

## MINUTES OF PUBLIC MEETING

**Wednesday, April 18, 2018  
10 a.m. to 5:30 p.m.**

**Merced Multicultural Arts Center  
645 W. Main Street  
Merced, CA 95340  
(209) 388-1090**

### **PRESENT:**

#### Council Members

Nashormeh Lindo, Chair  
Larry Baza, Vice Chair  
Phoebe Beasley  
Christopher Coppola  
Juan Devis  
Kathleen Gallegos  
Donn K. Harris  
Louise McGuinness  
Steve Oliver

*Council Members absent: Jaime Galli and Rosalind Wyman*

#### Arts Council Staff

Anne Bown-Crawford, Executive Director  
Ayanna Kiburi, Deputy Director  
Caitlin Fitzwater, Director of Public Affairs  
Shelly Gilbride, Programs Officer  
Kristin Margolis, Director of Legislative Affairs  
Debra Waltman, Director of Administrative Services  
Hilary Amnah, Arts Program Specialist  
Jaren Bonillo, Arts Program Specialist  
Jason Jong, Arts Program Specialist  
Josy Miller, Arts Program Specialist  
Andrea Porras, Arts Program Specialist  
Lariza Barcena, Administrative Analyst

#### Invited Attendees

Colton Dennis, Executive Director, Merced Multicultural Arts Center  
Heike Hambley, Artistic Director, Merced Shakespearefest

Alma Robinson, California Lawyers for the Arts  
Jamilah Bradshaw, Panelist  
Emili Danz, Panelist

Other Attendees / Members of the Public

Michael Alexander, Californians for the Arts  
Dick Whittington, Merced County Arts Council  
Jazz Diaz, Community Artist  
Kevin Hammon, Merced Art Hop  
Stephanie Dietz, City of Merced  
Cara Goger, Mariposa Arts Council  
Alicia Rodriguez, Mariposa Arts Council  
Lisette Sweetland, Tuolumne County Arts Alliance  
Roger Wyan, Roger Wyan Photography  
Brenda Brigham, Merced Multicultural Arts Center  
Manuel Alvarado, Greater Merced Chamber of Commerce

**I. Call to Order, Welcome from Venue, and Acknowledgment of Tribal Land**

The Chair called the meeting to order at 10:00 a.m.; she introduced Colton Dennis, Executive Director of the Merced Multicultural Arts Center. Dennis gave an overview of the three-story building, which is currently hosting the 12<sup>th</sup> annual California Printmaking show. On its third floor is an immersive art classroom space for youth and adults.

He introduced the president of the Merced County Arts Council, Dick Whittington. Dennis explained that the Council meeting is located in the black box space which is currently the venue for the “Taming of the Shrew” production in collaboration with Merced Shakespearefest. The Merced Multicultural Arts Center also collaborates with the Global Studies Art Center of UC Merced to create lectures and events for the community at large. He thanked the Council, staff, and public for their presence.

Bown-Crawford acknowledged that the meeting was being held on the culturally traditional land of the following Native American Tribes and paid respect to their elders both past and present:

- Amah Mutsun Tribal Band
- Dumna Wo-Wah Tribal Government
- North Valley Yokuts Tribe
- Southern Sierra Miwuk Nation

**II. Performance from Merced Shakespearefest**

Baza introduced Heike Hambley, Artistic Director of the Merced Shakespearefest. Hambley explained that the Merced Shakespearefest is in its 17<sup>th</sup> season and has produced over 30 outdoor productions with no admission fees. The company presented an excerpt of the “Taming of the Shrew,” which has been adapted to an early 1960s setting. She introduced actors Greg Ruelas and Alissa Haynes.

### **III. Roll Call and Establishment of a Quorum**

Barcena took the roll at 10:21 a.m. and a quorum was established.

Harris was acknowledged by Bown-Crawford for his service as Chair from January 2015 to January 2018 with a certificate and an engraved gavel base. Lindo was acknowledged by Harris as the new Council Chair with a new gavel and base set.

