

State of California
CALIFORNIA ARTS COUNCIL
PUBLIC MEETING
MINUTES

California



Arts Council

Thursday, July 17, 2008

Public Teleconference

(916) 322-6555

NO ACTION TAKEN

PUBLIC LOCATIONS

California Arts Council

1300 I Street, Suite 930

Sacramento, CA 95814

Ivelich Stone

414 Jackson Street, Suite 304

San Francisco, California 94111

The California African American Museum

600 State Drive, Exposition Park

Los Angeles, California 90037

Museum of New Mexico Foundation

116 Lincoln Avenue

Santa Fe, NM 87501

ATTENDANCE

CALIFORNIA ARTS COUNCIL

Council Members:

Michael Alexander, Chair (in Los Angeles)
Eunice David (in Los Angeles)
Malissa Feruzzi Shriver, Vice Chair (in Los Angeles)
Charmaine Jefferson (in Los Angeles)
Susan Steinhauser (in New Mexico)
William Turner (in Los Angeles)

Members not in Attendance

Chong-Moon Lee
Fred Sands
Karen Skelton

Staff (all in Sacramento):

Muriel Johnson, Director
Marilyn Nielsen, Deputy Director
Josie S. Talamantez, Chief of Programs
Scott Heckes, Chief of Administration
Mary Beth Barber, Communications Director
Patricia Milich, Public Awareness Coordinator
Kristin Margolis, Arts Administrator
Wayne Cook, Arts Administrator
Tom Bergmann, IT Manager
Theresa D’Onofrio, Graphic Designer
Lucero Arellano, Arts Administrator (joined at 10:15 am)

Public

Suzy Ivelich, Ivelich/Stone
John Stone, Ivelich/Stone

CALIFORNIA ARTS COUNCIL

Summary Minutes

The California Arts Council (CAC), acting as a committee of the whole, held a public teleconference on Thursday, July 17, 2008, at 9:30 am for the purpose of discussing the public-awareness proposal from Ivelich/Stone, contractor. The public was invited to attend at the following locations:

California Arts Council
1300 I Street, Suite 930
Sacramento, CA 95814

The California African American Museum
600 State Drive, Exposition Park
Los Angeles, California 90037

Ivelich Stone
414 Jackson Street, Suite 304
San Francisco, California 94111

Museum of New Mexico Foundation
116 Lincoln Avenue
Santa Fe, NM 87501

Call to Order

Chair Michael Alexander called the meeting to order at 9:30 am.

Roll Call

Mary Beth Barber called the roll. Present: Alexander (Los Angeles), David (Los Angeles), Feruzzi Shriver (Los Angeles), Jefferson (Los Angeles), Steinhauer (New Mexico), Turner (Los Angeles). Absent: Lee, Sands, Skelton.

Also Present

John Stone and Suzy Ivelich of Ivelich/Stone (in Sacramento at the CAC).

Discussion

The Council discussed the proposals from Ivelich/Stone for a public-awareness campaign on the importance of the arts in California. Issues discussed included message concepts, impressions of different messages and words, and how the public might respond to different message concepts. The Council gave input to Suzy Ivelich and John Stone on the different proposals to narrow a final overall concept.

Adjournment

Alexander adjourned the meeting at 11:30 am.