

Minutes

Cultural Foundation of Broward, Inc.

Meeting: January 12, 2007

Present: Brian Kling, Robbie Kurland, Peter Palin, Maureen Kohler, Richelle Doliner, Pamella Dearden, Margaret Armand, Amanda Breeden, James Shermer

Guest: Ken Kahn, Greater Hartford Arts Council (GHAC)

Absent: Latona, Robbins, Camp, LaBonte, Gadson, Young, Katterhenry, Becht

Greeting and informal meeting at 11:30 a.m. with Mr. Kahn. The GHAC United Arts Fund 101 PowerPoint handout was distributed. The group discussed merits (pro and con) of how new resources for the arts would resonant with the political environment for funding arts and culture (detract or enhance sales tax sources and subsequent government support?... how would this be viewed?). Finding the “correct cause” to motivate WPG is important (new resources for new initiatives) in order to keep the balance for increased County support. In Hartford, it was Heritage Advancement and Community Events for towns that had the most traction.

12:15 p.m. meeting starts.

Minutes were approved.

Mr. Kling provided a sponsorship update on the reception: *The African Diaspora Experience* Art Exhibition **February 8, 2007**, and the *Lecture & Workshop* Featuring, Florida Highwaymen, Mary Ann Carroll & Pervis Young on **February 10, 2007**. **\$3,750** has been raised to date, with more sponsors expected. Sponsor list was distributed. Mr. Kling thanked Ms. Kohler and Mr. Gadson for their great efforts with these projects.

Mr. Palin reminded the group of the AFA monograph; “Private Sector Giving to the Arts” and that the committee had been provided a copy of the 2002 “Report on Feasibility Study Testing the Case for Increased Private Sector Support” (Graydon/Sasse) to review. (United Arts Fund of less interest in 2002/ workplace giving as a possibility) Time to revisit these topics, again. Peter Palin welcomed and introduced Mr. Kahn.

Mr. Kahn discussed his background and work in Miami, Florida, Fort Worth, Texas and in Hartford, Connecticut and the workplace giving program (WPG) with the Greater Hartford Arts Council. In Hartford started as a one million dollar campaign, and today a \$4 million campaign. Kahn worked closely with his counterpart with the Hartford United Way with creating an effective workplace giving program. The United Arts Fund 101 powerpoint handout was distributed.

GHAC is a hybrid agency that re-enforces giving from local businesses and with some government support (15%). Mr. Kahn shared the donor/company workplace campaigns chart noting 53 companies and 72 sites (some corporations with multiple locations across the State).

Kahn worked with local United Way president to solve neighborhood concerns and problems. An approach to find mutually beneficial agendas of the two agencies, not competing, key-off suburban needs aiming at building stronger communities and local pride. Example) Arts Education programs delivered to United Way agencies -> a new training for service providers for -> youth and day care needs are met with new programs for Women's Way, Inc., a United Way agency. Solving a "business need" and providing a cultural solution, or a 'richer menu' of programs helpful for both agencies. WPG is connected to benefits. Donors become arts council members. Important to have CEO support/ HR support/ Communication support/ senior leadership support. GHAC provides as a benefit a highly popular e-newsletter; "The 7-day Forecast" (arts event calendar) to donor company and to their employee-base. The newsletter travels as a listserv item through participating companies' networks. Newsletter promotes awareness of giving, thus increases giving levels, too.

Funds that are raised are awarded as competitive grants from GHAC to support initiatives:

- I. Neighborhood Heritage Advancement/ Preservation
 - II. Community Events / Neighborhood Arts Grants
 - III. General operating
- (With matching funds by the awarded towns or cities)

Scale of WPG campaign with a clear product, goals, and mission. Programs that targeted new, or unmet, needs. Strong clarity of the roles of the partnership and each other's mission (building healthy and vibrant communities = United Arts-> assets and resources and workforce development// United Way-> social services and safety nets. Willingness to invest in staff to do the fundraising and community outreach. GHAC has two staff members for "eastern" and "western" a part of State for fundraising, and a marketing manager. Invest in infrastructure; web-site design and development of the e-newsletter.

Kahn asked the group to see if a similar dialogue with the local United Way can be created as was done in Hartford. Kahn suggested CF explore working with local United Way, to partner with the Division and the Cultural Foundation. Mutual message re-enforcement, non-competing approach, or agendas. Cultural Foundation to be an "affiliate" vs. "agency" of the local United Way? The style of "GHAC request" was the creative answer to augment their area's United Way's programming and funding appeal and sphere of contributors. UAF dollars targets a new program(s).

CF would have to work with the Cultural Division to provide the logistical support if workplace giving program to be successful. Staffing and resources are needed.

Upcoming arts events were shared, and everyone was reminded of the Americans for the Arts reception event at the Museum of Art that night. Mr. Palin and the committee thanked Mr. Kahn for his overview, and Mr. Kahn agreed to help the Cultural Foundation. Following lunch (provided by Mr. Kling), the committee viewed the Greater Hartford Arts Council DVD appeal campaign. Meeting adjourns 1:20 p.m.