### **IV. Approval of Minutes from January 25, 2018**

At 10:24 a.m., Coppola moved to approve the January 25, 2018 minutes with approved changes. Devis seconded.

#### *Corrections:*

- On page 3, Beasley served in the L.A. County Arts Commission
- On page 4, Devis' featured film is titled "The Petty Curse of Having This Body"
- On page 3, Coppola combines "his background in professional filmmaking with his passion for teaching students"
- On page 3, Baza has worked in the field for 40 years.

At 10:27 a.m. the Chair called for the vote. The motion passed unanimously.

### **V. Chair's Report**

Lindo directed the Council to her report in the Council Book. In lieu of reading it in its entirety, Lindo recited her poem, "Long Lonesome Train Whistle," from her report. She encouraged the Council to keep cultivating their creativity.

### **VI. Director's Report**

Bown-Crawford gave an overview of her report. She stated that she and Margolis are working on promoting Assembly Bill 2456, authored by Assemblyman Bloom, seeking the authority for the CAC to provide peer review panelists with an honorarium. She welcomed the Council to visit a grant panel session to learn about the panel process and meet the CAC staff.

Bown-Crawford provided a summary of activities since her hire. In the past months she has attended the Executive Director's Bootcamp facilitated by the National Assembly of State Arts Agencies (NASAA); she has met with Council Members, and visited Southern California to meet former and current Council Members, regional partners, and grantees. While in San Diego, she was hosted by the San Diego Regional Arts and Culture Coalition at a gathering of more than 100 members of San Diego's creative community. She and Fitzwater met with the Otis College of Art and Design's President Bruce Ferguson and the team that produces the Otis Report on the Creative Economy.

Devis asked Bown-Crawford what changes or growth will the Otis Report see this year. Bown-Crawford replied that the report should be accessible via mediums other than print. She also discussed the report expanding to an effective media campaign rather than a written report. Fitzwater added that there was a suggestion on narrowing data to provide better information for local advocacy efforts, and other

recommendations from input provided by CAC State-Local Partners and Statewide and Regional Networks grantees via a survey.

Devis asked who funds the Otis Report. Fitzwater replied that the CAC is one of the funders and that she will provide the list of supporters beyond the CAC to the Council. Kiburi shared with Devis the list of sponsors included in the report.

## **VII. Public Comment**

- **Jazz Diaz, Local Artist**  
Diaz is a local artist from the Merced area. She thanked the Council for its presence. She stated that the art in the Central Valley area is rich but lacks in funding and support for diversity. The area has many artists and youth who are empowered to create but have no means for sustainability.
- **Michael Alexander, Californians for the Arts**  
Alexander thanked the Council for meeting in the Central Valley area and bringing attention to the art landscape in non-urban areas. He stated that his organization's lobbyist is working on meeting with the Governor's finance staff regarding budget allocation for the CAC. He encouraged the Council to consider developing a touring program to exchange information on visual arts programs around the state and to work further with arts education programs. He talked about the importance of accurate reporting to the Census as arts organizations are accountable for their communities. He furthered showed concern on the Otis Report's reporting of performing arts average salaries; he suggested using median salaries instead to show the disparities in income in the industry.
- **Lisette Sweetland, Tuolumne County Arts Alliance**  
Sweetland thanked the Council for its support to the Tuolumne County Arts Alliance, and she thanked Lindo for encouraging her to attend the meeting when they met at Poetry Out Loud. She stated that Tuolumne County is a very rural area with a strong art movement and that TCAA will be celebrating its 40<sup>th</sup> anniversary in the summer. As the new Executive Director with a background in racial equity work, Sweetland's goal is to bring equity to the forefront through cultural art in an area that is predominantly Caucasian.
- **Kevin Hammon, Merced Art Hop**  
Hammon is co-founder of Merced Art Hop, born as an idea to bring pedestrian traffic to the downtown area. The programs welcome on average 1,500 people and are open to everyone. A popular program is the night of the Art Hop, where residents experience art, culture, live music, and performances throughout the downtown area which has proven to have a positive social impact. He invited the Council to visit the Art Hop gallery.
- **Stephanie Dietz, City of Merced Assistant City Manager**  
Dietz addressed the Council's interest in learning about the population of homeless individuals in Merced. She explained to the Council that the collection of data on homelessness in the city of Merced is sponsored by the Countywide Continuum of Care. The data counts 300 homeless

