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>> THIS IS THE FIRST TIME.

SO THE CULTURAL COUNCIL DRAFTED AN EQUITY STATEMENT.

THEY DID A LOT OF WORK LOOKING WHAT THE NEA HAD DONE, WHAT ACTA, AMERICAN COUNCIL FOR ARTS, THE NATIONAL ORGANIZATION THAT HAS A LOT TO SAY ABOUT HOW TO DO EQUITY IN PHILANTHROPY AND BASED ON SOME OF THAT WORK THEY PUT TOGETHER A WORKING EQUITY STATEMENT WHICH IS PUT ON THE WEBSITE AND THEN THEY WANTED TO PUT THAT IN PRACTICE AND PILOT SOMETHING.

WE ADDED QUESTIONS TO THE APPLICATION THIS YEAR THAT ASKED ABOUT REPRESENTATION AND DIVERSITY IN LEADERSHIP IN STAFF, IN BOARD AND IN PROGRAMMING.

AND WE LEFT IT PRETTY OPEN AND THEN USED THE ANSWERS TO THAT TO COME UP WITH CAN THESE THREE MODEL EQUITY ORGANIZATIONS, FIGURED OUT AS THE VALUES MUCH WHAT THEY WERE DOING.

IT WAS REFLECTED IN ALL THREE ANSWERS TO THOSE QUESTIONS.

SO IT WAS A LITTLE BIT OF A PILOT TO SEE WHAT IT LOOKS LIKE TO PUT THAT INTO MOTION IN A WAY TO AFFECT THE GRANT MAKINGS.

>> AND JUST TO CLARIFY, WAS THAT LANGUAGE INCLUDED IN ALL GRANTS GOING OUT OR WAS IT FOR JUST A SELECT LITTLE BIT OF THE MONEY THAT I GUESS TOTALED \$15,000?

>> THOSE QUESTIONS WERE ASKED OF EVERYONE WHO APPLIED FOR BOSTON CULTURAL COUNCIL GRANT.

AND THEN THE \$15,000 WAS GIVEN TO THESE THREE ORGANIZATIONS THAT WE FELT ANSWERED THOSE QUESTIONS PARTICULARLY WELL.
YES.

>> WONDERFUL, WONDERFUL.
HOW DO YOU SCALE THAT UP?

HOW DO YOU ENSURE THAT ANY GRANT COMING FROM THE CITY OF BOSTON AND GOING OUT TO ARTISTS, ORGANIZATIONS, NEIGHBORHOODS, ET CETERA THAT WE ARE LIEDING WITH EQUITY?

>> I THINK IT'S A GREAT QUESTION WE ARE THINKING ABOUT FOR ALL OF OUR GRANTS RIGHT NOW.

ONE THING THAT WE DO IS WE MAP EVERYTHING AND WE THINK A LOT ABOUT GEOGRAPHY AS A WAY TO UNDERSTAND WHAT OUR REACH IS, LIMITED IN SOME WAYS BUT ONE WAY FOR US TO THINK ABOUT IT.

AND WE'VE ACTUALLY MADE SOME STRIDES IN THE OPPORTUNITY FUND WHICH IS FOR INDIVIDUAL ARTISTS, AND OPEN YEAR ROUND.

WE ACTUALLY STATED IN THAT FOR THE FIRST TIME LAST YEAR SOME TARGET COMMUNITIES.

SO LOOKING AT WHICH AREAS WERE UNDERREPRESENTED IN TERMS OF GRANT-MAKING, BY POPULATION DENSITY AND LOOKING AT EACH NEIGHBORHOOD, WE IDENTIFIED A FEW NEIGHBORHOODS THAT WE REALLY WANTED TO FOCUS ON, AND WE ACTUALLY INCREASED THE NUMBER OF MILKS FOR THOSE NEIGHBORHOODS.

>> WHICH NEIGHBORHOODS WERE THOSE?

>> THEY WERE EAST BOSTON, MATTAPAN, I WANT TO SAY DORCHESTER, AND FENWAY, ACTUALLY.

AND SO FROM THOSE COMMUNITIES WE LISTED THOSE AS PRIORITY AREAS AND JUST DID A LITTLE BIT MORE MARKETING WORK AROUND THAT. IT ACTUALLY WAS PRETTY SUCCESSFUL.

ANOTHER EXAMPLE, ANOTHER CHANGE THE BCC IS WORKING ON RIGHT NOW IS FOCUSING ON SMALL ORGANIZATIONS EXPLICITLY.

SO RIGHT NOW, ANY SIZE ORGANIZATION CAN APPLY FOR FUNDING FROM THE CITY.

