



Durham Cultural Advisory

SUMMARY MINUTES

Wednesday, August 17, 2022 at
2:30 p.m. to 6:00 p.m.

Zoom Meeting

To learn more about how to join the meeting,

visit: <https://durhamnc.gov/452/Durham-Cultural-Advisory-Board>

Durham Cultural Advisory Board Member

E'Vonne Coleman

Eldrin Deas

Tom Jaynes

Joseph Jordan

Angela Lee, Chair (recused from review)

Laura Ritchie (recused from review)

Mitchell E. Sava, Vice-Chair

Elias Torre

Student

Members

Katherine Lopez

City of Durham Staff and Representatives Present

Summer Alston, City of Durham
Rebecca Brown, City of Durham
Brenda Hayes-Bright, Durham County
Jina Propst, City of Durham
Linda Salguero, Durham County
Annette Smith, City of Durham

Guests

MaKayla Booker, Wall St. Juniors
Mike Gulley, Full Frame/Center for Doc Studies
Michele Garcia
Sarah Bowdoin, American Dance Festival
Phyllis Coley, Triangle Cultural Awareness Foundation
Emily Foster, resident
Lisa, resident (last name not provided)
Emily Ensminger, resident
Lawrence Davis III

- I. **Call to Order & Guest Introductions**
 - a. The meeting was called to order at 2:32 p.m. by Vice-Chair Mitchell Sava.
- II. **Adjustments to the Agenda**
 - a. There were no adjustments to the agenda.
- III. **Approval of Minutes**
 - a. Due to the review of festival proposals and members with conflicts of interest, the DCAB July Meeting Minutes approval was deferred to the September meeting.

IV. Announcements

V. Old Business

- a. Cultural Road Map

VI. New Business

- a. Festival & Special Event RFP for FY23

- i. Staff review the background of the released RFP:

- The City of Durham is seeking proposal from qualified entities to support in- person and/or virtual events for FY22/23 year for new or existing cultural and arts festivals and special events occurring between July 1, 2022 to December 31, 2023. More information here: <https://www.durhamnc.gov/3051/City-Funded-Grant-Opportunities>
 - [Proposal review – we received 19 submissions.](#)
 - Including the new proposals, returning proposals.
 - DCAB members with conflicts of interest were invited to attend the process as silent participants, or their absence would be considered excused.

- ii. Staff reviewed elements of the contracting process for the prior year. DCAB members asked for information regarding the use of funds for organization that declined to enter a contract or failed to enter a contract. Staff shared the situation is rare and that the funding normally returns to the City's General Fund or is used to cover overages in the program.

- iii. DCAB members recommended that the board could advocate for a non-lapsing account, potentially hold unused funds for the next year.

- iv. Staff will return to DCAB in January with information on what contracts remain unsigned and provide a status update on the selected organization's compliance. DCAB members inquired about contract compliance of FY22 organizations; selected FY22 organizations all submitted signed contract submissions after January 1, 2022 with the exception of the three organizations. Staff noted the requested deadline was early December.

- v. Staff shared how the review process would proceed, with 5 minutes of discussion for each organization, based on the individual review of DCAB members outside of this meeting.

- vi. The 19 organizations requested funding totaling \$411,595.

- vii. DCAB members noted that staff provides a lot of promote for the RFP and support to applicants. Durham Cultural Advisory Board members used the following review criteria while scoring applications:

- Goal One: Encourages awareness of art, history, and/or culture (10 points)
 - Goal Two: Creates vibrancy for Durham's communities (10 points)
 - Goal Three: Promotes, equity, diversity, inclusion, and accessibility (10 points)
 - Goal Four: Benefits Durham's economy and communities (20 points)
 - Goal Five: Demonstrates organizational efficiency and effectiveness (5

points)

VII. Review of FY20/21 Request for Proposals for Festivals & Special Events

a. American Dance Festival; American Dance Festival 2023 Season

- i. Score: 52.5 out of 55
- ii. Ranking: 2 out of 19
- iii. Request: \$60,000
- iv. Notes: DCAB noted the proposal is well written, meets RFP goals, and is a repeat application. DCAB would like to see more diversity among their staff and board, stating there is room for growth.
- v. Staff Notes: Organization submitted contract in a timely manner.

b. Association for the Preservation of the Eno River Valley; 44th annual Festival for the Eno

- i. Score: 46.1 out of 55
- ii. Ranking: 9 out of 19
- iii. Request: \$25,000
- iv. Notes: DCAB noted that the organization continues to present a strong festival, the proposal meeting all of the criteria, quality of artists both craft and performing is high. DCAB provide a recommendation that the organization consider providing free/subsidized tickets; they were concerned that ticket pricing is getting too high for Durham families to afford.
- v. Staff notes: Organization submitted contract in January 2022.

