MINUTES

Wisconsin Arts Board Annual Meeting

Friday, May 15, 2026
Meeting Location | In Person |Virtual
Public Broadcasting Center 3rd Fl
3319 W. Beltline Highway, Madison, WI 53713

Board Members Present
Brian Kelsey
Lynn Richie
Dinorah Márquez Abadiano
Marcela "Xela" Garcia
Jayne Herring
John W. Johnson
Susan Lipp
William Mitchell
John Potter
Tyler Marchant
Mari Lindsay Schneider
LaShawndra Vernon
Matthew Wallock

Staff Members Present
George Tzougros
Karen Goeschko
Kaitlyn Berle
Vivienne Timchenko
Amelia Schaetzke

Board Members Excused
Karen Ann Hoffman
Jennifer Schwarzkopf

Welcome and Introductions _____Kelsey

Chair Kelsey called the meeting to order at 9:05.

Approval of the Agenda_____Kelsey

Marquez made a motion to approve the agenda; Potter seconded. Motion carried.

Report of the Nominating Committee _____Schwarzkopf (in writing)

Schwarzkopf offered the following slate of officers via an emailed report to the board, noting that each of the officers expressed an interest in serving another term.

Chair: Brian Kelsey
Vice Chair: Lynn Richie
Secretary: Jayne Herring
Finance Chair: John Potter
Board member at large: Karen Ann Hoffman

Election of Officers _____Herring

Each office was voted on separately with a three-times offer for nominations from the floor. No additional nominations were received.

- Brian Kelsey was nominated to continue as Chair by Garcia and seconded by Marquez. Kelsey recused himself. The motion passed unanimously. Kelsey returned to the room.
- Lynn Richie was nominated to continue as Vice Chair by Marchant, seconded by Vernon. Richie recused herself. The motion passed unanimously. Richie returned to the room.
- (Chair Kelsey managed the election process for Secretary) Jayne Herring was nominated to continue as Secretary by Vernon and seconded by Johnson. Herring recused herself. The motion passed unanimously. Herring returned to the room.
- John Potter was nominated to continue as Finance Committee Chair by Marquez and seconded by Richie. Potter recused himself. The motion passed unanimously. Potter returned to the room.
- Karen Ann Hoffman was nominated to continue as Member at Large on a motion by Richie and seconded by Johnson. (Hoffman was not present). The motion passed unanimously.

Appointment of Committees _____Kelsey

Each of the following STANDING committees was approved unanimously through motions made and seconded by the following board members.

Access Committee: Motion by Herring; seconded by Marchant
Budget/Finance: Richie; Marquez
External Relations: Potter; Vernon
Nominating: Potter; Marquez
Personnel: Richie; Herring
Strategic Planning: Marquez; Richie
<u>AD HOC Committees</u>
By Laws: Herring; Marchant
Representative to Poet Lauriette: Richie; Herring
Woodland Arts: Potter; Marquez

Kelsey reminded board members that if they wish to continue to serve on the committees on which they currently serve, they do not need to do anything. However, if they wish to switch or add a committee membership they should let the Chair and Executive Director know as soon as possible.

Prior to adjournment, new staff member Amelia Schaetzke was asked to introduce herself. Board members welcomed her!

Vernon moved adjournment; Garcia seconded. Motion passed. Meeting was adjourned at 9:27am.

MINUTES

Wisconsin Arts Board Quarterly Meeting

Friday, May 15, 2026
Meeting Location | In Person |Virtual
Public Broadcasting Center 3rd Fl
3319 W. Beltline Highway, Madison, WI 53713

Staff Members Present

Brian Kelsey
Lynn Richie
Dinorah Márquez Abadiano
Marcela "Xela" Garcia
Jayne Herring
John W. Johnson
Susan Lipp
William Mitchell
John Potter
Tyler Marchant
Mari Lindsay Schneider
LaShawndra Vernon
Matthew Wallock
George Tzougros
Karen Goeschko
Kaitlyn Berle
Vivienne Timchenko
Amelia Schaetzke

Board Members Excused

Karen Ann Hoffman
Jennifer Schwarzkopf

Welcome and Introductions _____Kelsey

Chair Kelsey called the meeting to order at 9:45 am.

