

State of California
CALIFORNIA ARTS COUNCIL
PUBLIC MEETING
MINUTES

California



Arts Council

September 21, 2010

The Salon – Second Floor
Museum of the African Diaspora (MoAD)
685 Mission Street
San Francisco, CA 94102
(415) 216-7612

ATTENDANCE

Council Members:

Aitken, Wylie
Alexander, Michael
Feruzzi Shriver, Malissa (Chair)
Green, Andrew
Hubbard, Adam
Jefferson, Charmaine
Lenihan, Terry
Steinhauser, Susan
Turner, William

Members not in Attendance

Skelton, Karen

Staff:

Muriel Johnson, Director
Marilyn Nielsen, Deputy Director
Josie S. Talamantez, Chief of Programs
Scott Heckes, Chief of Administration
Mary Beth Barber, Communications Director
Patricia Milich, Public Awareness Coordinator
Diane Golling, Executive Secretary

Invited Guests:

Sean Watson, contractor, Dewey Square Group

Public in Attendance

Grace Stanislaus, Museum of the African Diaspora
Gabrielle Hildebrand, Museum of the African Diaspora
Mollie McFarland, Axis Dance Company
Alma Robinson, California Lawyers for the Arts

CALIFORNIA ARTS COUNCIL

Minutes

September 21, 2010 – San Francisco

Call to Order

Chair Malissa Feruzzi Shriver called the meeting to order at 10:03 a.m.

Welcome Remarks

Director Johnson introduced Grace Stanislaus, Executive Director of the Museum of the African Diaspora (MOAD) in San Francisco. Stanislaus thanked the Council for choosing MOAD for one of their regular meetings, and announced the 5-year anniversary of the museum. Stanislaus also gave the Council some background on the philosophy and mission of the museum – to showcase the history, art and cultural richness that resulted from the dispersal of Africans throughout the world. Council members thanked Stanislaus and said the museum was a beautiful facility and a great contribution to the local arts and culture of San Francisco and California.

Roll Call

Mary Beth Barber called the roll. In attendance: Aitken, Alexander, Feruzzi Shriver, Green, Hubbard, Jefferson (arrive 10:30 a.m.), Lenihan, Steinhauer, Turner. Absent: Skelton.

Approval of the Minutes from June 10, 2010

Feruzzi Shriver asked if the Council had any amendments to the minutes from this meeting. Council members noted typos and offered suggested corrections to Barber. Turner moved to approve the minutes as amended. Steinhauer seconded. Motion passed unanimously, with Jefferson absent.

Chair's Report

Feruzzi Shriver gave a brief overview of a number of different topics.

- She showed a sample of the Million Plates advertisement in the printed program for the 2010 Emmy Awards, as well as samples of the sign-up forms for the proposed (but not yet available) Spay-and-Neuter License Plates.
- Earlier in the month she spoke about the Arts Plate at an arts forum in Monterey hosted by the Monterey Community Foundation.
- She said she will attend the next meeting of the board for the Western States Arts Federation (WESTAF) in Missoula and the National Assembly of State Arts Agencies' (NASAA) annual conference in Austin.
- On September 29 the California Alliance for Arts Education will be conducting an arts education forum with educators, candidates for State Superintendent of Public Instruction, and others.
- Legislation allowing students to graduate from high school with either a year of arts education OR vocational education has been passed by the Legislature and is now on the Governor's desk; she has been in discussion with the Governor's office staff about the bill negatively affecting arts education in California Schools.
- She met with Joanne Kozberg, former California Arts Council Director, about the Arts License Plate (enacted when Kozberg was Director in 1994) and potential partners in the Million Plates Campaign, especially auto dealership owners.

- She thanked Steinhauser for her hard work organizing the committees for the Strategic Plan and outlining a plan of action for the coming year.
- She thanked Turner for his hard work planning and organizing The Minerva Arts Project for The Women’s Conference and having multiple arts projects in juvenile delinquency programs taking part.
- She recently had a good meeting with a Wells Fargo manager about potentially setting up a pre-paid certificate program for the Arts License Plate.

