

State of California
CALIFORNIA ARTS COUNCIL
PUBLIC MEETING
MINUTES

California



Arts Council

June 10, 2010

Santa Monica Museum of Art
2525 Michigan Avenue
Santa Monica, CA 90404
(310) 586-6488

ATTENDANCE

Council Members:

Aitken, Wylie
Alexander, Michael
Feruzzi Shriver, Malissa (Chair)
Green, Andrew
Jefferson, Charmaine
Lenihan, Terry
Steinhauser, Susan
Turner, William

Members not in Attendance

Adam Hubbard
Karen Skelton

Staff:

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

Invited Guests:

Terry Wolverton, Consult'Her, Strategic Planning Facilitator
Asuka Hisa, Director of Education, Santa Monica Museum of Art
Matt Rodriguez, Dewey Square Group

Public in Attendance

Jordan Garcia, Arts Dealer
Ron Edwards, Air Dreams
Karie Ross

CALIFORNIA ARTS COUNCIL

Minutes

June 10, 2010 – Santa Monica

Call to Order

Chair Malissa Feruzzi Shriver called the meeting to order at 9:55 am.

Welcome Remarks

William Turner introduced Asuka Hisa, Director of Education of the Santa Monica Museum of Art and a commission member for the Santa Monica Arts Commission. Hisa gave an overview of the museum and its efforts to connect with the local community, achieve an environmental (“green”) museum certification, and its emphasis on contemporary art. Turner thanked Hisa and the Santa Monica Museum of Art for hosting the council meeting and noted the organization’s significant contribution to the local community.

Roll Call

Mary Beth Barber called the roll. In attendance : Aitken (arrived 10:10 a.m.), Alexander (11:30 a.m.), Feruzzi Shriver, Green, Jefferson (arrived 11:14 a.m.), Lenihan, Steinhauser, Turner.

Absent: Hubbard, Skelton.

Chair’s Report

Feruzzi Shriver noted that good things were on the horizon for the Arts License Plate, including the launch of the Million Plates Campaign for the Arts, recently rescheduled for June 28, 2010.

Feruzzi Shriver noted that she had recently joined the Western States Arts Federation’s (WESTAF) Board of Trustees. WESTAF had recently presented a report on the importance of music to the creative economy of Denver – information compiled from data provided by the organization’s Creative Vitality Index (CVI) information for Colorado, and Feruzzi Shriver noted it could make a good model for reports on California’s creative economy and CVI information. Feruzzi Shriver also noted that WESTAF leaders had investigated investing \$50,000 in California arts advocacy and she would continue talks with WESTAF leadership about the Million Plates Campaign.

Feruzzi Shriver noted that WESTAF is in the process of investigating and drafting a report on arts education in select western states, specifically looking at teacher/student ratios, success stories concerning arts education, and other issues. The California Alliance for Arts Education is also working towards an organized policy council and becoming more involved in advocacy in California.

Director’s Report

Johnson said that the National Assembly of State Arts Agencies (NASAA) has not raised annual dues in an effort to help its member arts agencies, most of which are having a difficult time because of the economy. She suggested that Councilmembers review the NASAA advocacy documents on arts funding; Green asked that information be sent to him. Johnson added that NASAA recently highlighted the CAC’s “ArtWORKS!” feature section on the website that profiles CAC grantees.

Johnson noted that AB 2610 (Niello) and SB 1076 (Price) are moving through the legislative process, while AB 1777 (Portantino) has been put on suspense in the Assembly. Steinhauser suggested that an acknowledgement be sent to California Arts Advocates for their support of AB 1777.

Steinhauser also noted that AB 2446, a vocational education bill that could affect the availability of arts education in California high schools, had passed the Assembly and had moved to the Senate. Councilmembers discussed talking to the Governor's Office staff about the impact of AB 2446 on arts education and the arts education requirement for the University of California and California State University. Feruzzi Shriver, via blackberry email, set a meeting to discuss the issue with Bonnie Reiss, the Secretary of Education for Governor Schwarzenegger.

Approval of the Minutes from April 19, 2010

Feruzzi Shriver asked if the Council had any amendments to the minutes from this meeting. None were offered. Green moved to approve the minutes. Turner seconded. Motion passed unanimously, with Jefferson absent.

Finance Report

Heckes said that the proposed contract between the CAC and the Dewey Square Group for promotion and public awareness of the Arts License Plate was approved by the Department of General Services.

In April, the Governor's proposed budget for the CAC was reviewed by Senate Subcommittee 4 (Budget committee) without comment, and that staff from the Department of Finance stated that the Assembly did not have issues. Nielsen noted that budget issues could change during the summer budget negotiating; Heckes said he would give an update at the September meeting.

