

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



**MEETING OF  
June 15, 2011**

Hattox Hall  
Karen and Donald Cohn Education Center  
Conrad Prebys Theatre Center  
The Old Globe  
1363 Old Globe Way  
San Diego, CA 92101  
619.231.1941

## ATTENDANCE

### Council Members:

**Wylie Aitken**  
**Michael Alexander**  
**Malissa Feruzzi Shriver, Chair**  
**Andrew Green**  
**Adam Hubbard**  
**Charmaine Jefferson**  
**Terry Lenihan**  
**Susan Steinhauser**  
**William Turner, Vice Chair**

### Members not in Attendance

none

### Staff:

**Marilyn Nielsen, Interim Director**  
**Josie S. Talamantez, Chief of Programs**  
**Scott Heckes, Chief of Administration**  
**Patricia Milich, Public Awareness Coordinator**  
**Diane Golling, Administrative Assistant**  
**Phyllis Smith, Manager, Human Resources (contracted through California State Library)**

### Invited Guests

**Michael G. Murphy, General Manager, The Old Globe**  
**Jonathan Katz, Chief Executive Officer, National Assembly of State Arts Agencies**  
**Lyn Cason, Director, Stanton Chase International**

### Public in Attendance

**Alma Robinson, California Lawyers for the Arts**  
**Tamara Fogg, Friends of East County Arts**  
**Bridget Wear, The Old Globe**  
**Bruce Davis, former Director, Arts Council Silicon Valley**  
**Margaret Travers, Ventura County Arts Council**

**CALIFORNIA ARTS COUNCIL (CAC)**  
**PUBLIC MEETING**  
Minutes  
June 15, 2011

**Call to Order**

Chair Malissa Feruzzi Shriver called the meeting to order at 10:19 a.m.

**Welcome by Michael Murphy, General Manager of The Old Globe**

Welcome by Michael Murphy, General Manager of the Old Globe, thanking the California Arts Council for all it does to support and promote the arts in California. The Old Globe is celebrating its 75<sup>th</sup> anniversary this year. New facilities, including this meeting hall, have been built as part of the expansion to celebrate the anniversary.

**Roll Call**

Diane Golling called the roll. In attendance: Aitken, Alexander, Feruzzi Shriver, Green, Hubbard, Jefferson, Lenihan, Turner, Steinhauser.

**Approval of Minutes**

The Council reviewed and discussed the draft minutes for the Council Meeting on March 1, 2011. No corrections were proposed.

**ACTION ITEM: Approval of Minutes: Meeting of March 1, 2011**

Steinhauser moved that the draft minutes for the meeting on March 1, 2011 be approved. Aitken seconded. The motion passed unanimously.

**Chair's Report**

Council Chair Feruzzi Shriver reports that the Education Leaders Institute (ELI) action plan the team put together in Chicago is already being implemented. The National Endowment for the Arts (NEA) was very pleased with the California team's work. The Council will probably vote later today on funding for statewide convening that we may co-host this fall with the Department of Education and State Superintendent of Schools. A listening tour will be regionally focused. For the arts education partnership meeting in the fall, we will be doing breakout meetings and presentations. A full report on ELI will follow this Chair's Report.

Feruzzi Shriver attended a California Alliance for Arts Education meeting and made an Arts License Plate/ELI presentation to coordinate our message with theirs. Feruzzi Shriver thought it would be wise to involve the Alliance in our messaging about license plate/arts education so we wouldn't be working at cross purposes.

Feruzzi Shriver is building car dealership partners to allow us to deliver DMV press sales kits into the hands of dealers. She met with car dealership owners in Santa Monica and Beverly Hills; Muriel Johnson is helping to get Niello dealerships on board in Sacramento. We have 20 car dealerships on board. We need 35 to have the DMV willing to press our kits on the dealerships.

Feruzzi Shriver met with the Herb Alpert Foundation in coordination with ELI. She also attended two PS Arts events, an LA Arts Funders event, an NEA presentation at the Grammy Museum, the Herb Alpert arts awards, and a local arts advocacy gathering hosted by Arts4LA. She promoted the Arts License Plate at a commencement speech she delivered at Laguna College of Art & Design. She did an Arts License Plate presentation at a Yale event with the Whiffenpoofs on the Broad Stage. She attended a Rand event with Terry Lenihan on arts education where she met John Deasy, the new superintendent of schools for LAUSD, and Sir Ken Robinson (an author, speaker, and international advisor on education in the arts to government, non-profits, education, and arts bodies). Sir Ken said he'd be happy to help with the ELI plan.

