

State of California  
CALIFORNIA ARTS COUNCIL  
PUBLIC MEETING  
**MINUTES**

California



Arts Council

**March 11, 2009**  
The California Museum  
1020 O Street, Large Classroom  
Sacramento, CA 95814  
916.653.3476

## ATTENDANCE

### CALIFORNIA ARTS COUNCIL

#### Council Members:

**Malissa Feruzzi Shriver**, Chair  
**Eunice David**, Vice Chair  
**Adam Hubbard**  
**Charmaine Jefferson**  
**Karen Skelton**  
**Susan Steinhauser**  
**William Turner**

#### Members not in Attendance

**Michael Alexander**  
**Chong-Moon Lee**  
**Fred Sands**

#### Staff:

**Muriel Johnson**, Director  
**Marilyn Nielsen**, Deputy Director  
**Josie S. Talamantez**, Chief of Programs  
**Mary Beth Barber**, Communications Director  
**Lucero Arellano**, Arts Program Specialist  
**Mike Artica**, Student Assistant – Web  
**Theresa D’Onofrio**, Graphic Designer  
**Diane Golling**, Executive Secretary  
**Rob Lautz**, Arts Program Specialist  
**Patricia Milich**, Public Awareness Coordinator  
**Lucy Mochizuki**, Contract and Procurement Administrator  
**John Seto**, Arts Program Specialist  
**Terry Walter**, Accounting Manager

#### Invited Guests/Host

**Claudia French**, The California Museum

#### Public in Attendance

Marie Acosta, La Raza Galeria Posada  
Nancy Carr, Visual and Performing Arts Education Consultant,  
California Department of Education  
Carlota Gutierrez, Yee Fow Center  
Brad Erikson, Theatre Bay Area and California Arts Advocates  
Glen Jackson, member of public  
Jessica Hubbard, Placer Community Foundation  
Jeff Jones, California LGBT Arts Alliance

## CALIFORNIA ARTS COUNCIL

### Minutes

March 11, 2009

#### **Call to Order**

Feruzzi Shriver called the meeting to order at 10:43 am.

#### **Roll Call**

Mary Beth Barber called the roll. In attendance: David, Feruzzi Shriver, Hubbard, Jefferson, Steinhauser, Skelton, Turner. Not present: Alexander, Lee, Sands.

#### **Approval of January 2009, meeting minutes.**

Feruzzi Shriver asked if the Council had amendments to the minutes from the January 2009 meeting. None were offered. Turner moved to approve, Jefferson seconded, and the motion passed unanimously.

#### **Chair's Report**

##### *California Hall of Fame*

Feruzzi Shriver said that she has been encouraging the nominating committee for The California Museum's "California Hall of Fame" to include renowned California artist Wayne Thiebaud on the list for 2009. The Sacramento Symphony performed and recorded an orchestral work by Andre Previn written in honor of Thiebaud and his work; Johnson noted the major retrospective exhibit of Thiebaud's work at the Palm Springs Art Museum through May 9, 2009. Feruzzi Shriver said that other artists and performers under consideration by the "California Hall of Fame" include actor/producer Paul Newman, writer Amy Tan, the musical group The Beach Boys, and artist David Hockney.

##### *California Lawyers for the Arts*

Turner said that California Lawyers for the Arts (CLA) will have two "Artistic License" award ceremonies, one in Los Angeles on April 26, and another in Sacramento on May 16 honoring Wayne Thiebaud. Honorees are on the CLA website.

##### *Visual and Performing Arts Education and Arts and Music Block Grants*

Feruzzi Shriver reported that she has been in contact with Nancy Carr, visual and performing arts education consultant to the California Department of Education, and Laurie Schell, executive director of the California Alliance for Arts Education, concerning the recently approved 2009-10 state budget and its impact to the Art and Music Block Grant for California public schools. Johnson acknowledged Feruzzi Shriver's extraordinary effort and constant work to protect the Art and Music Block Grant during the budget controversy.