Heckes noted that the agency will have between \$55,000 and \$170,000 in year-end funds due to reductions in operating expenses and other efficiencies. Heckes said that the exact amount available is subject to the agency's success in settling an outstanding workers' compensation claim that has been a liability for the agency since the early 1990s. As such, Heckes indicated that Chief of Programs Josie Talamantez will present two plans for the expenditure of year-end funds—one based on \$55,000 and a second totaling \$170,000. Heckes also noted that there are ongoing lawsuits concerning the legality of furloughs that could impact the agency's finances in future years.

Arts License Plate revenues are currently averaging approximately \$200,000/month, and the overall number of new transactions is going down. This trend is most likely due to the economy, considering that the number of new personalized plates has decreased more than the number of standard Arts Plates. Turner asked whether recent publicity surrounding the Arts Plate had any impact on sales; Heckes said it was hard to tell given the delayed monthly reports, but there was an increase in March. Barber noted that she had received an increase in the number of consumer calls concerning the Arts License Plate and ordering issues and questions.

Heckes encouraged the Council to consider whether the agency should continue to fund the California Cultural Data Project (California CDP), since the initial three-year grant has recently ended. Johnson noted that the California CDP is a major research and advocacy tool, that the Irvine Foundation will publish a major paper on the importance of nonprofit arts organizations to California based on California CDP information, and that all CAC program grantees are required to fill out a California CDP profile. Talamantez noted that as more organizations have completed their California CDP profiles, nonprofit staff can compare information from their own organizations to an industry standard to see areas of success and room for improvement.

Alexander noted that the California CDP profiles have made the grant application process much easier for arts nonprofit development officers in filling out the applications as well as connecting to potential funders. Alexander said he had recently attended a meeting of Los Angeles area fundraisers, and the California CDP has uniform approval by the group. Johnson thanked Alexander for supporting the California Arts Council's efforts to work with the Cultural Data Project staff and others from the Pew Foundation to initiate the project. Alexander noted that Pennsylvania was the first state to participate in a Cultural Data Project, then Maryland and California, and now the project is being seen as a potential national model.

The Council discussed the California Creative Vitality Index (CVI) and its benefits to the agency. Feruzzi Shriver suggested putting together a CVI committee to research the benefits and costs of the study and report back at the September or November meeting. Johnson and Heckes noted that the CAC should also prepare for the costs associated with the agency's Economic Impact Study conducted every 10 years, with the last one published in 2004 at a cost of approximately \$100,000. Green said he would investigate whether his firm could conduct the Economic Impact Study pro bono and get back to the Council and staff. Johnson will provide the complete 2004 report and summary to Green, which includes information about the previous author of the report and how it was formulated.

Programs Report

Creating Public Value

Talamantez directed the Council's attention to Tab C. Alexander said he was concerned there were some applicants not slated for funding which are doing good work. Talamantez noted that the CAC funding is low and the number of applicants is high, making the available funding highly competitive. She said that the panel members take an extraordinary amount of time and effort in their review and ranking, and that staff records panel notes and provides feedback for all applicants to aid in the preparation of future applications. Alexander said he was concerned that if quality work is not being recognized because of mediocre grant writing, the CAC should investigate whether there is a way to remedy this issue.

ACTION ITEM: Creating Public Value Program 2009-10

Alexander moved to approve the Creating Public Value panel recommendations to fund 76 organizations ranking 3+ and above, organizations in 23 counties, 12 of which are rural, for a total funding amount of \$668,250. Aitken seconded, and the motion passed unanimously.

Statewide Networks

Talamantez directed the Council's attention to Tab D. Alexander said he had sat in on the panel process for the Statewide Networks and said his previous concerns – specifically that some applicants were not outreaching nor striving for statewide outreach – no longer applied.

ACTION ITEM: Statewide Networks 2009-10 (Not Including California Lawyers for the Arts)

Jefferson moved to approve the Statewide Networks panel recommendations to fund 12 arts service organizations/networks for 2009-10, totaling \$222,000. Alexander seconded. The motion passed unanimously.

ACTION ITEM: Statewide Networks 2009-10 (California Lawyers for the Arts)

Jefferson moved to approve the Statewide Networks panel recommendations to fund California Lawyers for the Arts for 2009-10, for \$20,000. Green seconded, and the motion passed unanimously with Turner recusing himself and leaving the room during discussion and vote.

California Poet Laureate

Talamantez directed the Council to Tab E. Jefferson asked Talamantez to explain the process for Poet Laureate nominations: CAC staff accepts nominations from the public, the nominees are reviewed by a panel of literature experts, and a list of three or four suggestions is sent to the Governor, who may choose from these recommendations or disregard and choose a different poet. Jefferson noted that while the California Poet Laureate panel members have been approved by the Council, the actual recommendations of the panel for the Poet Laureate should also be approved by the Council. Council and staff discussed potential issues and benefits of having the Council approve the list from the Poet Laureate Panel.

