

State of California  
CALIFORNIA ARTS COUNCIL  
PUBLIC MEETING  
**MINUTES**

California



Arts Council

**Thursday, June 21, 2007**

The Fresno Art Museum  
2233 North First Street  
Fresno, California 93703  
(559) 441-4221

*Alternate Location (11:00 am to approximately 11:30 am only)*

Library Administration Conference Room  
Beverly Hills Public Library  
444 North Rexford Drive  
Beverly Hills, California 90210

## ATTENDANCE

### CALIFORNIA ARTS COUNCIL

#### Council Members:

**Michael Alexander, Chair**  
**Annette Bening** (by phone, 11:00-11:45 am)  
**Charmaine Jefferson**  
**Carlos Martinez**  
**Michael Rubel**  
**William Turner**

#### Members not in Attendance

**Eunice David**  
**Malissa Feruzzi Shriver, Vice Chair**  
**Chong-Moon Lee**  
**Fred Sands**  
**Karen Skelton**

#### Staff:

**Muriel Johnson, Director**  
**Marilyn Nielsen, Deputy Director**  
**Josie S. Talamantez, Chief of Grant Programs**  
**Scott Heckes, Chief of Administration**  
**Mary Beth Barber, Communications**

#### Guest Speakers:

**Barbara Lippman, Project Director, Pennsylvania Cultural Data Project**  
**Neville Vakharia, Project Manager, Pennsylvania Cultural Data Project**  
**Amy Kitchener, Executive Director, Alliance for California Traditional Arts (ACTA)**

#### Public

Joyce Aiken, Fresno Arts Council  
Terry Allen, Fresno Art Museum  
Helen Anderson, Full Circle Brewing Company  
Jon Carroll, Fresno Metropolitan Museum  
Cynthia Cooper, Fresno Coalition for Arts, Science and History  
Kaye Bonner Cummings, Cummings Family Foundation  
Jim Fillbrandt, Bakersfield Music Theatre  
Sandra Flores, Fresno Regional Foundation  
Phillip Hagopian, master artist apprentice  
Richard Hagopian, master artist  
Coke Hallowell, Fresno Arts Council  
Susan Hansen, Fresno Unified School District  
Bernard Herman, Bakersfield Museum of Art  
Suzanne Hildebrand, Alliance for California Traditional Arts  
Aileen Imperatrice, Ashtree Studios, Rogue Festival

Elaine Jamison, Bakersfield Music Theater  
Mary La Fallette, Armenian Museum - Saroyan Centennial  
Robert Marsh, Fresno Philharmonic  
Luiz Mendoza, Office of Fresno City Council President Henry T.  
Perea  
Hugo Morales, Radio Bilingüe  
Maria Ortega, Arte Américas  
David Pier, Gallo Center for the Arts, California Presenters  
Helen Rael, Arte Américas  
Jackie Ryle, Empowerment Strategies  
Staci Santa, Merced County Arts Council  
Patricia Wolk, Fresno Folklore Society

**In Los Angeles County,**  
**Alternative Location**  
**via telephone**

Danielle Brazell, Arts for L.A.

**CALIFORNIA ARTS COUNCIL**  
Summary Minutes

**Call to Order**

Chair Michael Alexander called the meeting to order at 10:15 am in the Fresno Art Museum auditorium, noted the importance of the meeting's location and the CAC's outreach efforts to the Central Valley, and introduced Carlos Martinez, executive director of the Fresno Art Museum and California Arts Councilmember.

**Welcome Remarks from the Fresno Art Museum**

Martinez welcomed the public and thanked the Fresno Arts Council for hosting the networking breakfast before the meeting, as well as their ongoing dedication to arts and culture in the Fresno area. Martinez also said that retired entertainer Carol Channing, Modesto resident and arts advocate, was not able to attend the meeting but passed along her regards to the artists and arts advocates in attendance. Martinez noted Channing's unwavering dedication to the arts in California schools.

**Remarks from Fresno City Council**

Fresno City Council staff Luis Mendoza, representing City Council President Henry Perea, welcomed those in attendance and thanked the California Arts Council for the meeting in the Fresno area, as well as the Fresno Arts Council and Fresno Art Museum for their coordinating efforts.

**Council Meeting Overview**

Alexander and CAC Director Muriel Johnson gave an overview of the agenda and format for the CAC meeting and presentation. Representatives from the Pennsylvania Cultural Data Project would give a presentation in the auditorium from 10:30 am until 12:00 pm. At 11:00 am the Council members would meet in the conference room via a teleconference with Annette Bening, thus ensuring the presence of a quorum to discuss general business and vote on end of fiscal year financial matters, and that members of the public were welcome to attend.

