



Strengthening arts, culture,
and creative expression as the
tools to cultivate a better
California for all.

Gavin Newsom, **Governor**
Anne Bown-Crawford, **Executive Director**
1300 I Street, Suite 930, Sacramento, CA 95814
(916) 322-6555 | www.arts.ca.gov

PUBLIC MEETING AGENDA

Thursday February 25, 2021
10:00 AM- 1:00 PM

Public meeting access will be provided online at
<https://arts.ca.gov/about/council-meetings/>

1. 10:00 am	Call to Order	L. Gonzáles-Chávez
2. 10:05 am	Acknowledgment of Tribal Land	A. Bown-Crawford
3. 10:10 am	Roll Call and Establishment of a Quorum	L. Barcena
4. 10:15 am	Vice-Chair's Report (TAB A)	L. Gonzáles-Chávez
5. 10:20 am	Director's Report (TAB B)	A. Bown-Crawford
6. 10:25 am	Public Comment <i>Two forms of public comment will be offered:</i> <ul style="list-style-type: none"> - <i>Written comments will be accepted online prior to and during the Council meeting</i> - <i>Live comment will be accepted during this agenda item in the meeting via Zoom or phone. Live public comment may be limited to 2 minutes per person.</i> <i>Access and instructions will be provided at</i> https://arts.ca.gov/about/council-meetings/	A. Bown-Crawford
7. 10:45 am	Discussion Item: California Creative Corps - Governor's Budget Proposal (TAB C) <i>The Programs Policy Committee will lead the Council review of the proposed early action funding to establish a California Creative Corps pilot and discuss the next steps for program development.</i>	J. Evans L. Gonzáles-Chávez
8. 11:15 am	Committee Updates a) Programs Allocations Committee (TAB D)	K. Gallegos D. Harris

11:30am	Break	
9. 11:50 am	<p>Public Comment</p> <p><i>Two forms of public comment will be offered:</i></p> <ul style="list-style-type: none"> - <i>Written comments will be accepted online prior to and during the Council meeting</i> - <i>Live comment will be accepted during this agenda item in the meeting via Zoom or phone. Live public comment may be limited to 2 minutes per person.</i> <p><i>Access and instructions will be provided at https://arts.ca.gov/about/council-meetings/</i></p>	A. Bown-Crawford
10. 12:10 pm	<p>Discussion Item: 3-Year Plan for Future Grant Cycles (TAB E)</p> <p><i>Staff will explain the calendar for upcoming grant cycles that was previously distributed to Council and provide an informational overview of the CAC budget. This will support the Council beginning to discuss the timeline for establishing grant priorities, policies, and allocations for future grant cycle(s).</i></p>	A. Bown-Crawford A. Kiburi
11. 12:40 pm	<p>Informational Update: National Endowment for the Arts (NEA), Folk and Traditional Arts (TAB F)</p> <p><i>Update on in-progress plans for supporting Folk and Traditional Arts at the CAC.</i></p>	A. Bown-Crawford
12. 12:45 pm	<p>Adjournment (TAB G)</p> <p><i>Meetings adjourn in honor of members of the creative community whose lives were recently lost, as acknowledged by the Vice-Chair.</i></p>	L. Gonzáles-Chávez

1. All times indicated and the orders of business are approximate and subject to change.
2. **Any item listed on the Agenda is subject to possible Council action.**
3. A brief mid-meeting break may be taken at the call of the Chair.
4. The CAC retains the right to convene an advisory committee meeting pursuant to Government Code Sec. 11125 (d).
5. Per Executive Order N-29-20, the Council Meeting will be held via teleconference. There will be no physical meeting location in order to comply with public health guidelines. If you need additional reasonable accommodations, please make your request **no later than February 23, 2021 at 5 pm.** Please direct your request to the Administrative Analyst, Lariza Barcena, at (916) 322-6335 or lariza.barcena@arts.ca.gov.
6. Public comment instructions will be provided at <https://arts.ca.gov/about/council-meetings/>.

TAB A

California Arts Council | Public Meeting | 02/25/2021

Vice Chair's Report from Lilia Gonzáles-Chávez

February 25, 2021

Colleagues, it is with a heavy heart that we move forward today with the loss of our friend and fellow council member, Chairman Larry Baza. Today I step up as Chair to continue the work of the Council in his absence. Larry was deliberate in his work, he demonstrated a commitment to the Arts Community in his every action as Chairman, and his legacy will be pronounced in our ability to emulate his leadership and continue to act on behalf of ALL Californians to provide opportunity in, and access to, the arts.

There is no greater legacy than that of a life well lived and inclusion of a commitment to the wellbeing of others; Larry left that kind of legacy. As we continue, let us remember Larry's kind demeanor, his willingness to stand up for what he knew to be right and his respectful interaction with everyone that came before this Council.

In the past month I participated in the following presentation and discussions as Vice Chair:

On February 2, 2020 I presented in the Assembly Arts Committee Informational Hearing on Restarting the Arts. The Chair and Vice Chair were invited to testify at this hearing where I shared the important work done by the CAC to deploy resources to support the arts community during COVID, this also included the role CAC grants can have on our recovery to preserve jobs and stabilize arts organizations. I further shared that while the Council does much with the resources allotted and that we are grateful for current support, the need for increased funding is great. The important work the Council is doing to ensure equity in grant making through our programs and the important role the arts will have in healing our state as it recovers from this pandemic were also presented.

What impressed me most about this experience was hearing members of the Legislature share their own opinions and thoughts about the importance of the arts and a belief that the CAC was doing important work on behalf of the State.

Executive Committee work:

California Creative Corps - Governor's Budget Proposal

We are pleased that the Governor is proposing to allocate funds that will allow the arts to assist in California's recovery from the pandemic, in the way of the **California Creative Corps**. This opportunity to showcase the arts ability to bring communities together and function as a tool in

community wellness will also provide important employment opportunities for Artists. Should this funding be allocated the Legislature is seeking direction from the Council and we must move quickly to determine policies and procedures for mobilizing the arts community in a way that maximizes the resources and will make them, available in all corners of the state. This item will be up for discussion later on this agenda under the Program Policies Committee report.

Council's Three-Year Grant Planning

Participated in brief discussion regarding information that will be presented in detail by staff in this agenda item for this Council meeting. The overview of grant cycle calendar is significant and specific for alignment of the Grant making schedule and the State Fiscal year. As we move forward the Council will need to consider grants and policies for the 2022 and a nuanced two grant cycle.

