

State of California
CALIFORNIA ARTS COUNCIL
PUBLIC MEETING
MINUTES

California



Arts Council

Held Pursuant To Due Notice
May 17, 2005

The California Museum for History, Women and the Arts
1020 O Street
Sacramento, CA 95814

ATTENDANCE

CALIFORNIA ARTS COUNCIL

Presiding: Marcy Friedman, Chair

Council Members: Michael Alexander
Eunice David
Malissa Feruzzi Shriver
Barbara George
Dr. Jerrold Hiura
Michael Rubel

(Members not in Attendance) (Annette Bening)
(Phyllis Epstein)
(Steven J. Fogel)

Staff: Muriel Johnson, Director
Juan Carrillo, Deputy Director
Josie S. Talamantez, Assistant Chief of Grant Programs
Scott Heckes, Chief of Administration
Mary Beth Barber, Communications Director

Attendees:

CALIFORNIA ARTS COUNCIL

Summary Minutes

March 23, 2005

Call to Order

Chair Marcy Friedman called the meeting to order and thanked the California Museum for History, Women and the Arts for hosting the meeting.

Roll Call

Chair Friedman asked Mary Beth Barber to call the roll. Friedman also noted that Council Member Annette Bening was on jury duty and sends her regrets at not being able to attend.

Adoption of the Agenda

Chair Friedman noted that Ross McGuire, Director of the California Museum for History, Women and the Arts, was in the middle of a conference call and would welcome the Council later.

Approval of Summary Minutes

Chair Friedman noted that on page 7, paragraph 5, of the minutes from March 23, 2005, there was a reference to "Mr. Friedman" which she believes should have read "Mr. Orr."

Minutes approved unanimously, as amended.

Chair's Report

Chair Friedman asked Josie Talamantez, Chief of Grant Programs, to introduce the California Arts Council staff in attendance. They included: Lucero Arellano, Patty Milich, Scott Heckes, Ray Tatar, Kristin Margolis, student assistant Patrick Haugen and intern Sean Flores.

Chair Friedman then asked about the CAC's new website design, and Talamantez responded that the new design had been launched and the site was currently undergoing troubleshooting and revisions.

Director Johnson then introduced CAC staff Tom Bergman and noted that other members of the staff would join the meeting after lunch. Chair Friedman added that the Council Members would work closely with staff on upcoming projects.

Resignation of Jane Boeckmann

Chair Friedman announced the resignation of Council Member Jane Boeckmann and the current vacancy on the Board. She added that in her conversations with the Governor's office she encouraged both geographic and ethnic diversity of the board and encouraged the appointments unit to look to the Central Valley, adding that there are six members on the board from Los Angeles, one from San Diego, one from San Jose, one from San Francisco and one from Sacramento.

Friedman also noted that Council Member Bening expressed her willingness to testify at legislative hearings when CAC bills are presented and to assist the CAC as needed for marketing and publicity materials.

Legislative Report

Chair Friedman said that she had testified to the State Senate Transportation Committee concerning SB 691 by Sen. Jackie Speier, the bill that would ensure that all proceeds from the sale of the Arts License Plate (minus the DMV administrative costs) would go to the California Arts Council for programs. The bill passed out of the transportation committee and was on suspense in the Senate Appropriations Committee.

California Medal of the Arts

Co-chairs for the Governor's Medal of the Arts board committee, Council Members David and Feruzzi Shriver, gave their report that included getting the event televised by a cable network like Bravo or A&E, and to have previous recipients involved in the process of selecting new recipients. The event would most likely be held in January in Sacramento, and a probable venue would be the Sacramento Hyatt with a pre-reception at the California Museum for History, Women and the Arts for award recipients, their families, the Governor and the First Lady. The co-chairs agreed to work with the CAC staff to create an event schedule and timeline. The intent is to get the event completely underwritten, and Council Members were urged to submit ideas of people or organizations to contact for underwriting so that ticket sales would provide funds for the CAC.

Introduction to California Museum for History, Women and the Arts by Ross McGuire, Museum Director

Mr. McGuire greeted the Council and gave some background on the California Museum of History, Women and the Arts. He especially highlighted the "Constitution Wall" public art piece in the courtyard between the museum and the Secretary of State building, noting that the Arts Council participated in the commissioning of the work through its Art in Public Places Program. He credited former Secretary of State March Fong Eu for spearheading the effort for the museum and public art, highlighted the current exhibits on former California women, Governor Pat Brown, the Japanese-American WWII internment camp experience, and the dome mural. Various Council Members added their praise of the museum

Resuming of Chair's Report

Chair Friedman then continued her report, noting that the next scheduled meeting was not until September and suggested the Council have an open-meeting conference call during July to keep committees moving and the Council Members in touch.

Director's Report

Before beginning her report, Director Johnson then asked that the guests in attendance introduce themselves. They included: Lisa Caretto from California Arts Advocates; Kelly (no last name

recorded), recent marketing graduate from California State University Sacramento; Belinda Taylor from the Arts Marketing Institute who would be making a presentation later; and Catherine (no last name recorded), an art dealer from San Francisco.

