



Visit
Tallahassee

LEON COUNTY **Tourist Development Council**

Wednesday, February 5, 2020 9:00 a.m.
County Commission Chambers - Leon County Courthouse, Fifth Floor
301 South Monroe Street, Tallahassee FL 32301

SPECIAL MEETING AGENDA

- I. Call to Order – **Bo Schmitz, Chairman**

- II. Public Comment

- III. General Business – **Bo Schmitz**
 - Brief Overview of COCA Grant Programs Funded with TDT – Kerri Post
 - Status Update on TDC’s Request for a Non-Voting Seat on the COCA Board – Kathleen Spehar
 - Presentation of COCA’s FY19/20 Cultural Facilities Matching Grant Alternative Recommendations – Kathleen Spehar

- IV. Additional Business: “For the Good of the Cause” – **Bo Schmitz**

Next TDC Meeting – March 5, 2020

9:00 a.m. County Commission Chambers
Leon County Courthouse, Fifth Floor



January 28, 2020
Bo Schmitz, Chair
Leon County Tourist Development Council
315 S. Calhoun St., Ste #540
Tallahassee, FL 32301

Purpose of Letter: Cultural Facilities Matching Grant (CFMG) Funding Resolution

Dear Chairman Schmitz:

After review by and consultation between COCA's attorney and the County Attorney's office, and with the COCA staff and Board, COCA is offering the TDC the attached alternative funding recommendations. These are based on a formula developed by the COCA CFMG Review Panel. This formula, to be applied in the event of funding issues requiring adjustments to the initial recommendations, was agreed upon by the COCA CFMG Review Panel at their meeting held on October 21, 2019, and the alternate recommendations were approved by unanimous vote at a special meeting of the COCA Board on January 27, 2020. COCA believes this solution offers the most equitable funding resolution for all stakeholders, while ensuring legal compliance and maintaining the integrity of the grant review process.

COCA values the three-tier process of funding approvals for the CFMG program. This requires the COCA Board to approve funding recommendations provided by the independent review panel prior to sending its final recommendations to the TDC. Once the TDC votes on COCA's recommendations, the next and final approval is with the Board of County Commissioners. Historically, the recommendations for the CFMG recipients have moved quickly through the three-tier process.

At the November 21st TDC meeting, the TDC voted to not accept *any* of the original COCA CFMG funding recommendations. In support of the art/cultural community for which the grant funds are key, the COCA Board voted on November 21st, shortly after the TDC meeting, to assist the TDC in their efforts to find a solution to their concerns regarding statutory compliance.

After considerable effort by and many communications between both the TDC Executive Director Kerri Post and COCA Executive Director Kathleen Spehar, it became apparent that agreement could not be reached as to how best to ascertain compliance with § 125.104, Fla. Stat. in a fair and equitable manner. COCA retained outside legal counsel to work with the County Attorney's office to help us move the process more quickly toward resolution. Both attorneys collectively considered all legal and compliance aspects of this situation. They determined that a portion of TCC's application did not comply with statutory requirements. When that portion was removed from TCC's application, it impacted the funding recommendations. The attorneys did not express any legal concerns regarding the bonus point allocation. This process resulted in the attached alternate funding recommendations, allowing COCA to offer an option that is most equitable for all stakeholders while ensuring legal compliance.

In respect to the priorities of our applicants and the TDC, we offer the attached alternative funding recommendations as the best solution, which will allow good work to continue in our county, for our community and our visitors.

Sincerely,

A handwritten signature in blue ink, appearing to read 'Lucia Fishburne', with a long horizontal flourish extending to the right.

