



**MINUTES OF
PUBLIC MEETING**

**November 27, 2012
10:30 a.m. to 4:30 p.m.**

Museum of Contemporary Art (MOCA)
250 South Grand Avenue
Los Angeles, CA 90012
(213) 626-6222

PRESENT:

Council Members

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

Arts Council Staff

Craig Watson, Director
Scott Heckes, Deputy Director
Patricia Milich, Programs Officer
Mary Beth Barber, Information Officer
Diane Golling, Administrative Assistant

Invited Guests

Jeffrey Deitch, Director, MOCA
Jeanne Hoel, Senior Education Manager, MOCA

Other Attendees

Peggy Burt, Executive Director, California State Summer School for the Arts Foundation
Danielle Brazell, Arts for LA
Lauren Pizer-Mains, office of Sen. Curren D. Price, Jr.
Sean Watson, 24Connect

ABSENT:

Wylie Aitken

MINUTES

I. Call to Order, Roll Call and Welcome

Jeffrey Deitch welcomes the California Arts Council (CAC) to the Museum of Contemporary Art (MOCA). Council Chair Feruzzi Shriver calls the meeting to order and Golling calls the roll. A quorum is present.

II. Approval of Minutes from September 12, 2012

One correction to the Minutes is suggested by Alexander and noted by Golling.

ACTION: Jefferson moves to approve the Minutes as amended, Turner seconds. The Minutes are approved by Feruzzi Shriver, Turner, Alexander, Green, Hubbard, Jefferson and Wyman with Lenihan and Steinhauser absent from the room.

III. Approval of Minutes from October 2, 2012

No corrections to the Minutes are suggested.

ACTION: Alexander moves to approve the Minutes as amended, Green seconds. The Minutes are approved by Feruzzi Shriver, Turner, Alexander, Green, Hubbard, Jefferson and Wyman with Lenihan and Steinhauser absent from the room.

IV. Chair's Report

Feruzzi Shriver participated in three separate presentations and a board meeting at the National Assembly of State Arts Agencies (NASAA). She ran a peer session group with Republican and Democratic staffers from Capitol Hill, she and Watson did a presentation about our arts license plate campaign, and then she was part of a program called "flashes of inspiration" regarding Core Reforms Engaging Arts To Educate California (CREATE CA). All CAC sessions were highly rated by the attendees.

She had a meeting with James Catterall regarding an assessment of arts education funded by Disney. Some students benefit from a rich curriculum and others have little to none. Feruzzi Shriver characterizes Disney's participation in the project as an exciting development. Feruzzi Shriver and Lenihan met with the California Parent/Teacher Association (PTA) regarding their recommendations for CREATE CA's *Blueprint for Creative Schools*. Lenihan has her students taking notes on the planning calls, which now occur every week. The final draft is being edited.

Watson and Feruzzi Shriver attended a board meeting at the Western States Arts Federation (WESTAF).

Feruzzi Shriver met with actor Tim Robbins regarding arts in corrections. She and Alexander saw the prisoners perform improvisational theater under Robbins' direction. Feruzzi Shriver anticipates forward movement on arts in corrections. Guards are being interviewed on how the arts program has changed the atmosphere at the prison. Alexander mentions that the arts impact the recidivism rate. Steinhauser asks if we are reaching out yet to the Capitol to see if we could present documentation on the effect of prison arts programs on the recidivism rate. Feruzzi Shriver says we are working on that. Jefferson says we should couple an arts in corrections proposal with a prevention program – arts in juvenile detention facilities. Green says it is a great opportunity and part of our strategic plan, so the Council should talk about it. He'd be interested in understanding what the next tangible steps might be. Lenihan says we already support organizations that work with at-risk youth to give them arts education. Jefferson says Irvine has a grant fund that only supports at-risk youth that fit certain parameters, and suggests that they might be a source of support.

Feruzzi Shriver is talking to David Axelrod and others in the Obama administration about suggesting names of Californians to the President for the National Endowment for the Arts (NEA) chairmanship, now that Landesman is retiring.

