

MACOMB COUNTY ART INSTITUTE AUTHORITY

**Approved Minutes
April 11, 2017**

At a meeting of the Macomb County Art Institute Authority held Tuesday, April 11, 2017 at 4:30 p.m. in the Macomb County Administration Building, BOC Committee Room, 9th Floor, Mount Clemens, the following members were present:

Ed Bruley
Jennifer Callans
Jennifer Nowaczok-Miller
Stan Simek

Members Absent:

Dan Acciavatti
Katherine Grenda
DiAnne Pellerin

Others present:

Salvador Salort-Pons, Executive Director, DIA
Julie McFarland, Interim Director of Community Relations, DIA
Christine Kloostra, Executive Director of Marketing, DIA
Jennifer Czajkowski, Vice President of Learning and Audience Engagement, DIA
Lillian Demas, Art Authority Representative to DIA Board of Directors
Pam Lavers, Deputy County Executive
Gloria Bondy, Part-Time Senior Secretary, Corporation Counsel

There being a quorum of the Authority present, the meeting was called to order at 4:30 p.m.

AGENDA

A motion was made by Ms. Callans, supported by Ms. Czajkowski, to approve the agenda. The motion carried.

MINUTES

A motion was made by Ms. Miller, supported by Mr. Bruley, to approve the January 24, 2017 minutes. The motion carried.

REPORT FROM DIA EXECUTIVE DIRECTOR SALVADOR SALORT-PONS

Mr. Salort-Pons stated that the DIA hosted a great county event, which will make connections for important exhibitions in the Fall: the 19th century American landscapes exhibition with Frederic Church's paintings and the Claude Monet exhibit, which is the first time certain pieces will be coming to the DIA. Mr. Salort-Pons reported that he hired a curator of Asian Art who will start on May 8, to coincide with the installation of the Asian Art exhibit. Indian, Chinese and Korean exhibitions are planned for 2018. Mr. Salort-Pons also discussed a collaboration of the DIA and Charles Wright Museum to develop exhibitions. Regarding DIA personnel, Mr. Salort-Pons related that they continue to gather input and reshape the job description for Vice President of Community Relations but hope to have someone in place by the end of summer. Regarding the search for Vice President of Development, Mr. Salort-Pons stated that he interviewed eight candidates and plans to have the endowment strong by 2023. He also reported that he hoped to announce a major gift shortly. Mr. Salort-Pons announced that he is presenting to the Macomb County Board of Commissioners at 3:00 p.m. on April 13 to inform and listen to needs.

REPORT FROM DIA INTERIM DIRECTOR OF COMMUNITY RELATIONS JULIE MCFARLAND ON CUMULATIVE DATA

Ms. McFarland addressed Mr. Simek's request for cumulative data at the last meeting with a PowerPoint presentation. She stated that there were a total of 228,000 free admissions with over 46,000 in 2016, and due to strong exhibits and a robust marketing campaign, she expects that it will be even better this year. Ms. McFarland continued to explain the presentation and discussed the investment in school programs and field trips, DIA Away, Inside/Out, the revamped senior program and community partnerships. Ms. McFarland reported that there was a great deal of relationship building being spread across the county.

Ms. Kloosta, DIA Executive Director of Marketing, explained a new ad campaign called DIA Every Day, which will feature a different ad every day of the year, for 365 days, and will contain some element of visitors engaged at the museum in a variety of ways. This marketing campaign will run online, on billboards and on radio.

2016 MACOMB YEAR END REPORT

Figures from the Macomb County Arts Authority Annual Report 2016 (attached) were discussed at length. Many programs contained a breakdown of figures by cities in Macomb County. The synopsis was that Macomb County investment in school programs had no trouble meeting the commitment of \$75,000, per the service agreement, with more than \$157,000 total in 2016. Mr. Salort-Pons stated that the investment total for 2013-2016 is approaching the \$1 million mark. Mr. Simek concluded

that these were powerful numbers. Discussion ensued regarding DIA Away and it was concluded that the interactive component and transportation element make it incredibly valuable to the community. Ms. Miller stated that no one can say that the millage did not bring them art. Ms. Czajkowski reported that 2017 goals include working with the Anton Art Center to become the first facility in the county to meet standards for high quality art exhibitions by 2019; developing an ongoing presence at the Emerald Theatre; and collaborating with DIA, Macomb Community College, Macomb ISD and Anton Art Center on a robust K-12 arts integration program for all students. In terms of events, Mr. Simek asked for support for the May 6 Macomb County Day (flyer attached) and Ms. Miller added that on April 27, Luna Fest through Turning Point at Macomb Emerald Theatre spotlights the work of talented filmmakers.

2016 AGREED UPON PROCEDURES REVIEW BY PLANTE & MORAN

A motion was made by Ms. Callans, supported by Mr. Bruley, to sign the engagement letter and services agreement between Macomb County Art Institute Authority and Plante & Moran. The motion carried.

BOARD MEMBER APPLICANT DISCUSSION

Ms. Lavers, Deputy County Executive, reported that Mark Hackel had recommended Dr. Rodney Tolbert, Sr. for a three-year appointment to the Art Institute Authority Board when Katherine Grenda's term ends on April 30, 2017. This is an Executive Appointment. Dr. Tolbert is the CEO/President of Strategy for Effective Living Ministry and has extensive human relations and interpersonal experience.

MOUNT CLEMENS SCHOOLS

Mr. Bruley addressed the disparity of opportunities for Mount Clemens students to utilize the DIA. He stated reasons for this include lack of personnel, high poverty rate and lack of parental involvement. Ms. Miller stated that this issue is further exacerbated due to the current formula for state funding, which is based on zip code, with the more affluent communities receiving greater funding. She suggested a "rite of passage" in which every 5th grade, for example, has a field trip to the DIA.

OTHER BUSINESS

Ms. Lavers announced the 200th Anniversary of Macomb County, a year-long celebration, and asked members if there was anything they could think of with a DIA tie-in to include in one of the twelve themes being developed (see attachment for themes). Ms. McFarland said she will send a list of 3-4 people for the committee.

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Mr. Simek stated that there may be support from a foundation for what Mr. Bruley had identified with Mount Clemens Schools.

Next meeting date will be established in August after a meeting of the Finance Committee.

ADJOURNMENT

A motion was made by Ms. Miller, supported by Ms. Callans, to adjourn the meeting at 6:10 p.m. The motion carried.