Director Johnson then commented on the meetings that she, Friedman and staff had with government officials such as legislators and First Lady Maria Shriver. The First Lady meeting was especially productive, lasting almost three hours and covering topics such as adding new Arts License Plate, Poet Laureate and the Governor's Medal of the Arts. Branding and marketing were particular topics of conversation, as well as getting the License Plate and My California to the California Museum of History, Women and the Arts for display and sales. Johnson said she also met with the Governor's Cabinet Secretary Terry Taminen and Anne Bointon, Deputy Director regarding the Arts Council's need to be assigned to a Cabinet level department since we are unassigned on the Governor's Organization Chart.

California Poet Laureate

For the report on the California Poet Laureate, Johnson asked for comments from CAC staff member Ray Tatar who is the lead administrator for the program. Tatar gave background and a description of the program and selection process, noting that the Governor appointed Al Young from Berkeley to be the next California Poet Laureate. Young, if approved by the state Senate, will serve a term of two years, be a presenter for six public appearances (at a minimum), and participate in a specific poetry and literature project as yet to be determined. Council Members and staff voiced their approval of the choice of Al Young.

Arts Day, slogans and CAC public service announcement

Johnson explained that CAC staff have been working on plans for the annual California Arts Day that is the first Friday of October – October 7th, 2005. She then asked CAC staff member Mary Beth Barber to explain the marketing associated with California Arts Day and a newly developed public service announcement.

Barber directed Council Members to the colorful adhesive stickers given out as promotional materials with slogans such as "California Arts Day – first Friday in October," "Take Part – California Arts," "Creative California," the Arts License Plate logo and the general California Arts Council logo. Of particular importance is the "Take Part – California Arts" branding that the CAC staff developed, noted Barber. It ties in with a general marketing campaign to encourage participation in the arts.

Barber then showed the council members a 30-second PSA with the slogans "Creative California" and "Take Part," and featuring music by David Brubeck. The PSA was shown on an oversized screen in San Francisco's Union Square during the San Francisco International Film Festival, and will be distributed to California cable channels for their use via the Cal Channel, a broadcast service based in Sacramento.

Other Business

Johnson gave a brief overview of conferences she attended with Executive Directors, (WESTAF) in Vancouver and AFTA in Austin. She asked members to consider attending the National Assembly of State Arts Agencies (NASAA) Conference in Boise, Sept. 8-11, 2005. She directed Council Members to her submitted report.

Johnson also praised Council Member David for her efforts in promoting the Arts License Plate as well as the Sacramento Philharmonic for publicizing information about the Arts License Plate in their marketing materials and program.

Grant Approvals

Youth Education in the Arts (YEA!)

Friedman asked Talamantez to present the grant programs to the council. Talamantez started with the Youth Education in the Arts (YEA!) program. The rankings of the 270 applicants were on a scale of 1 to 4, with 3+, 4- and 4 receiving awards ranging from \$3,840 to \$5,000.

She also recommended that should additional funding become available, organizations in the 3 and 3- rankings located in legislative districts of the state that have no grantees be prioritized for the additional funds. Scott Heckes presented the overall grant budget for the July 04 – June 05 fiscal year, saying that the amount of funds available for grants will depend on expenses to be resolved in June.

Council Member Alexander voiced his concern that some groups with very good reputations were not ranked high enough for funding, and Talamantez responded that some organizations perhaps didn't follow the application process properly. Talamantez also pointed out that a 3 ranking is "good to excellent" and that it is the CAC's intention to fund these organizations should funding become available.

Alexander also wondered whether small grants of less than \$5000 could help an organization, and both Johnson and David pointed out that even small amounts help, and that a grant from the CAC is a strong endorsement which can be leveraged with local funds.

Council Member Rubel moved and Council Member Alexander seconded that the YEA! grant funding be approved as follows:

- \$5000 for those organizations receiving a 4 or higher;
- \$4250 for those organizations receiving a 4-;
- \$3840 for those organizations receiving a 3+ should additional funding become available;
- \$3500 for organizations in underserved districts receiving a 3, and \$3000 for organizations in underserved districts receiving a 3-;
- Distribute any residual funds to remaining organizations receiving a 3- or higher, with the grants to be no less than \$1000.

The motion was approved unanimously.

Infrastructure Support Program (ISP)

Talamantez gave an overview of the Infrastructure Support Program (ISP) that provides funding for 15 organizations that have successful track record of developing their field and providing services to their constituents throughout the state. She recommended that funding be approved based on the recommendations made by the review panel consisting of CAC members Hiura and Alexander and CAC staff member Carrillo as noted under Tab C of the Council book.

Council Members then discussed how best the groups receiving ISP funds could serve the greatest number of constituents in California. Council Member Hiura moved that the ISP grants be approved as recommended by the review panel, and that a letter asking the organizations to broaden their reach and work with other ISP partners be included with the grant notification packets. Council Member Alexander seconded, and the motion was approved unanimously.

Legislative Report

CAC Budget

Talamantez noted that the proposed CAC budget from the General Fund was not altered in the Governor's May revise.

