

**MINUTES OF PUBLIC MEETING
June 17, 2014
Noon to 5:00 p.m.**

Japanese American Cultural and Community Center (JACCC)
244 S. San Pedro Street #244
Los Angeles, CA 90012
(213) 628-2725

PRESENT:

Council Members

Wylie Aitken, Chair
Susan Steinhauser, Vice Chair
Michael Alexander
Donn Harris
Charmaine Jefferson
William Turner
Rosalind Wyman

Arts Council Staff

Craig Watson, Director
Scott Heckes, Deputy Director
Patty Milich, Programs Officer
Caitlin Fitzwater, Public Information Officer
Diane Golling, Administrative Assistant

Other Attendees

Bo Lebo, NEO Inc.
Leslie Ito, President and CEO, JACCC
Lauren Pizer Mains, Legislative Consultant

ABSENT:

Council Members

Christopher Coppola

MINUTES

I. Call to Order and Roll Call

The Chair calls the meeting to order at 12:37 p.m. Votes will be delayed until a quorum is reached.

Aitken wants to discuss Arts on the Air. Heckes says that the matter is agendaized for tomorrow and should not be talked about today. Watson reminds the Chair that the agenda has been posted to the public.

Steinhauser arrives at 12:42.

The Chair asks Golling to retake the roll. We have a quorum. Steinhauser asks that, in future, if the Chair is unavailable to review the meeting agenda in a timely fashion, the staff approach the Vice Chair. Wyman says she has a lot of questions about the agenda and would like to hear from the public before she starts.

II. Public Comment

Bo Lebo is recognized by the Chair. She is a grantee, an artist with many hats who is still here because of the CAC.

Turner says that on Sunday his gallery and California Lawyers for the Arts are honoring outgoing Speaker of the Assembly John Perez. The Actors' Gang will present the award. Wyman will be present. He hopes more Council members will attend. State Senator Ted Lieu will present an award to Actors' Gang.

III. Approval of Minutes

Steinhauser compliments Golling on the minutes and Wyman compliments the staff on all the hard work they have put into this meeting. At 1:04 p.m. the minutes from February 14, 2014 and of April 23, 2014 are presented.

ACTION: Turner moves to approve the minutes from February 14, 2014 and of April 23, 2014 without amendment. Steinhauser seconds. The motion is approved unanimously.

IV. Welcome

The Chair acknowledges Leslie Ito at 1:05 p.m. and compliments her on the JACCC's beautiful facility. Ito says they are happy to host the CAC. The Japanese American Cultural and Community Center was founded in 1980 and completed in 1983. They have tenants in the building, cultural nonprofits, and they rent the theater and plaza spaces. She is working to return a sense of vibrancy to the center and the community. The tea room has come out of storage and has been given a proper space in the garden, hosting calligraphy, flower arrangement, and tea ceremonies. She thanks the Council for their long history of support. Often our one-time grant opportunities blossom into ongoing programs and have a huge impact. Aitken says we are collecting stories like that, to educate the legislature about the impact arts funding can have.

V. Chair's Report

At 1:17 p.m. Aitken gives the Chair's report. We are close to receiving a \$5M augmentation in our budget, if it gets past the Governor's blue pencil. He thinks we are at a tipping point. The arts advocates did a great job of rallying the arts community to send out tweets, faxes, letters and

phone calls, and there was a tremendous outpouring. The fact that we had some significant success has energized them even more. We are recognized on sight in the halls of the Capitol. It was a great roller coaster ride. When Senator Jim Nielsen, Vice Chair of the Senate Committee on Budget and Fiscal Review, suggested \$7M as a baseline for the CAC everyone on the Committee made beautiful comments across the board. Senator Nielsen's amendment received bipartisan and unanimous support. The \$7M approved by the Committee was reduced to \$5M and became a one-time allocation instead of a baseline, but we are heading in the right direction. Aitken thanks the council and the entire arts community. The overwhelming support we got from the field for what we are trying to accomplish was heartwarming.

Aitken perceives a significant change. Wyman says we had a Speaker who cared, and that's where it started.

Steinhauser listened to the video of the budget conference committee and was struck with Senator Mark Leno receiving agreement from Senator Nielsen and Assemblyman Richard Bloom to work with Leno on coming up with a funding mechanism for the arts. Aitken says he has spoken with Leno about what's done in other states. There are ways to make our funding more stable without fighting these battles every year.

Aitken says we have nothing to act upon because we don't actually have the \$5M at this point, although everyone seems to be confident. There is some thought about using a portion of it to include those people we are going to turn away tomorrow. He thinks that's a good idea. However, some stayed on the sidelines so it would not be fair, perhaps, to pull from that pool. Now Aitken hears that it may be better to open the doors again and let people alter their applications. So that's on the table. He wants the council members to think about it. The council must recognize that everything done with the \$5M will be scrutinized when decisions are made about whether we get more. So we need a strong timeline and need to hold ourselves to it.

