

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

California



Arts Council

**June 3, 2009**  
LACMA West, 5th Floor Penthouse  
Los Angeles County Museum of Art  
6067 Wilshire Boulevard  
Los Angeles, CA 90036  
(323) 857-6000

## ATTENDANCE

### CALIFORNIA ARTS COUNCIL

#### Council Members:

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

#### Members not in Attendance

**Chong-Moon Lee**  
**Fred Sands**

#### Staff:

**Muriel Johnson**, Director  
**Josie S. Talamantez**, Chief of Programs  
**Scott Heckes**, Chief of Administration  
**Mary Beth Barber**, Communications Director  
**Patricia Milich**, Public Awareness Coordinator

#### Invited Guests/Host

**Melody Kanschat**, LACMA President

#### Public in Attendance

Sandra Van Oyen, Yorba Linda Arts Alliance; Placentia-Yorba  
Linda Unified School District Parent-Teacher Association  
Gabriella Rollins, Yorba Linda Arts Alliance; Fine Arts  
Foundation Yorba Linda  
Cynthia Campoy Brophy, The HeART Project

## CALIFORNIA ARTS COUNCIL

### Minutes

June 3, 2009

#### **Call to Order**

Chair Malissa Feruzzi Shriver called the meeting to order at 10:19 am.

#### **Roll Call**

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

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

Feruzzi Shriver asked if the Council had amendments to the minutes from the January 2009 meeting. Steinhauser pointed out two typos. Turner moved to approve the minutes as amended by Steinhauser. Jefferson seconded, and the motion passed unanimously.

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

##### *National Endowment for the Arts*

Broadway producer Rocco Landesman was recently nominated by President Obama as Chairman of the National Endowment for the Arts. Feruzzi Shriver suggested that the Council extend an invitation for a CAC statewide convening with Landesman as keynote speaker. Jefferson said she knows Landesman and would be happy to extend the invitation.

##### *AB 8 (Brownley) – education finance bill*

AB 8 would convene a working group to investigate restructuring education finance in California. The bill deals with general K-14 education issues, but could also affect the visual and performing arts in the state's K-12 schools, and Feruzzi Shriver recommended watching the bill move through the legislative process.

##### *California Alliance for Arts Education (CAAE)*

The California Alliance for Arts Education will have an event on June 23 in Los Angeles from 6:00 p.m. to 8:00 p.m. in Santa Monica. Feruzzi Shriver encouraged Councilmembers to attend.

##### *The California Museum / "With Malice Toward None" Abraham Lincoln Bicentennial Exhibit*

Feruzzi Shriver and Skelton reminded the Council of the Lincoln "With Malice Toward None" exhibit from the Library of Congress which will open in Sacramento on June 24 at The California Museum. Feruzzi Shriver spoke of the importance of this exhibit in California – the only site in the Western States – and encouraged all members to see it.

##### *California Arts Advocates (CAA) "California Cultural Convening" in Los Angeles*

Feruzzi Shriver attended the May 15 meeting organized by California Arts Advocates in Los Angeles. The Los Angeles County Arts Commission hosted the meeting, and Anthony Radich,

Executive Director of the Western States Arts Federation (WESTAF), facilitated the conversation. Johnson, Alexander, David, Turner and Steinhauser attended and participated.

### *California State Budget*

The Governor's office and the Legislature are debating the state of the California 2009-10 budget, but at this time the proposals do not include reductions in the California Arts Council budget beyond the cuts made in the past year and a half. Johnson added that the staff has taken two furlough days per month as directed.

### *Public Awareness Campaign*

Feruzzi Shriver said she met with consultant John Stone of Ivelich/Stone, who has been working pro bono to advise the agency. Three ad agencies were contacted to discuss informally how the CAC should consider implementing the arts awareness campaign in the state. The three were Chiat Day (Los Angeles), Ammo Marketing (San Francisco), and Grow Marketing (San Francisco). Stone suggested that the Council discuss and plan realistic fundraising goals, set an amount for the overall campaign, and then approach one of the three firms to begin the next step. Stone felt that any marketing firm would be better able to plan an appropriate campaign once the overall range of funding was determined, said Feruzzi Shriver. (See "Ivelich/Stone Report")

Skelton complimented Feruzzi Shriver for her work on the awareness campaign, and added that such a campaign would most likely also raise awareness of the Arts License Plate, which in turn could increase the number of plates sold and the overall amount in the Arts License Plate Fund. Johnson added that \$50,000 was set aside in the proposed 2009-2010 budget for an awareness campaign, and she asked for feedback from the Council about what an appropriate amount of funding might be needed additionally. John Stone's report was distributed to the Council.