##### *General Outreach*

Feruzzi Shriver had also been in contact with California Arts Advocates concerning a possible article in the organization's newsletter. She will be honored by the Arts Orange County at a

reception on April 9 and will speak with arts administrators, advocates and many in the arts field. She will meet John Stone of Ivelich Stone within the next few weeks to discuss the current advertising-field climate and how to proceed with a potential pro-bono public awareness campaign concerning the importance of the arts for California. She is also talking to staff at the Los Angeles County Museum of Art about hosting the next California Arts Council meeting on June 3.

Feruzzi Shriver thanked Councilmembers Turner and Jefferson, and acknowledged Alexander, for their support and written comments to the *Los Angeles Times* concerning the opinion piece written by art critic and columnist Christopher Knight about her chairmanship of the California Arts Council. She also acknowledged CAC Public Awareness Coordinator and Resale Royalty Act manager Patty Milich for the positive story on the front page of the *Wall Street Journal* detailing the efforts Milich and the Arts Council make to find and contact visual artists who are due funds under the California Resale Royalty Act.

### **Director's Report**

#### *California Cultural Data Project*

Johnson directed the Council to a handout outlining the history of the California Cultural Data Project (California CDP) to give members some background about how the project came into existence and the importance of coordinating information on cultural institutions statewide. The document gives Councilmembers important background they can use in explaining the project to others.

#### *International Contemporary Art Fair (Madrid, Spain)*

Johnson noted the letter from the U.S. embassy in Spain explaining that the City of Los Angeles has been invited to participate in the International Contemporary Art Fair in Madrid, Spain, in 2010. While the Fair usually invites and focuses on a country, the organizers decided to focus on a city for the upcoming event in February and selected Los Angeles. Johnson directed the Council's attention to the letter from Thomas R. Genton, Counselor for Public Affairs at the U.S. Embassy in Spain. The Council discussed potential contacts in Los Angeles concerning this opportunity. Steinhauer asked that a response letter be sent to Mr. Genton with appropriate contact information in Los Angeles.

#### *Future 2009 Council Meetings – Dates and Locations*

There are three more California Arts Council meetings in 2009: June 3 in Los Angeles, September 17, and November 19. Johnson recommended that the September meeting be held in San Diego and the November meeting in Riverside to further the CAC's intention of reaching out to all regions of the state. The Riverside meeting is especially important considering the efforts CAC staff has made to encourage neighboring San Bernardino County – the geographically largest county in the state – to re-establish a county-wide arts council. Arts administrators from both Riverside and San Bernardino County are working on a regional cultural study and plan with grant funds from the Irvine Foundation and strong support from San Bernardino County Supervisor Josie Gonzales, and have asked the CAC to participate in the effort.

Steinhauser voiced her support for holding Council meetings outside the urban areas of Los Angeles, San Francisco and others where meetings have already been held – including similar sites in northern California where the Council has not yet held a meeting, perhaps in January of 2010.

*Staff Meetings With Outside Researchers, Experts*

Philip Horn, the Executive Director of the Pennsylvania Council on the Arts and a former staff member at the California Arts Council, will meet on April 2 with CAC staff to discuss the structure and practices of programs at the Pennsylvania Council. This meeting follows another informational discussion Johnson arranged for CAC staff with Julia Lowell, a researcher at the RAND Corporation who studied state arts agencies nationwide and published *Cultivating Demand for the Arts: Arts Learning, Arts Engagement, and State Arts Policy* (with Laura Zakaras). Lowell discussed different ways the agency could serve the Arts. All members of the Council will receive copies of the study as soon as possible. There is a marked resemblance in three points the report stresses to the Council's Strategic Plan: Arts in Education, Advocacy, and Awareness.

*California Lawyers for the Arts*

Johnson said that she has been working with Alma Robinson, Executive Director of California Lawyers for the Arts, to honor Wayne Thiebaud at the May 16 "Artistic License" presentation in Sacramento.