Harris asks if we're thinking of a proportional increase to all CAC programs. Aitken says he is advocating that the council not start there. This is a chance to think of new things.

At 2:00 p.m. Aitken asks to go around the table to hear the council members' thoughts about what should be prioritized if the CAC receives additional funding.

Harris thinks that the high impact projects need to be funded at a higher rate. If they have high visibility, are tied into national programs, and/or create multiple partnerships, these are high leverage projects. The Governor is in favor of arts in corrections. Aitken says the problem with expanding our arts in corrections efforts is that so many prisoners are being transferred to counties.

Alexander feels torn. As the director of a mid-sized nonprofit he knows that small grants can make a big difference. On the other hand, he wants to get big story ideas out there, work closely with Fitzwater and get stories pitched to airline magazines, for example, to increase public confidence that public money makes a difference in their lives. Aitken asks what he thinks about our current applications, with 90% likely to be turned down. Alexander says his organization, Grand Performances, did not apply for anything under the \$2M and he thinks others held back too, but if it's expanded to \$5M more people would apply. He thinks we should carry over the applications we have but solicit new ones.

Turner disagrees, thinks we have set some interesting grant categories and it would be interesting to see the applicant pool expanded if we got a bigger budget. Right now we have so many

interesting proposals, with so little money to fund them. He doesn't think you serve anyone by closing the pool or by not allowing organizations who applied for this funding to retool their applications and resubmit. He thinks you have to open up the door and let everyone resubmit under new guidelines.

Steinhauser says reviewing the grant applications has been a wonderful experience. Nobody envisioned there would be 157 applications for Creative California Communities. There is a tremendous need out there, and many amazing ideas. We all feel frustration that there is not enough money to go to all of these great programs. A lot of folks need to learn how to write grants. A lot of folks didn't understand the criteria and applied although their projects didn't qualify. She does not think we should allow folks who applied in the first round to let their applications stand. Additionally, if we get additional funding, she believes some percentage needs to go to our signature projects. They have been waiting patiently. Another percentage needs to go to one-time projects, either new ones or expand the ones we put in place. Northern counties have not applied. We're missing roughly a third of the counties. She would like the staff to craft something that speaks expressly to the far north and to the rural areas of California.

Milich points out that the projects proposed on the CCC applications often had timelines starting right away. So we would definitely need new guidelines for a new round.

In future, Aitken wants feedback from our panels about how they did what they did. He'd like to see a simple executive summary about what swayed them.

VI. Director's Report

At 2:29 p.m. Watson gives his report. He would like the chair and council to consider an additional summer meeting. We are in uncharted waters. Watson acknowledges Milich, who is retiring, and notes that we would not have made it through the \$2M process without her. Milich is willing to help out occasionally between now and the end of the calendar year.

Watson and Alexander explain the China/California conference. It would be structured as a non-competitive bid with California Presenters. The matter is deferred to tomorrow by the Chair. Steinhauser asks if we have an obligation to the Governor's office. Watson says he doesn't know what the consequences would be, if any, should the Council decide not to fund this.

At 2:41 p.m. Jefferson arrives.

Watson points out the strategic plan progress report and the Keep Arts in Schools report.

At 2:42 p.m. Wyman leaves.

VII. Strategic Plan Progress Review

At 2:44 p.m. Steinhauser leads the strategic plan progress report and points out the survey that her committee has been working on. Now that the legislative activity has died down, the survey can go out. She asks the council members to get comments to Fitzwater before the end of next week.

Tab 3 is a request from the city of San Jose to fund a pilot project about building public will for the arts. Heckes says the difference between this and other year-end proposals we've considered is that it's a partnership with a city government. Aitken is concerned that other cities may say they didn't know they could apply. Watson says this project is unique in that it's something the Council is interested in doing and it's an opportunity to partner with somebody who's already

doing it. Jefferson says this proposal is much more like us entering into a contract for services. We're buying into ground-level research and development directly related to a key component of our strategic plan.

ACTION: At 3:02 p.m. Steinhauser moves to approve the request by the City of San Jose. Harris seconds. The motion is approved unanimously.

VIII. Programs, Initiatives and Services 2013-14

Heckes gives the year-end financial report. Two vacant staff positions and two Artists in Schools grants returned by the grantees have altered the numbers. The staff recommends that year-end savings be used to augment two grant programs, Creating Places of Vitality (CPV) and Statewide Networks (SN).

ACTION: At 3:07 p.m. Jefferson moves to approve the staff recommendation to augment year-end allocations to Creating Places of Vitality and Statewide Networks in the total amount of \$240,323. Turner seconds. The motion is approved unanimously.