TAB B

California Arts Council | Public Meeting | 02/25/2021

Director's Report from Anne Bown-Crawford

February 25, 2021

First and foremost, I want to acknowledge the tremendous sense of loss and grieving that surrounds this meeting: the passing of Larry Baza. Larry was a very very dear friend to many of us, including myself. For me he was also a guide and mentor, full of joy, empathy and patience. Larry led with his heart. He was above all else respectful, believing in his bones that every voice matters. He was the very definition of servant leader, and I shall always feel him walking beside me as we move through this work that we are so privileged to be able to do at the California Arts Council.

Below are some highlights of recent agency activities since the Council last met in January:

State Budget Hearings

Legislative budget hearings are well underway. To date, we have been called to testify in two hearings.

Senate Budget Subcommittee #4 - State Administration and General Government

First, on Wednesday, February 3, 2021, the Senate Budget Sub #4 Committee, overseeing the budgets of government agencies, held a hearing with legislative members [Senator Anna M. Caballero \(Chair\)](#) and [Senator Jim Nielsen](#). At the invitation of the committee, I testified about the California Creative Corps pilot budget proposal on behalf of the CAC. Chair Caballero expressed concerns about how the Council would reach out to the most vulnerable communities in California, citing her own district as an example. The committee voted to leave this item open and will most likely revisit this proposal once the Council has established a plan specifically detailing how these proposed funds will be distributed.

Assembly Budget Subcommittee #4 - State Administration

Second, on Tuesday, February 9, 2021, the Assembly Budget Sub #4 Committee, overseeing the budgets of government agencies, held a hearing with legislative members [Wendy Carrillo \(Chair\)](#), [David Chiu](#), [Jim Cooper](#), [Tom Lackey](#), and [Adrin Nazarian](#). Again the committee discussed the possibility of funding a California Creative Corps pilot program. While the committee was supportive of the need for a program such as this, they expressed concern about how quickly the Council could clearly outline how, when, and by what mechanism funds would be allocated. The Assembly also left this item open and will most likely revisit this proposal, as with the Senate.

Assembly Arts Committee Informational Hearing on Restarting the Arts

On February 2, 2021, the Assembly's Arts, Entertainment, Sports, Tourism and Internet Media Committee, chaired by Assemblymember Sharon Quirk-Silva, held an informational hearing titled "Restarting the Arts: Best Practices for Safely Reopening the Arts." Vice Chair Lilia Gonzáles-Chávez and I both testified to the legislators on the committee as well as the listening public. Our testimony focused on the role of the California Arts Council, specifically regarding the impact of COVID-19 on the arts community we serve, in addition to the Council's pivot with current grant programs in order to reach out to the most vulnerable communities throughout our state. Additional testimony by other invited speakers addressed the specific needs arts organizations and artists have to restart the arts in California. The committee members were supportive of the testimony provided and clearly saw the role the arts will play in our state's recovery and the needs of arts organizations to safely reopen.

2021 Grant Deadlines

As of February 26, all of the Council's organional grant opportunities will be closed for applications. Staff is hard at work processing applications and preparing for the panel review process. The Council's direct grant opportunity for individuals, the Individual Artist Fellowships, closes on April 1, 2021. The Fellowships continue to receive a high level interest from artists across the state. We recommend applicants contact staff well in advance of the deadline to ensure they can be accommodated. Staff assistance is not available after 5 p.m. on the day of a grant deadline.

National Endowment for the Arts State Partnership Planning

We have been working with the National Endowment for the Arts on developing the new required Folk and Traditional Arts plan as part of our state partnership grant. As proposed, the plan includes the creation of an essential new CAC staff position dedicated to folk and traditional arts. It is expected that, pending federal funding availability, the position will be created and filled by the end of this calendar year.

Poetry Out Loud

The California Poetry Out Loud State Finals will take place virtually on March 11, 2021. We are grateful for our State-Local Partners and the local coordinators who are supporting students and teachers in this modified format. The 2021 National Semifinals will take place on Sunday, May 2, and the National Finals will take place on Thursday, May 27. The National events will be video submission-based competitions and will be streamed on www.arts.gov. Updates on the California State Finals will be posted at www.capoetryoutloud.org.

Staffing Updates

We're currently recruiting for two Arts Grant Administrators to join our Programs team. Applications are due March 9. More information: <https://arts.ca.gov/about/work-with-us/>.

Workplace Health RFP

As we work to operationalize our values, we're seeking a workplace health consultant to engage with agency staff for six months to establish human-centered ways of working within government. Consultants should demonstrate experience in areas including change management, restorative justice, racial equity, and inclusive facilitation in order to support internal and external ways of working. Proposals are due March 4. More information: <https://arts.ca.gov/about/work-with-us/>.

COVID-19 Field Resources

The CAC has created a [COVID-19 resources page](#) that includes other federal, state, and private aid available to organizations and individuals. This is an information hub that we continually update with emergency funding opportunities, emergency preparedness best practices, and webinars featuring arts leaders and artists from the national arts community as we become aware of them. The COVID-19 emergency has highlighted the power of collaboration within the arts ecosystem at every level; this list showcases that network.

TAB C

California Arts Council | Public Meeting | 02/25/2021



Memorandum

1300 I Street, Suite 930, Sacramento, CA 95814
T: (916) 322-6555 | F: (916) 322-6575
www.arts.ca.gov

Date: February 25, 2021

To: Council Members

From: Policy Committee, Lilia Gonzáles-Chávez and Jodie Evans

Re: California Creative Corps - Governor's Budget Proposal

Purpose

The Programs Policy Committee met twice in February to discuss the Governor's proposal to fund a pilot California Creative Corps program. The budget proposal is still being reviewed by the legislature as part of the ongoing state budget process. Agency staff requires guidance from the Council in order to answer questions from the legislature about how the program would be designed. While the timeline is outside of the Council's control, we should be prepared to move quickly if funding is approved. This agenda item is designed to support discussion around our vision for the possible program.

Background

The Governor's budget proposal includes an additional \$15 million one-time General Fund allocation to the California Arts Council (\$5 million in 2020-21 and \$10 million in 2021-22), to support a statewide pilot workforce program intended to "fuel positivity, regain public trust, and inspire safe and healthy behavior across California's diverse populations through a media, outreach, and engagement campaign."

Attached you will find two documents:

- the relevant language in the Governor's January budget proposal; and
- budget hearing preparation questions from the Legislative Analyst's Office with corresponding answers from the California Arts Council.