Feruzzi Shriver spoke at a dance festival in Los Angeles about trying to get the dance teaching credential back. The union is only opposed if the new credentials cost them jobs, so Feruzzi Shriver is negotiating a way to “grandfather in” the English teachers who are now teaching drama, gym teachers now teaching dance, etc.

Watson and Feruzzi Shriver attended the California Arts Advocates (CAA) board meeting. Steinhauser asks if WESTAF is involved in the Otis creative economy study and is told yes, but it's different from the old creative vitality index (CVI). Watson reiterates that a lot of what was in the CVI was good data, and they are going to pull out the good data. He reminds everyone that he and Feruzzi Shriver are on the board of WESTAF now. Green says that if the data sets overlap, he never saw the applicability, the ability to extrapolate the impact of the arts on the economy. Watson assures the Council that Otis is in the driver's seat. Steinhauser says it's important to pick up not only nonprofit but for-profit. Everyone agrees. Turner asks if it will tie in ultimately with the data visualization project. Watson says that's a good point and at the moment that hasn't been discussed. Watson says he expects that to be happening.

California has been invited to the Education Leaders Institute alumni summit. Feruzzi Shriver will attend that on December 13 and 14 with Craig Cheslog from the Department of Education. Feruzzi Shriver met with Michael Govan of the Los Angeles County Museum of Art (LACMA) on a proposal to pitch arts education as a common core standard to the Los Angeles Unified School District (LAUSD). It's a trend; Maryland just passed something similar statewide. Caveat: we need three votes on the Los Angeles school board and there are elections in March. Lenihan says that if LAUSD can make this happen, despite all the problems they currently face, that will show that it can be done anywhere. It could be a great model of bringing other groups in to this work and making things happen through collaboration. Jefferson wants to make sure we don't leave out the small groups that have been doing this work for ages, and suddenly make a big organization the de facto leader of this effort.

Feruzzi Shriver says Frank Gehry has agreed to keynote at the 2013 WESTAF symposium, which will be a hybrid meeting with 20 academics and 100 observers. He has mentioned it to Mark Zuckerberg and is hoping to hold it at Facebook.

The Special Olympics is coming to Los Angeles in July 2015. Its director wants to have an art festival as part of it. They want to do something big like Pacific Standard Time. People from 170 countries are coming to Los Angeles for this event. It will take place over ten days and be important for the city. Very Special Arts is involved and the CAC will be involved.

The nominating committee for the 2013 slate of officers is Jefferson and Lenihan. They will be polling the members. The Annual Meeting will be held in February rather than January due to the lack of a quorum.

With Jeffrey Brown, Tom Torlakson and Frank Gehry, Feruzzi Shriver can keep working on the arts license plate campaign and CREATE CA. She will still be working with the CAC but not for the CAC. She'll still be on the NASAA board, CREATE CA, etc. Wyman says the Governor told her he just put someone from the Central Valley on the CAC. However, he has not. He may have been thinking of his recent appointment of Hugo Morales to the California State University Board of Trustees.

V. Director's Report

Peggy Burt of the California State Summer School for the Arts is recognized by Watson and introduces herself. She is interested in developing the relationship between California State Summer School for the Arts and the CAC.

Watson states that Phil Horn will come to California during the second week of December to assist with an evaluation of CAC programs. He passes out a new organization chart and congratulates Milich for her promotion to programs officer. Kristin Margolis will be legislative liaison. Barber's trajectory will be on a more senior path as her job duties shift. She will have a new title. A new information officer will be hired. Steinhauser asks about retirements coming up. Heckes says nobody on the programs staff has set a date, but Terry Walter (senior accounting officer) has indicated that she will retire in 2013. We will be holding an open exam for associate arts grant administrators; we haven't had a list for ten years. As our current staff members retire we need to be able to fill the slots. Heckes and Milich will travel around the state to give the exam, which will be an oral exam. Once the list is established, they can do interviews as positions become available.