*Creative Vitality Index*

Johnson has been in contact with staff at the Western State Arts Federation (WESTAF) about a proposed Creative Vitality Index (CVI) for California. She distributed a brief proposal from Ryan Stubbs, Director of Research at WESTAF to create a CVI for 2006 and 2007, at a cost of \$6000 for each year studied. Johnson asked the Councilmembers to review the proposal and vote on it at the next council meeting in June.

Johnson added that the CVI conducted in Oregon has been a vital tool for the Oregon Arts Commission and its Executive Director Christine D'Arcy in expressing the importance of the arts to the state, and that the CVI analysis is different from the Americans for the Arts "Creative Industries" information which is based on Dun & Bradstreet information. Johnson and Nielsen met with 22 legislators in the past week, and information from a CVI analysis could be utilized as a major advocacy tool in similar situations. The CVI would also be useful to the California Cultural Data Project.

Turner stated that a Los Angeles study commissioned by the Los Angeles County Economic Development Corporation and the Otis College of Art and Design on the impact of the arts has been a useful tool. Steinhauser requested a staff report and recommendation on the proposed WESTAF CVI proposal and other similar proposals. Jefferson asked whether Council approval was necessary or if working on such a report fell under general administrative duties. Johnson responded that she'd like the Council's input before proceeding on a contract with WESTAF.

### *Arts License Plate*

Johnson reported on the sales and renewals of the Arts License Plate for Scott Heckes, Chief of Administration. January results from the Department of Motor Vehicles are: overall revenues from the ALP Fund are down 16 percent, with an alarming 24 percent decrease in the number of new plates issued. The overall revenue from the ALP Fund is the lowest it has been since January 2005, noted Johnson, who added that the drop is most likely due to the nationwide economic issues and decrease in the number of new-car sales.

Councilmembers discussed potential ways that the CAC could inexpensively increase marketing and public-awareness efforts to support Arts Plate sales. Communications director Barber will review an earlier plan for public outreach concerning the Arts License Plate and schedule a meeting with Councilmembers Skelton and Turner, as well as Johnson, Nielsen, and Public Awareness Coordinator Milich to discuss strategies.

### **Public Comment**

#### *Nancy Carr, Visual and Performing Arts Education Consultant, CA Department of Education*

Carr gave an overview of the effects of the 2009-10 budget agreement on the Arts and Music Block Grant through the Department of Education. The approximate \$109 million for the Arts and Music Block Grant is subject to a 15% reduction in the budget. School districts have the flexibility to utilize the funds from some categorical programs -- including the Arts and Music Block Grant -- for other uses after one public hearing noting the intent to adjust the funds. Many school districts have already allotted the Arts and Music Block Grant funds for uses other than the Visual and Performing Arts. Carr also gave the Council some background information on the Visual and Performing Arts in California schools historically, noting that the Federal Department of Education considers the Visual and Performing Arts a "core subject." California's Education Code states that all students shall be taught the Visual and Performing Arts, but does not consider the Arts a "core subject."

Steinhauser and Feruzzi Shriver requested that at the next California Arts Council meeting in June the Council discuss and possibly propose a motion for a policy statement on arts education, the Visual and Performing Arts as a core subject in California schools, and/or the Arts and Music Block Grant. Jefferson asked that CAC staff prepare a resolution or provide background for the next meeting. David said that a general statement in support of arts education in California schools isn't enough, and that a Council-approved policy statement should include details.

#### *Jeff Jones, California LGBT Arts Alliance*

Jones asked that the CAC point out other potential American Reinvestment and Recovery Act (ARRA) funding sources besides the National Endowment for the Arts (NEA) funding, as his organization and many others are not eligible for the ARRA-NEA direct funds because his organization has not been an NEA grantee in the previous four years. Gay and lesbian arts organizations have had difficulty obtaining NEA funding in the past 15 years, and only about a tenth of the NEA grants have gone to organizations that focus on people of color. Johnson stated that the California LGBT Arts Alliance will be eligible for ARRA funding distributed by the CAC and encouraged Jones to have his organization apply when the application becomes

available, not only to CAC but to San Francisco Arts Commission, if it receives regranting funding, and to WESTAF.