### *General Discussion*

Turner noted that AB 700 (Krekorian), a bill that would increase the CAC's budget through allotment of fine-art taxes for the California Arts Council's programs budget, has been changed to a two-year bill and held in committee. The state of the California budget make non-General Fund sources like the Arts License Plate continue to be of high importance to the agency and arts supporters in California. He agreed with Skelton that an arts awareness campaign could also increase sales of the ALP, and suggested a tag line of "The Million Plate Campaign for the Arts," pointing out that the sales of one million plates could potentially lead to an annual CAC budget of \$50 million. Barber said she would work with Turner and Heckes to analyze the number of sales and renewals and the amount of funding potentially generated from a million plates.

Jefferson expressed her concerns that the timing of any kind of public awareness campaign is a delicate issue concerning the tense state of the Legislature, Governor's Office, Department of Finance, and other state agencies involved in the budget negotiations. She also pointed out that currently the Arts License Plate Fund revenue goes to CAC programs and the small amount of General Fund goes to the administration of the agency, but asked staff to prepare for the scenario of having the General Fund revenue significantly reduced or cut completely.

### *Women's Conference*

Skelton directed the Council's attention to the memo on the project "A Women's Nation," a joint project of First Lady Maria Shriver and the Center for American Progress in partnership with the USC Annenberg Center on Communication Leadership and Policy that will report on the economic shift for women in America. The first phase of the report should be published in the fall of 2009, coinciding with The Women's Conference. Skelton gave the Council an overview of proposals for the CAC at the annual Women's Conference in Long Beach in October.

She invited staff to plan a program for the new small stages set up at The Women's Conference in "The Village" area of the main conference hall to showcase various participants. Skelton proposed that the CAC provide arts-related programs for two hours on the main day of the conference. Four groups (or more) could be programmed. Staging will be limited – small stage, minimal lighting, one microphone – but could be a good way for the CAC to highlight the importance of the arts in the state. Skelton said that someone on the staff needs to "own" this entertainment opportunity.

Turner asked if the CAC could get a double-sized booth with the hard-back walls for hanging displays and artwork as last year; Skelton said she would check with Conference organizers. Turner also suggested checking with California Poet Laureate Carol Muske-Dukes concerning any youth-poetry projects that might be appropriate. Skelton commented that any performances on the stage should be compelling. Alexander commented that most professional artists would be disappointed and frustrated by such a small stage and loud venue with hundreds of distractions, and recommended that groups that specialize in "street art" performances be utilized, or perhaps a multi-media presentation with photos and video of professional California artists and organizations could be provided. CAC grantees, children's groups in the Los Angeles area, were also recommended.

Steinhauser was concerned about priorities considering limited agency funding and staff, especially if there will be multiple components like the booth display and materials preparation, the visual "screen shots" that appeared on the main screen between speaking programs, and the manning of the booth itself. Barber and Milich said they would compile a list of components for the conference and estimate potential staffing needs and other issues. Turner added that there was a good possibility for a visual component to this year's booth along the same lines as last year, and that he's discussing projects with Alameda County Arts Commission Director Rachel Osajima.

Hubbard said he works with youth arts organizations and schools and may have a suggestion for a choir, orchestra, visual display or combination to highlight at the conference. Steinhauser suggested performances and displays center around CAC grantees, especially those involving children. Skelton suggested that staff investigate whether performers could dance through the crowd somehow; Jefferson agreed, and added that information or displays of the Arts License Plate could also be part of this outreach effort. Alexander and Talamantez noted that California State University-Long Beach has quality programs in both dance and video that could be investigated. Barber asked that if staff determines that producing performances is possible, Councilmembers actively assist in this project, especially those familiar with arts organizations in

southern California. Skelton and Hubbard agreed to work with CAC staff. Jefferson suggested that staff have time to discuss timing, staffing needs, and costs to see what can be done. Skelton would like a proposal within a month from staff.