**Presentation by Staff from the Pennsylvania Cultural Data Project**

Pennsylvania Cultural Data Project staff Barbara Lippman, project director, and Neville Vakharia, project manager, gave an overview of the Pennsylvania Cultural Data Project. They utilized a power-point presentation to illustrate the streamlining of financial and grant-application data for arts and culture nonprofit organizations, and described potential application in California. Lippman also noted that the James Irvine Foundation had committed \$1 million towards formation of a similar project in California.

**Council Meeting--Council Business**

At 11:15 am, the Council members and staff members Johnson, Barber, Heckes and Talamantez, joined Councilmember Annette Bening via telephone from the alternate location in the Beverly Hills Library in Los Angeles County. Danielle Brazell from Arts for L.A. was also present at the L.A. location.

## **Roll Call**

Mary Beth Barber called the roll. Present: Alexander, Bening, Jefferson, Martinez, Rubel, Turner. Absent: David, Feruzzi Shriver, Lee, Sands, Skelton.

## **ACTION ITEM – Approval of April 2007 Meeting Minutes**

Chair Alexander asked for corrections or amendments to the minutes from the April meeting in Los Angeles. Talamantez noted that the correct amount for the American Masterpieces program should be \$156,700. Alexander noted the correct spelling of California dancer and choreographer Alfred Desio, and Johnson noted that the name of former Council Chair Barbara George's mother is Marja Schneiderman. Rubel moved that the minutes be approved with corrections, Jefferson seconded, and the minutes were approved unanimously.

## **ACTION ITEM - Approval of May 2007 Teleconference Minutes**

Chair Alexander asked for corrections or amendments to the minutes from the May teleconference meeting in Sacramento, Los Angeles and Fresno. Jefferson noted that the award she had referred to when speaking with Ms. Washington-Miller was the Carter G. Woodson Memorial Award from the National Education Association for providing a creative outlet for minority dance artists in inner-city communities. Martinez moved that the minutes be approved with the correction, Turner seconded, and the motion passed unanimously.

## **Chair's Report**

### **ACTION ITEM - Set a Goal of CAC to Have Programs and/or Grants in 95 percent of California's Counties**

As part of the Chair's report, Alexander introduced the motion that the CAC should have a goal to have grants and/or programs in at least 95 percent of the state's counties (Tab P, Item 1). Jefferson moved; Rubel seconded, and the motion passed unanimously.

Alexander proposed that discussion on whether "arts in education" as part of the Strategic Plan included life-long learning programs (Tab P, Item 2) be tabled for a later meeting. Council members did not object, and the discussion item was tabled.

Jefferson proposed that Consent Item 5 (Tab U) concerning the funding approval for the *My California* Story Slam program be taken off consent and discussed separately. Chair Alexander agreed to move the *My California* Story Slam motion off consent and to discuss separately.

### **ACTION ITEMS - Consent Items 1-5 (Tabs Q-R, S, T)**

Turner moved to approve the following consent items:

- 1. Approval of Panel Recommendations for the Artists in Schools Program-Effective Arts Organization and School Partnership, K-12 Standards-Based Arts in After School, and Planning Grant-Artists in School--funding totaling \$1,093,520 representing 136 arts organizations**
  - a. \$1,076,020 representing 129 grants**
    - i. \$161,826 FY 2006-07**

- ii. **\$914,194 FY 2007-08**
  - b. **\$17,500 FY 2007-08 representing 7 planning grants**
- 2. **Approval of \$7,000 to William James Association to organize and facilitate Contractors Conference for Artists in Schools arts organizations and artists.**
- 3. **Approval for Issuance of Final Set of New or Amended Contracts for Participating Artists and Presenter Fee Support for American Masterpieces Projects, Totaling \$125,500.**

Bening seconded, and the motion passed unanimously.

**My California Story Slam program**

Rubel said he was surprised by the low numbers of students who participated in the competition portion of the *My California* Story Slam program for Spring 2007. Talamantez said that the short turn-around and the timing of the competition during end-of-year test preparation played a role in the low turnout. Talamantez said that staff intends to combine Story Slam outreach with the Poetry Out Loud program outreach next year. Jefferson asked why the CAC was taking the lead on this, rather than a literary or literature arts organization. Johnson said that because the funding came from the proceeds from the sales of *My California*, the book organizers asked that the CAC move a writing program forward. Jefferson suggested that staff and Council discuss how to allow this program to grow in the future.

**ACTION ITEM: Approval of Panel Recommendations for the My California Story Slam--funding totaling \$8,000, representing four students and four school prizes at \$1,000 each.**

Turner moved that the panel approve the panel recommendations for the *My California* Story Slam 2006-07, Rubel seconded, and it passed unanimously.

**FY 2007-08 Programs Budget**

Alexander directed the Council's attention to Tab V and the staff's recommendation for programs budget FY 2007-08. Jefferson proposed that the Council discuss how the CAC can encourage arts organizations to broaden their audiences beyond their local jurisdictions, including in the arts education arena. Martinez questioned whether \$19,000 for the "advocating for the arts" section of the Strategic Plan was too low an amount. Alexander noted that the document indicated a projected budget, and that the exact numbers in the categories and programs may be altered.