*Marie Acosta, Latino Arts Network and La Raza Galeria Posada*

Acosta asked that the Council demand greater funding from the Legislature, and expressed great disappointment that her organization and many others are not eligible for NEA-ARRA funding because of the requirement that organizations must have received NEA grants in the previous four years. She strongly asked that the Council investigate and report on the individuals who proposed and implemented the NEA's ARRA eligibility requirements. Jefferson responded that Federal Office of Management and Budget dictated the guidelines and suggested that a more prudent advocacy step is to look at future arts funding allocations and guidelines.

**Brief Recess**

The Council took a 20 minute recess for lunch.

**Greeting from Claudia French, Executive Director, The California Museum**

Johnson introduced Claudia French, the Executive Director of The California Museum for History, Women and the Arts, and thanked The California Museum for having the Council meeting at the Museum. Johnson also commended The California Museum for being our partner at the first venue for *American Masterpieces: Artistic Legacy of California Indian Basketry*. Johnson also noted that French is a member of the "Cultural Cabinet" – executive directors of cultural-related state agencies that includes the CAC, California State Parks, The California Museum, the California State Library, California Archives; Cultural Tourism; Historic Preservation; and the California Council for the Humanities.

French thanked the Council for coming to The California Museum, gave some background about the museum's history, and invited the Councilmembers to explore the museum and enjoy the exhibits. She complimented staff members from California State Parks and the California Arts Council for the exquisite beauty of the *American Masterpieces* exhibit; said The California Museum was honored to be the first venue, and she looked forward to the pre-opening reception that evening. The *American Masterpieces* exhibit will be up until March 2010. Also of interest at The California Museum will be a national exhibit *With Malice Toward None: Abraham Lincoln Bicentennial Exhibit*, an exhibit from the Library of Congress. French also introduced California Museum Deputy Director Amanda Meeker and acknowledged her important work at the museum.

Councilmember Turner thanked French and Meeker for the exhibit of the Minerva Quilts created by detainees at the Alameda County Juvenile Justice Center, coordinated by the Alameda County Arts Council and the CAC, and first on display at The Women's Conference in Long Beach in October 2009.

**Programs Report**

Chief of Programs Talamantez introduced Ileana Maestas, Lead Curator for the State Indian Museum at California Parks and the curator for the *American Masterpieces* exhibit. Talamantez

acknowledged Maestas for her hard work and late hours devoted to mounting the basketry exhibit.

*State-Local Partnership Development Program*

Talamantez briefly reviewed the State-Local Partnership Development Program, a three-year initiative to support the development of local arts agencies, the reinstatement of local arts agencies that have ceased to exist, and provide technical assistance to agencies in need of capacity building. Total funding for the State-Local Partnership Development Program is \$1 million, spread over a three-year time period. The allocation for fiscal year 2008-09 is \$335,000, and \$100,000 has been utilized to date. Talamantez asked for the approval to utilize the remaining \$235,000 allocated for fiscal year 2008-09 for the program.

**MOTION: Approval to utilize \$235,000 of State-Local Partnership Development Program funds.**

David moved to approve the utilization of \$235,000 for the State-Local Partnership Development Program during the 2008-09 fiscal year. Steinhauser seconded, and the motion passed unanimously.

**Financial Report**

*Fiscal Year 2008-09 Budget and Proposed Fiscal Year 2009-10 Draft Program Budget*

Talamantez directed the Council's attention to a handout that outlines the 2008-09 funding allocations for the agency, as well as the proposed Fiscal Year 2009-10 Draft Program Budget. Talamantez suggested that the Council review the proposed 2009-10 Program Budget allocations and vote on the matter at the June 2009 meeting.