Discussion

The Committee recommends the following topics for Council discussion on February 25:

- Determine methods of mobilizing project and distributing the funds to the field
 - Option: distribute via existing partners i.e. Statewide and Regional Networks (SRN) and State-Local Partners (SLP)
 - Option: develop a competitive process to identify and distribute via one entity or regional leads
- Identify the source of required match

- Discuss process for match requirement, recognizing that artists should not be burdened with identifying match
- Identify process for Media Campaign
- Determine training plan to strengthen field of artists and partners
 - For artists'
 - For partners
- Create project timeline
 - Identify process for contractors
 - date launch project

CA Creative Corps
Budget Brief
12/10/20

Note: Prepared for the Economic Equity Subcommittee of the Governor's Economic Recovery Task Force by Deborah Cullinan, a gubernatorial appointee to the Task Force

Goal: To conduct a 6-9 month \$10,000,000 statewide pilot of the California Creative Corps in order to fuel positivity, regain public trust, and inspire safe and healthy behavior, particularly in our hardest hit communities. This will include a media, outreach, and engagement campaign to increase the trust factor across our diverse populations to increase vaccine adoption. This pilot will be fueled by a \$5,000,000 investment from the State matched by \$5,000,000 from the philanthropic and private sectors.

With broad and diverse arts and cultural resources, California is well equipped to lead the country in launching a Creative Corps in order to mobilize artists and the arts sector for effective hyper-local, micro-targeted public communication and to help people connect, cope and be well now and in the long term. It cannot be overstated. Even with the devastating impacts of COVID-19, California's arts ecosystem is among the most powerful and culturally rich in the world and should be considered, invested in, and leveraged.

With \$10,000,000, we will partner with statewide networks, our formal and informal cultural districts, intermediary organizations and state and local partners to support artists and organizations who are deploying culturally-rooted creative strategies to advance public health communication, rebuild public trust, and cultivate social cohesion. We will work with artists, performers and trusted culture bearers – with a focus on BIPOC and LGBTQ++ artists - who work in art forms, spiritual practices, cultural traditions, and social movements that have been tended by and rooted in local communities. And, we will commission artists and community-based organizations to create visual, narrative, and performative work that captures this moment in our collective history, allows for grieving, and fuels healing, inspiration and joy. We will accentuate this work with a comprehensive media, outreach and engagement campaign utilizing our diverse statewide networks in order to fuel positivity and increase trust.

Project Costs	Note	Total
Artist Commissions	500+ performing and visual artist ambassadors and commissions (representing all 58 counties)	\$7,000,000
Local Administration and Artist Training	Training Fee/Artist Training Fee/Local Outreach and Publicity	\$800,000
Statewide Media, Outreach , and Engagement	Including video and photography documentation	\$2,000,000
Contingency	To support unexpected needs in localities	\$200,000
Pilot Total		\$10,000,000

ARTS COUNCIL LEGISLATIVE ANALYST OFFICE QUESTIONS

California Creative Corps Pilot Program

1. How was the amount established?

- a. The initial pilot was proposed as an outcome of Governor Newsom's Jobs and Business Recovery Task Force in June of 2020. An Economic Equity Subcommittee, led by Secretary Julie Su along with Angela Glover Blackwell (and later merged with the Workforce Transition Subcommittee led by Kate Gordon, head of the Office of Planning and Research), developed various proposals. This pilot concept was designed to mobilize artists and the arts sector for effective hyper-local, micro-targeted public communication and to help people connect, cope and be well now and in the long term. A small \$10 million pilot was initially proposed, including 50% state funding, 50% matched by the private sector. The exact amount was determined by the administration. Funding will support the costs for artists, ambassadors, and commissions representing all 58 counties in the state and will include statewide media, outreach, engagement, and local administration to support localities. It's our understanding that given the need for these priorities is so great, this is the amount of funding that has been identified by the administration to support a pilot project.

2. Would lessons learned from the pilot be something that would be applied to future public health issues?

- a. Yes, this is a new way of using artists in a hyper-local way to do this type of public health messaging. National and international research has indicated this is a highly impactful approach. This pilot will show us best practices for our specific California context, given our unique size, geographies, and challenges, and demonstrate how these partnerships can work. As a pilot, it will give specific strategies that are evidence based that will support public health promotion and prevention strategies that can be applied to communities, particular BIPOC communities, for future and ongoing public health messaging. And at its core, it is a workforce development program.

3. How is the grant program going to work? How is the first \$5M going to be rolled out?

- a. This is to be established, given our structure as a state agency with a policy setting Council. The budget, policies, and allocations for the California Arts Council's **local assistance** grantmaking are set by a policy Council consisting of 11 Council Members; one appointed by the Senate, one by the Assembly, and nine by the Governor. The Council is led by a Chair and Vice Chair, as elected by the Council. The Council holds public meetings, complying with

the Bagley-Keene Open Meeting Act, setting priorities and policies for the agency's local assistance grantmaking, and voting on committee recommendations regarding grants and special Council initiatives. The Council's public process is guided by a Strategic Framework, that includes public comment and community input, a Decision Support Tool, and a racial equity framework. We will prioritize how to make this as swift as possible, which is where partners may come in.

- b. Related: some small programs are being piloted at the local level in jurisdictions like San Francisco and Sacramento. On February 2, the Assembly Arts, Entertainment, Sports, Tourism, and Internet Media committee is scheduled to hold an informational hearing. It is expected that Creative Corps will be a topic of discussion and that representatives from communities piloting similar local programs will present to the Assembly. This can demonstrate examples of similar programming, though the design of the statewide pilot program will ultimately come from the Council's public decision-making process, outlined above.

4. What scoring (or other) methodology will be used to allocate funds?

The Council will first use their Decision Support Tool for local assistance grant funds to determine how the program will be administered, either as a direct program of the CAC or as a program coordinated through a re-granting process. Based on that decision, one of the following methodologies will be used:

If Council determines the agency should administer the program:

The CAC will use the adjudication and scoring process that we have established for all of our grants. Specific review criteria will be developed for the program and a panel of arts experts will be assembled as field representatives to review and score each application based on the criteria. The CAC currently uses a 6-point ranking scale. At the conclusion of the panel process, each ranked applicant will be provided to the Council for final allocation of funds for individual grant awards.

If Council determines the program should be administered through a local/regional re-granting process:

The administering organization(s) will receive the funds as an augment to current CAC grants. Those organizations will develop regranting processes, using a tailored version of the CAC's Decision Support Tool, that will be monitored by the CAC to ensure equitable distribution of the funds to artists.

5. Is there an estimate of how much artwork (and what types) would be supported?

- a. There are a lot of variables in the mix. Our mandate will be to make sure messaging goes out across all 58 counties. 500+ artists were mentioned in the

initial proposal from the Governor's Task Force. With the art forms differing, it is hard to pinpoint the exact number of artworks. But this will be made more clear when the program is developed.

6. How will requests be evaluated and prioritized for funding?

- a. State-Local Assistance funds that fall under the Council's grantmaking purview follow grantmaking best practices, including public guidelines, panel review, and transparent review criteria.

