

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

California



Arts Council

**Monday, September 17, 2007**

California African American Museum  
600 State Drive, Exposition Park  
Los Angeles, CA 90037  
(213) 744-7432

## ATTENDANCE

### CALIFORNIA ARTS COUNCIL

#### Council Members:

**Michael Alexander, Chair**  
**Malissa Feruzzi Shriver, Vice Chair**  
**Eunice David**  
**Charmaine Jefferson**  
**Carlos Martinez**  
**Michael Rubel**  
**Fred Sands**  
**William Turner**

#### Members not in Attendance

**Annette Bening**  
**Chong-Moon Lee**  
**Karen Skelton**

#### Staff:

**Muriel Johnson, Director**  
**Marilyn Nielsen, Deputy Director**  
**Josie S. Talamantez, Chief of Grant Programs**  
**Scott Heckes, Chief of Administration**  
**Mary Beth Barber, Communications Director**

#### Guest Speakers:

**Damion Teeko Parran, Managing Director, Watts Village Theater Company**  
**Lynn Manning, Board Chairman, Watts Village Theater Company**

#### Public

**Danielle Brazell, Arts for L.A.**

**CALIFORNIA ARTS COUNCIL**  
Summary Minutes

**Call to Order**

Chair Michael Alexander called the meeting to order at 10:15 am.

**Welcome Remarks from the California African American Museum**

Councilmember Charmaine Jefferson, Executive Director of the California African American Museum, welcomed the Council and the attending public and thanked the California Arts Council for having a public meeting at the facility. She gave some background on the facility and highlighted the current exhibit on the Watts Music Festival and the upcoming exhibit on visual artist Artis Lane. She explained that the Museum is a state-owned institution, that one-third of the attendees last year were school-aged children, and that the museum has a program to pay for school buses for field trips. Alexander added that the museum is very connected to the Los Angeles community, with the added advantage of no admission fee.

**Roll Call**

Mary Beth Barber called the roll. Present: Alexander, David, Feruzzi Shriver, Jefferson, Martinez, Rubel, Sands, Turner. Absent: Bening, Lee, Skelton.

**ACTION ITEM – Approval of June 2007 Meeting Minutes**

Chair Alexander asked for corrections or amendments to the minutes from the April meeting in Los Angeles. No edits were proposed. Jefferson moved that the minutes be passed, Turner seconded, and the motion passed unanimously.

**Chair's Report**

Alexander thanked the Council for the attendance at the retreat on Sunday, September 16 and noted that the chair leads would contact the established committees for future discussion and planning.

Alexander requested the staff to create a calendar for the coming year noting when major policy decisions need to be made, and at which proposed meeting the issues would need to be voted on. Johnson encouraged the Councilmembers to call her if they had any questions and she would answer them immediately.

Alexander let the Council know that he and Councilmember David are planning a visit to legislative members in November in Sacramento. David noted that the Legislature will not be in session during that time, and encouraged all Councilmembers to visit their local representatives in their local offices during the month of November.

**Director's Report**

Johnson distributed the California Arts Council's 2005-06 Annual Report. She noted the brevity and colorfulness of the piece that hopefully will entice more people to pick up and read. The Report will be distributed to the Governor's Office, the members of the Legislature, and key

members of the arts field in California. Feruzzi Shriver noted that the piece is friendlier and more enticing than the past years' annual reports.

Johnson noted that the California Arts Council is now required to use the Office of State Publishing for all non-office printing needs regardless of project cost. As a result, staff deadlines for brochures and other print materials is much earlier, with more lead time needed than in the past, and the cost of print materials is substantially higher.

#### January 2008 Annual Meeting

The annual January meeting in 2008 will take place on Thursday, January 24, 2008, with the location to be determined. Johnson said that Alexander will select a nominating committee by the next meeting in November that will determine the nominations for the 2008 Chair and Vice Chair positions. Councilmembers Alexander and Bening's terms will be up in January 2008; Bening has announced that she will not apply for another term, and Alexander—while welcoming a reappointment—is unsure whether he will be asked by the Assembly leadership to serve on the Council again. Johnson said she has contacted Assembly Speaker Fabian Nuñez's and requested that Alexander be reappointed to the Council, and she encouraged other members of the Council to contact Nuñez's office as well.