Milich presents CPV recommendations. There has been discussion with staff and programs committee about changing the agency's core programs. This matter will come before the Council in September, but needs to be thought about now. This is another reason why an additional Council meeting should be scheduled before September.

Aitken wonders whether, if the CAC's budget augmentation were ongoing instead of one-time, we would change our programs. The council agrees that it probably would.

Aitken asks if we can use the year-end savings to give more money to the Creative California Communities (CCC) applications tomorrow if we want to, since we won't be disappointing the CPV people; they would still be getting what they expected. Jefferson says the assumption the Chair is making is that the programs being funded by the \$2M are somehow better, or more important, than CPV, and that's not true. Steinhauser says our signature projects should not be given stepchild status. What signal does that send to our longstanding grantees? Watson points out that not all the \$2M has been allocated and the Council can pull from the unallocated funds for CCC tomorrow. They don't have to pull funds from CPV and SN. Steinhauser suggests we take the vote now. She is afraid that in the heat of the moment tomorrow we may not be thoughtful and will give our core programs short shrift.

Jefferson objects to us cutting CPV in a year when our budget has not been cut and the field has advocated so strongly on our behalf. She says if we do this, we should restore it from next year's budget. Heckes points out that if the council does not allocate the money to CPV, we will lose fourteen organizations located in areas the CAC does not touch in any other way.

ACTION: At 3:46 p.m. Steinhauser moves to adopt the staff recommendations with Milich's corrections. Jefferson seconds. The motion is approved unanimously.

Milich passes out additional materials asking that applicants accidentally overlooked through a database error be funded at the ranks they received last year.

ACTION: Turner moves to approve the staff recommendation to fund Ballet Folklorico Anahuac at \$8,800 and Dell'Arte International at \$10,000. Jefferson seconds. The motion is approved unanimously.

IX. Public Comment continued

The Chair recognizes Lauren Pizer Mains. She says the legislature is interested in spreading more arts grants around the state. She presents Milich with a senate resolution acknowledging her 25 years with the CAC. Milich receives a standing ovation.

X. Programs, Initiatives and Services 2013-14 continued

At 3:54 p.m. Milich presents the staff recommendations on SN. Alexander wonders if we should contract with someone independent to look at our programs and make recommendations. Watson suggests that when the council analyzes and evaluates our core programs and new ventures that they learn from other states. We need some sort of site visit or other evaluation process. He asks that members come forward with recommendations at the special meeting. Harris says it is a capacity issue too; we don't have the ability to study these organizations in depth.

In future, Steinhauser wants a memo on the SN review one meeting prior to the meeting where SN must be voted on.

ACTION: Turner moves to adopt the staff recommendations. Jefferson seconds. The motion is approved unanimously.

At 4:10 p.m. the council discusses the Cultural Data Project (CDP). Watson and Heckes present the staff recommendation that the council approve a grant to CDP in the amount of \$20,000. Jefferson says there are now so many different parameters around which they have measured the data, you can no longer compare apples to apples. This is the year where she would say they have got to get it right or it's going to be worthless. Watson says we need to hold their feet to the fire, but he is guardedly optimistic that they have heard this concern.

ACTION: Turner moves to adopt the staff recommendation. Alexander seconds. The motion is approved unanimously.

The Chair moves on to a brief discussion of the Teaching Artists' Support Collaborative (TASC). Heckes points out that support decisions were made at prior meetings and this staff recommendation simply formalizes those decisions.

ACTION: At 4:15 p.m. Jefferson moves to adopt the staff recommendations regarding TASC. Turner seconds. The motion is approved unanimously.

At 4:16 p.m. Heckes explains the programs budget, a framework for 2014-15. The Council will be voting on Artists in Schools (AIS) at this meeting. Those projects begin in the summer because they are tied to schools. Steinhauser hopes that by next June we will have reviewed most of our programs and tweaked them. She knows it will be a lot of work, but we need some strong evaluation in place.

Jefferson wants to make sure the record reflects that we may come back and decide to amend the 2014-15 budget framework after we have discussions over the summer. Heckes reassures her that her understanding is correct.

ACTION: Turner moves to adopt the recommended programs budget. Alexander seconds. The motion is approved unanimously.

At 4:24 p.m. the Chair moves on to AIS. Steinhauser says we need at least 50 counties involved, with the additional money we are getting. She asks the staff to do some outreach.

ACTION: Harris moves to adopt the staff recommendations regarding AIS. Jefferson seconds. The motion is approved unanimously, with the following notes: Turner abstains from voting on California Lawyers for the Arts; Harris abstains from voting on Prescott Circus Theater, Alameda County Arts Commission, Purple Silk, Attitudinal Healing, and Destiny Arts; and Jefferson abstains from voting on California Institute for the Arts.

Turner moves to adjourn. Steinhauser seconds. The motion is approved unanimously. The meeting is adjourned at 4:42 p.m.