Director’s Report

Johnson directed the Council to the NASAA documents in their books, noting that the reports provide good information about the value and importance of the arts in the creative economy. The second week of September was “Arts in Education Week,” as designated by Congress through a resolution proposed by California Rep. Jackie Speier. Furloughs on the second, third and fourth Fridays of the month have continued as decreed by the Governor’s orders, and the CAC staff have been coping with the lack of a budget and the inability for the CAC to pay bills and expenses during the impasse. Also, the hiring freeze for state agencies continues, per the Governor’s order.

The Strategic Plan webinars were very successful with approximately 250 participants listening and watching the presentation over the three sessions. She thanked the staff for their hard work preparing and executing the webinars. Steinhauser complimented the staff as well, and asked if it were possible for a post-webinar transcript of the Q&A sections to be posted on the website. Green said that such a Q&A could be very useful for the Council members in their interactions with the public, and Aitken suggested that staff compile the “top ten” list of questions and answers.

Johnson noted that the November 10 meeting will take place in Orange County, and that Aitken and Arts Orange County Executive Director Rick Stein are assisting the CAC with securing a location. The remodeled Crocker Museum in Sacramento will open on October 10 of this year, and she will arrange to have the January 2011 meeting at that location. Staff has completed the 2008-09 Annual Report and is working on the 2009-10 Annual Report. And SB 1076, the bill that would add the California Arts Council as a place to donate part of a tax refund through the Franchise Tax Board form, has been approved by the Legislature and awaits the Governor’s signature.

Johnson noted that as this Governor’s administration nears the end, action concerning approval of Governor’s appointments by the Senate has slowed significantly, as have re-appointments for current Council members. Terms of Jefferson, Turner and Skelton will expire in January. They can serve 60 days after January 1 if a replacement has not been selected. Lenihan, Green and Aitken have yet to be approved by the Senate, and a significant delay could be problematic. Aitken’s position with the Council is further complicated because he is fulfilling a term that expires in January and must be approved by the Senate prior to January. Lenihan and Green must be confirmed by early March. With potentially six of the current 10 members in flux, the ability of the Council to achieve a quorum in the early months of 2011 could be in jeopardy. Feruzzi Shriver suggested Council members send letters to the Governor’s Appointments Office as soon as possible, especially those up for reappointment who wish to remain on the Council. She also

suggested contacting the Senate Pro Tem about confirmation as well. Every effort is being made to secure the terms of all six.

Finance Report

Heckes directed the Council to the submitted financial report for 2009-10, noting that with the addition of the ARRA grants and the Department of Justice Music Grants, CAC grant totals were above \$4 million for the first time in seven years. Steinhauser asked how many jobs the ARRA grants impacted. Talamantez said that 29 positions were affected, many of them as supplemental funds for part-time positions, with the Full Time Employment (FTE) numbers equating 12.5.

Alexander asked about the State Local Partnership funds included on the Finance Report, and Heckes stated that the funds are part of the 3-year CAC effort to rebuild the State Local Partnership Program and move toward ensuring a local arts agency in as many counties as possible. This \$1 million initiative came from the Arts License Plate reserve fund. There has been a draw-down of the reserve fund from \$4 million to \$2 million over a three year period.

Jefferson asked that in future finance reports, the grant-program section be separated by particular grant program or initiative for better analysis. Steinhauser asked whether the \$50,000 for the Dewey Square Group (DSG) raised questions because of Skelton's presence on the Council. Heckes noted that DSG is providing a significant amount of service pro bono – up to \$300,000 – and Skelton is not personally benefiting from the contract.

