Monday, May 5, 2008
Public Teleconference
(916) 322-6555
NO ACTION TAKEN

PUBLIC 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

Dewey Square Group
1100 11th Street, Suite 200
Sacramento, CA 95814
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)  
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

Public (all in Sacramento)  
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 Monday, May 5, 2008, at 9:00 am for the purpose of discussing the public-awareness proposal from Ivelich/Stone, contractor. The public was invited to attend at the following locations:

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1300 I Street, Suite 930
Sacramento, CA 95814

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Los Angeles, California 90037

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1100 11th Street, Suite 200
Sacramento, CA 95814

Call to Order
Chair Michael Alexander called the meeting to order at 9:00 am.

Roll Call
Mary Beth Barber called the roll. Present: Alexander (Los Angeles), David (Los Angeles), Feruzzi Shriver (Los Angeles), Jefferson (Los Angeles), 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 target audience, aspects of a quality messaging campaign, public awareness projects from similar government and nonprofit entities, and suggested proposals from Ivelich/Stone. After many questions, in depth discussion, and clarification from Ivelich/Stone, the majority of the members of the Council preferred a public-awareness message centered around the first concept. The Council also asked staff to prepare a list of goals that would be impacted by a public-awareness campaign and present it at the Council meeting in June, 2008.

Adjournment
Alexander adjourned the meeting at 11:00 am.