c. Be Connected Durham - Juneteenth in the Hayti Neighborhood

- i. Score: 34.0 out of 55
- ii. Ranking: 15 out of 19
- iii. Request: \$15,000
- iv. Notes: Their event seems to be growing, with the event being highly interactive, very creative. However, their application was very sparse, and does not capture the actual activities presented. Members found it difficult to rate based on the presented proposal.
- v. Staff Notes: FY22 contract submitted in early February, have not yet submitted a final report as of August 17, 2022.

d. Be Connected Durham - Durham Art Parade

- i. Score: 48.1 out of 55
- ii. Ranking: 6 out of 19
- iii. Request: \$18,000
- iv. Notes: Members ranked the proposal very high, noting it was a new event, and the proposals meets the RFP goals. Members noted that the proposal narrative did a very good job of addressing the RFP goals. Important to note Be Connected is serving as a fiscal agent for the project. Art Ain't Innocent is the major program staff for this project.
- v. Staff Notes: New proposal.

e. Bump Inc. - Slingshot Festival

- i. Score: 47.8 out of 55
- ii. Ranking: 7 out of 19
- iii. Request: \$20,000
- iv. Notes: Members noted that the overall proposal was good; organization seems to be growing. Members commented the organization for their attention to expanding their audience. The proposal shared who was involved in the planning and noted their good experience.
- v. Staff Notes: Contract for FY22 was submitted in the end of February.

f. Carolina Theatre of Durham, Inc. - OUTSOUTH Queer Film Festival

- i. Score: 49.8 out of 55
- ii. Ranking: 5 out of 19
- iii. Request: \$7,500
- iv. Notes: DCAB members noted that the several film festivals are requesting funds; they emphasized partnerships are beneficial. The board noted the proposal was centered around the last of Durham's performing arts centers. As the board thought about film festivals as a thematic group; they noted that this proposal focused upon a group that no other applications are focusing on. The board recommended that potentially the film festivals could convene to coordinate topics. The board wished that the proposal clarified income source, from the Carolina Theatre or the festival. Overall the board noted that the festival was great.
- v. Staff Notes: New proposal

g. Click Photography Festival - Click! Photography Festival

- i. Score: 43.6 out of 55
- ii. Ranking: 11 out of 19
- iii. Request: \$10,000
- iv. Notes: The board noted that the organization advocates for photography. The proposal shared who was involved in the planning and noted their excellent experience. The board would like to see more information on how the festival judges the quality of the artwork presented. This project is relatively new; prior funding has supported the Fence exhibit. The board noted that the proposal needed to address the RFP goals with more depth, sharing that the application packet was too sparse.
- v. Staff Notes: The organization had not submitted their final report for FY22 as of August 17, 2022.

h. Durham Central Park - 2023 PLAYlist Concert Series

- i. Score: 51.3 out of 55
- ii. Ranking: 3 out of 19
- iii. Request: \$10,000
- iv. Notes: The board commended the organization for the proposal, noting that the organization has found a way to produce an expensive event and make it free to

the public. The proposal/event features a range of musical genre. The board was concerned that the overall portfolio of the funding are hosted in downtown. The board commended the organization for making the event available via broadcast; they hoped the organization would continue this even though COVID has passed.

v. Staff Notes: none.

i. Durham Striders Youth Association – Russell E. Blunt East Coast Invitational

i. Score: 3.7 out of 55

ii. Ranking: 19 out of 19

iii. Request: \$15,000

iv. Notes: The board commended the organization for completing wonderful work with a great reputation for creating track stars. The board noted that the application lacked the arts/cultural intent of this application process and noted the events were ineligible based on the RFP document. The board noted that the application lacked the detail to address the goals. While the board shared the that proposal reviewed the history of the sport, or focus on the arts, visual art elements of the events, the proposal does not address the arts and cultural aspect of the RFP.

v. Staff Notes: New proposal. Sporting events are not eligible per the RFP.

j. El Centro Hispano, Inc. - Hispanic Heritage Book Festival

i. Score: 40.7 out of 55

ii. Ranking: 12 out of 19

iii. Request: \$5,000

iv. Notes: The board commended the organization for the event; however, they noted that the proposal did not provide enough information to provide a throughout assessment. The board was excited about the festival ideas and noted they often do not hear about the literary contributions of the Latino Community. The proposal was commended for making strong effort to expand audience beyond those who speak Spanish. The board commended the organization for its the inclusion of a literary festival, noted the organization was strong. However, the board noted the organization's proposal could have provided more details surrounding the RFP goals.

v. Staff Notes: New proposal.

k. Exchange Family Center - Pinwheels, Putters, and Pearls

i. Score: 6.5 out of 55

ii. Ranking: 18 out of 19

iii. Request: \$1,095

iv. Notes: While the board commended the organization for their event, the board noted that the event was not appropriate for this RFP funding source. The board noted that the event was not a cultural event open, did not align with the RFP goals and accessible to the public. RFP outlines that the event cannot be solely a fundraising event nor an athletic event.

v. Staff Notes: New proposal. Sporting events and solely fundraising events are not

eligible per the RFP.