Alexander wants to know if we are involved in orientation for new assembly and senate members. Watson says Margolis is meeting with Aitken in December regarding plans to set up meetings at the Capitol. Wyman suggests we not set the meetings too soon; let them get in and get their staff hired. We will be losing Sen. Price at the Joint Committee on the Arts, so we will be looking for replacements for that committee and arts leadership in the legislature.

Steinhauser compliments Watson on the calendar and asks about the moving parts depicted. Our application to the NEA next October will require a commitment to planning. The calendar

reflects a public process we hope to have, listening to the field. A strategic planning retreat should follow the June meeting.

Regarding programs, Heckes says the important thing to understand is that we are talking about two different pots of money. In March-April-May we are talking about programs for 2014-15. When we meet in June of 2013 the Council will be voting on programs for two different years. Watson says, for example, that for a grant program coming out of CREATE CA we have already had input from hundreds of Californians and are confident about our direction without an additional listening tour. Jefferson says nothing will be given to the Council until Watson's vision has been vetted with the programs subcommittee and the field.

Green asks about the funding gap. What are the plans to raise money? This question is held for Turner's report. Wyman asks if the Council can refuse the staff's recommendations. Milich says our panels serve as the Council's delegates, report back to the Council with their recommendations, and the Council says yes or no.

Watson recognizes Jeanne Hoel from MOCA who talks about their arts education programs. She offers to take us on a tour to demonstrate, but that is postponed to the end of the day due to time constraints. MOCA offers multiple programs for all ages, including adults. They have a year-long apprentice program that has been running for 14 years. They employ professional educators and have a great deal of consistency – workshops, field trips, performances, lecturers, screenings, and a film forum every other month. Lenihan recalls that when she was teaching children she thought MOCA's programs for young children were amazing, getting them to talk intelligently about contemporary art, bringing their parents and taking them on tours of the museum, and having the children tell their parents about the art. She says parents would get tears in their eyes watching their children talk confidently and enthusiastically about art.

VI. Council Member Reports

Alexander asks if the staff could keep an eye on what is happening around the state as community redevelopment agencies are transformed. If the state seizes art trust fund money can we request that those funds be managed by the CAC? There are multiple trust funds just within the city of Los Angeles. We should give a quick call to a couple of people to find out if the state is appropriating monies that were set up as arts dollars.

Alexander thinks we should be in touch with representatives in Washington as the "fiscal cliff" approaches to do what we can to keep the charitable deduction from going away. Should we have a motion? It could affect California arts organizations. Wyman says the governor has to direct the lobbyist. She suggests we find out what the President's Committee on the Arts and Humanities' position is. Feruzzi Shriver says NASAA has a lobbyist who is working on this issue.

VII. CREATE CA Status Report

Lenihan gives the CREATE CA status report. On September 19-21 she attended a Spitfire “planning to win” strategy conference with Feruzzi Shriver and Watson. It was about how to organize a winning campaign.

Lenihan says that the CREATE CA coalition is already moving proactively, out of a concern that the *Blueprint for Creative Schools* might sit on a shelf somewhere once done. There was a meeting of the policy groups for the *Blueprint* on October 24 in Santa Clara; drafts have been tweaked; they are all in but one. There is some planning work to do around the blueprint. The planning team and task force members will meet November 30 at Loyola Marymount University (LMU). They will organize an implementation plan around who will do what to make this happen. The next big meeting of the 700-member expanded work group will be in Fresno; no date has been set. The final meeting with Helicon will be in January. The consultancy was funded by CAC, Boeing and The William and Flora Hewlett Foundation (Hewlett). Julie Fry from Hewlett has been invited to Friday’s meeting. Lenihan hopes she will continue to recommend funding going forward. Jefferson asks if it connects to the prison conversation we had earlier. Lenihan says that any arts education we put in the schools will be preventive, but nothing direct is planned. Lenihan says the high schools with the big dropout rates are pipelines into the prisons and whatever the arts can do to turn those schools around will help.