people in the total population of 80,000, although numbers fluctuate during the daytime when homeless services are provided.

- Manuel Alvarado, Greater Merced Chamber of Commerce  
Alvarado thanked and congratulated the Council for serving the arts community in the state of California. He stated that the Central Valley is the fastest growing region in the state and it currently hosts 15% of California's population. He recommended the Council to allocate its funding fairly throughout the state, as the Central Valley lacks in resources but flourishes in talent.

### **VIII. Announcement of 2018 Committees**

Lindo thanked all Council Members who agreed to work on their assigned committees.

Devis asked for a status report on the Cultural Districts program to see how the Central Valley artists can be better assisted. Kiburi replied that currently, Program Specialist Amnah is in the phase of providing technical assistance to the districts. Kiburi stated an update can be provided to Council and suggested discussing the topic in the future agenda items discussion.

### **IX. Committee Updates**

Lindo asked Committee members to provide brief updates on recent meetings.

#### *1. Equity Committee*

Gallegos gave an overview of the memo included in Tab E of the Council book. She stated that the other members of the committee are Chair Lindo, Deputy Director Kiburi, and Program Specialist Bonillo. The goal of the committee is to ensure equity for all grant applicants and to ensure all communities are represented in the CAC programs. The committee researches other states' work on equity that can be applicable to the agency.

Lindo added that the work of the Equity Committee is going to be reflected in the next Strategic Plan.

Harris commented that it is important to have an equity statement with an action plan. Gallegos replied that the committee will provide the Council with a bibliography of articles and materials the committee has collected on other states' equity work.

#### *2. Legislative Committee*

Devis stated that the committee is composed of himself, Chair Lindo, and Director of Legislative Affairs Margolis. He added that the committee is working closely on AB 2456 (Bloom), which reflects the Council and staff's feedback on honorarium for panelists and the difficulty in attracting a diverse panel pool. The next hearing for the bill will be on April 25, 2018, with the Arts Committee composed of Assemblymembers Kansen Chu, Marie Waldron, Dante Acosta, Laura Friedman, Jose Medina, and Adrin Nazarian. He invited the Council to write letters to the Assembly in support of the bill.

Margolis added that all letters of support are e-mailed to the consultant who provides the analysis of the bill. Margolis will provide the contact list of the Assemblymembers to the Council and will forward the Council's support letters to the consultant. After the Arts Committee hearing, the bill will be voted on by the Governance Committee and then to the Assembly floor.

Devis stated that the California Poetry Out Loud (POL) finals were recently held in Sacramento. Lindo added that 47 counties were represented this year, making it the largest participation in the country. She said Council Member Oliver was one of the judges. She was impressed with the participants' camaraderie and commended the CAC staff for their work at POL while grant panels season is occurring. Margolis added that it was the first time POL was held in the Assembly Chambers.

Margolis announced that the Governor's revision of January's California Budget 2018-2019 will be published in May.

Gallegos requested the written reports of the Legislative and Governance committees.

### 3. Governance Committee

McGuinness thanked Waltman for her input on rules and procedures for Council. She added that the committee is in the process of revising the Council Handbook and that there is no report to provide.

### 4. Strategic Planning Committee

Harris gave an overview of the report in Tab F of the Council book. He stated the process will last two years to allow the committee and Council to review best practices, ways to equitably engage the field, and creative ways to report the Strategic Plan digitally and visually.