Alexander questioned the policy of having a reserve in the Arts License Plate Fund (ALP) rather than having the funds available for grant programs. Heckes explained that the level of funding available from the Arts License Plate Fund is governed by the state's budgeting process and that any increase—from sales or draw down of the fund balance—would be subject to approval by the Department of Finance through the submission of a Budget Change Proposal (BCP). Heckes noted that the Council's policy of maintaining a prudent reserve is a position viewed favorably by the Department of Finance. Heckes reminded Council that staff submitted a BCP for 2008-09 to draw additional funds from the fund balance to support the three-year SLPP development initiative (discussed earlier in this section). Alexander proposed that the Council consider maintaining a lower reserve in the future. Heckes noted that currently the Arts License Plate is bringing in approximately \$2.4 million annually, and that the Arts Council's current ALP draw is \$3.1, with the difference diminishing the ALP reserve fund each year.

The Council and staff discussed the benefits and problems of maintaining a smaller reserve so more funds may be available for annual grants. Alexander recommended that the greatest amount of grant funding be made available to California arts organizations because of the dire state of the economy. Green said he'd feel comfortable increasing the annual draw only when the number of plates sold goes up as a result of the Million Plates Campaign; stating that the Council is already drawing more than what is coming in and that given the economic uncertainties facing the state, maintaining a prudent reserve is wise. Feruzzi Shriver reminded the Council that the General Fund portion of the CAC's budget could be eliminated, and if that happened perhaps a larger fund reserve would be prudent.

Jefferson noted that \$500,000 more would fully fund the CPV and Artists in Schools requests, and suggested that a BCP be drafted and submitted with the assumption that the Million Plates Campaign would be successful. If the number of plates sold does not rise, then the Council would not budget the funds. Heckes and Nielsen cautioned against such a proposal, saying that the Department of Finance does not approve the use of potential future funds, and making such a proposal may jeopardize the healthy working relationship between the CAC and Finance. Heckes suggested putting in a BCP in the spring once the ALP numbers can be analyzed. Alexander strongly argued for the release of CAC funding to California arts organizations through grant programs as quickly as possible to insure the health of the field, noting that delays of a year or more between budget increases and release to field are common, but such delays can significantly hurt arts organizations. Alexander asked that Heckes and other CAC staff create a report in November that analyzed the timeline for ALP fund and other money allocations through grant programs. Steinhauser suggested also including information on funding cycles for other state agencies and related organizations. Jefferson added that she needed this kind of additional information in order to evaluate programs, budgets, and staff proposals.

The Council continued to discuss financial issues relating to the CAC. Steinhauser asked that the ALP campaign expenses information be submitted as a spreadsheet. She also requested details on the cost of the printing for the annual reports and whether the reports could be produced in digital form only. Milich noted that the staff prints a very small run of the annual reports specifically for the members of the Legislature and others who would benefit from a printed copy, and works to keep the costs low through the best-priced printer, only printing in black and white, etc.

Public Comment

Feruzzi Shriver asked that a member of the public, Mollie McFarland, Development Manager for the Axis Dance Company, be introduced before she returned to work. McFarland noted that Axis Dance Company's mission is to provide a forum for dancers with and without disabilities, and the company was formed three decades ago. McFarland thanked the Council for Axis' recent Creating Public Value grant and American Recovery and Reinvestment Act grant. Grant funding allows Axis to go into schools, and on September 30 the company will have a free show for children. The Creating Public Value grant funds are also specifically directed to collaborative projects with disability and rehabilitation centers in the Oakland area to teach modern dance to patients. In the past Axis was also part of the CAC's Touring and Presenting program when the program was available.

Alexander asked McFarland about the impact of the discontinuation of the CAC's Touring and Presenting program. McFarland said that the company is only able to tour when presenting organizations receive funds for Axis to perform, which is a rare occurrence in the current funding environment. Without support, smaller and mid-sized organizations have a great deal of difficulty touring throughout California, as presenters like universities and others only bring large organizations into their venues.