## **Director's Report**

### *Legislative Issues*

Johnson said that Deputy Director Marilyn Nielsen remained in Sacramento to attend the committee hearing on the budget so she could be available if questions arose about the CAC. Johnson also noted that AB 700 was amended to be a two-year bill and is currently in the Assembly Appropriations Committee, and that the Senate is expected to confirm Hubbard's appointment to the Council today as well.

For the first time in five years, the Joint Committee on the Arts has had members appointed by both the Senate and the Assembly. No chair, nor staff, has yet been selected. Few non-budget-related committees are meeting or actively analyzing issues due to the overwhelming nature of the state budget discussions and issues. Once the budget has been passed and a chair for the Joint Committee on the Arts has been selected, the CAC will work with the Committee to plan a hearing on the state of the arts in California. The state's artists, arts administrators, arts teachers and arts supporters would be invited to testify before the Committee.

Steinhauser asked whether the Creativity Vitality Index study proposed at the last Council meeting would be ready in time for a proposed Joint Committee on the Arts hearing, and Johnson thought that information may be available in approximately three months. Steinhauser also noted that Assm. Carol Liu, a member of the Assembly's Arts, Entertainment, et al Committee has a website link to the CAC, and suggested that staff and Councilmembers outreach to members for similar links to calendar websites or other sites that list local arts programming and information in their area.

Alexander suggested that CAC staff and Councilmembers think of issues and legislation that could support artists and artists' goals without involving an increase in state spending. For example, in the past the regulations and zoning concerning live-work spaces changed, which allowed more live-work lofts for artists in places where they were not allowed previously. Feruzzi Shriver added that legislation dealing with health insurance, tax benefits for donations of artwork, and other issues can directly affect artists. Johnson said that she would provide examples of testimony at past Joint Committee on the Arts hearings, and suggested that high-profile individuals like past-Councilmember Annette Bening, arts teachers with compelling stories, and others testify.

### *September 2009 Council meeting*

Johnson said that the Council will address the agency's strategic plan process at the September meeting, as well as plan for a potential Joint Committee on the Arts hearing. Heckes said that unless an expert were to volunteer to facilitate *pro bono*, any potential strategic planning consultant interested in working with the CAC would have to participate in the competitive bid process. As that process can take some time, he encouraged Councilmembers to submit potential

candidates soon so staff can begin the process. Jefferson said she knew of a business organization and would outreach to see about the possibility of *pro bono* moderating. Steinhauser asked if combining the strategic planning process and a potential Joint Committee on the Arts hearing would be in conflict, since the hearing could potentially be scheduled before the CAC has a strategic plan in place. Johnson said that these were two separate issues and need not be tied together.

#### *Other Issues*

Johnson said that questions and concerns regarding the funding from the NEA nearly matching the state's general funding of the CAC have been addressed with the NEA and are not currently a problem. The past NEA Chair, Dana Gioia, spend time and effort on our behalf during the budget crisis of 2003. If needed, we can open a discussion with the new NEA chairman.

#### *NASAA*

Johnson called attention to the National Assembly of State Arts Agencies' (NASAA) electronic newsletter, their research, and helpful national information on the organization's website. She urged Councilmembers to utilize NASAA informational resources when discussing arts trends and advocating for the agency. Johnson told the Council to please contact NASAA office at 202-347-6352 or see the website at [www.nasaa-arts.org](http://www.nasaa-arts.org).

#### *Post-Meeting Reception*

Turner invited members of the Council to greet the guests at the post-meeting reception from 4pm to 6pm. Networking with arts administrators, artists and others is an important part of the outreach and educational efforts of the Council – especially in regards to informing arts supporters about the importance of the Arts License Plate. Turner planned the reception and personally financed the wine, other beverages and a portion of the catering costs; Feruzzi Shriver and Steinhauser offered to assist with costs. Johnson noted that Patina Catering had been helpful in waiving corkage fees and other costs to keep the price down.

Johnson especially acknowledged LACMA's Terri Bradshaw for her help and assistance throughout the planning. Turner acknowledged LACMA's Michael Goven for co-hosting the reception, and noted that approximately 120 people RSVP'd for the event and that Goven's name on the invitation was probably a key part of the attraction of the reception. Chair Shriver commended Turner for planning the reception and stated that this should be a prototype for all our meetings so that we utilize our time for outreach and public awareness.