- I. A break was held for 15 minutes.
- m. Continued: Festival & Special Event RFP for FY23 (4:15 – 6:00; 1 hour 45 minutes)
- n. *Families & Communities Rising Inc. - Durham Summer Wine & Food Festival*
 - i. Score: 26.8 out of 55
 - ii. Ranking: 17 out of 19
 - iii. Request: \$15,000
 - iv. Notes: The board noted the organization has applied before and they have not received funding. The board noted that the organization did not take into consideration the feedback from the past year's RFP review process, and the organization's proposal did not address the goals of the RFP at all.
 - v. Staff Notes: New proposal.
- o. *Get Happy – Beats n Bars Festival*
 - i. Score: 40.5 out of 55
 - ii. Ranking: 13 out of 19
 - iii. Request: \$50,000
 - iv. Notes: The board noted that the organization wanted the City to fund the entire event; noting that other events have diversity funding sources (I.e. tickets/sponsors/grants). The board noted that their application stated that "There are no other free music festivals in Durham," yet the board was able to list other music festivals in Durham that are free. The board commended the organization for their great event, with unique aspects with a true grassroots nature that distinguishes this festival. The board noted that the funding request was large for a small audience.
 - v. Staff Notes: New proposal.
- p. *Hayti Heritage Center / St. Joseph's Historic Foundation - Hayti Films Programming*
 - i. Score: 47.5 out of 55
 - ii. Ranking: 8 out of 19
 - iii. Request: \$20,000
 - iv. Notes: The board commended the organization for it's well-established, niche event that has been re-engineering to year-round programming with good attendance. The board noted that the application speaks to succession planning which is great for continuity. The board commended the organization for programming ties into activity throughout the year. One board member noted that they could not find information on admission cost and/or free admission and wished to see more information about the attendance.
 - v. Staff Notes: Contract for FY22 was submitted in the early February.

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- q. Sister Cities of Durham, Inc. - Festival of Nations
 - i. Score: 33.5 out of 55
 - ii. Ranking: 16 out of 19
 - iii. Request: \$5,000
 - iv. Notes: The board commended the organization for featuring international cultures and communities. The board shared their support of the organization as a volunteer effort. The board noted the organization works with a great number of sister cities. The board noted that the application lacked depth yet covered the primary elements of the proposal. The board would like to see more depth, particularly for goal 3.
 - v. Staff Notes: New proposal. The organization works very closely with the City.

- r. The Center for Documentary Studies at Duke University - Full Frame Documentary Film Festival
 - i. Score: 53 out of 55
 - ii. Ranking: 1 out of 19
 - iii. Request: \$65,000
 - iv. Notes: The board noted that the City is very fortunate to continue this program, including that there is new leadership at the organization. The board commended the organization for meets all the criteria, hoping to provide appropriate funding as they requested. The board commended the organization for being international yet focusing on Durham, in addition to reaching the local community beyond the festival dates. The board commended the organization for their presentation of the grant writing.
 - v. Staff Notes: none.

- s. *Triangle Blues Society - Bull City Summit 2023*
 - i. Score: 45.3 out of 55
 - ii. Ranking: 10 out of 19
 - iii. Request: \$25,000
 - iv. Notes: The board commented that the organization has been branded as the next SXSW and noted that the board did not realize that the organization had an event this year in September. The board noted that organization addressed the goals adequately. However, the application did not specify which department in the City is currently supporting their events. In terms of the event structure, the organization does not require an application fee. The board commended the organization for having interesting partnerships and sponsorships. The board noted that this is a new event with great potential and the organization is planning a lot.
 - v. Staff Notes: New proposal.