Watson says that Moy Eng will be advising and giving us six hours of her time, and Feruzzi Shriver says that a specialist in planning and strategy from Spitfire will be joining the process as well. Steinhauser asks for a 1-pager on CREATE CA. Lenihan says there is a 2 pager; they will get it to her.

VIII. 2010 Strategic Plan

Steinhauser thanks Milich and Watson for tackling the chart and Green for suggesting the color coding. Regarding Issue 1, sustaining income, we need to try to bring back the tax checkoff. Green thinks we need to talk to Department of Corrections about possible funding. Issue no. 2, status and accomplishments, meeting with legislators, she asks if the Council wants to wait until we have something good to talk to them about and/or something to ask them to do? Turner points out that it’s good to introduce yourself without having your hand out. Steinhauser says to be sure to include Aitken’s input from the upcoming meeting in December. Feruzzi Shriver also says it’s possible to offer yourself as a resource. We could offer assistance regarding the creative economy, arts education, etc. Green says yes, we should go to these meetings with arts in the economy, education, corrections, and other bullet points. Steinhauser says live up to our name and present it artistically. Have letters of introduction gone out yet? The answer is no.

Watson invites Lauren Pizer-Mains to speak. She says the Joint Committee on the Arts has members who have termed out; she will schedule a call with Senate Rules in the next week or two to get input on how to reshape the committee and fill some of those vacancies. Identifying a vice chair would offer a more natural progression in leadership transition. She thinks they should begin to plan to get the tax checkoff back in the mix, but it needs to be marketed better. Maybe the Joint Committee could help to organize the Council members’ meetings with the new

members of the legislature. Now is the time to think of things; they are crafting next year's bills. Jefferson suggests we add an "arts in health" element, since new health care legislation is coming in during 2014. Steinhauser says we should discuss that during the strategic planning retreat.

Item 3, grant priorities and review. Staff assignments are a work in progress. Green comments that arts in corrections is potentially a big responsibility and so is CREATE CA, and both are falling on Wayne Cook. Watson says we would have to backfill an Artists in Schools (AIS) position if Cook's job duties shift into overseeing arts in corrections. Watson says we need to get the other staff positions filled as soon as possible, because it's true that Cook would be unable to handle all these things.

Watson shares his draft set of ideas as a segue from Steinhauser's remarks. It has not been vetted by the subcommittee. He just received word that Horn can't come in December, but states that we must move forward. Watson passes out his draft and walks the Council through the document. Heckes points out that the next time the Council will look at AIS is June. Watson says that if we handle it well we may see some Foundation support come in, but no dollar amount is connected to this plan at the moment.

This segues into the next point, which is the CREATE CA innovation fund, a pilot funding program to support implementing CREATE CA.

One of the ideas is to tweak Creating Public Value (CPV), turning it into a creative placemaking program. This would not change who could apply, but adds a requirement that partnerships be included on the application. Watson met with the leader of the League of California Cities and they want to promote to their cities the idea of partnering with arts groups. Green asks if we need to take a vote on this, but Watson says that this is within the purview of the director and his staff. Alexander says that the committee should have a chance to look at this before we jump forward. Jefferson is concerned that the additional requirement means extra work for the grantee, with no extra money attached. Our grant process is already complex, and the grant amount is small. Heckes reports that most of our CPV grantees are already partnering, but that does not negate what Jefferson is saying – those who are not doing it will perceive it as an added burden. Milich says these tweaks will change the applicant pool. Turner points out that this is a draft welcoming input, primarily from Alexander and Jefferson but also other Council members. Steinhauser says she is delighted to see movement, but we have a responsibility not to change the ground rules on our applicants without adequate notice and explanation. Whatever Watson and the committee come up with, they should determine in advance what success looks like. The Council must be able to measure whether or not the program is doing what it is intended to do.

