

**Florida Humanities Council
Board of Directors Meeting
September 28, 2018**

Hilton Bayfront Hotel St. Petersburg

This meeting took place in conjunction with the five-year site visit by NEH

Present: Wayne Adkisson, Juan Bendeck, Frank Biafora, Kurt Browning, Peggy Bulger, Casey Fletcher (Chair), Jose Garcia Pedrosa, Linda Gonzales, Joe Harbaugh, David Jackson, Sue Kim, Linda Marcelli, Bud Park, Nancy Poulson, Sandy Rief, Audrey Ring, Mike Urette, Glenda Walters, Lester Abberger, David Colburn, Steve Seibert, Laurie Berlin, Alex Buell, Lisa Lennox, Brenda O'Hara, and Patricia Putman.

Guests: Lena Juarez, Jackie Levine, Sandy Shaughnessy (DOS), Karen Kenton (NEH), Deborah Watrous (Evaluation Team Member), Bob Beatty (Evaluation Team Member), Mary Anne Hodel & Danielle King (Orlando Public Library System).

Chairman Fletcher called the meeting to order and welcomed our guests Sandy Shaughnessy, Karen Kenton, Debbie Watrous, and Bob Beatty. Karen Kenton thanked the board and staff for their dedication to the work of FHC and support of NEH then gave a brief overview of NEH and its grant programs.

Chairman Fletcher requested a motion to approve the Minutes of the May board meeting in Fort Lauderdale. Kurt Browning moved, David Jackson seconded, and approval was unanimous.

Legislative Report – Lena Juarez & Lester Abberger

Florida: Since this is an election year, it is impossible to know at this time who the state appropriators will be when the legislative session begins in 2019. Juarez will keep the staff and board apprised of leadership personnel and committee membership.

National: Steve Seibert reported that the federal appropriation to NEH is the same in both the House and Senate at \$115M for NEH and \$48M for Federal/State Partnership. The amounts include a small increase, and, on the day of the meeting, Congress passed a Continuing Resolution that carries the current budget through to December. Seibert noted that among those who are invested in NEH and its wellbeing, it is perceived that there is strong congressional support for the Federal/State Partnership.

Sandy Shaughnessy thanked the board and staff for their long partnership with DOS and support of arts and culture programming statewide. She noted that when DOS had to hand off Poetry Out Loud, she knew it was in "good hands" as it was transferred to FHC. She mentioned that October is National Arts and Humanities Month and encouraged everyone at the table to take advantage of public events in their communities.

Recent Program Highlights – Mary Anne Hodel, Patricia Putman & Alex Buell

Mary Anne Hodel, Director of the OCLS and former FHC board member, reported on the NEH Special Initiative that funded family literacy programs in Orange County following Hurricane Maria, which devastated the territories in and around Puerto Rico.

- The program is pairing children and parents together to learn to speak and read English. Hodel noted there is special emphasis on the literacy aspect of this program
- The program is offered three evenings a week
- Classes are in Spanish and English
- She observed that one of the outcomes of teaching parents how to help their children is that the children in turn help their parents. This occurs because the kids are in school and are exposed more to the outside environment, and they naturally bring those experiences home with them
- There is a metric component of three surveys – one at the start of the classwork and two at the conclusion
- Not only are the participants from Puerto Rico, families from Venezuela, Columbia and other Latin American Countries have signed up to attend
- This program is a life changing. Through the upgrading of language skills, the employment opportunities are broader and it is making the lives of new Floridians who have come here under dire circumstances better

Alex Buell reported on FHC's continuing partnership with the Smithsonian's Museum on Main Street exhibitions throughout Florida. *Hometown Teams* is currently on exhibit, *Crossroads* is slated for 2020, and *Waterways* is scheduled for a second Florida tour in 2021.