Fitzwater added that the plan will include both public and governmental feedback and that Harris will host a working session for the committee, including Council Member Galli, on May 14.

Coppola stated that it is important to have a dialogue with the smaller communities.

### 5. Innovations and Aspirations Committee

Beasley acknowledged the Committee Members, including Council Member Steve Oliver, Deputy Director Ayanna Kiburi and Director of Public Affairs Caitlin Fitzwater, and she thanked Caitlin for her work in developing the On-line Survey which went to Council Members. Beasley explained that Innovations and Aspirations is the newest committee. She thanked the Council for their involvement in the vision for the Council. Oliver added that the committee will explore new directions and concepts for the Council's consideration. He invited the Council to further discuss the suggestions submitted by all the Council Members through the On-line Survey.

Before the next Council Meeting in June, the Innovations & Aspirations Committee will send out another On-line Survey to cull the best ideas from all Council Members which will be used as a working template.

Lindo suggested the Council explore ways to fund individual artists in their practices. She proposed the idea of opening a statewide competition to redesign the current CAC license plate. She stated that the Council should be proactive in promoting STEAM activities (science, technology, engineering, art, and math).

McGuinness asked what the origins of the committee's name were. Lindo explained the idea of the committee originated from Harris' vision for the Council at the end of his role as Chair and from Beasley's suggestion for all Council to have an opportunity to share their vision as well.

## **X. Break: Council Member Paperwork**

At 12:06 p.m., a break was taken.

## **XI. Voting Items: Panel Recommendations 2017-2018**

Lindo explained the Panel Recommendations were prepared by the Council Programs Allocation Committee. Each item includes an overview from a CAC Program Specialist, remarks by a panel representative, and recommendation for Council. She introduced Coppola and McGuinness as the Council Members of the Programs Allocation Committee.

### *1. FY 17-18 Funding Allocation Scenarios*

McGuinness explained that the intention of the committee is to fund as many grantees as possible. In order to do so, the following funding criterion is proposed for Council vote:

- Rank 6: 95% of requested amount
- Rank 5: 85% of requested amount
- Rank 4: 75% of requested amount

Coppola added that a lot of discussion went into this proposal. He added that he trusted the staff's professionalism and the panelists' judgment in the ranking of the applications.

McGuinness added that the funding decision will be consistent for all programs, as much as possible.

Gallegos asked to see a chart showing the original budget for each program and asked if the limit for each program was reached. Gilbride replied that the original budget was projections and actual grant request amounts before the Council were the basis of the funding formula.

Kiburi further explained what is shown in the table is the projected local assistance allocation. The programs staff helped with projecting the numbers for the FY17-18 allocations. At the end of June 2018, when all program grantees will be finalized, the staff will distribute a chart with final totals.

Beasley stated that receiving funding from the CAC often helps grantees secure additional funding from other sources. Coppola added that many grantees use CAC as a supporting

justification for federal funding from organizations such as the National Endowment for the Arts (NEA).

Devis stated his concern that grantees would not be able to complete their project if receiving only a percentage of their requested award.

Gilbride replied that for project-based grants, panelists consider an organization's ability and capacity to complete the project. In general operating grants, panelists look at organizational sustainability more generally.

Kiburi requested the Council consider how to change the grant cycle so that projections don't have to be made before knowing what the CAC budget allocation is going to be.

Baza agreed with Kiburi. He commended the Programs Allocation Committee for their work. He added that it is important to have discussions on grant allocation and deliberation in the benefit of all constituents.

## 2. Artists in Communities

Correction, Tab H: The panelist name is listed incorrectly as Jamilah Bradford; her name is Jamilah Bradshaw.

Porras, the Program Specialist for Artists in Communities (AC), presented on the memo and funding recommendations in Tab H with panelist Jamilah Bradshaw. She stated that there were two panel convenings in Sacramento, from February 26 to 28, and from March 14 to 16. Of the 92 applications received, 73 were ranked 4 and above. Applications that ranked well had clear and compelling statements of purpose in which the artist's vision was driving the actualization of the project.