#### **Public Comment**

##### *Gabriella Rollins, Yorba Linda Arts Alliance; Fine Arts Foundation Yorba Linda*

Rollins gave the Council an overview of the founding and growth of the Yorba Linda Arts Alliance from a small network of art supporters to a local nonprofit that participated in the revitalization of downtown Yorba Linda, oversees a 50,000 square foot multi-disciplinary arts center, and a large annual arts festival now in its 10<sup>th</sup> year.

*Sandra Van Oyen, Yorba Linda Arts Alliance; Placentia-Yorba Linda Unified School District Parent-Teacher Association*

Van Oyen started as a member of the local PTA, and is now the school district's arts education representative. Since she started with the PTA the local school district and parents have had their support for arts education grow significantly, and arts education is now a key issue for the local PTA.

Feruzzi Shriver thanked Rollins and Van Oyen for attending the meeting and said she'd like to direct Van Oyen to the California Alliance for Arts Education if the local PTA wanted to network with other arts education supporters.

### **Financial Report**

Heckes said that while the Legislative budget negotiations were ongoing and the final impact on the CAC will not be known until summer, the CAC like other state agencies has its employees on furlough two days a month (resulting in just under 10% pay reduction) and that proposals for further employee salary/time reductions include either a third furlough day per month, or an overall 5% salary reduction.

Heckes reviewed the funds used to pay staff salaries—general, federal, and license plate funds—and noted that the portion of each fund subject to the furlough order will be returned to the funding source—general fund to the state, federal funds to the National Endowment for the Arts, and license plate funds to the Graphic Design License Plate Account. David asked if there was a way to change the structure of salary payment so that no federal funds would have to be returned. Alexander said he supported restructuring how salaries are funded so that only General Fund and Arts License Plate Funds are used, which would insure that the CAC would not return funds to the federal government.

Heckes responded that altering the salary fund source was possible, but added that the CAC's philosophy has been to allocate as much money as possible from the Arts License Plate to fund arts education and local arts programs, and as little as possible for general administration. Jefferson countered that restructuring how salaries are paid so that federal funds would not be returned was preferable to having to return monies to the National Endowment for the Arts, and that there's a reasonable expectation that some Arts License Plate Funds should be used for the administration of the agency and its programs. Jefferson further noted that what was being discussed was simply a shift in funding sources and that that the end result would be no decrease in the overall amount of funding available for programs.

Heckes said that he would investigate and set up the change for the 2009-10 fiscal year, but noted that for the current year (2008-09), because the Executive Order covers February through June, the funds associated with the furlough have been removed from the CAC's spending authority.

Jefferson suggested that Heckes ask for a retroactive restructure of the salary administration in order to capture the funds that are slated to be returned to the NEA. Heckes reiterated that the funds were already removed from the agency's budget. Jefferson encouraged Heckes to investigate alternatives.

Johnson noted the difficulty with furloughs because of the decrease in work hours of the staff and complexity of group projects with staff out-of-office on random days. Jefferson asked if the CAC closed its doors on designated days; Johnson said that the CAC did exactly that in the early part of the year as directed by the executive order, but that the current directive is to keep offices open for regular business hours, adding that furloughs are currently self-directed with staff selecting their dates with the approval of their supervisor. Jefferson said the California African American Museum was able to select furlough days on rotating Mondays, and that the possibility of closing the CAC's office on designated days should be investigated. Heckes said that the question had been posed to DPA and that the response was that the office must remain open; Jefferson said that Heckes should ask again.

## **Programs Report**

### *California Poet Laureate*

#### **ACTION ITEM: Approval of \$5000.00 for the California Poet Laureate for fiscal year 2008-09.**

Turner moved to approve \$5000 for California Poet Laureate Carol Muske-Dukes for fiscal year 2008-09. Alexander seconded. The motion passed unanimously, with Skelton absent.

### *Statewide Networks Program*

Talamantez directed the Council to Tab G in the councilbooks. Alexander asked why there were different amounts for the grantees in the Statewide Networks Program. Talamantez said that the applications were evaluated and awarded on a sliding scale based on merit, as directed by Council. Alexander said that he wanted to be notified directly when the various Statewide Networks grantees had meetings or conferences. Barber noted that the meetings are listed on the CAC's website and in the *California ArtBeat*, the agency's weekly e-Newsletter. Alexander requested that staff call him directly, and Talamantez said she would direct Arts Specialist Lucero Arellano to do so.