Patricia Putman reported on the 100 Faces of War exhibit that opened in Daytona Beach at the end of August. Videographer Chris Zupa's documentation of the opening reception and interview with the artist was shown. Sue Kim expressed interest in exploring ways to make the exhibit available to the VA system. Putman responded that there might be ways to scale the exhibit down to make it easier to ship and assemble making it more accessible to the public. Sandy Rief mentioned that the Straz Center in Tampa, through a grant from the NEA Creative Forces Initiative, runs programs designed to connect military families with the arts.

Communications Report – Audrey Ring & Jacki Levine

Audrey Ring reported that NEH is in the process of creating a wide range of resources and templates that will be made available to State Councils to help produce quality, uniform branding and publicity materials. Ring also reported that 1,000 copies of FORUM were delivered to Leadership Florida for distribution at conferences and at all incoming classes. FORUMS were handed out to all attendees at the annual LF conference in June.

Jackie Levine began her presentation by informing the Board that she loves working for and talking about FORUM. She presented a PowerPoint report of the FORUM survey conducted after the *Our Field of Dreams* issue published in the spring. There were 700 respondents to the survey:

- 44% have been reading FORUM for more than five years
- 71% share copies
- 69% female readership
- 50% masters or professional degree
- 50% readers over 66 years old, 40% between 46 & 65 years old
- 40% readers are Facebook users

These are the comments/questions/suggestions that followed the report:

- Should there be a discussion about the name of the magazine?
- Include an events calendar

- Disappointment that the Decoding Democracy feature did not continue. Civics information is important
- Age of readership, 65+, is of concern
- How can we get FORUM into the hands of teachers and college instructors
- Bookstore & library distribution
- Digital access for younger audiences

Finance & Development Report – Sandy Rief & Brenda O’Hara

Brenda O’Hara reviewed the balance sheet which was then was moved for approval by the Finance Committee. Joe Harbaugh seconded the motion, and it passed unanimously. The budget was presented and O’Hara noted that there is a new staff line included for a data and marketing assistant. The budget was moved for approval by the Finance Committee, Harbaugh seconded and the motion passed without dissent.

Steve Seibert reported that \$25K challenge through the Community Foundation was fully matched through donations from current and former board members, and FHC staff. The initial donor remains anonymous.

Agency Reserve Fund – Sandy Rief

Sandy Rief reported that our investment portfolio is at just over \$1 million with income set at 72% fixed and 28% in stocks. Our interest earnings have been very strong, nearing 8.5% in the last 12 months.

Programs Committee – Joe Harbaugh

- Praised FHC’s efforts to expand and diversify the reach of its programs, audiences and program types.
- Asked members to consider joining the Program Committee
- Thanked members who recently attended programs in their regions
- Described the grant review process that now starts with staff taking on the initial review of incoming applications. The staff the forwards their recommendations to the grants committee for consideration and funding determinations. Harbaugh assured members that the grants review committee does not serve as a rubber stamp for the staff recommendations
- In an effort to lessen the waiting time between application submissions and decisions, FHC is increasing Community Project Grant deadlines to six per year
- Development of new grant initiatives aligned with the strategic plan will begin in 2019
- \$625K is budgeted for grant awards in 2019 – half to Community Project Grants and half to Special Initiatives
- Ten new Florida Stories grants received funding just prior to the meeting. This brings the total to 37 communities hosting walking tours. We are not offering any grant cycles for Florida Stories In 2019. Instead, the focus will be on raising visibility and marketing the tours starting with convention bureaus and working with Visit Florida to expand our current partnership with them.
- A scholar evaluation of the summer Humaniteens program is underway. A written report will be provided and shared with the Board.