Bradshaw stated that the panelists reviewed the applicants' statements to determine if the projects showed investments in the communities impacted. Some applicants showed problematic language on their definition of their "community." Bradshaw gave positive feedback on the panel process including the time for individual reviews before the group convening. For future panels Bradshaw suggested finding a method to create a visual for geographical and cultural impact of panel rankings, and to consider the difficulties of traveling by having panels in locations other than the CAC headquarters in Sacramento.

## 3. Arts Education - Extension

Miller, the Program Specialist for Arts Education - Extension, presented on the memo and funding recommendations in Tab I with panelist Emili Danz. The program funds work that occurs outside of school hours. This year 210 applications were received and 169 of them were ranked 4 and above. Three panels convened for three days each between February 26 and March 14. The criteria included project design, artistic merit, fiscal responsibility and leadership. Some important questions considered by the panels included accessibility of the programs.



Danz stated that applications that ranked well had clear and concise answers to questions, and had supporting materials related to the program for which funding was requested. In terms of accessibility, the panelists looked at whether or not the programs were relevant to the community being served.

Gallegos asked what the breakdown was between applications for early grades and secondary grades. Miller replied that for Arts Education - Extension, programs were geared towards all grades Pre-K through 12. In the Arts Education - Artists in Schools category, a majority of in-school programs are geared towards elementary schools.

Beasley asked the Council if they should consider what the applicant organization's operating budget is. Miller replied that the issue was discussed by panelists; due to the high volume of applications received, considerations for the future may include dividing applications into categories for review, such as organizational size and artistic discipline.

Porras stated that in AC review guidelines, the panelists look at how the communities play a role in the projects and how artists engage the communities.

Kiburi stated that the staff can compile data on how the existing guidelines benefit or restrict larger and smaller organizations and how much of the budget is invested to both.

#### 4. JUMP StArts

Program Specialist Miller presented on the memo and funding recommendations in Tab J. She stated that the program funds proposals with demonstrated high-quality arts learning opportunities for system-engaged youth. 52 applications were received and 46 applications were ranked 4 and above. Panelists discussed the specifics of the communities being served. She added that many applications were focused on reentry and probation for the youth.

Panelist Judge Luckey was not present at the meeting due to a last-minute schedule conflict. Miller read a statement provided by Luckey. Luckey reported that exemplary applications provided training for both artists and representatives of the juvenile justice system.

Miller followed up on the Council's request from the September 2017 Council meeting in Los Angeles to define the term "at-risk" for youth. She asked for information from the NEA and NASAA and the history of the terminology. The feedback from the organizations was that there isn't a clear definition in line. She suggested the Council could be at the forefront of helping the field clearly define "at-risk" for youth.

#### 5. Organizational Development / Professional Development

Organization Development / Professional Development (OD/PD) Program Specialist Bonillo presented on the report and funding recommendations in Tab K with Panelist Amnah. She reminded the Council that this program is reviewed by a staff panel. She stated that the panelists for this second grant application deadline were herself, Amnah, and Fitzwater. 186 applications were received and 123 were ranked to fund. 44% of the applicants did not receive funding in the

previous two years, demonstrating that OD/PD is a good pathway for new organizations to receive support from the CAC. Unlike the other panels, OD/PD had a two-point ranking system of “fund” and “not fund.” Applications that ranked “fund” showed high-quality activity with well articulated outcomes and impacts on the organization and individuals participating. She reminded the Council that nine applicants in the PD category were approved at the January Council meeting in Irvine.

Amnah stated that some weak applications were due to applicants applying for ongoing services, or were applying to fund conferences occurring outside of California. She also indicated that there were issues of consistency when applicants tried to combine distinct projects to reach the maximum grant amount. She suggested the Council consider prioritizing smaller organizations that need funding the most.