The Council discussed the different options proposed by staff and agreed to vote on a plan of action. Deputy Director Nielsen pointed out that the Year-End funds must be approved at the Council meeting on June 3 in order to be encumbered during the 2008-09 fiscal year (by June 30, 2009). Talamantez added that she expects Programs staff to be very busy in the coming months with currently planned peer-review panels for Creating Public Value, Artists in Schools, State-Local Partnership, allocating the Department of Justice Music Settlement Funds and the ARRA/Job Stimulus funding. Adding another program and panel-review process like Sudden Opportunity Support would be complicated considering the current expected workload.

Jefferson asked Talamantez about the distribution of the expected ARRA arts funding distributed by the CAC and eligibility restrictions. Talamantez said the staff proposes that nonprofit organizations having received funding from years 2002-2003 to the present be eligible for ARRA-CAC funding. Jefferson noted that due to the limitations on the ARRA funds – that an organization may only receive one grant from as many as four different funding sources – applying for the ARRA funds could end up being quite cumbersome, as potentially four separate grant applications would need to be completed. Johnson noted that these issues have been discussed by NEA and others during conference calls, and asked that, in the interest of time, stimulus questions be held until the NASAA Annual Conference proposal agenda item is completed.



### **National Assembly of State Arts Agencies (NASAA) – Annual Conference 2010**

Johnson said that staff at the National Assembly of State Arts Agencies (NASAA) estimates that total funding for the Fall 2010 NASAA Annual Conference needed if Los Angeles were the host city would be \$675,000; NASAA staff suggested that \$300,000 would need to be provided by the CAC and/or CAC-related sponsorship. Ferruzi Shriver originally suggested that we look into holding the conference in L.A. and has discussed it with a number of people, many who noted that \$300,000 for a 3-day conference is a significant sum.

Jefferson added that the American Association of Museums will have its annual conference in Los Angeles in May 2010, and that combining the two conferences might be a good strategic move, but that quite a bit of fundraising and sponsorship requests are already being made in Los Angeles for the museums' conference.

Turner said that while he was initially enthusiastic about Los Angeles hosting the conference, he considered both the significant amount of funds that would need to be raised as well as the minimal benefit to most Californians to outweigh the positive aspects of California hosting it, especially given the state of the economy and the state budget. He instead proposed that similar efforts should be spent on a conference to benefit Californians.

### **MOTION: Respectfully Decline to Sponsor the 2010 NASAA Annual Conference**

Skelton moved that the CAC respectfully decline NASAA's invitation to host the organization's national conference in 2010, and ask that organizers keep California in mind to host a conference in the future. David seconded, and the motion passed unanimously.

### **ARRA and the National Endowment for the Arts**

Johnson reported that California nonprofit organizations will have "four bites at the stimulus apple," the first being grants of either \$25,000 or \$50,000 from the NEA. Second, the CAC applied for \$502,400 in funds from the NEA through ARRA for regranting; third, the Western States Arts Federation (WESTAF) – the regional arts organization that includes California – applied for approximately \$590,000 for regranting. Fourth, California's local arts agencies may apply directly to the NEA if eligible for ARRA funding under the NEA guidelines, for regranting funds of \$100,000 or \$250,000.

WESTAF has asked that its staff be able to utilize the CAC's application, if possible. The NEA guidelines are clear about the parameters of the program: funds are specifically slated for jobs that have been lost, are in danger of being eliminated, or for extension of a contract to maintain an ongoing program.

The Council discussed the amount of funding to allocate per grantee and how best to impact the economy and jobs in California. After an open discussion, the recommendations for the ARRA funding from the CAC include:

- Grants would range between \$5,000 to \$20,000;
- The potential applicant pool would be nonprofit organizations that have received CAC grants in the past seven years (but not individual artists);

- The applicant must demonstrate how the funding will preserve a job, reinstate a job that was lost, or is an extension of a contract of a vital ongoing program;
- The applicant determines the exact dollar amount requested between \$5,000 and \$20,000 in the application, not to be adjusted by the review panel or the CAC;
- Funding allocation will start with the highest ranked organizations from the review panel, and as some organizations decline the CAC grant due to receiving another ARRA-NEA-funded grant, the next organization on the list will move up to be funded, and
- The CAC website team will create a “Face of Jobs in the Arts” section highlighting how the CAC’s ARRA funds are being utilized.

