

**City of St Charles**  
**Visitors Cultural Commission Meeting**  
**May 16, 2018**  
**Century Station Training Room**  
**5:15 PM**

Call to Order at 5:20 PM

Roll called by Carylie Forte

Present: Kathy Melone; Scott Corbin; Larry Maholland; Sharon Spero; Jamie Swenson; Sue Klinkhamer; Jodi Manthei; Anne Becker

Absent: Debi Mader

Also Present: Chris Minick, City of St. Charles; Carylie Forte; and two members of the public.

Anne Becker asked for a Motion to Approve the Minutes from the May 2, 2018 meeting. Sharon Spero made the motion and it was seconded by Kathy Melone. The Minutes were unanimously approved by voice vote.

Public Comment: Becky Blaine, a member of the board of Fine Line Creative Arts, directed her remarks in gratitude to the City and the commission for their support of the arts in St. Charles. She knows the time each takes as a volunteer and supporter of the arts and is appreciative of that. As a former educator, it was always meaningful to hear when a student would say thank you for her work. She also recognized all those volunteers who support the organizations that applied for funding and how dependent they are on the time given by volunteers. She invited everyone to the upcoming events at Fine Line Arts Center.

Becker began the discussion by asking Chris Minick to review the Funding Allocation worksheet that was projected on the screen for all to see. He explained the meaning of each column of scored criteria; the total of those scores and the percentage they represented of the total. This then represented the "calculated award." The other two columns listed the Funding amount requested by each organization and the eventual Final award, which would be decided upon by the commissioners after their discussion of all variables that would be included in their final decisions. The board took several minutes to review the data that had been presented on the spreadsheet. Minick said that based on how the organizations were scored, the Calculated Award column is what the funding would look like if left strictly with that consideration.

During this discussion, Becker asked the board to look at the Calculated Award column as a start point to then play with the figures, looking at the Requested amount as well. Sue Klinkhamer pointed out that asking organizations to actually put a dollar figure to their request is in a way setting a precedent of possibly giving them more than what they actually need. This would be a pattern that could be hard to break. The funds provided by the City's hotel/motel tax are not always a certainty and can fluctuate from year to year. Organizations asking for \$20,000 is not something that is realistic, given

the Commission's budget and the number of organizations that apply for funding, but as Becker pointed out, a cap of \$20,000 was put in place last year, due to some organizations in the past requesting as much as \$50,000. The motive behind asking that organizations state how much they're requesting is that they should also specifically state HOW they will be using the funding they have requested. Organizations should demonstrate to the commission why they are asking for a specific amount. Some organizations were more specific about demonstrating that information than others. Becker asked that the group proceed with looking at the Calculated Award rankings from high to low and see where some were falling too high or too low in the amount requested and the amount calculated. With the highest score at 31, St. Charles Singers had a calculated award of \$12,215. That was deemed a bit too low given their FY17/18 award of \$14,500 and their FY 18/19 request of \$14,500. The Board decided to award them \$14,500. Ranked as #4, Preservation Partners score was discussed and they were granted \$9,000. Fine Line Arts Center was the #2 ranked organization, and had requested \$20,000, and was awarded \$12,000 in FY 18-19. Steel Beam Theater, ranked at #3, received \$13,000. Spero mentioned that Marquee Youth Stage had stated they would be using VCC funding for new LED lights in their theater, and when she was at their opening recently she noticed that their lighting was very basic, so Spero thought any funds awarded to Marquee would really help them secure better lighting.

During the back and forth nature of the discussion, Becker said they should stay as true to the Matrix's scoring results as they could, since they worked hard on creating that scoring matrix last year to provide quantitative results to their funding choices.

Melone said it is fine to look at the longevity in the community of some of these organizations, like St. Charles Singers and Norris Cultural Arts and Fine Line, and they not only should look at the calculated award based on the scores they gave, but also on the historical value that each of them brings to the City, and how they've helped to develop the arts community in St. Charles. Scores are not the only arbiter of the funding decisions. Manthei countered that she wanted to make sure they are not disregarding the scoring system they each employed to arrive at the calculated award. Manthei suggested maybe they need to add another scoring component to supplement the current scoring system, like adding what the expense budget is for each organization. Maholland noted that it seemed to him they were actually sliding back to previous years of discussing the method of funding decisions, where no matrix was involved. He said all the organizations that applied contribute value to the City in different ways, and the scores they received are an indicator of what they contribute to the City. Now we are talking about sliding up or down from that based on other factors not included in the matrix. He understands some adjustments are natural but cautioned about making subjective judgments about final funding decisions. Becker said she felt they needed to honor the matrix and to take a look again at the calculated award column and see what they have and where any adjustments should be made. Again there was a discussion about the expense budgets of these organizations in relation to how much they requested. Adjustments were then made according to what they received in the Calculated Award scoring, and funding was finalized for each organization. Maholland asked if there was some way they could adhere to some written general guidelines by which they would discuss the way they would allocate funding to the

organizations, beyond the matrix they use to arrive at their scores. Final scores were arrived at as seen in the below table.