Approval of the Agenda_____Kelsey

Vernon made a motion to approve the agenda; Marchant seconded. Motion carried.

Minutes_____Herring

The board approved the March 17, 2026 Quarterly board meeting minutes with one correction to the Regranting Program report. Should read: St. Croix **Valley** Foundation. Potter moved approval; Richie seconded. Motion carried.

FY 27 Creative Communities Grants Panel Recommendations
Arts in Education_____Johnson/Berle

The panel reviewed 16 applications and recommended 11 for funding. No conflicts of interest among board members were identified after roll call. Marquez moved approval of the recommendations; Lipp seconded. Motion carried.

FY27 Creative Communities Program

Arts in Education
Score Order

Name	Place	Score	Request	Award
Still Waters Collective	Milwaukee	98.8	$6,000	Award
Spirit of a Woman, Inc.	Madison	97.4	$6,000	Award
Milwaukee Public Schools Foundation	Milwaukee	97.2	$6,000	Award
Madison Jazz Society	Madison	96.8	$4,500	Award
Betty Brinn Childrens Museum	Milwaukee	94.8	$6,000	Award
KFAD, Inc.	Beloit	93.8	$4,000	Award
Artists Working in Education	Milwaukee	93.4	$6,000	Award
Art Start Incorporated	Milwaukee	92	$6,000	Award
Flutes at Dawn	Milwaukee	91	$6,000	Award
Isthmus Montessori Academy, Inc.	Madison	89.2	$5,500	Award
Neighborhood House of Milwaukee	Milwaukee	86	$6,000	Award
Boys and Girls Club of Kenosha	Kenosha	80.8	$6,000	No Award
Greater Milwaukee El Sistema	Waukesha	78.8	$5,000	No Award
Wisconsin Theater Arts	Burlington	71	$6,000	No Award
Craig Clifton, Inc.	Milwaukee	70.6	$6,000	No Award
Zoological Society of Milwaukee County	Milwaukee	67.4	$6,000	No Award
			$91,000	

Local Arts_____Herring/Goeschko

The panel reviewed 28 applications and recommended 26 for funding. Conflicts of interest: Marquez—Latinos Organizing for Understanding and Development (LOUD). Richie moved approval of the panel's recommendations except for LOUD. Lipp seconded. Marquez left the room. Garcia moved approval of LOUD; Vernon seconded. Motion carried. Marquez returned.

FY27 Creative Communities Program

Local Arts Agencies
Score Order

Name	Place	Score	Request	Award
Milwaukee Film	Milwaukee	97.75	$6,000	Award
Rainbow House Domestic Abuse Service	Marinette	96.8	$4,500	Award
Wormfarm Institute	Reedsburg	96.6	$6,000	Award
Midwest Mujeres	Madison	95	$6,000	Award
Valley Academy for the Arts	Neenah	94.2	$6,000	Award
In Tandem Theatre, Inc.	Fond du Lac	93.8	$6,000	Award
Latinos Organizing for Understanding and Development	Madison	93.75	$6,000	Award
Prairie Music & Arts, Inc.	Sun Prairie	93	$6,000	Award
City of Middleton	Middleton	93	$6,000	Award
Northwoods Strings	Hayward	92.8	$6,000	Award
Unmasked Expressive Therapies	Beaver Dam	91.8	$6,000	Award
Philadelphia Community Farm	Osceola	90.8	$6,000	Award
Neighborhood House Community Center	Madison	90.6	$3,500	Award
Institute for the Preservation of African American Music	Milwaukee	89.6	$6,000	Award
Wisconsin Asian American Voices for Empowerment	Milwaukee	89.6	$6,000	Award
Jambalaya Arts, Inc.	Oshkosh	89.4	$5,000	Award
Ridgeland Area Library	Ridgeland	89.4	$4,000	Award
Northcentral Technical College	Wausau	89.2	$3,000	Award
Wisconsin Dance Council	Milwaukee	88.2	$6,000	Award
Holmen Area Community Center	Holmen	87.8	$3,000	Award
Third Space Green Bay	Green Bay	87.6	$5,000	Award
Friends of Wabeno	Madison	86	$6,000	Award
Friends of the Hurley Public Library	Hurley	85.8	$3,442	Award
Riverwest Artists Association	Milwaukee	85	$3,250	Award
La Pointe Center	La Pointe	85	$2,500	Award
Monroe Street Arts Center	Madison	83	$5,700	Award
Madison Public Art Project	Madison	76.8	$6,000	No Award
The MARM Farm Education and Conservation Center	Milwaukee	74.8	$6,000	No Award
			$144,892	