Turner asked how the CAC would determine the criteria for the ARRA program, and Talamantez said that the impact of the job is the principal criteria, and the task of describing the impact will be on the applicant. At this time, applications are expected to be available to the field in April or the beginning of May with a four-week application window and review panel in June.

#### *2008-09 Year-End Funds Proposals*

Talamantez explained that each year the CAC staff budgets conservatively for programs. Near the conclusion of the fiscal year, Program staff puts forth proposals for further allocation of remaining funds. Staff has traditionally asked for the augmentation of the Artists in Schools grants by \$100,000 and other awards. (See attached handout.)

While Year-End funding amounts for FY 2008-09 have yet to be determined, Talamantez said that the CAC staff expects there to be less available due to mid-year budget cuts and other factors. At the June 2008 meeting, Council had directed staff to develop an informational memo about Year-End funds in the spring of 2009, including program options for consideration. Funding of all programs is based on the Council’s Strategic Plan. Talamantez gave details on potential Year-End funding options, including:

- Allocation of funds to the Artists in School program to increase the number of grants awarded;
- Allocate seed money for a potential National Assembly of State Arts Agencies (NASAA) conference in 2010;
- Allocate a portion to a Public Awareness of the Arts campaign;
- Augment existing budgets of current programs (in addition to AIS) to increase the number of grants allowed, or the amount received by each grantee; and
- Allocate funds to a “Sudden Opportunity Support” grant.

Jefferson and other Councilmembers discussed the issue and pointed out that there were four considerations for Year-End funds: targeted projects (i.e. California Music Project, California Poet Laureate), additional funds for current CAC grantees, targeted marketing efforts for the Arts License Plate, and targeted efforts for arts awareness and advocacy. Steinhauser asked that the CAC staff proposal for Year-End funds be part of the June packet; Johnson said her goal would be to get the information to the Council earlier.

*Overview of AB 700 “The Creative Industries and Revitalization Act” -- Brad Erickson, California Arts Advocates*

Feruzzi Shriver introduced Brad Erickson, the Executive Director of Theatre Bay Area and the Board President of California Arts Advocates. Erickson gave an overview of AB 700, “The Creative Industries and Revitalization Act” by Assemblyman Paul Krekorian of Burbank.

AB 700 is similar to a bill from the previous legislative session by former Assemblywoman Betty Karnette. The bill establishes the Creative Industries and Community Revitalization Fund (CICRF), which would transfer 20% of sales tax collected on specific arts-related items such as paintings, sculpture, musical instruments, sheet music, etc. The CAC would administer the CICRF funds to be directed to local assistance, programs and organizational support.

Erickson noted that since its introduction, AB 700 has gained three additional co-authors, interest from the Senate Pro Tem’s office, and a great deal of support in the form of letters and emails to Krekorian’s office and others. Erickson noted the importance of the legislation to the California arts community, since it would allocate a dependable source of funding through the CAC of possibly \$30 million per year.

Erickson also informed the CAC that he would be taking over many of the administrative and other duties at California Arts Advocates for Lisa Caretto, due to an illness in Caretto’s family. He also noted that a significant California delegation will be going to Washington, D.C. for Arts Advocacy Day at the end of March.

**Conclusion and Adjournment**

Johnson gave the Council and others a brief overview of the hard work and collaboration between the CAC, State Parks, and The California Museum in organizing and presenting this American Masterpieces exhibit, “Artistic Legacy of California Indian Basketry.” She especially recognized Talamantez and CAC Graphic Designer Theresa D’Onofrio. She urged all present to view the exhibit and The California Museum which our First Lady has championed, and to enjoy the reception featuring flutist Mary Youngblood, winner of multiple awards including the GRAMMY™ Award. Chair Feruzzi Shriver adjourned the meeting at 3:47 p.m.