Lucia Fishburne, Chair, Board of Directors
Council on Culture & Arts

cc: COCA Board of Directors

Michelle Personette, Executive Director, Challenger Learning Center of Tallahassee- FAMU-FSU College of Engineering

Jennifer Lundal Humayun, Co-Executive Director, Goodwood Museum and Gardens

Nancy Morgan, Co-Executive Director, Goodwood Museum and Gardens

Kelly Dozier, President/Chairman of the Board, LeMoyne Arts

Heather Mitchell, Vice President for Institutional Advancement, Executive Director, TCC Foundation - Tallahassee Community College

Steven Solomon, Director of Grants & Special Projects, TCC Foundation-Tallahassee Community College

Russell S. Daws, President/CEO, Tallahassee Museum

Kerri Post, Executive Director, Leon County Division of Tourism

LaShawn Riggins, Deputy County Attorney, Leon County

Ruth Vafek, Attorney, Ausley MacMillan

Summary of FY19 Cultural Facilities Matching Grant Program Panel Review Meeting- Alternative Recommendations

On Friday, Oct. 11, 2019, the grant panelists assembled and reviewed the grant applications. At the time, the total funding amount was unknown and the panelists made funding recommendations based on an estimated amount provided by Kerri Post at Visit Tallahassee. On Oct. 18, 2019, COCA received the official collections report and calculated the amount available to allocate to grantees. There was a shortage when the panelists' original funding recommendation was applied.

The panel was notified and reconvened for a public meeting on Oct. 21, 2019 to recommend revised funding amounts. They have recommended the following projects be funded, in this order reflected by the ranked scores. Their recommendations included provisions for funding alternatives, which were implemented on Jan. 27, 2020. Panelists understand that the funding is exhausted after the third ranked applicant.

- Name of Applicant:** Goodwood Museum and Gardens, Inc.
Name of Project: Goodwood's Water Tower
Project Description: Rebuild the upper story of the Water Tower, restore its exterior, reactivate its deep water well, and rehabilitate the interior for interpretation.
Funding Recommendation: \$133,000
- Name of Applicant:** Tallahassee Community College Foundation
Name of Project: Tallahassee Community College Hurst Museum and Learning Center
Project Description: Renovations to the Hurst Museum and Learning Center
Funding Recommendation: \$104,995
- Name of Applicant:** Tallahassee Museum of History and Natural Science, Inc.
Name of Project: Securing the Future
Project Description: Purchase of approximately 69.03 +/- acres of property directly adjacent to and north of the Museum.
Funding Recommendation: \$223,500
- Name of Applicant:** Challenger Learning Center of Tallahassee
Name of Project: IMAX Theatre Renovation
Project Description: Updating the theatre per IMAX branding and standards.
Funding Recommendation: \$220,000
- Name of Applicant:** LeMoyne Art Foundation, DBA LeMoyne
Name of Project: LeMoyne Renovations
Project Description: Renovation of LeMoyne Arts' Meginnis-Monroe house and create a children's art-making space.
Funding Recommendation: \$32,000

TOTAL FY19 Funding Recommended: \$713,495
TOTAL FY19 Funding Available: \$467,188

FY19 Cultural Facilities Matching Grant Program Panelists

Kenneth Taite, President, Haggai Construction

Erika Hagan, Architect and Principal, HoyStarkHagan Architects

George Johnson, Jr., Project Manager, Barkley Consulting Engineers, Inc.

Aaron Milner, President, Johnson and Milner, Inc.

Maxim Nasab, Founder and Principal, Apexx Architecture

Beth LaCivita, COCA Board Representative

Kathleen Spehar, COCA Executive Director

FY19 Cultural Facilities Matching Grant - Scores & Ranking | Alternative Recommendations