Folk Arts _____ **Marchant/Berle**

The panel reviewed 7 applications and recommended 6 for funding. No conflicts of interest. Vernon moved approval of the panel's recommendations; Marquez seconded. Motion carried.

FY27 Creative Communities Program

Folk Arts
Score Order

Name	Place	Score	Request	Award
Bembe Drum & Dance	Milwaukee	96	$6,000	Award
Milwaukee Muslim Womens Coalition	Greenfield	93.5	$6,000	Award
WI Tamil Sangam, Inc	Sun Prairie	92.2	$6,000	Award
Eau Claire Area Hmong Mutual Assist Association	Eau Claire	90.8	$5,610	Award
Hmong Autism Neurodiverse Disability Support	De Pere	88.4	$6,000	Award
Oshkosh Public Museum	Oshkosh	87.5	$4,000	Award
Long Cheng Community Center	Appleton	79.4	$6,000	No Award
			$39,610	

FY 27 Folk Arts Apprenticeships _____Marchant/Berle

The panel reviewed 12 applications and recommended 8 for funding. No conflicts of interest. Wallock moved approval of the panel's recommendations; Vernon seconded. Motion carried.

FY27 Folk Arts Apprenticeships

Score Order

Name	Place	Score	Request	Award
Eliza Skenandore Raised Beadwork	Green Bay	104.4	$3,500	Award
Joseph Gokee Traditional Lacrosse Sticks	Ashland	101.8	$3,500	Award
Lavanyaa Surendar Bharatanatyam (Bha-Bhavam, Ra-Ragam, Tha-Thalam;	Brookfield	100.2	$3,500	Award
Kripa Baskaran Bharatanatyam	Brookfield	98	$3,500	Award
Wade R. Fernandez Menominee Music Composing & Performing	Keshena	96.25	$3,500	Award
Vanitha Suresh Carnatic (South Indian Classical/Traditional) Music	Middleton	93.4	$3,500	Award
Nancy Odalen Rosemaling	Stoughton	92.8	$3,500	Award
Koffi Z. Dogbevi Drumming	Madison	89.8	$3,500	Award
Jorge Alva Huerto Son Jarocho - String music from southern Mexico	Madison	81.2	$3,500	No Award
SeonJoo Oh Korean Paper Arts and Crafts	Shorewood	80.2	$3,500	No Award
Djam Vivie African djembe drum building and carving	Madison	77.8	$3,500	No Award
Eric Bestul Building Musical Instruments from around the Viking Age	Iola	64	$3,500	No Award

STANDING COMMITTEE UPDATES

Budget and Finance_____Potter

Potter reported that communication with the Department of Administration and their sharing of financials has been strong and timely. There was a misallocation in Creative Communities

that will be corrected. All is tracking well and there will be no need to go for additional legislative funding to cover the NEA match.