7. Is there any estimate of the number of people who will be reached by art that will be funded? How does this compare to other strategies being used by the administration to release public messages on COVID?

- a. This program will be designed to engage all 58 counties. Existing partners that demonstrate the statewide reach of the CAC include the Board of Supervisor-designated arts councils in 54 counties and a network of statewide and regional arts service organizations. The CAC has existing partners as members of the Governor's Cultural Cabinet, including California Native American Heritage Commission, California State Library, California State Parks, California Office of Historic Preservation, Visit California, and others. Engagement with CDPH is also anticipated.
- b. Messaging and engagement resulting from this program will differ from current COVID efforts. It will effectively advance positive health outcomes by prioritizing on locally-focused, contextually, and culturally sensitive work that is cultivating trust, belonging, community cohesion, and interdependence - particularly in communities that are most impacted.

Messaging will be created regionally from trusted messengers in communities, and be representative and regionally appropriate. The program will demonstrate culturally-rooted creative strategies to advance public health communication, rebuild public trust, and cultivate social cohesion while bringing resources to a sector that has been disproportionately economically impacted by COVID.

- c. **Technical assistance and training** for artists and community partners is an essential part of this project. In order for this to be swift, the CAC might need to bring a partner on board.

Artists training will be swift, scalable, virtual training with a focus on collaboration; expanding understanding of the individual's creative cultural assets and potential contributions to community outcomes; designing a process that centers listening and conducts ethical, culturally competent, and responsive public engagement.

Community partners training should also be swift, scalable, virtual assistance for community organizations - focus including program design; collaboration; design process that centers listening and conducts ethical, culturally competent, and responsive public engagement.

- d. What other public messaging funds are being budgeted for COVID-related outreach by the administration?

DOF/Tamara will look into this and respond to LAO

8. How many members of the public might be reached?

Projects will take place in all 58 counties. Strategies and measurements will be employed to guarantee the largest possible reach within each county, particularly focused on BIPOC and historically marginalized communities most impacted by Covid-19.

9. Is there any plan for evaluation of this strategy?

- a. Our Strategic Framework and Racial Equity practices prioritize evaluation and data collection. These priorities will be modeled in this program. The program administration will include developing a methodology for gathering evidence that is rigorously and consistently utilized throughout the program. All reports will be made available to the public and can be presented to the legislature.

i. Finance response: The administration has not proposed any reporting language. 1% of funds for admin and fund expenditure through June 2022.

10. What are the matching requirements being considered?

- a. Matching funds will be established as part of the program administration process. Private philanthropy has expressed interest in supporting this pilot, particularly since the state has proposed the funding first. There is a high amount of trust with funders. The burden should not be on artists or arts orgs at this time, given the circumstances of COVID.
 - i. ***Question for the Administration*** - LAO shared that in general COVID budget is proposing budget line items for the state to receive budget line items related to COVID -- is it anticipated that our match would fall under this? Can DOF provide more information?

11. How will the matching requirement work?

The Jobs and Business Recovery Task Force/Workforce Transition Subcommittee that originated this proposal indicated that the project generates significant interest from private philanthropy. Individual artists will not be required to produce a match. Depending on the program administration plan, the match may be obtained by re-granting entities or by philanthropic contributions at a statewide level.

12. When will the provisional language be available?

- a. The program design, guidelines, and the process will be created and published as part of our Council's public meeting process. It was confirmed in our meeting with LAO that the Council can begin to work on program design, even though the funding is not confirmed. All Council business takes place in publicly noticed meetings. Schedules will be considered and a special meeting may be called to prioritize program design considerations. This would typically take place after funding is approved, but we are recognizing that simultaneous processes may be permissible at this time given the urgency of COVID programming.

13. How will the pilot be evaluated?

The CAC currently conducts program evaluations through external consultants. A process will be used to procure a qualified consultant to develop built-in evaluation metrics and performance measures to be used for evaluation of the project, funded by the program's contingency line.

14. It looks like the University of Florida Center for Arts in Medicine is working on or has established an evidence-based framework for using arts in health messaging and has done research on using art to combat Ebola in West Africa. Is CAC consulting with these experts (or others) in the design of the grant program to increase the likelihood of its effectiveness?

- a. In addition to the framework established by the University of Florida Center for Arts and Medicine, other national and international research resources exist, such as UCLA Art & Global Health Center. The CAC will reference national best practices and conversations around arts in health messaging and arts and social/public practice. Expert sources will be consulted and engaged. The CAC is also a member of the National Assembly of State Arts Agencies and the Western States Arts Federation, two service agencies with extensive research capacities available to us.

15. How will best practices (such as though developed by the University of Florida) be incorporated into the grant program?

Arts and public health research and best practices will be highlighted in the program plan. Specific research will be cited and relevant frameworks will be developed. For example, collaborative strategies to reach trusted community artists will be prioritized in BIPOC communities, addressing realities such as medical mistrust, structural inequities, and generational trauma. Collaborations with trusted health professionals and clinics will be employed to guide the strategies employed by participating artists.

TAB D

California Arts Council | Public Meeting | 02/25/2021

Memorandum

1300 I Street, Suite 930, Sacramento, CA 95814
T: (916) 322-6555 | F: (916) 322-6575
www.arts.ca.gov

Date: February 25, 2021

To: Council Members

From: Allocations Committee, Kathy Gallegos and Donn Harris

Re: Allocations Strategy in Support of Small Organizations

At our September 2020 meeting, Council approved guidelines for the Impact Projects, JUMP StArts and Arts and Cultural Organization General Operating Relief grant programs. At Council's direction, these sets of guidelines all include language prioritizing funding for organizations whose annual Total Operating Revenues (TORs) are less than or equal to \$250,000. However, the specific mechanisms for how these organizations would be prioritized in the funding process were not included in the guidelines.

Our committee met once since the January meeting to discuss ways that the CAC priority for small organizations will influence our allocations formula for grant applications this year. The committee decided that they would ask staff to provide the following data on the full slate of ranked applications to the committee to help determine a final allocation formula and recommendation to the Council in Spring 2021:

1. All ranked applications will be separated into two lists: those with TOR of \$250,000 or less and those with TOR of \$250,001 and above.
2. Although not included in the final allocation's formula, staff will prepare a list of ranked applications disaggregated by County designation (rural, suburban, urban, etc.).

We are looking forward to a comprehensive process of assessing the best way to provide allocations recommendations to the Council so that we meet our goal this year of prioritizing small arts organizations in an equitable manner.

