

David Slatery, Deputy Director

Jen Lawless, Operations Director

Bethann Steiner, Communications Director

Nina Fialkow opened the meeting by reading the following

I, Nina Fialkow as chair of Mass Cultural Council's Executive Committee, hereby call this meeting to order.

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 staff of Mass Cultural Council and other invited guests to participate in today's meeting

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.

Nina asked for approval of the minutes of the January 7 Executive Committee meeting. Upon motion duly made and seconded, it was

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

Nina then asked Executive Director Anita Walker for her report. Anita gave an update on the CultureRx Card to Culture noting that there have been over 480,000 usages since the inception of the program and 111,000 in just the last 6 months. There are 250 organizations affiliated with the program that offer free or reduced admissions. The partnership with Department of Transitional Assistance is key to its success as they really get the word out to the cardholders. The partnership with the

Health Connector is now formally in place. They have increased their enrollment by 5% since our partnership began for which we will be happy to take the credit. This partnership has been mentioned in the Globe and other media and other health organizations around the country.

We have also been working on the Social Prescription Pilot which has been described in the meeting materials. Anita discussed how the program was developed through a kaizen and outreach to organizations like the Zoo. She asked David Slatery, Deputy Director to discuss where the funding was coming from. He explained that the source was the 25% of casino tax revenues coming to the Council under the Massachusetts Gaming Law which are dedicated to “organizational support.” Jen Lawless, Operations Director, then described the details of the proposed Social Prescription Pilot and how it works.

In response to questions from Jo-Ann Davis, Anita described that this work grew out of our earlier pilots which the Council approved last August and funded with a small amount of state appropriation funds.

Troy Siebels joined the meeting at this point.

Bethann Steiner, Communications Director, passed out a one-page summary of all of the CultureRx programs and other marketing materials including the EBT Card to Culture marketing piece.

Bethann noted there would be a one-hour information briefing on CultureRx at the State House (March 4 at 11 AM). There are 3 legislative hosts and Louis Gutierrez, executive Director of the Health Connector will be there and lead a panel discussion. The intended audience is legislators, staff and the public.

Marc informed the Committee that he had been part of the kaizen and described the very detailed map of the program staff had developed going through July 2021.

At this point Marc and Anita turned the subject to a meeting they had with Anita immediately prior to the meeting. Anita informed them that she was retiring after 13 years at the Council effective June 30.

The Committee members expressed their thanks and congratulations to Anita.

Anita mentioned that she thought this was a good time because the Council was in a good place in terms of programs, finances and staff and that at this point the staff could effectively run all of their programs. She stated she would focus on the FY 21 budget from here on out and there would be set aside time at the May meeting to go over the budget- the same process we have followed over the past several years.

Anita then recommended that the Council employ an outside search firm to pick her replacement. Experts will help guide the process, have methods of engaging Council members and staff and act as buffer to the multiplicity of outside interests that might be interested in this position.

Upon a question from the Chair, David explained that the new Executive Director would need to be both approved by the Chair and by a majority of the Council under the terms of the Council's enabling statute. He explained that from the records of the Council, it appears that in 2006-07, the then chair asked the Executive Committee to serve as the Search Committee and had decided to retain an outside search firm.

Nina then noting that the new Executive Director had to be acceptable to the Chair, asked that the Executive Committee to serve as her Search Task Force to help find candidates to present to the full Council. She also suggested that they immediately act to retain an outside search firm and discussed the need to craft a Request for Proposals (RFP) so that one could be selected from an open competitive process. Nina asked David to work on reviewing Search Firm RFP drafts and develop something to present to the Task Force

Nina then asked the Committee members to formally serve as the Search Task Force. Upon motion duly made and seconded, it was

RESOLVED: that the Executive Committee serve as the Search Task Force to help the Council choose a new Executive Director.

Bethann then reminded the Committee that the CultureRx briefing was occurring the next day and asked that the announcement of Anita's retirement be postponed until that event had occurred so as not to distract and passed out a suggested timeline of events.

Next Nina asked for the resolution on approving out-of-state travel requests by staff as is required under this year's state budget and vote of

the Council last August. David referred to the memo in the meeting materials. Upon motion duly made and seconded, it was

RESOLVED: To approve the staff-recommended out-of-state requests presented to the March 3, 2020 Executive Committee Meeting

Nina then asked for approval of the proposed agenda for the March 13 Council meeting in Fall River. Anita noted that we had worked very closely with Council member Kathy Castro on the meeting and the agenda. Upon motion duly made and seconded, it was

RESOLVED: that the Executive Committee approve the draft March 13, 2020 Mass Cultural Council Agenda presented to the Executive Committee at its March 3, 2020 Meeting.

There being no more business to come before the Council, Nina as Chair adjourned the meeting.