#### Legislative and Grant Award Presentation in San Diego

Johnson informed the Council of the upcoming Grant Award Presentation in San Diego on October 17, 2007, at the Malashock Dance Studio. The event is co-sponsored by Senator Christine Kehoe, and all local area state Senators and Assemblymembers have been invited to attend. Ceremonial checks will be presented to 18 organizations by legislators and photos will be taken. Councilmembers are invited to attend and Chair Alexander will be a program speaker. Councilmember Turner suggested that the staff ask the local access cable station to attend and video the presentation for their local viewers, and Barber said she would reach out to the producers and directors.

#### Annual Conference

The annual arts conference date has been set for Tuesday, March 4, 2008, in Sacramento. The 2008 conference will be planned in collaboration with the California Arts Advocates, with CAA hosting an Arts Advocacy Day on March 5. Johnson said there is consideration of honoring California's artists following the conference, on the evening of March 4. Attendees will be encouraged to stay in Sacramento for CAA advocacy training and to meet with legislators and staff.

#### California Cultural Data Project

The California Cultural Data Project's Pennsylvania staff is planning California-wide introductory sessions during the month of November for arts organization leaders throughout the state. Project leader Bobbie Lippman will make the presentations with assistance from major sponsor representatives from the Irvine and Hewlett Foundations, Los Angeles County Arts Council, the Getty and CAC. Councilmembers are welcome to attend any of the sessions.

### California Music Project

The CAC staff will receive and distribute 25 California Music Project (CMP) grants of \$1000 each for music teachers in California schools. The CMP partnership with California State University-San Jose to bring music teachers into low income schools in San Jose has been working towards the goal of keeping music students in the teaching field, and the program is very successful.

### American Masterpieces

Johnson distributed the printed program for the “American Tap Masterpieces: The Hollywood Journey,” and complimented CAC Graphic Designer Theresa D’Onofrio for her excellent design, so reminiscent of Hollywood’s golden years of musicals. Feruzzi Shriver commented on the attractiveness of the printed program and asked if it was to be sent to National Endowment for the Arts Chairman Dana Gioia. Program Chair Milich answered in the affirmative.

### Arts License Plate

Johnson encouraged Councilmembers to promote the California Arts License Plate through personal contacts, noting her own recent personalized letter campaign. Feruzzi Shriver said that First Lady Maria Shriver recently ordered the Arts License Plate for a number of her personal vehicles. Jefferson commented that converting an existing plate can be a complicated process, and suggested a review of the online DMV form by CAC staff.

### Public Comment

Alexander opened up the floor for comment from members of the public.

#### ***Danielle Brazell, Arts for L.A.***

Danielle Brazell, Executive Director for Arts for L.A., informed the Council of a recent “Arts Town Hall” meeting organized by Arts for L.A. Over 650 people attended and Mayor Villaraigosa spoke. The Boeing Corporation sponsored the lunch, and various groups in Los Angeles are currently discussing a future “Arts Town Hall” meeting, potentially in June of 2008.

Brazell said that Arts for L.A. is working with Americans for the Arts to build an advocacy site, one that can be used by California arts supporters outside of the Los Angeles region, not just those in Los Angeles. Arts for L.A. is also in the planning stages of a reconvening of a previous Executive Arts Leadership Forum.

Arts for L.A. is also surveying every school board candidate in Los Angeles County for their views on the arts in schools; a significant number of seats up for election are in school districts that have implemented the “Arts for All” arts education plan for Los Angeles County.