#### **ACTION ITEM: Approval of the Statewide Networks panel recommendation except for California Lawyers for the Arts.**

David moved the approval of the Statewide Networks panel recommendations for the following organizations: Theatre Bay Area, Alliance for California Traditional Arts, Dancers' Group/CA Dance Network, California Indian Basketweavers Association, California Poets in the Schools, California LGBT Arts Alliance, Association of California Symphony Orchestras, Latino Arts Network, California Alliance for Arts Education, California Associations of Museums, National Association of Latino Independent Producers, Pilipino Artists Network, California Presenters. Alexander seconded, and the motion passed unanimously with Skelton absent.

#### **ACTION ITEM: Approval of the Statewide Networks panel recommendation for California Lawyers for the Arts.**

Alexander moved to approve the Statewide Networks panel recommendation for California Lawyers for the Arts. David seconded, and the motion passed. In favor: Alexander, David, Feruzzi Shriver, Hubbard, Jefferson, Steinhauser. Turner abstained, and Skelton was absent.

*State-Local Partnership Program Technical Assistance: San Bernardino County*

Talamantez directed the Council to Tab H, noting the extensive amount of networking and outreach the CAC staff has done to encourage San Bernardino County to create a local arts agency, as this large and populous county has been without a county-designated arts agency for four years. David asked if this technical assistance grant assured that San Bernardino would definitely have a local arts agency; Talamantez answered in the affirmative, noting that arts administrators in Riverside County – which does have a local arts agency – will be actively working with San Bernardino County officials and staff to create an arts agency along with the San Bernardino/Riverside Community Foundation for San Bernardino County.

Jefferson asked where the proposed funds would be redirected if a San Bernardino local arts agency is not established. Talamantez said that the CAC could redistribute the funds through the State-Local Partnership - Technical Assistance Program through an increase to each recipient. Steinhauser commended the CAC staff for moving forward and working with officials in San Bernardino County to establish a local arts agency there, noting the great need in rural areas of the state, and especially in San Bernardino.

**ACTION ITEM: State-Local Partnership Development Funds in San Bernardino County**

Turner moved to approve the use of \$30,000 of State-Local Partnership Development Program funds to support the development of a new local arts agency in San Bernardino County. Hubbard seconded, and the motion passed unanimously with Skelton absent.

*American Recovery and Reinvestment Act (ARRA) – Panel Pool*

Talamantez directed the Council to Tab I, the list of potential panelists for the ARRA funding distributed by the CAC, noting that the staff would not outreach to potential panelists who have a direct connection to organizations eligible for ARRA funding from the CAC. Alexander asked if all the potential panelists were available during the dates slated for the proposed panel; Talamantez replied in the affirmative.

**ACTION ITEM: Approval of the ARRA Panel Pool**

David moved that the Council approve the pool of artists, arts educators, and arts administrators for the ARRA panel scheduled for September or October of 2009, noting that any pool member with an ARRA conflict would not be eligible to serve on the panel. Turner seconded, and the motion was passed unanimously with Skelton absent.

*American Masterpieces*

Talamantez directed the Council to Tab J. The Council discussed the proposed catalog, and Talamantez noted that the catalog would include graphic information on items in the California State Parks' Indian Baskets collection. The proposed American Masterpieces funding would be matched by the California Indian Heritage Center Foundation through direct funding or in-kind contributions. Jefferson had concerns that the May 2010 deadline for the Foundation to match may be too short a time to fundraise for the matching funds and suggested extending the deadline by 6 months if necessary. Steinhauser asked if the language concerning the matching funds was part of the motion; Talamantez said it was included in the contract with the California Indian Heritage Center Foundation.

**ACTION ITEM: Approval to contract \$103,000 in NEA-American Masterpiece funds to produce a catalog of California's collection of Indian Baskets and tour the baskets in California**

Turner moved to approve to contract \$103,000 in National Endowment for the Arts-American Masterpiece funds to enable the California Arts Council to partner with the California Department of Parks and Recreation to catalogue and tour California's collection of Indian baskets, with the California Indian Heritage Center Foundation as the contractor. Alexander seconded, and the motion passed unanimously with Skelton absent.

Councilmembers continued to discuss the American Masterpieces: California Indian Basketry exhibit. Turner commended Talamantez and CAC graphic designer Theresa D'Onofrio, noting the high artistic quality and professionalism of the exhibit at the California Museum.