TAB E

California Arts Council | Public Meeting | 02/25/2021



3-Year Plan for Future Grant Cycles

CALIFORNIA ARTS COUNCIL

1

Overview

- Review upcoming change to align CAC grant year and state fiscal budget year
- How is the Council's role impacted by this alignment?
 - During the alignment, 2022 will include TWO grant cycles
 - Council needs to determine their grants and policies for this *double year*
 - Beginning in 2023, back to one cycle per year

2

Recap: Current Timeline

- Most grants are currently awarded by Council at the very end of a fiscal year, grants should be awarded at the beginning of a fiscal year
 - Council currently begins grant policy and guideline planning after the fiscal year begins
 - Grant funds are released a year after the CAC receives funds
 - Not ample time for unspent funds to be calculated based on final executed grant contracts, and therefore some local assistance grant funds are returned to the state

3

Recap: Future Timeline

- Aligning the grant year with the fiscal year means that grantees will receive funds and begin activities in the same fiscal year
 - Help ensure there are no remaining funds returned to the state at the end of a fiscal year
 - Grant projections will be estimates based on projected baseline fiscal year funding
 - Structure used by most state agencies, Nat'l Endowment for the Arts, etc
 - Grant application period will take place before the start of a new fiscal year

4

California Arts Council Council's Local Assistance Grant Cycle



1. State Funding

State funding is proposed or established in the California Arts Council's "local assistance" budget line

6. Panel Process & Council Vote

Applications are processed by staff. Field representatives review and rank applications. Rankings are provided to Council with funding recommendations from Council committees for a vote at a **public meeting**

5. Guidelines Published & Technical Assistance

Staff prepares and publishes grant guidelines and applications for the public. Staff conducts outreach and promotion, and provides technical assistance to applicants



2. Council Discussion & Public Comment

During a **public meeting**, the Council discusses funding priorities, public comment is solicited, direction is provided to Council committees

3. Council Committees, Decision Support Tool & Second Discussion

Council committees meet and complete Decision Support Tool with staff support. Committees bring recommendations to the full Council for discussion during a **public meeting**, public comment is solicited

4. Council Vote - Guidelines Adopted

Committees and staff develop full program guidelines, based on Decision Support Tool, Council discussion, and public comment. Guidelines are brought to Council for a vote during a **public meeting**

5

New Planning Calendar

Grant Year	Fiscal Year	Guidelines Approved by Council	Estimated Public Grant Application Period	Grant Contracting
2021 Grants (current)	July 1, 2020 - June 30, 2021	September 2020	November 2020 - January 2021	July - September 2021
2022 Grants A	July 1, 2021 - June 30, 2022	October 2021	November 2021 - January 2022	May - June 2021
2022 Grants B	July 1, 2022 - June 30, 2023	March 2022	April 2022 - June 2022	October - November 2022
2023 Grants	July 1, 2023 - June 30, 2024	February 2023	March 2023 - May 2023	September - October 2023

6

Local Assistance Grant Budget

- State local assistance funds = Council's grant authority
- Projections until budget is signed
 - Council's grant projections, guidelines approval, and public application process will take place before budget is signed
 - Council's final grant award votes and agency contracting administration will take place after budget is signed
- Annual baseline funding
 - Approx. \$26 million
- Double Year (alignment)
 - 2022 - Approx. \$52 million

7

Next Steps for Council

- **Determine grant priorities for 2022 (double year)**
 - Considerations based on prior Council discussions may include:
 - Multi-year grants
 - Two deadlines/cycles of the same grant program
 - Upcoming two-year cycle for State-Local Partners
 - Renew programs such as:
 - Cultural Pathways
 - Arts & Accessibility
 - Folk & Traditional Arts
- NOTE: Final external evaluation data will be complete for 2023 grant year

8

Council Meetings + Grant Planning

- | | |
|-------------|--|
| 2021 | <ul style="list-style-type: none"> • May/June - Recommendations from committees • August - Full grant discussion in public meeting • September - Grants work session - <i>*new format*</i> <ul style="list-style-type: none"> ○ As recommended in strategic framework, open committee(s) work session focused on grant policies and allocations, available to all Council members - public noticed meeting • October - Approve <i>2022 Grants A</i> guidelines |
| 2022 | <ul style="list-style-type: none"> • January - Full grant discussion in public meeting • March - <i>2022 Grants A</i> grant awards allocations vote and <i>2022 Grants B</i> guidelines approved • September - <i>2022 Grants B</i> grant awards allocations vote • November - 2023 full grant discussion in public meeting |

9

Wrap-up

- Do committees have clear direction from the entire Council?
- What are the next steps for committees?
- What are the outstanding questions?
- What data needs to be gathered or provided by staff?



10

TAB F

California Arts Council | Public Meeting | 02/25/2021



Memorandum

1300 I Street, Suite 930, Sacramento, CA 95814
T: (916) 322-6555 | F: (916) 322-6575
www.arts.ca.gov

Date: February 25, 2021

To: Council Members

From: Anne Bown-Crawford, Executive Director

Re: Informational Update - Agency plans for supporting Folk and Traditional Arts

Background

At recent Council meetings, it has been discussed that the National Endowment for the Arts (NEA) recently changed its funding structure for folk and traditional arts programming. For many years, nonprofit organizations were able to directly apply to the NEA for statewide folk and traditional arts programming if they received a letter of support from their State Arts Council (the CAC provided regular letters of support).

After completing a national research report titled [*Living Traditions: A Portfolio Analysis of the National Endowment for the Arts' Folk & Traditional Arts Program*](#), the NEA changed their funding structure to remove the grant opportunity for nonprofits to directly apply for state folk and traditional arts grants. Instead, they will be adding funding to each state arts agency's existing NEA partnership grants for this purpose. The NEA has directed each state arts agency to develop their own folk and traditional arts programming plan if they do not already have one in place.

CAC staff is currently working on that plan with the NEA, which as proposed, would involve an essential new CAC staff position in combination with capacity building consultation from a partnering organization, dependent on final federal funding. It is expected that funding levels for state arts agencies will be announced by the NEA in April. With the federal money now expected to come directly to the state, staff must develop a detailed plan and process that comply with state administrative procedures, which does not allow for funds to be passed through to any outside organization without complying with the competitive state procurement process.

Restored Staff Position

As the agency continues to restore our staffing levels, considerations have been made to areas of priority not met by our current staff resources. Many state arts agencies employ folk and traditional arts specialists, or folklorists, on their staff teams. Changes at the federal level have allowed us to develop a plan to restore our internal staff

capacity. This will greatly complement the work taking place in the field and foster stronger connections and collaboration.