Number	Organization	Project Name	Request Amount	Average Panel Score (excluding highest and lowest)	+	Bonus points based on years of	=	Total Weighted Score	Recommended %	Recommended Funding per Panel
CF2019-02	Goodwood Museum and Gardens, Inc.	Goodwood's Water Tower	\$133,000	88.67	+	5	=	93.67	100%	\$133,000
CF2019-03	Tallahassee Community College Foundation	Tallahassee Community College Hurst Museum Renovation	\$104,995	87.50	+	5	=	92.50	100%	\$104,995
CF2019-04	Tallahassee Museum of History and Natural Science, Inc.	Securing the Future	\$223,500	85.33	+	5	=	90.33	100%	\$223,500
CF2019-05	Challenger Learning Center	IMAX Theatre Renovation	\$275,000	87.00	+	3	=	90.00	80%	\$0
CF2019-01	LeMoyne Arts	LeMoyne Renovations	\$40,000	73.67	+	5	=	78.67	80%	\$0
Total Recommended Funding										\$461,495

Available Funding

\$467,188

From the Guidelines: The grant panel will have the flexibility to offer partial funding but not less than 80% of the Applicant's request. However, the goal of the program is to fully fund organizations' requests.

Remainder

\$5,693

Panel recommendation: Number 2 ranked organization cannot absorb all the shortage. If any funding is refused, that funding should be allocated to the highest-scoring remaining proposal to bring them as close to fully funded as possible and, if any funding remains, it would be allocated to the next highest scoring proposal, in order of the ranked proposals, but not less than 80%. This also applies to funding adjustments. (10.21.2020)

COCA Executive Committee: Reviewed the grant panelists' decision. Motion made and seconded to forward their recommendations to the COCA Board. Motion passed. (10.21.2020)

COCA Board of Directors: Reviewed the grant panelists' recommendations. Motion made and seconded to approve panel's recommendations. Motion passed. (10.24.2020)

COCA Board of Directors: Following thorough review by and in consultation with legal counsel from COCA's attorney and the County Attorney's office, motion made and seconded to forward the alternative recommendations immediately to the TDC. Motion passed. (01.27.2020)

FROM THE CULTURAL FACILITIES MATCHING GRANT PROGRAM GUIDELINES

PURPOSE OF THE PROGRAM:

To offer support and funding for renovation, new construction, or acquisition or equipping of cultural facilities located in Leon County or the City of Tallahassee. A Cultural Facility is a building that shall be used primarily for the programming, production, presentation, exhibition, or any combination of the above functions of any of the arts and cultural disciplines including, but perhaps not limited to: music, dance, theater, creative writing, literature, architecture, painting, sculpture, folk arts, photography, crafts, media arts, visual arts, programs of museums, historical sites, and historical/heritage facilities. The intent of this grant program is capital improvement that, for the purpose of this application, is defined as an addition or renovation of a permanent structural improvement or the restoration of some aspect of a property that will either enhance the property's overall value or increases its useful life.

SCORING, RANKING, AND FUNDING

Scoring. The total possible number of points for a grant application is 105. The grant panel's evaluation will be based on the information contained in the application and required attachments. The panel members' individual ratings will be averaged to determine a final score for each application. Applications receiving a score of 75 or higher will be considered for funding.

Bonus points will be added to the Applicant's average score based on the length of the Applicant's length of operation. Such length and points shall be determined from the date of incorporation to the date of the application deadline, according to the following rubric:

10 to 15 years – 2 points

15 to 20 years – 3 points

More than 20 years – 5 points

Scoring will be Olympic-style, meaning that the high and low score will be dropped and the remaining scores will be averaged together. Scores will be calculated to the thousandths of a point (example: 85.437). For funding consideration, a final score of 75 or greater is required.

Ranking. A priority list is determined by the rank order of all proposed projects based on the Olympic average score of each application. The number of Applicants funded will depend on the amount of the funding pool available, awarding funding to the highest scoring applications, until the pool is depleted. Any remaining partial request amount will be taken into consideration by the panel as they decide the funding recommendation by consensus.

Final approval of ranking and funding recommendations. COCA's Board of Directors and Leon County's Tourist Development Council (TDC) reviews and approves the funding recommendations of the grant panel. The grant panel will have the flexibility to offer partial funding but not less than 80% of the Applicant's request. However, the goal of the program is to fully fund organizations' requests.