Beasley asked if there was any specific reason one-third of the applications were not funded. Bonillo replied that there was ongoing consulting or supplanting staffing costs, and fundraising efforts; all currently ineligible expenses per the program guidelines.

**ACTION ITEM:** At 2:12 p.m., Beasley moved to approve the funding allocation scenarios presented in Tab G. Coppola seconded.

Discussion:

Gallegos asked for clarification as to why the description of each program applicant was omitted from the Council book this time when they have been included in the past. She expressed concern that the decision to omit them was made by the committee and without notice. She stated that she would like to review the project descriptions in order to know what the Council Members are approving.

Coppola replied that the Council votes on policies and trusts staff for their role, and panelists on their professional work in reviewing and ranking the applications.

McGuinness added that although it is good for the Council to be aware of every step of the process, the Council’s role is to approve the funding formula and not to allow individual project descriptions to influence their vote.

Kiburi added that there are two steps in the allocation process. The Council is in charge of approving the guidelines and approving the panelists with the understanding that the panel is entrusted in its detailed adjudication process. When the panel ranking is complete, the Council assesses fund allocation. Project descriptions are not germane to the Council vote on the formula and ranks.

Gallegos responded that Project Descriptions have historically been submitted every year for Grantee approvals of awards and rankings. She stated that we cannot vote unless we know what projects we are voting on.

Oliver added that the Council has never been involved in the ranking process.

Lindo added that the program descriptions have been included intermittently before. She added that the Council can visit panels to gain better understanding of the process to review the whole application. Bown-Crawford suggested the Council be informed about who is being funded in each Council Member's region so each member can pursue outreach and communication with its community.

Gilbride clarified that project descriptions are forwarded to the Council and published to the public after Council approves the funding formula.

Gallegos replied that major changes should be communicated ahead of time in order to collaborate as a unit.

Kiburi acknowledged Gallegos' concern. She stated that in the future, changes will be communicated ahead of time to the Council. Because the Council is voting on the funding formula as opposed to the individual projects, the descriptions can be omitted and the Council would still be informed to make a decision.

At 2:45 p.m., the Chair called for a vote. The motion passed 8-1 with a "no" vote from Harris.

**ACTION ITEM:** McGuinness moved to approve the list of ranked applicants for the Artists in Communities, Arts Education - Extension, JUMP StArts, Organizational Development and Professional Development grant programs. Oliver seconded.

At 2:49 p.m., the motion passed 6-1-1, with a "no" vote from Harris. Gallegos abstained. Kiburi explained that the Council will vote on those grant program allocations in which there were conflicts of interest stated by Council Members individually.

Beasley recused herself.

**ACTION ITEM:** McGuinness moved to approve the ranked applicants LA Philharmonic for Arts Education - Extension, and LA Opera and LA Master Chorale for Artists in Communities. Oliver seconded.

At 2:55 p.m., the motion passed 6-1-1, with a "no" vote from Harris. Gallegos abstained. Beasley recused herself.

Beasley returned to the meeting.

Baza recused himself.

**ACTION ITEM:** McGuinness moved to approve the ranked applicants Diversionary Theater for Arts in Education - Extension and Artists in Communities. Oliver seconded.

At 2:58 p.m., the motion passed 6-1-1, with a "no" vote from Harris. Gallegos abstained. Baza recused himself.

Baza returned to the meeting.  
Harris recused himself.

**ACTION ITEM:** McGuinness moved to approve the ranked applicants Purple Silk Ensemble, Streetside Stories, Alonzo Kings Line Ballet, San Francisco Arts Education Project, and KALW for the Arts Education - Extension program; African American Culture Complex for Organizational Development and Professional Development; Performing Arts Workshop for the JUMP StArts program; and Bayview Opera House for Artists in Communities and Arts Education - Extension programs. Oliver seconded.

At 2:59 p.m., the motion passed 7-0-1. Gallegos abstained. Harris recused himself.