*Year-End Funds*

Talamantez directed the Council to Tab K, and noted that each year the staff put forward a conservative budget to insure the agency stays solvent, and that near the end of the fiscal year additional funding becomes available for programs, initiatives, and technical assistance. The staff recommendations for year-end funds: Artist in Schools program augmentation, Creating Public Value program augmentation, Arts in Disabilities Technical Assistance program augmentation, Arts in Education Services support, Multicultural Infrastructure/Creating Public Value services support, and special initiatives/technical assistance for the California Music Project and the California Museum for History, Women and the Arts.

Jefferson asked about the evaluation process for the grants for the California Music Project and The California Museum. Talamantez noted that the California Music Project was initiated by the CAC, and that the Council had encouraged and directed more interagency work with the California Museum to capitalize on the high-profile "With Malice Toward None" Lincoln exhibit from the Library of Congress at The California Museum in June and July. Talamantez added that the CAC staff have created a "Sudden Opportunity" grant application for year-end funds, but that the staffing difficulties for the Department of Justice Music Grant application and panel, the ARRA application and panel, and the furloughs of staff made it very difficult to fulfill another grant program and panel process. Talamantez said that staff plans to implement the Sudden Opportunity Grant application next year.

*Greeting from Melody Kanschat, LACMA President*

Kanschat welcomed the Council and thanked the members for accepting the volunteer Councilmember positions, and working for the arts and creative industries in California. She noted that the LACMA Director, Michael Goven, will greet the Council at the reception later in the day. Johnson acknowledged the LACMA staff for their assistance, particularly Terri Bradshaw, and thanked Kanschat for securing the space for the CAC meeting, for Director Goven's name on the invitation, and his participation in the post-meeting event.

*Year-End Funds – continued*

**ACTION ITEM: Approval of staff recommendations for program augmentations and special initiatives with year-end funding.**

David moved to approve the staff recommendations for year-end funding except for the \$10,000 to support the Music Teacher Initiative of the California Music Project to address declines in music education. Hubbard seconded, and the motion passed unanimously with Skelton absent.

**ACTION ITEM: Approval of \$10,000 in year-end funds to the California Music Project**

David moved to approve \$10,000 in year-end funds to support the California Music Project’s “Music Teacher Initiative” to address declines in music education. Jefferson seconded, and the motion passed. Aye: Alexander, David, Hubbard, Jefferson, Steinhauser and Turner. Abstaining: Feruzzi Shriver. Absent: Skelton.

*Artists in Schools 2009-10*

Talamantez directed the Council to Tab M and asked the Council to approve the panel recommendations for the Artists in Schools 2009-10 totaling \$1,182,089 representing 147 arts organizations, including 9 planning grants. Jefferson noted that she has conflicts with two of the proposed grantees.

**ACTION ITEM: Artist in Schools 2009-10 Panel Recommendations (except CalArts and 40 Acres)**

David moved to approve panel recommendations for the Artists in Schools Program 2009-10, with the exception of CalArts and 40 Acres. Turner seconded, and the motion passed unanimously with Skelton absent.

**ACTION ITEM: Artists in Schools 2009-10 Panel Recommendations for CalArts and 40 Acres**

Alexander moved to approve panel recommendations for the Artists in Schools Program 2009-10 for Cal Arts and 40 Acres. Hubbard seconded, and the motion passed. In favor: Alexander, David, Feruzzi Shriver, Hubbard, Steinhauser, Turner. Abstaining: Jefferson. Absent: Skelton.

*Creating Public Value (CPV)*

Alexander noted that an overwhelming number of the proposed CPV grantees are from San Francisco City/County. Jefferson asked if the CAC grants information could demonstrate mathematically the location of residents served by the arts organization, such as an organization based in one county that is actually serving residents in neighboring counties through their programs. Talamantez said that the current application for CPV does not track those numbers, but a future application could request that information. Talamantez also requested from the Council the approval to fund CPV to the 3- level if a significant amount of funds are available at the fiscal year-end.

**ACTION ITEM: Approval of Creating Public Value 2008-09 Panel Recommendations to fund 66 organizations in 20 counties, totaling \$595,900**

Hubbard moved to approve the Creating Public Value 2008-09 Panel Recommendations to fund 66 organizations for a total of \$595,900. Jefferson seconded, and the motion passed unanimously with Skelton absent.