Tzougros reported on a few other items:

1. Money is available and will be used to update staff computers.
2. In the Poetry Out Loud program, WI's contestant competed in the national competition but did not make the national finals. However, Arts Midwest state candidates did take 1st 2nd and 3rd places in the competition.
3. Arts Midwest has a rotating fund that provides the "state of the year" $18,000. FY27 is Wisconsin's year and staff will recommend a plan to spend those funds by year's end.
4. WAB submits its Biennial Budget request in September.

External Relations_____Garcia

Garcia reported that the committee is looking forward to the results of the 2026 elections and will continue to look at ways to communicate the value of the arts and provide timely updates for both new and continuing elected officials.

Timchenko reported on social media stats and the vastly improved number of views, unique users and increased sharing of posts as well as the positive reception of several of the communication pieces she has instituted.

Tzougros and Richie reported on The Arts in the Micro-Community event that WAB held in Land O' Lakes earlier that week, hosted by the Land O' Lakes Public Art Program. It brought together representatives of communities that are located north of Highway 8 and in the Upper Peninsula of Michigan, and that have populations less than 2500 residents. Participants discussed topics that they had identified as important on a survey that WAB sent out earlier. 65 people attended, shared information and questions enthusiastically with each other, and committed to staying in contact in order to collaborate as future opportunities arise.

Accessibility_____Mitchell

Mitchell reported that the most recent Access Committee meeting was staffed by Goeschko and Schaetzke because he could not attend. A committee of 6-8 people would be ideal, with members serving a 2-year term.

Presentation_____Chris Appleton, Social RX

Chris Appleton, founder and CEO of Social Rx, gave background and a status report on Social Rx. The infrastructure of the Wisconsin Social Rx program is being built. The four major stakeholder group types are Participant (member/patient), Prescribing Partner, Community Partner, and Payor Partner. They are about six months into building the stakeholder groups—bringing them on board. WAB has allocated $150,000 to fund Social RX through the coalition of which we are a part. The partners are raising addition dollars to support the project.

Lunch break was called by Kelsey at 12:13.
The board reconvened at 12:45. Note that the agenda order was slightly reordered as follows

Arts Board Member Regional Reports_____Kelsey

Each board member contributed information about arts-related project status or happenings in their area, including visual arts shows, performances, rebranding efforts, and new galleries and performance facilities in various degrees of development.

Old Business

Chairman's report_____Kelsey

Kelsey reported that 5 WAB staff, Kelsey and possibly Garcia will attend the October 7-9 NASSA Assembly in Washington, DC. He also reminded the board that the September 25-26 "Outstate" meeting will be in Eau Claire.

Executive Director's Report_____Tzougros

Tzougros reported on a recent meeting of the nine state arts agency executive directors in Arts Midwest's region. They talked about cross-border activity, how budget and politics may be difficult, and how and when it could work. They also discussed various ways of supporting individual artists.

Tzougros and Kelsey discussed Tourism's Joint Effort Marketing grants (JEM). They are pleased to see increased inclusion of the arts in the applications to that program. The state's Art Museums cohort (now numbering 14) has a program born through a JEM grant that celebrates visitors using a museum pass to visit as many of WI's art museums as they can.

Tzougros gave kudos to staff for their dedicated work during the Creative Communities grant period in processing materials, working with the panelists and more.

Berle talked about partnerships between the Folk Arts Apprenticeship program and WI Humanities.

Presentation_____Randy Cohen, AFTA

Randy Cohen, Director of Research at Americans for the Arts, provided context for the organization and its work with the national, state, and local Arts and Economic Prosperity (AEP) economic impact studies. It strives to help quantify the Return on Investment of taxpayer dollars.

Adjournment

Schwarzkopf moved and adjournment; Vernon seconded. The meeting adjourned at 2:13pm.

The next quarterly meeting will be in Eau Claire and Hudson, September 25 – 26, 2026.