- t. *Triangle Cultural Awareness Foundation - 18th Annual NC Juneteenth Celebration*
 - i. Score: 50.3 out of 55
 - ii. Ranking: 4 out of 19

- iii. Request: \$25,000
 - iv. Notes: The board noted that the event is unique to Durham, drawing regional attendance, most often from the eastern part of the state. The board noted the organization's adaptability during COVID and have re-engineered the festival very well. The board members noted that this is a sanctioned event nationally and has solid leadership. The board commended the organization for addresses some of the board's priorities as far as what equity means, noting the event allows participants to engage in some important activities (health care screenings) and partners with the local bank (M&F).
 - v. Staff Notes: Contract for FY22 was submitted in the mid-March.
- u. Wall Street Juniors Incorporated - Black Wall Street Wax Museum
- i. Score: 38.9 out of 55
 - ii. Ranking: 14 out of 19
 - iii. Request: \$20,000
 - iv. Notes: The staff confirmed that the organization is eligible, as the city cannot provide re-granting or cash awards as stated in their proposal. The organization has confirmed that, if funded, they have agreed that funding would not be applied to cash awards. The board commended the organization for the fusion of cultural programming and financial literacy; however, the board wish the organization had addressed the information requested in the proposal. The board noted the organization did not connect the event to the RFP goals as well as other proposal. Some members noted that this could be an example were the agency may have benefited from grant-writer. The board noted that the funding request of 20K is not as realistic for the number of individuals experiencing the event. The board noted that the organization could approach with a smaller request for funding or work to increase their reach.
 - v. Staff Notes: New proposal.

VIII. Final Thoughts and overall review.

- a. The board was presented and review the ranking of the 19 organization. The members agreed that there was a natural break was between the score of 33.5 and 26.8. The board discussed that there were three organizations who ranked and scored very low, based on the RFP goals.
- b. Members began with the top-ranking organizations recommending funding for two large events, including the American Dance Festival and the Center for Documentary Film Festival. Some board members noted that the board should be intentional about supporting new festivals and support existing major festivals. The board recommended increasing prior funded organizations who scored and ranked with higher marks, including a 5% from the last year's recommended allocation.

Organization -- Festival	Column A: Funding Request	Column B: DCAB Recommendation
American Dance Festival -- American Dance Festival 2023 Season	\$60,000.0 0	\$46,250.00
Association for the Preservation of the Eno River Valley, Inc. -- 44th annual Festival for the Eno	\$25,000.0 0	\$15,750.00
Be Connected Durham & Beyond -- Durham Art Parade	\$18,000.0 0	\$7,000.00
Be Connected Durham & Beyond -- Juneteenth in the Hayti Neighborhood	\$15,000.0 0	\$2,000.00
Bump, Inc. -- Slingshot Festival	\$20,000.00	\$11,550.00
Carolina Theatre of Durham, Inc. -- OUTSOUTH Queer Film Festival	\$7,500.00	\$5,250.00
Click Photography Festival -- Click! Photography Festival	\$10,000.0 0	\$2,100.00
Durham Central Park -- 2023 PLAYlist Concert Series	\$10,000.0 0	\$7,350.00
El Centro Hispano, Inc. -- Hispanic Heritage Book Festival	\$5,000.00	\$2,000.00
Get Happy -- Beats n Bars Festival	\$50,000.0 0	\$5,000.00
Hayti Heritage Center / St. Joseph's Historic Foundation -- Hayti Films Programming	\$20,000.0 0	\$15,750.00
Sister Cities of Durham, Inc. -- Festival of Nations	\$5,000.00	\$1,000.00
The Center for Documentary Studies at Duke University -- Full Frame Documentary Film Festival	\$65,000.0 0	\$46,250.00

Triangle Blues Society -- Bull City Summit 2023	\$25,000.0 0	\$10,000.00
Triangle Cultural Awareness Foundation -- 18th Annual NC Juneteenth Celebration	\$25,000.0 0	\$15,750.00
Wall Street Juniors Incorporated -- Black Wall Street Wax Museum	\$20,000.0 0	\$15,750.00
Durham Striders Youth Association -- Russell E. Blunt East Coast Invitational	\$15,000.0 0	\$- Not recommended for funding
Exchange Family Center -- Pinwheels, Putters, and Pearls	\$1,095.00	\$- Not recommended for funding
Families & Communities Rising Inc. -- Durham Summer Wine & Food Festival	\$15,000.0 0	\$- Not recommended for funding
<i>Total</i>	<i>\$411,595. 00</i>	<i>\$195,000</i>

a. **MOTION:** To recommend funding as outlined above in column B by the Durham Cultural Advisory Board (Deas, Coleman; 2nd).

b. **ACTION:** Approved. (8-0).

IX. Public Questions

a. No questions were submitted by the public.

X. Adjournment

a. The meeting was adjourned by Mitchell Sava at 6:00 p.m.

County Durham Public Art Program: <https://www.dconc.gov/county-departments/departments-a-e/engineering-and-environmental-services/durham-county-public-art-program>

City of Durham Cultural & Public Art Program: <https://www.durhamnc.gov/450/Cultural-Public-Art-Development>

Submitted respectively,
Annette Smith, Rebecca Brown