Folk & Traditional Arts programming serves the state's most marginalized communities. The CAC understands the tremendous value of our strategic statewide and regional partnerships, including our Statewide and Regional Networks and State-Local Partners, and would like to be more directly involved in the elevation, emphasis, and amplification of folk and traditional arts in these networks. We recognize the high value of preserving and growing tradition and the role that plays in community health and well-being, and cohesiveness. We are looking forward to more directly becoming conversers and connectors, supplementing the great work that takes place in the field.

By intentionally and strategically supporting folklife and cultural heritage, we will more directly and deeply connect with our state's most underserved communities, including those in our rural, suburban, and urban regions, across this state's vast and varied geography and racial and cultural diversity.

With the support from the NEA, the agency plans to increase our capacity to serve these communities by hiring a full-time staff folklorist who will be responsible for implementing statewide participatory methods of engagement and outreach, fieldwork, completing resource and cultural asset mapping, ensuring that we are serving this vital community, across all of our grants portfolio. A CAC Folklorist will be responsible for the coordination of this priority area by advising our Programs Manager, our Transformative Arts team, and our networks such as our State-Local Partnerships and Statewide and Regional Networks. Other outcomes anticipated by bringing this prioritized work in-house is the development of the California Heritage Awards.

Council Grantmaking

The Council's grant process can continue to direct grants to organizations supporting projects that celebrate creativity and cultural heritage and expand this work, within the Council's own grantmaking authority. Current grants support a variety of folk and traditional arts projects, including apprenticeship programs, community engagement, and documentation of traditions. As the Council looks forward to future grant opportunities they may decide to directly fund a statewide folk and traditional arts partnership as they have in the past, in addition to their existing Statewide and Regional Networks program. If established, such a partnership would work in concert with CAC folk and traditional arts staff.

Timeline

As communicated to the NEA, if funding is provided by the NEA in April 2021, we anticipate that the folklorist position will be filled by the end of the calendar year. We have also proposed allocating matching operations funds to procure an experienced partnering organization to support and develop this increased agency capacity during this transition. Ideally, CAC staff and a capacity-building consultant will utilize fieldwork to build collaborative public programs and build heritage archives within three years.

TAB G

California Arts Council | Public Meeting | 02/25/2021



In Memory of Larry T. Baza, California Arts Council Chair

February 22, 2021

Lifelong cultural leader, arts advocate, social activist, and appointed official dies at 76

It is with profound sadness that the California Arts Council acknowledges the passing of our dear friend and colleague, Larry T. Baza, who **died Saturday, February 20, 2021 due to COVID-19.**

Larry Baza was a professional arts administrator who spent his career advocating for the arts at the local, state and national level. Baza was appointed to the California Arts Council by Assembly Speaker Toni Atkins in February of 2016 and reappointed by Atkins as Senate Pro Tem in January of 2020. From January 25, 2018 to December 31, 2019, Baza served as Vice Chair of the Council. He was elected Council Chair on December 2, 2020.



On January 26, 2021, Baza presided over the Arts Council's public meeting for the first time as Chair, a role and honor that he was immensely proud of as the culmination of his career of service in the arts. The California Arts Council joins countless community members from across the San Diego region, the state, and the nation in celebrating Larry Baza's life, and in honoring the lasting legacy of his caring, passion, dedication, kindness, and generosity that he shared with all who knew him.

"The news of Larry's passing brings a deep and tremendous sense of loss for those of us at the California Arts Council, both professionally and personally," said Anne

Bown-Crawford, Arts Council Executive Director. “Larry was a leader to our Council, a fierce arts and social justice advocate, an inspirational mentor, and a dear, dear friend. With a wealth of experience tied directly to arts administration, Larry held a special place on the Council for our CAC family and those in the field we serve. Through his own journey, Larry had the unique ability to understand the work, the dedication, and the passion of our state’s arts community from a point of view that made us all feel seen. With his deep commitment to public service, Larry left an indelible mark on the Council, on the agency, and in our hearts, and a legacy that will not be forgotten.”

“We are devastated by the untimely loss of Larry Baza, our friend, Council colleague, and newly elected Chair,” said Lilia González-Chávez, Vice Chair of the California Arts Council. “With five years of service to the Council, including two years as Vice Chair, and decades more as a community leader, Larry’s leadership and advocacy will have a lasting impact. The enthusiasm with which he assumed the role of Council Chair was a joy to witness. Larry’s vision of universal inclusion and access to arts and culture engagement was the driving force behind his remarkable career in the arts. His values are reflected in the trajectory of our Council’s work, made better by his care and commitment. We will continue to honor his life and his legacy through our work, today and for many years to come.”

As a leader on the California Arts Council, Baza worked tirelessly to champion the development of new programs as a member of the Council’s policy committee, informed by his own personal and professional experiences in the arts. He was a devoted mentor to many, and through his service on the Council, he was committed to supporting the next generation of California arts leaders.

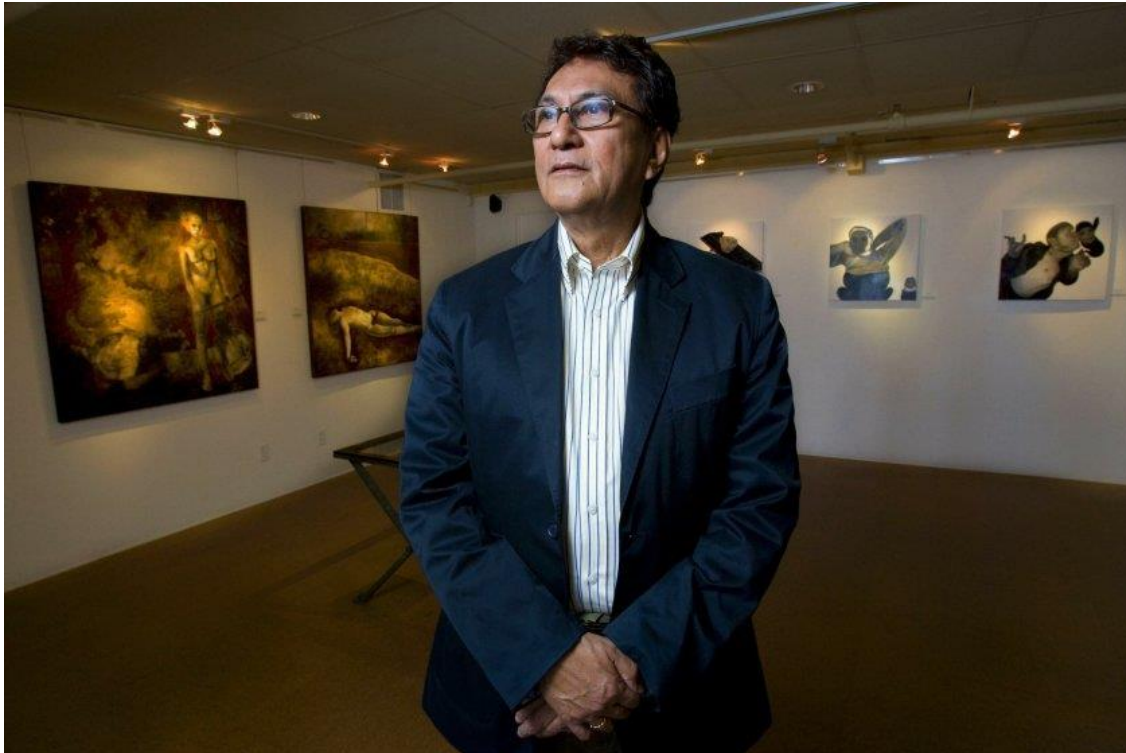
In his most recent public statement as Chair, on January 14, 2021, for the announcement of the California Arts Council Administrators of Color Fellowship Program, Baza said *“California is the most diverse state in the country, and it is essential for the leadership at our arts and culture organizations to reflect our communities. The urgency for arts organizations to invest more in our artists and arts leaders of color is greater than ever. ... As a native Californian and arts administrator of color whose career spans more than 40 years in our state, it gives me, my colleagues on the Council, and the CAC staff great pride in providing this career pathway for the next generation of California’s arts administrators of color.”*