Bylaws – Casey Fletcher

Fletcher opened the discussion of the revised bylaws proposal by noting that members were not given the requisite 30-day advance notice to review the document. He suggested a motion to waive the 30 days in order to proceed today. **Harbaugh moved the 30-day notice be waived for the discussion, Rief seconded and the motion passed unanimously.** Fletcher reviewed the changes to be considered and voted upon and called for discussion. Two additions were recommended:

1) Article III, Section 1

The Board may adopt such rules, policies and regulations for the conduct of its meetings and the management of the Council as the Board may deem proper, but not inconsistent with federal and/or state law **or the purposes set forth in Article II.** (Add)

2) Article III, Section 4

Section 4: Exceptions to Term Rules

Notwithstanding the provisions of Section 3; (Add)

Fletcher, on behalf of the Executive Committee, moved the bylaws for approval. Kurt Browning seconded and the motion passed unanimously. Rief moved the two provisions above for approval, Colburn seconded and the vote was unanimous.

Mission Statement – Steve Seibert

Seibert read the proposed new mission statement:

To preserve, promote and share the history, literature, culture and personal stories that offer Floridians a better understanding of themselves, their communities and their state.

Linda Marcelli moved approval, Linda Gonzalez seconded, and the motion passed without dissent.

Nominations & Elections – Casey Fletcher

1) Officers:

On behalf of the Nominating Committee, Fletcher moved the following slate to serve as the 2019 Board Officers: Glenda Walters to continue as Secretary, Sandy Rief to continue as Treasurer, and Audrey Ring to be elected Vice-Chair (Wayne Adkisson resigned from this post). Harbaugh seconded and the vote was unanimous.

2) General Election:

Fletcher reported the Nominating Committee selected five candidates to move forward for election. They are Danny Berenberg, Sally Bradshaw, Patrick Yack, Janet Snyder Matthews and Thomas Luzier. Three other candidates were singled out as persons FHC would like to engage with or perhaps present to

the next governor for appointee consideration. They are Alecia Winn, Martha Gutierrez-Steinkamp, and Susan Dunlap.

Fletcher moved the slate of candidates and Rief seconded. Fletcher called for discussion that is summarized here:

- Geographic representation in region 4 is lacking
- Set formal criteria for nominations/elections. Criteria and needs can change from year to year
- Ethnic and professional diversity
- Consider religious perspectives
- Supply and demand changes over time and sometimes from year to year
- Look at the bureaucracy of the application. Is it too cumbersome?
- How do we handle “VIP” candidates
- Formalize the recruiting process
- More intentional recruiting
- More intentional vetting
- Board unity in representing our mission is important
- The current board is mostly urban while our programming is focusing more and more on underserved areas
- There are multi-levels of diversity in Hispanic communities
- Create a governance committee
- DO NOT create a governance committee
- Need for more diversity now!

Following the conversation, 14 members voted approval of the motion to elect Berenberg, Yack, Snyder Matthews and Luzier. Three members were opposed. The motion carried.

Vision & Strategic Planning – Audrey Ring & Steve Seibert

Seibert spoke about the recent Strategic Plan action of moving FHC from a retail to a wholesale model, the elimination of the Teachers Center, the expansion of the Speakers Bureau and the accelerated grant cycles. He underscored that FHC is a \$2M charity with a statewide mission, and our efforts should focus on places where we can make the greatest impact. We hold a wide range of discussions about underserved and under-resourced audiences, but what does that mean – both program partners and program recipients can fall into both categories. How do we define underserved? Seibert strongly expressed his belief that the development of a **mission-driven**, first class grants program can turn into fundraising opportunities for FHC in the future. He reiterated his favorite mantra that FHC is the heart of the humanities network and the conveners of broad types of groups and institutions in Florida.

Ring reported that through a friendship between Steve Seibert and Dale Brill, Senior VP at the Orlando Economic Partnership (OEP), FHC has been given the opportunity to attend a high level, executive strategic planning program offered by the OEP. This strategic planning and strategic thinking program was developed by Stanford University and is offered to businesses around the world. It is considered one of the most effective models for developing marketing and strategic advantage plans. The EOP has offered this service to the Council at no charge. Ring remarked that this is an extraordinary gift to FHC. The sessions begin later in the fall and Steve, Audrey, Mike Urette, and Keith Simmons will be the FHC participants.

The meeting adjourned at 2:15 and was followed by an Executive Session.