Alexander points out that you don't want 20 arts organizations asking the Mayor's office for a letter (since the grant will now require partnership with units of government or school districts, etc.). Watson acknowledges that we need to adjust the language.

Steinhauser says someone recently asked her if she could have the CAC be like another arts agency, who would it be? What state agency is the best? She clarifies that this question is just something to think about as we move toward strategic planning.

Our Statewide Networks program is under active review. Should it be put on hiatus while the Council decides? Jefferson points out that we need to think about what impact that might have on legislators, if we do that.

The State-Local Partnership Program (SLPP) might be another area where the CAC could explore Foundation support. For our Poetry Out Loud program, no changes are anticipated. Steinhauser points out that Poetry Out Loud takes an enormous amount of staff time and costs a lot of money. If we are going to continue it, we need to find a way to do it more effectively. Heckes reports that we reach 40,000 kids. Steinhauser says it's hard not to love it, but if it weren't for the exposure that it gives us in the Capitol she wouldn't see the value. Jefferson says this gets into a philosophical discussion about what we should be doing. We have incubated the best Poetry Out Loud program in the nation; can we hand it off? She is very concerned about how many times in this meeting we have said the word "fundraising." Milich reminds the Council that this is an NEA program and we may not be able to farm it out. Turner says that the conversation about ultimate goals, and whether any of these programs can become self-sustaining, is an important one to have.

Support for individual artists: Watson expects a vigorous debate with the subcommittee about this. Watson says that United States Artists will cooperate with whatever process we come up with. They don't expect us to buy into their review process.

Crowdsourcing our way to a public art archive: Watson thinks the CAC might do a pilot with the Sacramento Metropolitan Arts Commission (SMAC). Steinhauser says we need to be careful not to just chase the next great idea. We must link it to our mission statement. Green says we must ask ourselves what we are trying to achieve and how we measure success. Wyman suggests asking Laura Zucker how Los Angeles does it, rather than reinvent the wheel; the Los Angeles County Arts Commission measures the effectiveness of its grantees. Green says other agencies define success and measure whether it's being achieved. It makes a great advocacy tool if you are able to document the effect that your grants and programs are having. Steinhauser says you can organically tweak the program as it goes on, and make it helpful rather than burdensome to the grantees, if you approach it correctly.

Alexander says if this crowdsourcing project is done on a big scale it can make the CAC visible on social media and around the state. He thinks other agencies should partner with us because the greatest portion of California tourism is Californians traveling around the state. Watson says if the CAC is deep in the center of commissioning and putting in place public art, and then we lose the records over the decades, that is problematic. The crowdsourcing approach to building a public art archive could be interesting and exciting to the public. Alexander points out that not all public art is official (funny little cats on manhole covers, etc.). Wyman says we must, therefore, define public art carefully. Lenihan says we should collaborate with other state agencies.

IX. Financial Report: Graphic Design License Plate Account Update

Heckes gives a report on the condition of the license plate fund, updating the report from last year. When we end the current fiscal year, if revenues and expenditures are as we project, we will be able to fund grants as we enter 2013/14. At the end of 13/14 however, we will have less

than a million dollars. This will impact our ability to fund grants at the beginning of the fiscal year as we have been doing for the past several years. He and Milich will update the Council in April with a projection including a suggestion that we fund 13/14 at a lesser amount, perhaps 5% less. He hopes this will be moot by April because we will see increased arts license plate sales, but at the moment sales are flat.

Jefferson asks whether the cut back will be due to cash flow rather than a long-term situation. Heckes says it is both a timing and a revenue issue; reiterating that the agency has been drawing down the fund balance in order to fund more grants.

X. Programs and Grants

Milich gives the programs and grants update, correcting typographical errors in the prior meeting's SLPP report. Two actions are taken:

ACTION: Turner moves to correct the grant amounts made to the Los Angeles County Arts Commission and City of Los Angeles Cultural Affairs Department. Alexander seconds. The motion is approved by Alexander, Feruzzi Shriver, Green, Hubbard, Lenihan, Steinhauser, Turner and Wyman with Jefferson abstaining (recused).