AND ONE EXAMPLE OF HOW TO HAVE MORE OF AN EQUITY FOCUSES IS ACTUALLY JUST TO FOCUS ON SMALLER ORGANIZATIONS.

SO LOOKING AT THE WHOLE
LANDSCAPE OF WHO'S FUNDED AND
HOW MUCH OF THE FUNDING GOES TO
THE FEW VERY LARGE
ORGANIZATIONS, SHOULD THE CITY'S
ROLE ACTUALLY BE JUST FOCUSING
ON SMALL CULTURAL ANCHORS IN
NEIGHBORHOODS AND WHAT THAT
SHOULD LOOK LIKE SO THAT'S AN
ACTIVE CONVERSATION AS WELL.

>> WONDERFUL.

CAN I COME BACK TO THE MODEL
EQUITY AWARD, WHICH IS GREAT, I
LOVE THERE'S A WORKING
DEFINITION, I HAVE TO TAKE A
LOOK AT IT.

I HAVEN'T SEEN IT.

THAT LANGUAGE HAS BEEN
INCORPORATED INTO THE RFP.
I THINK THAT'S EXACTLY THE RIGHT
THING TO BE DOING WHEN YOU WANT
TO BE INTENTIONAL AROUND EQUITY
TO PUT IT OUT THERE AND SAY
HERE'S WHAT WE'RE LOOKING FOR.
I WANT TO BE CLEAR IN MY
UNDERSTANDING.

WE ARE TALKING ABOUT 220
ORGANIZATIONS SPENDING CLOSE TO
\$200,000.

>> IT'S ACTUALLY -- IT'S THE 199
PLUS THE 300 FROM THE CITY, SO
IT'S ABOUT HALF A MILLION.

>> OKAY, SO A HALF MILLION SO
MORE THAN 200,000.

A HALF MILLION DOLLARS.

AND HELP ME UNDERSTAND WHERE
EQUITY ISN'T ALL THAT.

WHAT I UNDERSTAND THUS FAR IS
OUT OF THAT HALF MILLION WE'RE
TALKING ABOUT TAKEN,000 WHICH TO
ME IS A HUGE GAP.

>> DEFINITELY.

>> A HUGE DIFFERENCE AND LEADS
ME TO THINK, ISN'T THERE ANOTHER
OPPORTUNITY TO PUT OUR MONEY
WHERE OUR MOUTH IS WHEN WE TALK
ABOUT EQUITY IN THE CITY?

>> THAT'S WHERE THAT
CONVERSATION ABOUT SMALL
ORGANIZATIONS COMES IN.

THE SMALLER BUDGET ORGANIZATIONS
ARE MORE LIKELY TO BE SERVING
COMMUNITIES OF COLOR, FOCUSED ON
SOCIAL JUSTICE WORK AND BE MORE

DIVERSE IN TERMS OF THAWSH THEIR
WORKFORCE AND KNOW THAT AT THE
HAVE LESS ACCESS TO RESOURCES.

>> THE WAY THE RFP IS WORDED
NOW, WHAT ARE WE LOOKING FOR?

>> ANYONE IS ELIGIBLE IF YOU OAR
NONPROFIT AS IT IS NOW.

>> SO ANY NONPROFIT.

>> UH-HUH.

>> AND THOSE THAT ARE BETTER
RESOURCED ARE ABLE TO KIND OF
THEN -- SO HOW LONG IS THIS RFP,
HOW MANY PAGES?

>> IT'S AN ONLINE APPLICATION,
IT'S A COUPLE OF PAGES.

PLUS WE ASK FOR SOME ADDITIONAL
INFORMATION LIKE A BUDGET AND
DESTINY KIND OF COLLATERAL.

WE TRY TO MAKE IT
SUPERACCEPTABLE BUT IT IS
DEFINITELY HER FOR ALARGE
ORGANIZATION THAT HAS THE
DEVELOPMENT STAFF TO SPEND THE
TIME FILLING IT OUT.

THE OTHER THING WE'VE BEEN SPEAK
GOING IS THE LIMIT ON THE SPEND
IS FAIRLY SMALL FOR A LARGE
ORGANIZATION.

IT'S UP TO \$5,000.

SO I THINK IT'S A REALLY GOOD
QUESTION OF WHETHER OR NOT IT
MAKES SENSE, TO AWARD \$5,000 TO
A MULTS MILLION DOLLAR
ORGANIZATION.

SO I THINK -- A MULTIMILLION
DOLLAR ORGANIZATION.