Becker asked for a motion to approve the FY 18-19 VCC Funding. Spero made a motion to approve the funding as discussed, and Melone seconded the motion. The motion was approved by a unanimous voice vote.

| <b>Final Funding FY 18/19</b>   |                 |                           |                  |                                |  |          |                |                       |                           |               |
|---|-----------------|---------------------------|------------------|--------------------------------|--|----------|----------------|-----------------------|---------------------------|---------------|
| Organization  | Rating Criteria |                           |                  |                                |  | Total    | % of Total     | Calculated Award      | 2018-19 Funding Requested | Final Award   |
|   | Economic impact | Enhance Community Culture | Resident benefit | Enhance St. Charles Reputation |  |          |                |                       |                           |               |
| Fineline Creative Arts Center   | 7               | 8                         | 7                | 7                              |  | 28       | 12.15%         | 10,938                | 20,000                    | 12,000        |
| Fox Valley Concert Band   | 5               | 6                         | 7                | 6                              |  | 24       | 10.24%         | 9,217                 | 14,000                    | 5,500         |
| Preservation Partners of Fox Valley   | 5               | 8                         | 7                | 6                              |  | 26       | 11.23%         | 10,105                | 9,000                     | 9,000         |
| St Charles Arts Council   | 5               | 6                         | 6                | 6                              |  | 23       | 9.99%          | 8,994                 | 18,000                    | 11,000        |
| Steel Beam Theater  | 8               | 7                         | 6                | 6                              |  | 27       | 11.66%         | 10,494                | 20,000                    | 13,000        |
| Norris Cultural Arts Center   | 6               | 6                         | 6                | 6                              |  | 24       | 10.49%         | 9,439                 | 20,000                    | 9,400         |
| Sculpture in the Park   | 5               | 6                         | 7                | 7                              |  | 25       | 10.67%         | 9,605                 | 10,000                    | 9,600         |
| St. Charles Singers   | 8               | 8                         | 8                | 8                              |  | 31       | 13.57%         | 12,215                | 14,500                    | 14,500        |
| Marquee Youth Stage   | 5               | 7                         | 6                | 6                              |  | 23       | 9.99%          | 8,994                 | 16,000                    | 6,000         |
| <b>TOTAL</b>  |                 |                           |                  |                                |  | <b>0</b> | <b>100.00%</b> | <b>90,000</b>         | <b>141,500</b>            | <b>90,000</b> |
|   |                 |                           |                  |                                |  |          |                | 90,000                |                           |               |
|   |                 |                           |                  |                                |  |          |                | Funds to Allocate     | 90,000                    |               |
|   |                 |                           |                  |                                |  |          |                | Remainder to Allocate |                           | -             |
| <b>Evaluation Instructions</b>  |                 |                           |                  |                                |  |          |                |                       |                           |               |
| Use the below scale and correlate the rating criteria to each organization. |                 |                           |                  |                                |  |          |                |                       |                           |               |
| 1 = Remote  |                 |                           |                  |                                |  |          |                |                       |                           |               |
| 3 = Moderate  |                 |                           |                  |                                |  |          |                |                       |                           |               |
| 5 = Strong  |                 |                           |                  |                                |  |          |                |                       |                           |               |
| 7 = Direct  |                 |                           |                  |                                |  |          |                |                       |                           |               |
| 9 = Direct and strong   |                 |                           |                  |                                |  |          |                |                       |                           |               |

Becker said she noted that one of the items to add to the scoresheet for next year would be an Expense Budget column for each organization. If the board can think of anything to make the scoring sheet and discussion better than it is now, please send those recommendations to Carylie Forte and those will be communicated to Becker.

Manthei suggested that for next year they could also rank organization's budgets from high to low, to also get an idea of where each of them stood in that regard. Corbin asked to clarify if they want expenses from the previous year, or projected expenses for the coming year. Manthei suggested they look at expenses from one year to the next to make sure there isn't a huge disparity.

Swenson made a motion to adjourn the meeting, which was seconded by Corbin. The motion passed by a unanimous voice vote.

Meeting adjourned at 6:55pm.

Minutes prepared by Carylie Forte.