MOTION: Poet Laureate stipend

Steinhauser moved to approve the expenditure of \$5000 to Carol Muske-Dukes, the current California Poet Laureate, to help facilitate the required duties of the position. Lenihan seconded, and the motion passed unanimously.

MOTION: Poet Laureate Panel Recommendations

Jefferson moved that the Council approve the recommendations from future Poet Laureate panels before the recommendations are forwarded to the Governor. Green seconded, and the motion passed unanimously.

Arts and Disabilities

Talamantez directed the Council to Tab F. Council and staff discussed how the small grants in this program would be used in conjunction with the National Arts and Disability Center.

MOTION: Arts & Disabilities Technical Assistance Program (2010-11)

Turner moved to approve the Arts & Disabilities Technical Assistance Program 2010-11 in the amount of \$25,000 to fund up to 40 grants and provide training and professional development consultations. Aitken seconded, and the motion passed unanimously.

State-Local Partnership Development Program
Talamantez directed the Council to Tab G.

MOTION: Excess State-Local Partnership Development Program Funds and the Creating Public Value Program

Turner moved to approve the allocation of \$10,000 in excess State-Local Partner Development Program Funds not utilized by a local arts agency in Glenn County for Creating Public Value grantee Mariposa County Arts Council. Jefferson seconded, and the motion passed unanimously.

Year-End Funds

Talamantez directed the Council to Tab H and the proposed scenarios for year-end funds, based on the outcome of the workers' compensation settlement and how the Council decides to distribute funding. Four scenarios were outlined, two (A and B) at the \$170,000 level and two (A and B) at the \$55,000 level; the year-end funding scenarios are dependent upon the outcome of a workers' compensation claim.

Turner noted that Option A had a broader reach. Aitken was concerned that there were no proposed grantees from Orange County. Talamantez said that very few organizations from Orange County apply, and that the CAC has conducted outreach workshops there to increase participation and applications. Feruzzi Shriver noted that the CAC experienced a similar situation with the American Recovery and Reinvestment Act funding. Talamantez noted that CAC staff had been actively working with an organization in Orange County for an Artists in Schools Planning Grant, but the applicant did not apply the Visual and Performing Arts Standards to the arts training – a requirement of the program.

MOTION: Year End Funds 2009-10

Turner moved to approve the following: if the year-end funds of fiscal year 2009-10 amount to \$170,000, the Creating Public Value program will be funded through a rank of 3, funding an additional 19 grants for a total of \$838,250 (Option A); if the year-end funds 2009-10 total \$55,000, the Creating Public Value program will be funded in priority order, allowing an increase of percentage allocation per rank through the 3+ category for a total program expenditure of \$723,250 (Option A). Green seconded. The motion passed. In favor: Alexander, Green, Jefferson, Lenihan, Turner. Opposed: Aitken, Feruzzi Shriver, Steinhauser.

William James Foundation

Talamantez directed the Council to Tab I.

MOTION: William James Foundation and the Artists in Schools Contractors Conference

Green moved to approve the allocation of \$10,000 to the William James Association to organize and facilitate Contractors Conferences for Artists in Schools arts organizations and artists. Steinhauser seconded, and the motion passed unanimously.

Artist in Schools Program

Talamantez directed the Council to Tab J. Councilmembers discussed the program and the panel recommendations, noting that there has been some kind of arts-in-schools program at the CAC since the 1970s, and the specific "Artists in Schools" program started in 2006. Aiken reiterated

his concern about the lack of representation in Orange County and asked Talamantez to contact him concerning past and future outreach plans there. Green asked that future listings of panel recommendations be also provided by county. Alexander noted that the Artists in Schools program has a high amount of success and receives praise in California communities, and the CAC should publicly recognize the Artists in Schools grantees and program as much as possible.

MOTION: Artists in School Program 2010-11

Turner moved to approve the panel recommendations for funding the Artists in Schools program 2010-11 totaling \$1,168,744 representing 133 arts organizations, including one planning grant and three technical assistance grants. Thirty-one organizations will receive 2-year funding. Steinhauser seconded, and the motion passed unanimously.

Lunch: The Council continued to work through lunch.

Strategic Plan

Terry Wolverton, Strategic Planning Facilitator, directed the Council to Tab K and explained to the Council the process for public outreach, including a set of webinars in late summer. The Councilmembers discussed how to use the plan as a map to keep the agency on target to use as an ongoing guide. Wolverton emphasized that the Plan is a guiding principle and may be altered as needed if unexpected circumstances arise. Alexander asked staff to ensure that the Strategic Plan is part of any new Councilmember's orientation. Jefferson applauded the Council, the staff and Wolverton for their hard work.