Baza is survived by his partner of 37 years, Tom Noel; brothers Ronald and Mark Baza; nieces Kimberlee Baza Petersen of Lakeside, Carolyn Baza of Lakeside and Ibette Baza of San Diego; nephew Marc Baza of Fallbrook; and many grandnieces and grandnephews.

The San Diego Union-Tribune

OBITUARIES

Obituary: Larry T. Baza, titan of San Diego arts, dies from COVID-19 at 76



Larry Baza, chair of the California Arts Council and a lifelong San Diegan, has died.
(Nelvin C. Cepeda / The San Diego Union-Tribune)

A lifelong advocate of the arts, Baza served as chair of San Diego's Commission for Arts and Culture before being appointed to the California Arts Council in 2016 by then-Assembly Speaker Toni Atkins

By [MICHAEL JAMES ROCHA](#)
FEB. 22, 2021 12:15 PM PT

Larry T. Baza, a native son whose lifelong pursuit of championing the arts made him a cultural titan in San Diego, died Saturday due to COVID-19.

Baza, who died at UC San Diego Medical Center in Hillcrest, would have turned 77 on Wednesday.

As a high school student, Baza found a place where he felt like he finally belonged: the arts community.

San Diego's theater and visual art communities "opened new worlds for me as a student at San Diego High School," he said in a 2016 Union-Tribune interview. "My first arts and cultural experiences took place in Balboa Park, where my summer job was working at the concession stand in Balboa Park and at Starlight (Bowl) performances."

Those formative years laid the foundation for a deep-rooted career in — and passion for — the arts. He served as chair of San Diego's Commission for Arts and Culture before being appointed to the California Arts Council in 2016 by then-Assembly Speaker Toni Atkins (D-San Diego), marking the first time in five years the state agency had a San Diegan. Last December, he was elected chair after previously serving as vice chair.

"I am truly honored that Speaker Atkins has acknowledged my work and entrusted me with the appointment to serve on the California Arts Council," Baza said in 2016. "As a native San Diegan, I have been proud to be part of and an advocate for San Diego's arts and cultural organizations for nearly 40 years."

In a Facebook post Saturday, Atkins remembered Baza, praising his work fighting for LGBTQ+ rights: "I am devastated to hear of the passing of my dear friend, Larry Baza, due to COVID. From his early work with [San Diego Pride](#), the [San Diego LGBT Community Center](#), my home Democratic club, and [California Arts Council](#), Larry helped build the San Diego LGBTQ Community I know and love. He and his husband Tom Noel have been pillars in the arts community."

"Activist, artist, volunteer, leader, changemaker," San Diego Mayor Todd Gloria said in a social media tribute. "Larry Baza's life and work made a difference in San Diego and across California. His kindness and warmth will be sorely missed. The deepest condolences of our city to his husband Tom and loved ones. Godspeed my sweet friend."

Fighting for equality

Larry Tito Baza was born Feb. 24, 1944, at the old Naval Hospital, across the street from the famed Centro Cultural de la Raza, an institution that rose from the grassroots community movements of the era and one he would later lead. He was the eldest son of Tito Cepeda Baza, a Guamanian who served in the U.S. Navy, and Hortencia Celaya Baza, a third-generation Mexican American. In 1962, he graduated from San Diego High School, where as a senior he began to show an interest in civic matters, influenced by the work of the Rev. Martin Luther King Jr. and Cesar Chavez.

"It was his parents' example of community involvement that inspired Larry to commit his life to the fight for social justice and arts advocacy," Noel said Monday. "He was a kind and effective force in our world, and he had a huge impact on many lives. I am only now learning of some of this impact after 37 years of being by his side."

Baza, in a 2011 interview with the San Diego Gay and Lesbian News, said of his social justice awakening: “The racism and prejudice endured by Mexicans was no secret. I was very well aware from the time that I was a child that I was different and didn’t fit into mainstream White America. Naturally, I gravitated towards civil rights in high school, but really got more involved with the Chicano movement in my early 20s” while attending San Diego City College.

For more than four decades, Baza used his voice advocating for San Diego’s artistic and cultural community at the local, state and national levels. He served on countless panels, boards and commissions, including the National Endowment for the Arts, California Association of Local Arts Organizations, Chicano Federation of San Diego County, National Association of Latino Arts and Culture, San Diego Community Foundation and Diversionary Theatre.

Professionally, his artistic influence went far beyond the Little Italy gallery he ran with Noel, Noel-Baza Fine Art Gallery. Over the years, he had long-standing affiliations, often in a leadership capacity, with many San Diego arts organizations, including Centro Cultural de la Raza, where he served as executive director from 1990 to 1999. Before that, he was associate director for Sushi Performance and Visual Art and executive director of San Diego County’s Public Arts Advisory Council. He was most recently a trustee at the Museum of Us, formerly the Museum of Man, in Balboa Park.

But his zest for advocacy wasn’t focused solely on the arts. In San Diego and beyond, he was known as a champion for the Latino and LGBTQ+ communities, fighting for issues of equality and social justice.

In 1995, as the Centro Cultural de la Raza emerged as one of the most important Chicano, Mexican and Indigenous American cultural centers in the Southwest, Baza said the weight of being at its helm wasn’t lost on him.