Councilmember David noted some of the Arts for L.A. printed material and asked if it was possible for the organization to include an advertisement for the Arts License Plate (ALP). Brazell answered in the negative, citing space concerns, but offered to utilize email to promote the ALP. Brazell asked if the ALP is the mechanism that the Council sees to grow the budget size of the CAC; Alexander answered yes, probably, for the next 24 months until the state’s budget

improves. Jefferson added that state agencies have already been asked to absorb two across-the-board cuts recently.

Brazell asked the Council what the incentive would be for an arts organization that receives no direct funding from the CAC to promote the ALP, and added that she believed arts organizations in Los Angeles are skeptical of the CAC's relevancy in Los Angeles. Johnson offered to send Brazell a list of current CAC grantees in Los Angeles. Jefferson said that all California arts organizations and supporters should support the California Arts Council regardless of direct funding and let state officials know that they care about all the arts for all Californians, as well as the future of the CAC.

### **Budget Update**

Heckes gave a budget update to the Council, noting that the agency has not been asked to make all of the cuts the other state agencies are because of the small size of the CAC. An approximate \$10,000 reduction in the CAC budget is more than offset by worker compensation obligation reductions and other agency savings. The operating budget for the CAC is \$5.1 million, and approximately \$2.7 million will be available for grants in 2007-08.

Feruzzi Shriver noted a recent announcement stating an increase in the federal budget to the National Endowment for the Arts (NEA) and asked if the CAC could receive more funds from the NEA. Heckes said that theoretically yes, but no details have been provided by the NEA as yet. Feruzzi Shriver asked if the General Fund allocation would have to be increased in order to match any NEA increase. Heckes explained that there is not a direct relationship between the level of General Fund and the level of NEA funds received—though the CAC matches its federal award with General Fund—but that the NEA expects that there be sufficient investment from the state to fulfill the CAC's annual plan. Heckes further noted that NEA support to state arts agencies comprises Federal tax dollars and makes a compelling case for a complementary public investment at the State level.

Feruzzi Shriver asked if the general fund budget would have to be increased in order to match any NEA increase. Heckes explained that the NEA funds are not an exact one-for-one match to our General Fund monies, but are what the NEA determines to be sufficient funding to fulfill the CAC's proposed duties. Heckes also noted that California receives more NEA funding than any other state, due to the size of the state. Jefferson questioned the term "miscellaneous donations," and Heckes explained that the CAC, based on its enabling legislation, can receive donations from individuals and that the agency has set up a special fund to account for such donations.

Alexander noted that the Budget Change Proposal (BCP) has been submitted to the Office of Finance, but requested that the Council create a BCP committee to plan and strategize in the future.

Alexander directed Heckes and the Council's attention to two specific CAC accounts: the funds from the sales of *My California*, and the unclaimed monies collected through the Resale Royalty Act. The *My California* funds are slated for literature programs such as the *California Story Slam*, and the unclaimed Resale Royalty Act funds are legislatively required to be applied to the

currently defunct Art in Public Building program. Heckes noted that while the agency no longer has an Art in Public Buildings program, the Council may wish to consider allocating some of the funds in the account for related efforts such as an inventory of state-owned public art—an interest expressed in the past by the Director and former Council members. The Council discussed the pros and cons and the potential parameters of the scope of such a survey, and Alexander suggested that a committee of the Council be formed to investigate the possibility and cost of a survey of state-owned public art in California.

Alexander also asked Heckes to provide the Council a detailed, non-narrative breakdown of the budget in the future. Rubel asked if it was possible to bring down the overhead cost of running the agency. Johnson explained that she and CAC administrative staff compared what the agency pays for its current space versus what was possible in other Sacramento buildings and determined that it was less expensive to stay in the Department of Justice building at 1300 I Street. Heckes also noted that during 2006-07 the CAC saved over \$300,000 in operating expenses through operational changes in offsite storage, workers compensation negotiations, printing costs, consulting costs, and reduction in travel. David said that it didn't seem to be worth staff's time to continue to investigate alternative locations currently. Rubel noted that CAC staff seemed to be actively reducing overhead expenses.

