

PUBLIC MEETING

Tuesday, May 17, 2005, 10:00 a.m. to 3:30p.m.

California Museum For History, Women and the Arts
1020 O Street, 2nd Floor
Sacramento, CA 95814
(916) 653-7524

Meeting Contact – Mary Beth Barber, (916) 322-6588 or 322-6555

A ONE-HOUR LUNCH BREAK WILL BE TAKEN

I. PUBLIC MEETING CALL TO ORDER AND ROLL CALL - Chair Marcy Friedman

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| Action | 1. ADOPTION OF AGENDA |
| Welcome | 2. CALIFORNIA MUSEUM FOR HISTORY, WOMEN AND THE ARTS
<i>Ross McGuire, Museum Director</i> |
| Action (TAB A) | 3. APPROVAL OF MINUTES: 3/23/05 |
| Information | 4. CHAIR'S REPORT - <i>M. Friedman</i> |
| Information | 5. DIRECTOR'S REPORT - <i>M. Johnson</i> <ul style="list-style-type: none">• California Poet Laureate |
| | 6. <u>GRANT APPROVALS AND BUDGETING</u> : - <i>J. S. Talamantez, S. Heckes</i> |
| Action (TAB B) | A. YOUTH EDUCATION IN THE ARTS (Y.E.A.) PROGRAM GRANT APPROVALS |
| Action (TAB C) | B. INFRASTRUCTURE SUPPORT PROGRAM GRANT APPROVALS |
| Information (TAB D) | 7. LEGISLATION UPDATE – <i>J. Hiura, M. Alexander, J. S. Talamantez</i> |

Lunch break anticipated at this time.

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| | 8. <u>PLANNING AND MARKETING ISSUES</u> : |
| Information | A. MARKETING AND BRANDING REPORT- <i>M. Rubel</i> |

Information (TAB E) B. ARTS MARKETING INSTITUTE PRESENTATION – *B. Taylor*

Information (TAB F) C. PROGRAM REDESIGN-*J. M. Carrillo*
(Precursor to Strategic Planning Process)

II. COMMENTS

MAY INCLUDE ITEMS ON AND OFF THE AGENDA, AS WELL AS FUTURE MEETING AGENDA ITEMS.

9. COUNCIL

10. STAFF

11. PUBLIC

III. NEXT MEETING DATE AND LOCATION – SEPTEMBER 2005, SAN DIEGO

IV. ADJOURNMENT

Notes:

All times indicated and the order of business are approximate and subject to change.

The CAC retains the right to convene an advisory committee meeting pursuant to Government Code Sec. 11125 (d).

Public testimony may be time limited. Please make concise remarks.