Feruzzi Shriver met with Kathy Lynch about the Furutani bill, which passed the Assembly and is moving through the Senate education committee. This is very critical over the next two months. Feruzzi Shriver and Aitken will meet with Senator Steinberg regarding a rewrite of the bill so it no longer pits vocational education against arts education.

Feruzzi Shriver also met with Jesse Dylan, Bob Dylan's son, director of the YES WE CAN video for the Obama campaign. He does public service announcements and said he'd be thrilled to work with the California Arts Council. Feruzzi Shriver will talk to General Services and the Department of Education to offer him something so he doesn't have to do it pro bono.

The CAC will participate with seed money for a new Otis report, a key element of the economic development plan which the Council will pitch to the Governor. The Governor's office is not interested in forming a task force. A statewide Otis report could be launched in 2012 (right now it's only covering Los Angeles & Orange County). Steinhauser suggests writing a letter or meeting with members of Congress regarding arts funding/education. Feruzzi Shriver thinks letters are not aggressive enough. Alexander says Los Angeles economic development people have been working with Otis, forming a wonderful partnership of private sector and public sector. Nielsen says Irvine is funding a California Report (for nonprofit only) and will share the executive summary with the CAC prior to releasing the report in September.

Feruzzi Shriver commends Alexander and Aitken for their hard work on the Executive Director search.

### **Report on the Education Leaders' Institute (ELI)**

Lenihan and Feruzzi Shriver present a report of what ELI is, our critical issue, and what we'll be doing in the future.

Our critical issue: How do we keep kids in school, increase graduation rates and funnel kids into creative industry jobs in California? Feruzzi Shriver and Lenihan believe we should approach the Governor's office too, to coordinate regarding economic development. Every other state at ELI had an economic development angle, so that is clearly the focus of the NEA at this time.

The ground work the California team did ahead of time really showed when they arrived. The California team included a diversity of people from different places and groups, people who hadn't partnered with each other before, trying to create in a different way, bringing people to the brainstorming table who hadn't been there until now. California's team was "way ahead of the

curve” compared to the other teams by the time they got to Chicago. It was interesting to be in the middle of these debates at Loyola Marymount University and in Sacramento. Top points became clear because different groups of people would mention the same thing. Recurring themes:

- This is a pivotal moment to take advantage of; a good time to try to make something happen.
- There is a need to do advocacy in a different way and to market arts education differently.
- The current set of parameters, No Child Left Behind (NCLB), is ending and new common core standards are coming in. We need to make sure the arts are there in the planning of whatever replaces NCLB.

Feruzzi Shriver and Lenihan discussed STEM (Science, Technology, Engineering, Mathematics) vs. STEAM (Science, Technology, Engineering, Arts and Mathematics), looked at model programs, looked at funding, looked at private/public collaboration. Feruzzi Shriver says there is an unprecedented coalition coming together; the situation is so bad that people are coming together who ordinarily wouldn't.

Mythbusting: The test scores coming out of countries like China and India are deceptive because the high test scores don't correlate to anything. America still produces more innovators. So the question becomes, are we really falling behind? Or are we measuring what doesn't matter? We need to get away from standardized tests and get back to a broad-based curriculum.

Jefferson suggested we have people at the table, when we talk about the arts, who are expert in dealing with urban environments where just getting to school is a challenge. Feruzzi Shriver says there is such an overlap now between arts education and tech education that we need to do whatever we can to keep them from being pitted against each other. Jefferson thinks we measure GDP wrong – we should measure by other kinds of factors, and the arts are a good way to reshape what we measure. Feruzzi Shriver says that one in thirty Californians is incarcerated, at a huge cost to the taxpayer; we need to address many things through the arts. There were very astute presentations at ELI on political framing. The National Science Foundation presentation was very good. Feruzzi Shriver has all the presentations on flash drive.