ACTION: Steinhauser moves to correct the fiscal receiver identified in the grant made to San Bernardino County. Jefferson seconds. The motion is approved unanimously.

XI. "Create a State" Arts License Plate Campaign

Turner says the voucher program is progressing and we are working out the kinks. He passes out Barber's report. Barber says she and Sean Watson have meetings every week – technical, administrative and security. We are close to having a working system. We need an interagency agreement between CAC and the Department of Motor Vehicles (DMV). The DMV's security department is delaying the process due to their concerns regarding "PCI compliance." (The acronym stands for payment card industry.) Turner says one of the big impediments is the recent audit determination, which he asks Heckes to explain. It was an audit of all specialty plates. No problem areas were identified for the arts license plate, but some language we have relied on for years to guide our spending was re-interpreted in a more restrictive way. Turner says that we are, therefore, trying to raise outside funds to get the voucher card option up and running, and have raised \$45,000 of the \$100,000 needed.

Turner says that word about the arts license plate has gotten out and our visibility is much higher than it was a few years ago. He assures the Council that once it is up and running the voucher card will accelerate our sales. He is planning to do a big launch event with MOCA in the spring. Director Watson says Sean Watson is putting together a "challenge grant" letter to go over Marcy Friedman's, Steinhauser's and Aitken's signatures to former Council members. Jefferson asks if we've pulled the American Automobile Association (AAA) into this discussion. Barber says she hasn't gotten anywhere. Jefferson says she has a contact. Turner says now would be the time to make that call. Green asks if we need the full \$100,000 to get started. Watson says he doesn't think so, but we do need to raise more funds. We can tell people it's a one-time ask.

Jefferson asks if the legislative change we are requesting is just for us or if it would impact everyone. Heckes explains that we need one change just for us, but if other changes are pursued they could impact all specialty plates. Jefferson says we need someone to approach. Turner says he will strategize with Wyman and Aitken.

Jefferson says when she bought a used car this weekend she was told the dealer didn't know anything about buying specialty plates or transferring specialty plates. She has now spent three days at AAA dealing with various aspects of the paperwork and has seen nothing about the arts license plate. Turner notes that AAA would be a great partner to have.

XIV. Public Comment

The Chair recognizes Peggy Burt of the California State Summer School for the Arts (CSSSA), who says she feels energized about what she now knows about the CAC, having been here all day. CSSSA is working on a "bridge to college" through their 4-week summer programs. Panels are need-blind; students are accepted based on their art not their need. She thinks Google has all our public art in their database.

Danielle Brazell, Arts for LA, says that California Arts Advocates has formed a new 501(c)(3) organization called Californians for the Arts, which will soon be the lead organization for arts advocacy in the state, and she is serving as vice-chair. They are developing a communications infrastructure. She wants to know what our capability may be in advocating at the national level. She knows our hands are tied at the state level. She has her eye on the charitable tax deduction, NEA funding, and the appointment of a new NEA chair. For the mid-sized arts organizations, there's a big challenge in the north/south divide and rural/urban in California. Arts for LA has a staff of four now. They co-wrote the "arts at the core" resolution and it has been a real game-changer for LAUSD. There are 25,000 people in the Arts for LA network and in a survey, 96% identified themselves as voters. If you are involved in the arts you are engaged in your community. She also thanks the Council for the CPV grant received by Arts for LA.

XV. CLOSED SESSION Pursuant to Government Code §11126(a), to discuss/take action on personnel matters

Before going into closed session, the Council salutes Donna Mae Lenihan, mother of Council Member Lenihan, and Thomas Jefferson, Jr., father of Council Member Jefferson, in whose memories the meeting will be adjourned.

XVI. Adjournment

The meeting reconvenes following the Closed Session and immediately adjourns, conducting no further business.