“I’ve been very assimilated in a lot of ways,” he said in a Los Angeles Times interview. “But when you work in the eye of the storm, in the house that was built upon the struggle to make it possible for people like me to make certain advances or reach certain levels of ability and education, everything becomes a part of that struggle. We can’t forget what we’re not a part of, what we’ve not had access to and how much further we have yet to go.”

In 2010, as the gay community worked to repeal Proposition 8, which barred gay marriage in California, he acknowledged it was a battle that needed to be fought, but it wouldn’t be easy.

“I know how long and hard-fought the battles were to get to the place where Mexican-Americans have gotten,” Baza told the Union-Tribune. “Civil rights doesn’t happen overnight.”

‘Iconic leader’

Still, he persisted, and on Saturday, tributes celebrating his legacy began pouring in from all across San Diego — from arts leaders, activists, politicians and groups like the San Diego La

Raza Lawyers Association and the Lambda Archives of San Diego, which hailed him as “a fierce advocate for LGBTQ+ rights, and for the arts and artists — especially BIPOC artists.”

In a Facebook post, the Lambda Archives of San Diego shared what he had to say in 2011 after being honored at its Heroes, Pioneers and Trailblazers gala, where he addressed LGBTQ+ youth: “The civil rights struggle never ends. The more we know about the struggles of the past, the more prepared we are about the struggles for the future. Civil rights are a lifelong struggle. I am counting on all of them (youth) to take a little bit of what we have done and make it their own, moving the LGBT lifestyle forward.”

Fernando Z. López, executive director of San Diego Pride, said on the organization’s Facebook page: “Today our world has been dimmed by the loss of an iconic leader, Larry T. Baza. A champion for Latinos, the arts, social justice, and the LGBTQ movement. Our hearts are heavy today, but our lives, our community are richer, more vibrant, and stronger because of his life. We are all products of his legacy. He has always been a hero and a mentor to me and many. Rest in peace, mi hermano. Te amo por siempre.”

Matt D’Arrigo, director of Creative Youth Development for The Clare Rose Foundation and founder of South Bay’s A Reason to Survive (ARTS), called Baza “an icon, champion and trailblazer,” saying his death was a “huge loss for the arts and culture community.”

“Larry has been in the ethersphere here as long as I’ve been in the arts,” said local arts consultant Victoria Plettner-Saunders, who most recently worked with Baza in the San Diego Unified School District’s Visual and Performing Arts Foundation. “What’s hard is that Larry had such energy and love for the community. He wasn’t just an advocate locally, he was an advocate and leader at the state level with the California Arts Council. His voice, his work touched so many. His resume is long, and it’s rich with everything he was most passionate about. It’s hard to imagine our arts world without Larry. He was everywhere.”

“Larry was gentle, but oh so wise,” said Patricia Frischer of the San Diego Visual Arts Network. “He was politically astute without being a politician. I believe that is why he had the respect of so many people.”

Alan Ziter, executive director of the NTC Foundation, on Sunday recalled first meeting Baza when he arrived in San Diego in 1986: “He helped me learn about the diverse arts scene in San Diego and wisely imparted on me the importance of connecting the arts to other community causes.”

William Virchis, co-founder and producing artistic director of San Ysidro-based Teatro Máscara Mágica and a longtime friend, said: “It’s a sad day. So many of our colleagues are dying. Just a couple months ago, we were just talking about how he was going to help us navigate the California Arts Council grant process. He was always such a helpful person.”

On his Facebook page, Virchis remembered Baza: “Just heard that one of the most wonderful human beings that ever was on this planet went to heaven today. Larry Baza, a friend of mine for over 50 years, passed away today. ... If there was ever a wonderful, wonderful soul on this planet

, (it) was Larry. Our deepest condolences goes to him and his partner ... and his extended family. He is now telling the angels all about the power of the arts. He was a true activist and an angel. ... Vaya con Dios mi Amigo.”

‘Champion for progress’

Baza’s unwavering commitment to advocacy went back decades, often marked by history-making milestones.

In the late 1980s, Christine Kehoe recruited him to join a committee with San Diego Pride, eventually becoming co-chair with Vertez Burks in 1992 — a pairing that made history as the first time San Diego Pride was led by two people of color.

In a statement, Ryan Trabuco, president of San Diego Democrats for Equality, praised Baza, who served as the organization’s president from 2009 to 2011: “Larry was a respected voice and advocate for inclusivity and a champion for progress. ... Larry leaves us a legacy of advocacy and culture to aspire to, live up to, and continue fighting for.”

San Diego City Councilman Stephen Whitburn, who recalled Baza as “a wonderful friend for 20 years,” said on Facebook: “Today, COVID-19 claimed a giant. Many in San Diego and beyond will always be inspired by Larry Baza’s compassion, courage, and commitment to social justice and the arts. ... Rest In Peace, Larry. Your leadership made our world a better place.”

“We lost an incredible leader today, Larry Baza,” County Supervisor Nathan Fletcher said in a tribute on social media. “He was not only a fierce advocate for the LGBTQ+ community but was also an ardent supporter of the arts, the Latino community and social justice. His work paved the way for a more equitable and accepting world. He will be missed by so many. Rest in power, Larry.”

Late Saturday, San Diego artist RD Riccoboni celebrated Baza’s legacy, calling him “a powerhouse in the arts and the LGBTQ community.”

Anne Bown-Crawford, executive director of the California Arts Council, recalled Baza on Monday, saying “the news of Larry’s passing brings a deep and tremendous sense of loss for those of us at the California Arts Council, both professionally and personally. Larry was a leader to our council, a fierce arts and social justice advocate, an inspirational mentor, and a dear, dear friend.”

She continued: “Through his own journey, Larry had the unique ability to understand the work, the dedication, and the passion of our state’s arts community from a point of view that made us all feel seen. With his deep commitment to public service, Larry left an indelible mark on the council, on the agency, and in our hearts, and a legacy that will not be forgotten.”

Lilia Gonzáles-Chávez, vice chair of the California Arts Council, said: “Larry’s vision of universal inclusion and access to arts and culture engagement was the driving force behind his

remarkable career in the arts. His values are reflected in the trajectory of our council's work, made better by his care and commitment. We will continue to honor his life and his legacy through our work, today and for many years to come."

Baza is survived by his partner of 37 years, Tom Noel; brothers Ronald and Mark Baza; nieces Kimberlee Baza Petersen of Lakeside, Carolyn Baza of Lakeside and Ibette Baza of San Diego; nephew Marc Baza of Fallbrook; and many grandnieces and grandnephews.

A private service will be held at Glen Abbey Memorial Park in Bonita. A public celebration of life will be held when COVID-19 protocols deem it safe to gather. In lieu of flowers, the family asks that donations be made to the San Diego Food Bank.