Summary of FY19 Cultural Facilities Matching Grant Program Panel Review Meeting

On Friday, Oct. 11, 2019, the grant panelists assembled and reviewed the grant applications. At the time, the total funding amount was unknown and the panelists made funding recommendations based on an estimated amount provided by Kerri Post at Visit Tallahassee. On Oct. 18, 2019, COCA received the official collections report and calculated the amount available to allocate to grantees. There was a shortage when the panelists' original funding recommendation was applied.

The panel was notified and reconvened for a public meeting on Oct. 21, 2019 to recommend revised funding amounts. They have recommended the following projects be funded, in this order reflected by the ranked scores, at the request amounts listed below. Panelists understand that the funding is exhausted after the third ranked applicant.

- Name of Applicant:** Goodwood Museum and Gardens, Inc.
Name of Project: Goodwood's Water Tower
Project Description: Rebuild the upper story of the Water Tower, restore its exterior, reactivate its deep water well, and rehabilitate the interior for interpretation.
Funding Recommendation: \$125,605.40
- Name of Applicant:** Tallahassee Community College Foundation
Name of Project: Tallahassee Community College Hurst Museum and Learning Center and Art Studio Classroom Renovation
Project Description: Renovations to the Hurst Museum and Learning Center and Art Studio Classroom.
Funding Recommendation: \$162,782.60
- Name of Applicant:** Tallahassee Museum of History and Natural Science, Inc.
Name of Project: Securing the Future
Project Description: Purchase of approximately 69.03 +/- acres of property directly adjacent to and north of the Museum.
Funding Recommendation: \$178,800.00
- Name of Applicant:** Challenger Learning Center of Tallahassee
Name of Project: IMAX Theatre Renovation
Project Description: Updating the theatre per IMAX branding and standards.
Funding Recommendation: \$220,000.00
- Name of Applicant:** LeMoyne Art Foundation, DBA LeMoyne
Name of Project: LeMoyne Renovations
Project Description: Renovation of LeMoyne Arts' Meginnis-Monroe house and create a children's art-making space.
Funding Recommendation: \$32,000.00

TOTAL FY19 Funding Recommended: \$719,134.00
TOTAL FY19 Funding Available: \$467,188.00

FY19 Cultural Facilities Matching Grant Program Panelists

Kenneth Taite, President, Haggai Construction

Erika Hagan, Architect and Principal, HoyStarkHagan Architects

George Johnson, Jr., Project Manager, Barkley Consulting Engineers, Inc.

Aaron Milner, President, Johnson and Milner, Inc.

Maxim Nasab, Founder and Principal, Apexx Architecture

Beth LaCivita, COCA Board Representative

Kathleen Spehar, COCA Executive Director

FY19 Cultural Facilities Matching Grant - Scores & Ranking

Number	Organization	Project Name	Request Amount	Average Panel Score (excluding highest and lowest)	+	Bonus points based on years of	=	Total Weighted Score	Recommended %	Recommended Funding per Panel
CF2019-02	Goodwood Museum and Gardens, Inc.	Goodwood's Water Tower	\$133,000	88.67	+	5	=	93.67	94.44%	\$125,605.40
CF2019-03	Tallahassee Community College Foundation	Tallahassee Community College Hurst Museum and Learning Center and Art Studio Classroom Renovation	\$203,478	87.50	+	5	=	92.50	80%	\$162,782.60
CF2019-04	Tallahassee Museum of History and Natural Science, Inc.	Securing the Future	\$223,500	85.33	+	5	=	90.33	80%	\$178,800
CF2019-05	Challenger Learning Center	IMAX Theatre Renovation	\$275,000	87.00	+	3	=	90.00	80%	\$0
CF2019-01	LeMoyne Arts	LeMoyne Renovations	\$40,000	73.67	+	5	=	78.67	80%	\$0
Total Recommended Funding										\$467,188

Available Funding

\$467,188

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Shortage

\$0