**ACTION ITEM--Approval of Projected FY 2007-08 Programs Budget**

Martinez moved that the Council approve the projected FY 2007-08 Programs Budget, Turner seconded, and the motion passed unanimously.

**ACTION ITEM--CAC Commitment of \$100,000 towards the California Cultural Data Project**

Johnson proposed that the Council affirm its commitment to supporting the development of the California Cultural Data Project and pledge \$100,000 towards the effort. The Council further would instruct agency staff to proceed with the contracting process in keeping with state contracting rules and regulations. Rubel moved, Turner seconded, and it passed unanimously.

**ACTION ITEM--Council Approval of FY 2006-07 Year-End Expenditure of \$187,500 for Arts in Education, CAC Programs and Special Initiatives**

Talamantez directed the Council to Tab W and the staff recommendations for year-end funds expenditure of \$187,500 for Arts in Education, CAC Programs and Special Initiatives, noting an amendment to Tab W -- the proposed \$500 expenditure for the California Arts Day public poster winner would go to the school of 12<sup>th</sup> Grade Student Fidel Salamanca, the student artist of the winning poster. Jefferson moved, Bening seconded and the motion passed unanimously.

**Lunch**

The Council broke for a lunch break and reconvened at 1:55 pm in the Fresno Art Museum conference room.

**Public Comment**

Alexander opened up the floor for comment from members of the public.

***Radio Bilingüe***

Hugo Morales, executive director and co-founder of Radio Bilingüe, told the Council of the public value the nonprofit radio network provides to Spanish-speaking listeners in California and other parts of the U.S. and internationally, especially in light of the preponderance of commercial “shock radio” in the Latino media market.

Morales noted that Radio Bilingüe’s nonprofit status lends the organization a sense of integrity, both in the programming and for the listeners. The radio network originated in the Fresno area, and in 1988 was run mostly by volunteers when a grant from the California Arts Council allowed for a study demonstrating the high preponderance of Radio Bilingüe in Spanish-speaking households. The information led to major investment in the organization and was instrumental in growing the network into the transnational media outlet it is today, said Morales.

***Alliance of California Traditional Arts (ACTA)***

Amy Kitchener, executive director for the Alliance for Traditional Arts, gave a brief overview of the service organization’s dedication to the field of folk and traditional arts. Keeping these arts alive is not an easy task, said Kitchener, since traditional arts are often passed down orally and through direct instruction, and not through established institutions like music schools or visual arts institutions. Other difficulties include the size of the state of California, which make comprehensive involvement in all parts of the state difficult for a nonprofit arts service organization. She encouraged the Council to continue grant programs, noting that nonprofit organizations can leverage the CAC’s reputation for excellence and rigorous panel process when requesting funding from foundations and funders.

To demonstrate the importance of her organization’s work, she introduced Richard Hagopian, a master artist *oud* player, a string instrument described as a short handled lute from Armenia. He and Phillip Hagopian, a talented pre-teen musician who started to teach himself to play the *oud* at

age 4, demonstrated the instrument and the training Phillip continues to receive from grandfather Richard, an NEA Heritage Fellow in 1989.

Richard and Phillip Hagopian represent a sample of the work that the Alliance is able to support in their apprenticeship program, said Kitchener. Other programs include the Living Cultures Grants program, the Traditional Arts Development program, and the Folk and Traditional Arts Mentorship Initiative.

Alexander thanked Kitchener for her comments and Richard and Phillip Hagopian for taking the time to demonstrate their artistry to the Council, and to Morales for his comments.

### **Chair's Report**

Alexander noted that he had attended an "Arts Town Hall" in Los Angeles the previous Saturday that had 800 attendees and attendance by Los Angeles City Mayor Antonio Villarigosa. Claire Peeps, Executive Director of the Durfee Foundation gave the introduction, and Olga Garay, the recently nominated general manager of the Los Angeles Department of Cultural Affairs spoke. Alexander noted that the City of Los Angeles may be one of the last government organizations that is still granting funds to individual artists versus nonprofit organizations. Other speakers included Laura Zucker from the Los Angeles County Arts Commission, speakers from the Irvine Foundation who discussed the proposed California Cultural Data Project, and representatives from Arts for LA who discussed arts advocacy.

Also participating in the Los Angeles "Arts Town Hall," said Alexander, was former executive director of the New England Foundation for the Arts, who recently accepted a position as president of LINC (Leveraging Investments in Creativity) to focus on the issue of health care for artists. Alexander said that artists should not be ignored in the health-care policy debates that are currently happening in Sacramento and throughout the state.