WE ARE LOOKING AT THAT I HAVE
SERIOUSLY, THE BCC DOING SOME
VOTES TO EXECUTE SOME CHANGES
LIKE THAT, AN APPLICATION THAT
OPENS SEPTEMBER 1 EVERY YEAR.
WE ARE IN THE MOMENT RIGHT NOW.

>> DO YOU FEEL CONFIDENT THAT
THE CHANGES THAT NEED TO BE MADE
TO ENSURE MORE EQUITY ARE GOING
TO BE PUT IN PLACE?

FOR THE NEXT FUNDING ROUNDS?

>> I FEEL IT IS GOING TOO
HAPPEN, YEAH.

>> OKAY.

AND HELP ME UNDERSTAND BECAUSE
I'M HAVING A HARD TIME WITH THE
5,000, THESE THREE AWARDS OUT OF
A HALF OF THE-MILLION.

CLEARLY -- HALF-MILLION.

CLEARLY THERE HAS TO BE OTHER
EXAMPLES RIGHT?

>> OTHER EXEMPLARY
ORGANIZATIONS, YES.

>> WHO WOULD MEET YOUR EQUITY
DEFINITION.

>> THE IDEA WOULD BE IF WE
CONTINUE DOING THAT TO ROTATE
THOSE ORGANIZATIONS, AND IT'S
REALLY ABOUT THINKING ABOUT THE
EQUITY IN MULTIPLE WAYS.

SO ONE WOULD BE FOCUSING ON THE
SMALLS, ONE WOULD BE REWARDING
THOSE THAT ARE DOING A REALLY
GOOD JOB OF IT, EXPLICITLY, LIKE
THE THREE ORGANIZATIONS WE
MENTIONED.

ANOTHER IS THINKING MORE ABOUT
TECHNICAL ASSISTANCE THROUGHOUT
THE YEAR, WITH THE GRANTEES.

SO THINKING ABOUT WHAT ELSE WE
CAN DO, TO HELP MAKE SURE THAT
SMALL ORGANIZATIONS KNOW HOW TO
ACCESS RESOURCES, HOW TO WORK ON
THEIR BUDGETS, CAN LEVERAGE
GETTING A SMALL GRANT FROM US IN
ORDER TO GET MORE FUNDING FROM
OTHER PLACES.

BUT THE OTHER PIECE IS ALSO JUST
UNDERSTANDING WHAT THESE
ORGANIZATIONS NEED.

SO NO ONE IN BOSTON RIGHT NOW IS
REALLY FOCUSING ON SMALL, SMALL
ORGANIZATIONS AND UNDERSTAND
BEING WHAT THEY'RE PROVIDING,
HOW TO TALK ABOUT IT, LISTING UP
THEIR WORK, UNDERSTANDING HOW TO
ADVOCATE FOR MORE RESOURCES FOR
THEM.

SO I THINK PART OF THIS CHANGE
WOULD BE TO REALLY THINK ABOUT
NOT DATA COLLECTION BUT
RELATIONSHIP-BUILDING WITH THOSE
ORGANIZATIONS IN ORDER TO BE
ABLE TO SAY WE UNDERSTAND WHAT
THE NEED IS HERE NOW WE'RE GOING
TO ADVOCATE FOR CITY.

>> HOW MUCH IS HAPPENING WHAT
YOU HAVE DESCRIBED IN THE
EXISTING 3, THE FOLLOWING UP
WITH THE TA, UNDERSTAND BEING
HOW IT WORKS, IS THERE AN
INTENTION AM FOCUS ON THESE

THREE AND HELPING THEM KIND OF
LEVERAGE THAT \$5,000 GRANT INTO
NEW OR DIFFERENT OPPORTUNITIES?

>> WE HAVE DONE THE MOST WORK
WITH BAN.

FEST.SPIIVEL E-EXPLICITLY ABOUT
PROVIDING GRANTS FOR ARTISTS
THAT ARE UNDERREPRESENTED.
THAT IS A VERY INTERESTING
LEARNING EXPERIENCE OF WORKING
WITH THE DIRECTORS OF BAND FEST,
WHAT ELSE ACCOUNT CITY DO, HOW
CAN WE LEVERAGE OTHER
PARTNERSHIPS, NETWORKING
OPPORTUNITIES OR FUND RAISING
OPPORTUNITIES THAT WE CAN HELP
WITH, ARE THERE BARRIERS THAT
ARE CITY PROPERTIES THAT WE CAN
HELP REMOVE.

WE GOING TO INVITE THOSE THREE
ORGANIZATION HE INTO A
CONVERSATION ABOUT THE MODEL
EQUITY AWARD AND ABOUT EQUITY IN
THE BCC GRANT-MAKING PROCESS.
SO WE WOULD LOVE TO HAVE THEM AS
THOUGHT PARTNERS AND HOW CAN
OTHER ORGANIZATIONS LEARN FROM
WHAT THEY'RE DOING, HOW CAN WE
KEEP TELLING THEIR STORY.