**ACTION ITEM: Approval of the distribution of any additional year-end funds to Creating Public Value applicants**

Turner moved to distribute any additional year-end funds through the Creating Public Value program to those organizations receiving a 3- rating by the panel, up to \$7,500 to each. David seconded, and the motion passed unanimously with Skelton absent.

**Brief Recess**

The Council recessed for 40 minutes for lunch.

*Continued discussion of programs, financial issues, proposed 2009-10 CAC budget overview*

Jefferson was concerned that current CAC programs were not addressing the immediate needs of state arts organizations in light of the economic crisis affecting the state. Nonprofit arts organizations of all size are in serious jeopardy due to loss of revenue from corporate and foundation funds, as well as the loss of government support. Other than a potential for another round of ARRA funding, the CAC programs address specific issues such as arts education or infrastructure rather than support to insure the sustainability of arts organizations. Jefferson also proposed that the CAC applications may be too complex for too little potential funding for arts organizations to receive real benefit.

Johnson said she has asked Talamantez as Chief of Programs to go through the grant applications and programs and make necessary changes to streamline the process and/or propose the eliminations of programs that do not have a strong benefit. Jefferson questioned whether the agency was being responsive to the arts field and its need for sustainability support, and whether funding is granted based on “grantsmanship” or the quality of a grant application rather than the artistic and outreach quality of the organizations themselves. Jefferson proposed that the Council examine all the programs for the 2009-10 budget.

Talamantez explained that while some of the proposed programs and public awareness/advocacy budget could be examined and revised, the two 2009-10 programs – Artists in Schools and State Local Partnership program – have already had panels conducted and the results ready for Council’s approval. Alexander recommended that the Council consider changing the nature of the programs so that the CAC 1. honors arts organizations that are doing good work in their communities, 2. taking history of an organization’s good work into consideration as a good indicator of future good work, and 3. designing the applications so that an organization’s development staffer does not worry about having to appear “innovative” on an application to look good for a panel if they historically have done good work. Talamantez noted that the model of arts funding Alexander described is closer to how funds are distributed in Pennsylvania through its state arts agency, for example.

Alexander said he would like to open the subject up for discussion. Talamantez reminded the Council that the CAC has a very small budget and few funds available for sustainability support, and the competition under the model described by Alexander would be fierce. For example, with only \$502,400 in ARRA funds for the CAC to re-grant to the field, Talamantez expects the agency will only be able to award a very small percentage of the overall number of groups who will apply for the CAC's ARRA funding and many arts organizations will be disappointed.

Johnson added that the staff has been examining cost-saving measures such as conducting panels by conference call and/or web meetings. She also noted that the staff has seen stronger grant applications from new and different organizations in California. Steinhauser noted that there was a great deal of business left on the agenda and suggested that portions of future meeting be slated for this kind of open discussion. She also said she wanted to further examine the application process, criteria and guidelines for CAC programs, and Talamantez invited her to review the current program information available on the agency's website. Johnson pointed out that the strategic planning process could address many of these issues.

Jefferson said that a strategic planning process would not address her main concern and question of how responsive the CAC is to the current circumstances for arts organizations and artists. The programs are focused on arts education, networks, rural areas, and state-local partners infrastructure, but not on sustaining arts organizations, the creation of new art, or supporting new or emerging artists. Feruzzi Shriver proposed that Alexander and Jefferson work together and propose suggestions on how the CAC could address these issues and present them at the next meeting.

Talamantez reminded the Council of the difficulties addressing these issues with the miniscule CAC programs budget in comparison to the size of the state, and that programs like the AIS program has enhanced the relationship between teaching artists and K-12 schools in a number of school districts across the state.

Steinhauser argued that building infrastructure through programs like the State-Local Partnership Program directly support the arts, because the local arts agencies have better knowledge of their own local needs and serve as the CAC's partners throughout the state, since the agency is too small to have an impact in each of the 58 counties of California. The Council discussed the issues, and Alexander said he and Jefferson would meet and put together a proposal. The Council collectively agreed that the approval of the 2009-10 programs budget overview should be deferred until the next meeting.

*State-Local Partnership Program 2009-10*

**ACTION ITEM: Approval of panel recommendations for funding 44 local arts agencies through the State-Local Partnership Program**

Turner moved to approve the panel recommendations for funding 44 local arts agencies through the State-Local Partnership Program for a total dollar amount of \$660,000. David seconded, and the motion passed unanimously with Skelton absent.