Other Issues

Johnson noted that she has asked staff in the Senate to approve the newly appointed Councilmembers as soon as possible, and Nielsen noted that the appropriate paperwork was submitted in May.

Jefferson suggested that the CAC staff begin to plan for the recruitment process for a Director in case AB 2610 passed and was signed by the Governor. The process can be time consuming and further complicated by a potential state budget impasse, and she recommended beginning the preliminary investigation soon. Aitken suggested that the wording for a potential RFP for consulting firms be submitted to Council at the September meeting.

Johnson asked if the Council would like to form a committee for this process, and Aitken noted that candidate criteria for a Director should be drafted. Steinhauser volunteered for the committee. Alexander asked for staff guidance concerning state government requirements. Johnson said that a proposal for the search process and other issues would be presented at the September meeting. Jefferson expressed concerns that the process could be delayed by the upcoming changes in Governor and administration. Heckes said he would contact the human resources department at the State Library and discuss his findings with Johnson, Feruzzi Shriver and Nielsen in June.

Public Awareness

Milich gave an overview of the public awareness efforts from the agency, emphasizing the database-managed content management systems created by CAC staff Tom Bergman and

utilized for very popular CAC webpages like Arts Jobs, Artists Call, Arts in the News and other pages, as well as the weekly eNewsletter “The California ArtBeat.” CAC staff have also created a comprehensive and searchable web page of California Arts Festivals. These efforts have raised the California Arts Council’s profile in the field and with the general California public interested in the arts and creative industries. Agency staff have also become very active in social media, utilizing sites such as Facebook, Twitter and YouTube.

Councilmembers discussed the benefits of the California Arts Council website, social media and expressed concern that there wasn’t enough interaction with the established media and news reporters. Barber noted that some solid relationships with principle arts reporters at the *Los Angeles Times* and others in the Capitol bureau in Sacramento have been established, and the CAC staff were actively revising the media list to better distribute press releases and establish new relationships in the field. Green volunteered to assist in this area on a committee, if needed.

Milich has attended a number of conferences and other public venues to promote the value of the arts and creative industries through presentations. The Arts License Plate is always mentioned in her presentations or through direct dialogue at any informational table we might have at these events. Events include annual conferences for some of the Statewide Networks, the California PTA, the California Library Association, and The Women’s Conference.

Other public-awareness efforts include the annual California Arts Day activities that tie into national Arts and Humanities Month. The Council and Mich discussed the value of keeping the annual Arts Day theme in line with one subject or sector area in future years to deepen relationships with fields that may benefit from the arts, i.e. economic development, health care, crime prevention, etc.

Public Comment

Karrie Ross, a local artist, gave some suggestions on how the CAC might outreach to the public. Suggestions included social networking, website features, key-word searches, mail lists and bulk mailings, emphasis on children, work with the Department of Motor Vehicles and the American Automobile Association, plan media events, and others.

Arts License Plate

Turner gave an overview of the public-awareness efforts surrounding the promotion of the Arts License Plate, dubbed the “Million Plates Campaign for the Arts.” California Lawyers for the Arts held a successful evening event for the organization that also highlighted the Million Plates Campaign. Many high-profile individuals have agreed to be “Arts Ambassadors” for the Million Plates Campaign, and many businesses and organizations have agreed to be listed as “Partners.” Turner successfully obtained the URL www.artsplate.org to promote the Million Plates effort. The launch event is slated for June 28, 2010, at Fox Studios, with some of the Arts Ambassadors, representatives from the Partner organizations, and First Lady Maria Shriver part of the program.

Matt Rodriguez of the Dewey Square Group acknowledged the hard work of the Council members, especially Feruzzi Shriver and Turner. He recommended a significant grassroots effort as the next step for the Million Plates Campaign after the launch. Rodriguez and the Council discussed logistics for the June 28 event. Turner said that local arts supporters and organizations

such as Arts for LA, the California Alliance for Arts Education, California Arts Advocates, the Statewide Networks organizations, and others should be invited to attend. Turner also suggested that artist Wayne Thiebaud, designer of the Arts Plate image, should be invited as well. Johnson said she would extend an invitation. Jefferson offered to contact local arts groups to perform during the launch. Green requested information about key message points and an overall communications plan from Dewey Square and CAC staff, Councilmembers suggested potential tag lines and discussed marketing efforts.

Adjournment

Feruzzi Shriver adjourned the meeting in memory of Quentin Easter, co-founder of the Lorraine Hansberry Theatre in San Francisco who in his two decades as an artist had a significant impact on American theater, on African-American theater, and the theater community in San Francisco; and Francisco Aguabella, an Afro-Cuban jazz percussionist who received numerous awards including the National Heritage Fellowship from the National Endowment for the Arts, the Durfee Foundation's Master Musicians' Fellowship, and recognition by the Los Angeles County Arts Commission.