#### **Presentation from CAC Grantees – Watts Village Theater Company (WVTC)**

Damion Teeko Parran, Managing Director of the Watts Village Theater Company (WVTC), thanked the Council for the invitation to speak at the Council meeting, and for providing funding for the organization's projects through the Creating Public Value program. Parran gave the history of the Company's creation in 1996 in response to the perception of ongoing violence between African-Americans and Latinos in Watts community; the Company was created to highlight and build upon positive historic examples of collaboration between these two communities.

Lynn Manning, Board Chairman of the WVTC, presented theatrical monologue about the Watts riots in the 1960s through the eyes of a 10 year old boy.

Manning also discussed the Langston Hughes Project, a program from the theater that examined the influence on Hughes from the years he lived in Mexico in 1920 and 1921 where he became fluent in Spanish and the impact on the Harlem Renaissance. The Creating Public Value program allowed the Company to outreach to other arts and culture organizations in the community, including the California African American Museum (CAAM). CAAM's upcoming project examining the African influence in Mexico made the two organizations natural partners; Manning believed that the relationship might not have been explored if not for the parameters of the Creating Public Value program. Manning also pointed out "Facing History in Ourselves," an education project from WVTC, and the WVTC's plans to apply for an Arts in Schools grant in the future.

Jefferson commended the WVTC's outreach efforts, and emphasized the importance of the collaborative influence from programs like Creating Public Value.

## **Programs Update**

### ***State Local Partnership Program***

Talamantez directed the Council to the State Local Partnership Program panel pools and requested approval.

### **ACTION ITEM – Approval of staff recommended State Local Partnership Program panel pools**

David moved to approve the staff recommendations for the State Local Partnership Program panel pools. Martinez seconded, and the motion passed unanimously.

Alexander encouraged Councilmembers to attend the panel process at the CAC for grants programs, noting the value in learning about the process and the applicants.

### ***California Story Slam***

Talamantez directed the Council to the California Story Slam winners. Rubel asked what would make this project more successful, and Talamantez noted that the program would be better served by an autumn announcement and competition, and not in the spring because of academic testing in the schools. Talamantez said that future outreach for the competition will parallel the Poetry Out Loud program and lead to greater distribution throughout the state.

### **ACTION ITEM – Approval of expenditure of \$6000 for the California Story Slam 2007 pilot project**

Rubel moved to approve the expenditure of \$6000 for the California Story Slam 2007 pilot project winning schools in the following counties: Contra Costa, El Dorado, Los Angeles, Madera, Sacramento, Santa Clara and Yuba. Turner seconded, and the motion passed unanimously.

### ***Poetry Out Loud***

Talamantez directed the Council to the Poetry Out Loud information and asked for approval of funding of \$47,100 for California Poets in the Schools and \$26,000 for distribution to various Local Arts Agencies.

### **ACTION ITEM – Approval of expenditures to California Poets in the Schools and various Local Arts Agencies**

Jefferson moved to approve the expenditure of \$47,100 to California Poets in the Schools and \$26,000 for the designated Local Arts Agencies to fulfill the 2007-08 Poetry Out Loud program in the following counties: Alameda, Humboldt, Lake, Lassen, Los Angeles, Madera, Marin, Mendocino, Monterey, Nevada, Orange, Placer, Riverside, Sacramento, San Bernardino, San Diego, San Luis Obispo, San Mateo, Santa Barbara, Siskiyou, Tulare, Tuolumne, and Ventura. Turner seconded, and the motion passed unanimously.



Talamantez added that an independent documentary producer is being supported by the Poetry Foundation to create a 30 minute documentary on California's Poetry Out Loud program, and Johnson added that the school administrators from Orange and Los Angeles Counties have expressed enthusiasm for the expansion of the program into their counties.

### **NEA Program Updates**

Milich gave a brief overview of the "American Tap Masterpieces: The Hollywood Journey," as well as the *Música Festiva de las Misiones* program in April and May of 2008. Milich noted that the Western States Arts Federation (WESTAF) funded the printing of the program, and the NEA funds the program.