>> WHICH I THINK IS GREAT AND
WONDERFUL FOR THEM TO KEEP
TELLING THEIR STORY AND ALSO FOR
THE CITY TO LEARN.

OBVIOUSLY YOU'LL BE MINDFUL THAT
YOU MIGHT BE DEALING WITH FOLKS
WITH LIMITED CAPACITY TO KIND OF
TAKE SHOW ON THE ROAD TO HELP
OTHER PEOPLE TO DO WHAT WE
SHOULD KNOW TO DO ALREADY.

OBVIOUSLY I THINK WE SHOULD BE
LEARNING FROM THEM BUT I JUST
WANT US TO BE MINDFUL THAT IF WE
ARE TALKING ABOUT SOME OF THE
SMALLER ORGANIZATIONS AND THEY
HAVE LESS CAPACITY TO KIND OF
TAKE SHOW ON THE ROAD AND
EXPLAIN TO THOSE OF US IN A
POSITION, TO SUPPORT THEM, TO
KIND OF JUST DO THAT DOG AND
PONY SHOW ALL THROUGHOUT THE
CITY.

SO WE NEED TO BE MINDFUL.

OF THE 220 ORGANIZATIONS HOW
MANY WOULD MEET YOUR DEFINITION

AROUND EQUITY IN TERMS OF STAFF
AND BOARD MAKEUP?

>> I DON'T HAVE THAT NUMBER OFF
THE TOP OF MY HEAD BUT WE WOULD
BE HAPPY TO SHARE THAT
INFORMATION WITH YOU.

WE'LL FOLLOW UP ON THAT.

>> WONDERFUL.

WHAT IS YOUR TIME LINE?

SEPTEMBER 1 I THINK YOU SAID WAS
THE NEXT CYCLE.

>> UH-HUH.

>> WHEN DO WE NEED TO KIND OF
GET THAT INFORMATION OUT TO
FOLKS TO KNOW THAT THIS IS AN
OPPORTUNITY AVAILABLE TO THEM?
WHETHER OR NOT YOU'RE REALLY
LOOKING FOR MORE EQUITY
APPLICANTS, HOW DO WE SORT OF
SHARE THAT OUT?

>> WE JUST HAD A CULTURAL
COUNCIL MEETING LAST NIGHT,
SHARING THE LANGUAGE AROUND THE
COMMUNICATIONS ASPECT.

ONCE THAT'S FINALIZED IN THE
NEXT WEEK WE'RE GOING TO GET THE
WORD OUT.

ANYTHING THAT WE CAN DO TO HELP
SPREAD THAT IS GREAT.

>> ANYTHING I CAN DO TO HELP
SPREAD THAT I'M HAPPY TO DO.

I'LL TELL YOU WHAT I'M
INTERESTED IN MOVING FORWARD.

ONE I WOULD BE INTERESTHE IN THE INTERESTED IN THE
220 ORGANIZATIONS, IN TERMS OF
SIZE, STAFF, DOLLARS TO KIND OF
GET A SENSE OF WHO'S BIG AND
WHO'S SMALL, AS WELL AS THEIR
MAKEUP AROUND STAFFING AND
BOARD.

YOU KNOW DEMOGRAPHIC MAKEUP.
AND WHAT OTHER LESSONS WE CAN
GLEAN FROM THE THREE WITHOUT
TAXING THEM.

I WOULD UNDERSTAND OUT OF THE
220 ORGANIZATIONS WHERE ELSE DO
WE SEE DIVERSITY BESIDES THE 3
WHO GOT THE MODEL EQUITY AWARD
BECAUSE I'M HOPING THAT IT'S
MORE THAN JUST IF THREE THAT
YOU'VE NAMED.

I KNOW YOU HIGHLIGHT THEM
BECAUSE THEY WERE GOOD EXAMPLES
BUT I'M HOPING THAT IN THAT HALF

MILLION DOLLARS THAT THERE IS MUCH MORE DIVERSITY THERE THAN WHAT I'M HEARING AT THIS HEARING.

SO COULD YOU GET THAT FOLLOW UP TO ME IN TERMS OF THE BROADCASTED?

THAT WOULD BE HELPFUL.

>> YES.

>> AND ANYTHING I CAN DO AS CHAIR OF THE COMMITTEE, THANK YOU.

YES.

ANYTHING THAT I CAN DO TO HELP PROMOTE THESE GRANTEES I THINK IS IMPORTANT.