Lenihan says the expanded work group of 100 will be expanding to 300 by the time we get to the statewide convening in September. Turner suggests additional foundations would be interested in being involved in this, also museums. Aitken stresses the importance of framing and asks if we have people specifically who are geniuses at this sort of thing. Feruzzi Shriver says yes. She is also talking to Facebook about getting involved. Green asks how it will get tactically implemented. Answer: policy, fundraising, and teacher credentialing (making sure the arts are involved).

Steinhauser says it's like a military plan, it is so multi-pronged and detailed; it will be monumental to keep track of it. Can we bring in more staff? She suggests that during the September Council meeting the Council address who is doing what. Lenihan says it's tricky because almost everyone working on this is a volunteer except for the Department of Education

people. It's a long-term, five year effort. Jefferson suggests we hold onto Steinhauser's question as we move forward with the director hire and possible staff redirection.

Alexander says that much of the arts community is probably in the dark as far as what is going on with this, and we should find ways to get them to hear of it, because it's the light at the end of a very long tunnel for the arts community. Lenihan says regional listening sessions are part of the ELI, and will help inform the community. They are working on sharing the report from ELI on the web and also at the convening. Feruzzi Shriver says that ELI will have its own website.

Aitken wants to know what the CAC's role should really be – all these great ideas; how do we implement them? Feruzzi Shriver says that our Artists in Schools program may be the touchstone. Lenihan says we have been “the connector,” which doesn't take a huge staff – but we have been the leader in inviting people, getting them excited about it, then sending them back to their communities to work on these things. Green says policies and legislation will be suggested, and when everything is finalized we need to sign up for some of the tasks. In addition to being a voice during the formative stage, what tangible things do we sign up for? Alexander wants to make sure the CAC's DNA is visible throughout; that our role is constantly seen so they come back to us for other issues. Feruzzi Shriver says that Jonathan Katz (National Assembly of State Arts Agencies) and Anthony Radich (Western States Arts Federation) told her that few state arts councils have taken a leadership role in arts education. Feruzzi Shriver's opinion is that this is a terrific opportunity.

### **Director's Report**

Interim Director Nielsen gives the Director's Report:

- Since the March meeting, five Council members have been reappointed by Governor Brown and confirmed by the Senate.
- Feruzzi Shriver received an honorary degree from Laguna College of Art & Design and an award from California Lawyers for the Arts.
- Poetry Out Loud finals were held in Washington, D.C. in April.
- Panels have been held on all our core programs.
- The CAC web team is redesigning our website. The new website will be launched by the end of July. A mobile version of our current website is now available.
- The American Recovery and Reinvestment Act of 2009 (ARRA) final report has been completed. Every state agency was audited and the CAC was compliant with every aspect. For such a small agency it was a tremendous workload, so we are proud that we managed to pass the audit with flying colors. Jefferson suggests we edit our ARRA report to make it clear we haven't included a math error.
- Rocco Landesman, NEA chair, visited California for two days in May. Talamantez met with him in the Central Valley as he hosted town meetings.
- Lots of research and reports are coming out. Nielsen and Feruzzi Shriver each brought a copy of a WESTAF report which they pass around, calling it a good advocacy tool.
- AB 1330 is proving hard to counteract. It passed the Assembly with a 78-0 vote. It is now moving quickly through Senate committees. Aitken asks for a copy of the bill to be sent to the Council members. Feruzzi Shriver reports that Assemblymember Brownley told her she'd only received 30 letters from constituents regarding this bill. Feruzzi Shriver

has the California Alliance for Arts Education's white paper, which she intends to hand to Senator Steinberg urging him to "author the legislation and be a hero to the arts education and the tech education people." Jefferson says that at the point the CAC takes a position on a piece of legislation, staff should advise the Council in case they get a call from the Governor's office. Council members will talk to Senator Price as well as Senator Steinberg. Nielsen and Feruzzi Shriver remind the Council members that the Council cannot take a position on the bill until the Governor's office reviews the Bill Analyses submitted and gives authorization.

- Nielsen reports that Senator Price's bill, SB 789, the Creative and Innovative Education Index, is on suspense because those who oppose it think adding an accountability factor will add costs. Nielsen points out that Price will have an informational hearing on piracy June 24<sup>th</sup>. Feruzzi Shriver says that Council members in the Los Angeles area should attend if possible to network with the industry representatives who will be there. Jefferson, Lenihan, Alexander and Turner will go.
- Staff member Mary Beth Barber will soon return from maternity leave. She will be working part time and focusing her efforts on the Arts License Plate.
- Staff member Rob Lautz will lead a State/Local Partnership Program technical assistance meeting at the Americans for the Arts annual conference (AFTA) tomorrow morning. Council members could go and be introduced. The CAC is informally sponsoring a no-host reception tonight at the AFTA hotel.