### **Director's Report**

Johnson let the Council know about the State-Local Partners convening in Sacramento the following week that would include over 50 representatives from the local arts agencies, arts councils, commissions, etc., as well as CAC staff. The meeting and workshop is intended to link the various administrators for the local arts agencies to each other as well as open a dialogue between the partners and CAC staff. The importance of the local partners should not be ignored, said Johnson, especially with outreach to the rural areas of the state where funding has been cut.

Johnson said that the CAC staff is preparing for California Arts Day 2007 for Friday, October 5, 2007. One proposal includes an editorial push in the weeks leading up to October 5, and asked that Councilmembers consider working with staff for publication in their local areas. Johnson also asked Councilmembers to provide agenda input for the September Council meeting. She asked for the members' opinion regarding a retreat apart from the regular business meeting for open discussion on the Council's past programs and future goals as a way of enhancing CAC orientation of so many new members.



Rubel questioned what would be discussed at the September meeting and if it would be different than the discussions that led up to the Strategic Plan. Turner encouraged staff to research what is working in other states. Rubel said he was very interested in hearing more from the public and past grantees like Radio Bilingüe, and encouraged the CAC staff to provide more information about the positive effects and consequences of CAC grant funding, noting that as a Council member he felt separate from the organizations and individuals the CAC has worked with. Martinez suggested that the Council think about the public awareness campaign and what it would look like between now and the September meeting and provide comments. Johnson said that the CAC needed to provide a more comprehensive orientation to new Council members, and would work with staff to achieve this.

Alexander said that he thought that the report from Kitchener was especially helpful, especially for advocating for the arts, and suggested that more reports from the field are heard at council meetings. Rubel supported the notion, and Chief of Administration Heckes said that in the past there were more reports from the field at council meetings. Talamantez invited Council members to attend CAC panels to see the process as well as learn about the applicants.

Alexander suggested that staff provide Council with a general overview of the year and when votes to approve funding and other essential items are crucial part so that Council members can appropriately prepare. Turner suggested that staff create a package for Council members to give to legislators and others that might include a DVD about the CAC. Rubel said that the public testimony from Mr. Morales from Radio Bilingüe had a great impact on him. Alexander asked Barber if there was a relationship between the CAC and Capital Public Radio, and she responded that the CAC is in the process of building one. Alexander said that he would like to brainstorm with Barber on ideas for Capital Public Radio and other public-radio stations and networks in the state. Martinez encouraged staff to invest in new technology and the web, and Barber responded that staff was in the process of redesigning the website and utilizing recording--both video and audio--of events and providing the information on the website.

#### **Deputy Director's Report - Advocacy and Legislation**

Deputy Director Marilyn Nielsen reported that AB 1685 (Karnette), a bill that would move sales-tax revenue from the sale of fine art from the General Fund to a fund for the CAC, was held in the Senate Appropriations Committee and is therefore a two-year bill.

Nielsen noted that of the 120 state Senators and Assemblymembers, CAC staff has directly met with 112 to provide general information about the CAC and the arts in California. Turner noted that New York City Mayor Mike Bloomberg notes the importance of the arts in his speeches as good business. Nielsen noted that the most recent *Economic Prosperity* reports from the Americans for the Arts (an analysis of creative businesses and their employees based on tax data and compiled by Dun & Bradstreet) can help show the economic benefit of the arts and arts-related business.

Joyce Aiken of the Fresno Arts Council noted that when her organization worked with the local PBS station for a story on "ArtHop," a monthly event where local arts studios and galleries stay open on the first Thursday of the month, the attendance increased tremendously. She encouraged

the CAC to invest in public awareness through public television and public radio, both on the state level as well as with local arts organizations on the local level.

Alexander noted that the Western Arts Alliance is preparing a conference in Los Angeles at the end of August for performing arts organizations from a dozen western states and western Canada, where the focus will be on touring programs as well as meeting with agents, managers and others. Johnson noted that CAC staff member Patty Milich will be at the conference to create awareness of the California American Masterpieces programs.

Johnson also added that the California Indian Heritage Center, a museum that is run by the State of California, will be building a new facility in West Sacramento. The Center has one of the state's largest collection of American Indian artifacts, including over 3,000 California Indian baskets which are in storage. CAC staff has proposed touring the baskets and other artifacts, along with basket weavers and musicians throughout California. It is her goal to collaborate with all members of the "Cultural Cabinet:" California Department of Parks and Recreation, California State Library, California State Archives, California Council on the Humanities, California Travel and Tourism Commission, California Historic Preservation Department, and the California Museum for History, Women and the Arts. Alexander added that other organizations like the Autry National Center could be a partner in the endeavor.

Alexander noted that Brad Erickson is the new president of the board of California Arts Advocates, and that Lisa Caretto will continue to be the legislative liaison.

### **Adjournment**

The Council adjourned in memory of California visual artist Roy DeForest.