TELL ME ABOUT THE MATH CULTURAL COUNCIL AND THE DIVERSITY OF THIS BOARD.

>> OF THE MASS CULTURAL COUNCIL?

>> YES.

>> I CAN'T SPEAK TO THE DIVERSITY OF THE STATE COUNCIL.

>> WHAT ABOUT THE CITY?

>> THE CITY COUNCIL IS LIKE THE OTHER COMMISSIONS, EACH DISTRICT IS REPRESENTED.

IT IS A MIX OF PEOPLE WITH DIFFERENT BACKGROUND RELATED TO ART.

SOME ARE IN EVENT PRODUCTION.

WE COULD GET YOU NUMBERS ON THE DIVERSITY.

>> THAT WOULD BE HELPFUL.

AND IN TERMS OF -- I THINK THIS IS MY LAST QUESTION -- PRINTED MATERIALS AND HOW WE TELL THE STORY OF BOSTON AND THE OPPORTUNITY AS AN ARTIST, YOU KNOW MAYBE I LIVE IN ANOTHER CITY AND I'M THINKING ABOUT RELOCATING TO BOSTON, WHAT OPPORTUNITIES ARE AVAILABLE TO ME AS AN ARTIST.

MAYBE I'M JUST A RESIDENT WHO LIVES SOMEWHERE ELSE AND I'M RELOCATING BECAUSE OF THE JOB. SO HOW WE COMMUNICATE OUT ABOUT THIS IS WHO WE ARE AS A CITY, I'M INTERESTED IN UNDERSTANDING WHETHER IT'S WEBSITES OR BROCHURES, WHAT THEY ACTUALLY LOOK LIKE, AND HOW THEY COMMUNICATE OUT TO FOLKS.

>> YEAH.

INTERESTINGLY FOR ARTISTS SPECIFICALLY WE'RE GOING TO BE PUTTING ASIDE SOME FUNDING FOR A COMMUNICATIONS CAMPAIGN THIS YEAR THAT TALKS ABOUT HOW WE'VE SUPPORTED INDIVIDUAL ASH TIFTS ACROSS OUR PROGRAMS AND WHO THEY ARE AND KIND OF TELLING THEIR STORY.

ONE OF THE CHALLENGES WITH FUNDING INDIVIDUAL ARTISTS, UNLIKE FUND BEING AN ORGANIZATION, THAT PERSON IT'S ON THEM TO TALK ABOUT THAT GRANT KIND OF GO THROUGH AN INDIVIDUAL AND IT'S HARDER TO CAPTURE ALL OF THE IMPACT OF THAT.

SO WE WANT TO PUT SOME TIME AND RESOURCES INTO LIFTING SOME OF THOSE STORIES UP.

BECAUSE IT'S ACTUALLY MORE THAN HALF OF OUR GRANT-MAKING IS GOING TO INDIVIDUALS.

SO WE REALLY WANT TO HELP TELL THAT STORY.

>> AND I THINK HOW WE TELL THE STORY IS IMPORTANT, HOW WE REALLY SHOWCASE WHO WE ARE AS A CITY IS IMPORTANT.

AND HOW WE LIFT UP SOME OF THE NONTRADITIONAL ARTISTS.

PEOPLE WHO DO A LOT OF PUBLIC ART, WHETHER WE'RE TALKING ABOUT MURALS, OR GRAFFITI, PEOPLE WHO ARE IN THAT SPACE.

I'D LOVE FOR THERE TO BE OPPORTUNITIES FOR THEM TO BE RECOGNIZED AND TO TAKE ADVANTAGE OF THE RESOURCES THAT THIS CITY HAS TO OFFER.

I WANT TO ACKNOWLEDGE THAT WE'VE BEEN JOINED BY MY COLLEAGUE, COUNCILOR ANNISSA ESSABI-GEORGE. ANYTHING YOU WOULD LIKE TO ASK?

>> NO I'LL FOLLOW UP LATER.

>> IT WAS REVEALING AS TO WHO COULD EVEN REPORT NUMBERS ON SOME OF THOSE THINGS.

OR YOU KNOW SPECIFIC INITIATIVES.

SO I THINK IT'S A LOT IN THERE.

>> WONDERFUL.

I'D LOVE TO FOLLOW UP WITH YOU

SO THANK YOU SO MUCH.
IF THERE ARE NO COMMENTS OR
QUESTIONS OR PUBLIC TESTIMONY WE
WILL ADJOURN THIS HEARING ON
DOCKET 0645.
ALL IN FAVOR?
THANK YOU SO MUCH.
>> THANK YOU.