#### **ACTION ITEM: Election of Vice Chair**

The committee, Green and Alexander, report that they deem stability of leadership important. Turner is nominated by the committee for an additional term as Vice Chair. Green moves that Turner be re-elected, Jefferson seconds, and the motion passes unanimously.

#### **Schedule of Remaining 2011 Council Meetings**

Feruzzi Shriver says that the Council meeting in September should be in Sacramento, scheduled around the statewide ELI/arts education convening. The date for the convening is not yet set. Feruzzi Shriver will send around dates after she hears from the Governor's office. It is noted that the Pacific Standard Time event will happen in late September, involving 140 organizations that we want to invite to the ELI convening as well. Also, an Arts Education Partnership conference will be held in San Francisco on September 15 and 16. The Council will strive to set their September meeting date and ELI convening around these other events.

Feruzzi Shriver suggests Riverside for the November meeting. Staff will poll the Council members to find a date during the week of November 14-18.

#### **Million Plates Campaign Report**

Turner reports that a non-competitive bid has been approved for Sean Watson's firm, 24Connect, for \$50,000 and also a non-competitive bid for \$48,000 for Industrial Creative. He is meeting with them on Monday and does not have the materials to show the Council today. The CAC has received \$650,000 worth of donated billboard space thus far, and an interactive component that reaches 2 million people online. The feedback they are getting is encouraging Industrial Creative to continue to work with us.

Turner further reports that by the end of June we should have a decision from the Department of Justice on the Arts License Plate gift certificate/voucher and on the possibility of using a second plate design. Our argument regarding the second plate uses Tennessee as a legal precedent. The DMV is being helpful in streamlining the process of ordering the Arts License Plate. 24Connect is hiring Pepperdine students to do scripted calls to dealerships and has signed up 20 dealerships thus far. Turner feels we are putting together a very well-coordinated message and making the CAC visible. Steinhauser asks when we can expect to see a jump in sales. Turner says the campaign hasn't really begun. He likens the Million Plates Campaign to a roller coaster that takes a long time to get to the top, then takes off.

### **Report: Tracking the Strategic Plan**

Steinhauser commends everyone for staying on point with the strategic plan.

### **“State of the States”**

Jonathan Katz, Chief Executive Officer of the National Assembly of State Arts Agencies (NASAA) gives the Council an overview of what is happening around the country with state arts councils and commissions.

He reports that each governor has a theme; some are education governors, some are trade governors, etc. – the arts council needs to place itself at the center of the governor's theme, whatever it may be. Also, your constituents need to see what you are doing for them, based on their region, their group, etc. Any tendency to focus on large population centers will backfire, because “the rest of the state” normally controls the legislature; you can't just funnel money to the cities. Something has to happen in everybody's district if you want to justify your budget. His advice is to get all the stakeholders in the room when you come up with your agenda so everyone understands that the money isn't all going to “the other guy.” Get everybody to buy in on the package you are presenting – because the legislature wants an opportunity to accept a package that makes everybody smile.

We can't be perceived as a special interest. The arts are a public good. We can't have a situation where one group of people gets arts and other groups don't. If arts are only taught in private schools, only rich white kids are exposed to the arts and that's an intolerable state in our nation; a big argument for why arts need to be in public schools.

If your core grant programs are not meaningful to the grantees, they will not advocate for you. An arts council must have a vision of what is needed, i.e. what is meaningful to its grantees.

Every state believes in the arts. The point is to get your legislature to buy in to the usefulness and meaningfulness of what you do. Decentralize, get the money out locally so people can see their ten cents coming back to them wherever they live. There is no reason why other states should invest more per person than California does. You need to be able to express the difference your money makes – if you had X, what could you do with it? If they cut X, what will they lose that you are giving them now? Share the experience with the legislature – invite them to the arts, spotlight them, thank them. Become their ally in demonstrating their value to their constituents. Otherwise you're a charity. The most powerful words to a legislator are: “I'm your constituent

and I want you to do this – and I’m watching you.”