The Council discussed that, with the exception of AIS and SLPP, if programs for next year change, should letters be sent to current applicants informing them of that fact, specifically the Statewide Networks Program recipients. Alexander suggested that every current applicant be informed that the Council may reevaluate all programs. Steinhauser pointed out that the SLPP and AIS funding has already been approved for 2009-10.

#### *ARRA Overview*

Talamantez distributed an informational sheet on the ARRA funding, and asked that Councilmembers consider being panel members for the ARRA panel in September. Jefferson volunteered to participate.

Agenda items dealing with informational overview of other programs and program issues were omitted due to lack of time.

#### **Arts License Plate**

Barber directed the Council to Tab N and her memo and outline dealing with public-awareness proposals for the Arts License Plate.

#### *Arts Day Event in October with DMV to Promote Arts Plate*

Barber explained that one of the key obstacles for potential California Arts License Plate purchasers is the time delay; potential buyers must go online to purchase and then wait 3-6 weeks for a sequential plate (random numbering/lettering) or up to 12 weeks for personalized plates (customer-selected numbering/lettering). The process for purchasing personalized plates cannot be altered since each plate must be made one-by-one, but Barber proposed that sequential plates could be sold and distributed immediately to customers in Department of Motor Vehicle (DMV) field offices or other locations, just as plain white plates are currently, thus satisfying a customer's desire for instant gratification and potentially selling more plates. The average number of sequential Arts License Plates sold in 2008 was 78 per month versus over 450 per month of the personalized Arts License Plates, and the sequential plate market shows the greatest potential for growth.

After months of working with DMV staff, they have agreed to partner with the CAC on a pilot project to allow direct Arts Plate sales at specific sites rather than through the mail. The pilot project will launch on or near October 2, 2009, and continue throughout October. Two DMV field offices in Los Angeles, West Hollywood and Santa Monica, will be the sites. Barber and DMV communications staff will work together to create public awareness of the launch of the pilot program.

Barber asked the Council to consider high-profile arts supporters who would be willing to participate in a public-awareness event in West Hollywood or Santa Monica on October 2, 2009, to promote the Arts Plate and California Arts Day. Councilmembers asked Barber for some background information they can use when reaching out to high-profile arts supporters between June and October.

### *Other Arts Plate issues*

The key focus for staff has been promoting the plate through means that cost little money beyond staff time, and staff has had some success with “filler ads” in magazines and performing arts programs. The next step will be utilizing social networking websites like Facebook to create a sense of community among arts supporters in California who have Arts Plates. Rather than rush to create a page, staff has taken the time to analyze the social networking and other web resources and create a plan in order to minimize wasteful or inappropriate content, and fulfillment of the plan will continue through the summer.

### *Visual and Performing Arts Education Resolution*

Barber directed the Council to the draft statement on arts education listed under Tab C. Steinhauser liked the draft, but questioned whether the CAC should limit its support of arts education to only K-12 visual and performing arts. Jefferson suggested that the title of the statement be changed to clarify that this is the Council’s position on the Visual and Performing Arts in K-12 schools. Steinhauser has suggested edits, and will work with Barber on a second draft that would be presented to Council in the future.

### *New Business*

David said that there are two Councilmembers who rarely attend meetings, and asked if there is appropriate action to take in light of their attendance. Johnson said that the Governor’s Appointments Office is aware, and their concern at this time is that of the Council being able to convene a quorum when it meets. Since this is not currently a problem, it seems unlikely that any action will be taken at this time. Chair Feruzzi Shriver said that as Chair of the Council she would speak to the two Councilmembers in question.

Talamantez directed the Council’s attention to the book *Sometimes in the Open*, an anthology of poems by California’s Poets Laureate, including former California Poet Laureate Al Young, current California Poet Laureate Carol Muske-Dukes, U.S. Poet Laureate Kay Ryan, and others throughout the state. The book was published by the Sacramento Poetry Center Press and edited by Bob Stanley, Director of the Sacramento Poetry Center.

### **Conclusion and Adjournment**

Johnson noted that Barbara George, a former Chair of the California Arts Council, is receiving the Director’s Award for 2008-09 during the reception following the CAC meeting, and newly appointed California Poet Laureate Carol Muske-Dukes is being introduced and will read from her work as well. Chair Feruzzi Shriver adjourned the meeting at 3:57 p.m.