SB 691 by Sen. Jackie Speier – Art License Plate

Talamantez noted that SB 691 passed out of the Senate Transportation Committee on a vote of 8 to 2, and moved to the Senate Appropriations Committee. It was placed on suspense on May 2, and Council Members and staff have been discussing the bill with legislators and lawmakers.

Johnson added that it was an ideal time for supporters of SB 691 to write letters, especially to the Senate Appropriations chair Sen. Carol Migden and Senate President pro Tempore Don Perata. Other Council Members asked about the probable fate of the bill, and Johnson replied that while she's heard that a majority of Senators on the Appropriations committee would support it, it's not a guarantee.

Lisa Caretto of California Arts Advocates reported that while emails are convenient, faxes and postal letters have a better chance of being read by Senators and their staff and have a greater impact.

Council Member George asked how the Arts License Plate revenues were doing since the raise in price this year, and Heckes noted that while the number of plates ordered were going down, the amount of money received for the CAC was going up. He added that in the first quarter of 2005 the amount was approximately \$100,000 more than in the first quarter of 2004.

Other Legislation

Talamantez continued to explain other bills, noting that AB 655 by Assm. Mark Leno, which would have increased funding for the CAC through a 1% fee on non-sports entertainment tickets, had a vote postponed in the Assembly Committee on Arts, Entertainment, Sports, Tourism and Internet Media, thereby turning the bill into a two-year bill. Johnson noted that while Assm.

Leno strongly supports the bill, the opposition from groups like the California Chamber of Commerce make it difficult. Talamantez also noted that AB 487 by Assm. Alan Nakanishi that placed restraints on the CAC and the state in relation to public-art spending died in committee.

Lunch Break-Council honored retiring Deputy Director Juan Carrillo and his wife, Ada, at a luncheon.

Introduction of CAC Staff and Guests

Friedman called the meeting to order and asked Heckes to introduce the CAC Administrative Staff: Shirley Pang, Kathy Alley, Pam Nowling, and Theresa D’Onofrio. The guests who joined after lunch also introduced themselves: Rhyena Halpern of the Sacramento Metropolitan Arts Commission, Maria Acosta of the Latino Arts Network, Sam Gilmore from University of California-Riverside, and Bryan Ha from Senator Jack Scott’s office.

Report from the Art Marketing Institute

Friedman introduced Belinda Taylor, Director of the Art Marketing Institute (AMI), a program within the CAC funded by a grant from the Wallace Foundation. The program ends June 30.

Taylor gave a presentation on the AMI, including:

- organization’s conclusion that authorizing figures like lawmakers have lost sight of benefits of the CAC
- branding and marketing need to be essential part of organizations like the CAC
- AMI conducted workshops in San Francisco Bay Area, Sacramento, and San Bernardino/Riverside
- learning from the past – importance of lessons from other public social-change models like the seat belt “buckle-up” campaign and the anti-smokers’ rights campaign
- AMI as an agent for change in CAC’s approach

Taylor added that she and other fellows in the program intend to continue to work with these concepts after AMI concludes.

Discussion of AMI Presentation

The Council Members and Taylor discussed the successes and flaws of different marketing campaigns for social change (use of seat belts, anti-smokers’ rights, milk consumption) and recent marketing campaigns by art organizations. Taylor emphasized that marketing campaigns take time to increase participation, and that while data collection is important when analyzing a marketing campaign’s success, so are the descriptive individual stories. Council Members asked Taylor to write up a proposal for continued work from AMI, which she agreed to do.

California Music Project (CMP) Report

Council Member George updated the Council on the California Music Project (CMP). CAC staff is working with Bruce Orr on a contract between the CMP and the CAC, and Orr is compiling a

list of potential CMP board members. Kristin Margolis will staff the project and agreed to send Council Members a list of CMP board-membership requirements.

CAC Marketing and Branding

Council Member Rubel explained that he met with experts from Rand, Council Member Feruzzi Shriver, and marketing experts from the University of California Los Angeles to brainstorm marketing and branding for the CAC. Rubel said that the meeting participants concluded that the CAC had been concentrating on supporting the supply of the arts rather than the demand, and that “storytelling” should be a major component of a marketing and major air campaign. “The arts are really oxygen,” he said, “a part of every human being’s experience.” The Council Members then discussed potential marketing ideas.

Presentation from Deputy Director Juan Carrillo

Juan Carrillo gave his final report as Deputy Director in a power-point presentation on the history, current status, and suggested next steps of the CAC. He recommended that future programs focus on the following areas: youth; fostering livable neighborhoods; greater access to the arts for California citizens in underserved areas; and economic and community development.

Marie Acosta was recognized and supported the concept that the arts are perceived as elitist while institutions like libraries are thought of as egalitarian, and that artists needed to solve the problem of separation from the community.

Acosta then thanked Carrillo for his dedication to the CAC and the arts over the years, and listed a number of individuals who wanted to extend their thanks and congratulations upon his retirement. Council Members, staff and guests joined in honoring and thanking Carrillo.

Adjournment

The meeting adjourned in memory of Quentin Drew, the Los Angeles actor and arts leader who died on April 21 of kidney cancer.