Talamantez noted that the CAC staff has been exploring a traveling exhibition of California Indian baskets and related crafts for the state's American Masterpieces 2008 program.

### **Outreach to Counties – Guideline Workshops; Other Programs Information**

Talamantez informed the Council that CAC program staff would be conducting a series of guideline workshops for the Artists in Schools and the Creating Public Value programs through the months of October and November. There will be workshops in San Diego, Los Angeles and the San Francisco Bay Area as well as others; San Bernardino and Riverside Counties are targeted to improve and increase the number of CAC grant applicants there, as are San Luis Obispo, Santa Barbara, and northern counties (Humboldt, Tahoma, Lake and others).

Talamantez also let the Council know that Rob Lautz, a former CAC programs specialist who moved to another state agency after the budget cut in 2003, has returned to the CAC staff and will be managing the State-Local Partnership Program (SLP). The applications for the SLP program have gone to the local arts agencies, and Lautz will be providing technical assistance in the counties that do not currently have a SLP representative agency.

### **Arts Awareness Campaign**

Milich gave an overview of the progress in the Arts Awareness Campaign from the CAC.

### ***Request for Proposal (RFP) for Branding Consulting***

The CAC investigated different methods for acquiring consulting from a branding company. Acquiring services from a sole source was not possible for the branding campaign, and the process for requesting a quote from the state-approved list of small businesses would require the CAC to accept the lowest priced bid regardless of other factors like experience or expertise. The next step is to propose and release a Request for Proposal (RFP). Sands expressed his concern that the branding process and RFP is an inappropriate way for the CAC to spend its time and funding, noting that the financing needed to successfully create public awareness through a traditional branding and advertising campaign may be significantly more than in the CAC's budget.

### ***California Arts Day***

Milich gave the Council an overview of plans to promote California Arts Day, Friday October 5, including poster distribution, opinion/editorial article from the Council, highlighting of local

events through the CAC website, promotion of related events such as “Free Night of Theater” and other outreach efforts.

### ***Arts License Plate Promotion***

Barber gave a quick overview of the Arts License Plate (ALP) ongoing promotions, including the complementary placement of advertisements in the printed programs from performing arts organizations and outreach by the SLP program partners for distribution of the 30-second animated PSA (both video and audio-only versions) throughout the state. Barber also highlighted Johnson’s successful efforts to promote the plate during a recent interview with a reporter from the *Eureka Journal*. Johnson and Feruzzi Shriver discussed the potential for Governor Schwarzenegger to potentially include the ALP image in his annual Christmas card this year.

### **Advocacy**

Nielsen gave an overview of the Advocacy efforts during the calendar year to date, noting that all but 12 legislators were directly contacted by CAC staff through meetings and other outreach efforts. There were a handful of arts-related bills during the legislative session, including AB 1365 by Assemblywoman Betty Karnette, Chair of the Arts, Entertainment, Sports, Tourism and Internet Media committee. AB 1365 proposed to slate a portion of the tax revenue from the sales of fine art in California for the California Arts Council budget. While AB 1365 stalled in an Assembly committee, the bill is a two-year bill and may be brought up again for a vote during the 2008-09 legislative year.

Nielsen also directed the attention of the Council to the October 17 legislative CAC Grant Award ceremony in San Diego that will be co-sponsored by Senator Kehoe, and encourage all members of the Council to attend if they could.

### **Conclusion and Adjournment**

Alexander reminded the Council of the next meeting on Wednesday, November 7 in San Francisco at the Asian Art Museum and co-hosted by Councilmember Lee. Johnson noted that the date of the meeting may have to be changed to November 8 or 9 because of a scheduling conflict with Lee, and that she would make contact with each of the Council members individually. The meeting was adjourned in the memory of three artists: Ricardo Favela, a Sacramento-based visual artist and member of the Royal Chicano Air Force (RCAF); Michael Smuin, co-artistic director for the San Francisco Ballet and his Smuin Ballet; and Luciano Pavarotti, renowned opera tenor.