Harris returned to the meeting.

Follow-up Items:

- Devis requested that the program panelists provide content-based analysis on applicants with their program report.
- Bown-Crawford suggested that program descriptions of approved applicants to be sent to Council Members as soon as feasible.

**XII. Grantee Presentation: California Lawyers for the Arts**

Bonillo introduced Alma Robinson, Executive Director of the California Lawyers for the Arts (CLA), a Statewide and Regional Network grantee of the CAC.

Robinson stated that the CAC has been a supporter of CLA since 1978. She thanked CAC for keeping funding for the arts. She explained that CLA is a nonprofit organization providing legal services like mediation services, education programs, pro-bono services, and summer internships for the youth to artists and members of the creative arts community. CLA was recently engaged in special efforts to support artists affected by the Northern California fires.

She announced that Harris will be receiving recognition for his past leadership with the CAC at the 2018 CLA Artistic License Awards, a program that recognizes persons and organizations who have mastered their arts in extraordinary ways for the communities they serve.

CLA collaborates with the William James Association and Dr. Larry Brewster of the University of San Francisco in producing evidence-based research documenting how arts programs benefit incarcerated persons. The projects have shown that arts programs improve the participants' confidence, communication skills, and emotional management, while resulting in better relations with other inmates and staff. She introduced Eliza Tudor, Executive Director of the Nevada County Arts Council, to answer questions about the Nevada County Jail demonstration project as documented in Tab M.

Tudor explained that the research produced by CLA has proven advantageous in requesting funding to the county for its demonstration project.

Robinson concluded by suggesting the Council look at ways to expand the infrastructure of the program and to create a program for county jails at the local level.

Lindo thanked them for all their work with their programs.

### **XIII. Discussion Items**

#### *1. In-Kind Match*

Lindo introduced Baza as the Programs Policy Committee member. Baza stated that Council Member Galli serves on the committee as well. He added that the document in Tab N was created by staff on topics requested by the Council. He welcomed the Council to discuss the items.

Devis asked for clarification on why the topic was being discussed. Gilbride replied that the item is a follow-up from the 2018 January meeting where the Council requested data on what successful applicants use in-kind match for. She replied the staff and committee researched FY 15-16 data results. The data shows that the most common uses for in-kind match are for venues, graphic design, and printing services. Kiburi added that the discussion items presented were requested by Council and that concerns can be addressed as a base for policy discussion.

Lindo clarified that she divided the Programs Committee due to the extensive involvement it requires. There is now a Programs Policy Committee and a Programs Allocations Committee, where members provide input and recommendations to be presented to the rest of the Council. Beasley added that the decision was made because of Council Members' wish to be more involved.

Baza thanked Gilbride for the document provided to Council. He added that the committees were created to divide the work evenly between Council Members.

#### *2. Fiscal Sponsor Requirement*

Beasley asked if in a scenario where CAC were to provide grants to individual artists, if fiscal sponsorship can be utilized. Devis replied that the International Documentary Association works as a fiscal sponsor for individual directors and producers. Gilbride replied that the staff can look at models on individual artists programs at the NEA and other state agencies if directed by Council to do so. As of now, the Council is an organizational funder. Coppola added that the CAC used to offer an apprenticeship program where individual artists were required to work with a young artist in order to receive a grant.

#### *3. Council Retreat*

Lindo stated that the last retreat the Council had was in San Luis Obispo in 2016. She explained that the purpose for the Council retreat is to begin developing a new strategic plan for the CAC and explore other topics as desired by the Council. The location and date are still being solidified.

Beasley asked if any State buildings can be utilized for purposes of the Open Meeting Act.

McGuinness requested the Council receives a Doodle Poll to establish the best dates for Council availability.

Lindo asked the Council to forward location suggestions to Bown-Crawford.

#### **XIV. Discussion Item: Data Insights for FY 18-19 Grant Policies**

Kiburi stated that the CAC has received a lot of useful data for policy changes from NASAA and that the presentation will show Council the information found on the data visualization tool. The data was gathered by collecting a mandatory “NEA survey” from every CAC grantee.