**Tax Check-off for the Arts**

Steinhauser reports that the Arts Council Fund, as of the end of May, had received approximately \$161,000. Aitken, Nielsen and Steinhauser have discussed a proposed incentive program and will report back in September. The report will also evaluate what we’ve done this year to make the Arts Council Fund visible. Nielsen points out that our budget change proposal needs to be submitted in September with some indication of what the money will be targeted for.

**ACTION ITEM: Tax Check-off for the Arts**

Alexander moves to authorize the CAC staff to prepare a budget change proposal and move it forward. The motion is seconded by Green and passed unanimously.

**Public Comment**

Alma Robinson of California Lawyers for the Arts (CLA) speaks. She suggests the CAC adopt a big, tangible goal. She suggests impacting the dropout rate, especially for kids of color. She is leading an arts and the environment initiative, using arts to raise awareness of environmental issues, and hopes it could go statewide. She reports that the CAC’s arts in corrections program used to be a model adopted by other states; now it is all defunded despite evidence that arts in corrections programs reduce disciplinary costs and the recidivism rate. CLA is pursuing the idea locally via the Santa Cruz County Sheriff, who has suggested they approach sheriffs in other counties as well. The state sheriffs’ organization supports arts funding.

Bruce Davis, former head of Arts Council Silicon Valley, says arts in juvenile hall used to be funded through a CAC grant and once that money went away they could not replace it and the program went away. It was a life-changing program. He thinks local arts council boards would be very appreciative of any kind of incentive program.

Margaret Travers, Ventura County Arts Council, says Poetry Out Loud in the juvenile facility changed lives, particularly for this year’s Ventura County champion, who came from there. She says arts in juvenile hall are incredibly important.

**Closed Session**

At 2:30 p.m. the Council went into closed session to discuss personnel matters.

The Executive Director search was discussed until 4:30 p.m., at which time the results (the top three names) from the Poet Laureate panel were discussed. These names will be forwarded to the Governor’s office on Monday. The Governor will appoint the new California Poet Laureate within the next few months.

The meeting reopened to the public at 4:39 p.m.

Feruzzi Shriver reported that the Council will meet again in closed session on June 22, 2011 from 8:00 a.m. to 1:00 p.m. The exact location will be determined and properly noticed. All candidates for the Executive Director position will be notified of their status on Monday, June 20<sup>th</sup>.

## **Financial Report**

Heckes reports that the state legislature passed a budget today. He believes the CAC's numbers will change a bit due to the reduction to the NEA's budget. In September Heckes will give additional reports. He states that the CAC was able to cull approximately \$200,000 from our current budget to roll into programs. This was due to a few factors, including salary savings from the vacant Director position.

## **Programs Report**

Talamantez reports:

- Statewide networks. Staff recommends that the Council approve panel recommendations for FY 2010/11 funding.

### **ACTION ITEM: 2010/11 Statewide Networks**

Turner moves that the Council approve the panel recommendations for funding Statewide Networks. Hubbard seconds the motion and it passes unanimously.

- Creating Public Value. Staff recommends Council approval of panel recommendations for FY 2010/11 funding.

### **ACTION ITEM: 2010/11 Creating Public Value**

Hubbard moves that the Council approve the panel recommendations for Creating Public Value. Lenihan seconds the motion and it passes unanimously.

- State/Local Partners. Staff recommends that the Council approve development funds to serve San Diego County. Discussion ensues. Alexander requests staff assurance that all allocated money would be spent on developing an arts council. Talamantez says this organization has a substantial benefactor and doesn't need CAC money, so use of our funding for purposes other than forming a county arts council is unlikely. Alexander would like a status report in six months. He urges multicultural outreach particularly due to the diversity of San Diego County.

### **ACTION ITEM: State-Local Partnership Development**

Turner moves that the Council approve the staff recommendation on development funds for San Diego County. Jefferson seconds the motion and it passes unanimously.

- Proposed programs budget. Talamantez says she redirected money in the proposed budget for research and for the ELI convening. Steinhauser reports that her conversations with Feruzzi Shriver and Lenihan resulted in a decision to work with Otis as a first step regarding a transition into new program areas or pilot programs. Steinhauser asks what the staff needs today. Talamantez says we need nothing, this can just be informational. Steinhauser asks how we can spend money in the new fiscal year if we haven't voted on a budget. Talamantez says we normally present the budget in September. Heckes states that if the Council is thinking the ELI convening money is a grant, they must vote on it, but if it's a contract for service, that's different. If this is done in partnership with the

Department of Education, we can enter into an inter-agency agreement, which is much simpler. Heckes will show the Council an operating budget in September. At that point the Council can talk about moving money around. Steinhauser wants to know if we need to address budgeting for ELI if we really expect it to morph into something huge. Lenihan thinks we need another name, since ELI was just those three days in Chicago. Feruzzi Shriver agrees that at some time we do need to rebrand it into a statewide arts education movement. Jefferson asks that staff look at old prison programs to see what worked, what we spent, etc. so we don't end up reinventing the wheel. She requests that this research be emailed to the Council members.

### **ACTION ITEM: Proposed Programs Budget**

Alexander moves that the staff be given authority to move forward as needed to make the proposed ELI listening tour and statewide convening happen. Jefferson seconds and the motion passes unanimously.

- Artists in Schools. Talamantez presents two scenarios for funding Artists in Schools. *Scenario One* funds 121 organizations, including six Planning Grants, for a total dollar allocation of \$990,092. The recommended allocation includes \$27,312 from FY 2010-2011 year-end funds, so the projected FY 2011-2012 AIS projected budget line item would reflect \$962,780 instead of the \$990,092. *Scenario Two* funds 137 organizations, including six Planning Grants, for a total dollar allocation of \$1,099,995. The recommended allocation includes \$27,312 from FY 2010-2011 year-end funds, so the projected FY 2011-2012 AIS projected budget line item would be \$1,072,683 instead of the \$1,100,000. Should additional FY 2010-2011 year-end funds become available staff will determine additional AIS organizations that could begin their projects in June 2011.

### **ACTION ITEM: Artists in Schools**

Jefferson moves that the Council approve Scenario Two. Turner seconds the motion and it passes unanimously, with Steinhauser abstaining.

### **Tax Check-off for the Arts (Voluntary Contribution Fund) Revenue**

Steinhauser leads a discussion of the budget change proposal needed due to incoming revenue from the Franchise Tax Board's Arts Council Fund. Jefferson suggests we allocate the money to the CAC's Creating Public Value (CPV) program. Heckes points out that CPV might not exist next year, subject to the outcome of the Council's review of programs. Nielsen suggests that Artists in Schools is most in tune with the Council's arts education goals and would be easy to "sell" to the legislature and the public. Jefferson says CPV is a good fit with the Council's economic impact goals, and if we pull monies from the Arts License Plate fund, those dollars must be spent on arts education. Alexander agrees with Jefferson because CPV gives the Council flexibility to do something unique. Nielsen reminds the Council that CPV was designed to reach all California districts, so that's another good selling point when speaking to the public and the legislature. Turner thinks we can get buzz talking about arts in juvenile hall and other programs the media and/or public might find interesting. Heckes says that because these are voluntary contributions from taxes, it might not be appropriate to pass the funds to Corrections due to public perception.

### **ACTION ITEM: Budget Change Proposal for Voluntary Contribution Fund Revenue**

Alexander moves that the revenue from voluntary contributions to the Arts Council Fund collected on 2010 tax forms be allocated to the CAC's Creating Public Value program during FY 2012-13. Jefferson seconds the motion and it passes unanimously.

### **Adjournment**

Feruzzi Shriver adjourned the meeting in the memory of three individuals who have made significant contributions to the arts and public service:

- **Daniel Catán** (April 3, 1949 – April 8, 2011), of South Pasadena. He was the first Mexican composer to have an opera produced in the United States, when San Diego Opera produced his *Rappaccini's Daughter* in March 1994. In addition to composition, Catán had a fruitful career as a writer on music and the arts.
- **Laura Ziskin** (March 3, 1950 – June 12, 2011), an American film producer and a native of the San Fernando Valley. In 1990, Ziskin was the sole executive producer of the hit comedy *Pretty Woman*. She became the first woman to produce the Academy Awards telecast, producing the 74th Academy Awards in 2002 and the 79th Academy Awards in 2007.
- **Herman Bachofner** (August 3, 1935 – May 30, 2011) a Swiss-born gallerist in Santa Monica.