Gilbride added that the data utilized for the results are from the FY 15-16 final report of the 499 grantees. The presentation showed the following:

- About half of grant dollars given by CAC go to counties with median household incomes at or below the state’s median income
- The CAC awards about 40% of its grants to counties with higher poverty rates in the state
- The CAC awards to diverse populations across the state, including investments in counties with the highest proportions of disabled populations

Kiburi clarified that the following data is estimated based on grantees’ answers on who they believe they are serving. Gilbride added that the grantees were asked to identify who they believe makes up 25% or more of the population that directly benefitted from the award during the period of support:

- Total number of awards and total grant dollars were distributed the most to organizations serving a majority of Hispanic/Latino population
- Total number of awards and total grant dollars were distributed the least to organizations serving a majority of Native Hawaiian/Pacific Islander and American Indian/Alaska Native populations
- Total number of awards and total grant dollars were distributed the most to organizations serving children and youth
- Total number of awards and total grant dollars were distributed the least to organizations serving older adults

Gilbride stated that these points of data are useful starting points for the equity work that CAC is currently doing. The data gives an idea of which populations and areas need to be reached for grant support.

Kiburi shared the following data collected from a survey that all CAC grant applicants received on their experience with the CAC’s new online grant management system:

- 52% of applicants stated that the application process was easier than the previous years
- 81% of applicants did not experience any major difficulties during the application process
- 15% of applicants received technical assistance from CAC staff during the process
- 91% of the applicants who received technical assistance from CAC staff were very satisfied

Kiburi suggested inviting a representative from NASAA to discuss data and answer questions at a future meeting.

#### **XV. Information Item: Arts License Plate Update**

Fitzwater provided an informational presentation on the California Arts License Plate. She gave an overview of the history of the plate, which was created through special legislation in 1994 and was designed by California artist Wayne Thiebaud. In 2010 the Arts Drivers and Million Plates Campaign was in effect to revamp the program through celebrities' partnership. From each purchase, the CAC receives approximately \$30 for new license plates and \$40 for each renewal. License plate purchases are tax deductible. The revenues from the license plate constitute 12% of agency budget and expenditures of the funds are broken down as follows:

- 63% to Arts Education grants
- 27% portion of staff payroll
- 10% portion of agency operating costs

Fitzwater shared data from the DMV showing the steady decline of revenues for all 11 California Special Interest License Plates due to the creation and popularity of the California Legacy License Plate Program. Fees collected from Legacy Plate sales go to the Environmental License Plate Fund.

She opened the discussion on possible future steps for the CAC Interest License Plate. She clarified that there can only be one Interest Plate per cause at a time, but that the design can be changed. A change in the plate design will have legislative implications, artistic implication with the original designer, and cost considerations due to current existing inventory. Other suggestions include adding a likable tag line that can connect the design with art supporters.

Gallegos asked what happens to existing license plates. Fitzwater replied that the existing license plates can be changed upon the owner's request for a fee.

Devis asked how many plates need to be purchased to raise \$1 million dollars. Harris replied 25,000 plates.

Fitzwater will research information on the ability of adding Interest License Plates to corporate fleets, as requested by Oliver.

Beasley asked if a marketing campaign can be executed targeting the art industry.

Lindo suggested creating a statewide design competition. Fitzwater replied that other states have done competitions, and that the CAC can look at them as models. Updates will be presented in future Council meetings as needed.

#### **XVI. Future Agenda Items**

Lindo stated that Council Members can submit requests for future agenda items to her via email.

## **XVII. Adjournment**

The following individuals were honored In Memoriam for their contributions to the art community:

- Ali Youssefi
- Dana Harrison
- Katherine Westphal
- Marie Johnson Calloway
- Nancy McFadden

The meeting was adjourned at 5:30 p.m.