Programs Report

Talamantez gave an overview of the estimated proposed budget for programs for 2010-11, noting that with the state's budget impasse, nothing can be allocated for the 2010-11 fiscal year. She

also noted that Statewide Networks (SN) and Creating Public Value (CPV) have not had estimated numbers set yet, since the Council had not yet given direction whether these programs would continue, and in what form. Steinhauser noted that Subcommittee 3 from the Strategic Plan committees would meet in the coming months and present proposals in November. Steinhauser asked if waiting until then for direction would hamper staff's ability to manage these programs. Talamantez said the timing would be complicated, and that the potential proposed activities outlined in the grants would probably have to happen in 2011-12 because of the allocation delay. Steinhauser asked if the current SN and CPV grantees were aware that the programs may change significantly or be eliminated; Talamantez said that a notice that these programs were under review for future years was on all grant contracts. Talamantez noted that the SN grantees relied on the annual grant allocation for operational support, while the CPV program was for specific projects.

Jefferson questioned whether the CAC's current emphasis on arts network and arts infrastructure programs was the best way to strengthen the arts in California, and whether there should be a greater emphasis on organizations and programs that promote arts creation. She also proposed that the allocation of year-end funds be applied to a program other than CPV. Steinhauser said it was her understanding that the CAC's emphasis was on arts education, not necessarily on arts infrastructure or arts creation. Steinhauser suggested that the programs subcommittee meet and submit a proposal at the November meeting.

Jefferson expressed her frustration at a delay in decision-making, noting that a proposal and discussion in November would very likely not result in a vote until January, and that by January the Council may be faced having to continue with the same grant-programs structure and emphasis for another fiscal year rather than revising the programs as necessary. Alexander said that the questions concerning the CAC's current grant programs are very complex and that the Council needed more information from the field to better evaluate the best approach for its programs. He also added that the Council needed more information from the staff concerning the impact of the current grant programs, with data included but not limited to number of people impacted, number of children impacted, geographic area covered, jobs supported or created, etc. Jefferson also asked for an analysis of the current granting impact by legislative district as well.

Turner suggested that the Council also consider allocating funding towards potential revenue-generating activities, specifically the Million Plates Campaign. Green supported the concept, but Jefferson expressed her disagreement with that approach, noting the small size of the CAC's program budget currently given California's size. Aitken said he supported greater funding of the Million Plates Campaign, noting that in order for the CAC to have a bigger impact in California it needs a bigger budget, and that the Arts License Plate is the viable option for a larger budget. He added that in order to sell more plates to consumers and business owners, the CAC needs better definition of the agency's vision.

Green said he'd like more information about the CAC programs' impact through individual stories that may be presented to the public, and Turner suggested that the staff draft a programs report that includes significant analysis as well as compelling stories about the grantees and how CAC funds were utilized. Steinhauser noted the importance of an overall goal as part of such a report. Feruzzi Shriver suggested a series of public meetings with grantees that emphasized the

impact of the arts in their communities and the importance of the CAC. Alexander agreed, noting that California's artists and arts organizations are doing significant work and perform jobs, not charity work. The arts are a vital part of the state's economy -- public meetings and testimony must emphasize this importance and impact, said Alexander.

Jefferson reiterated her desire for the Council to reevaluate the grant programs and their overall intent and impact, and expressed her extreme reluctance to defund the CAC's grant programs for an Arts Plate campaign.

(Because Sean Watson of Dewey Square had another meeting to attend, the Programs Report was interrupted briefly.)

Million Plates Campaign

Turner introduced Sean Watson, an independent contractor with the Dewey Square Group who is managing the firm's involvement with the Million Plates Campaign. Watson described recent proposals from media companies like Clear Channel and others for pro bono placement of Arts License Plate promotional advertising. Watson also explained some of the progress the campaign has made on grassroots efforts with outreach to local arts agencies, plans for a grassroots campaign element with high-school students, and plans for other projects. Turner acknowledged all of Watson's work on the campaign, i.e. with the media companies, etc.

The Council discussed a variety of aspects of the Million Plates Campaign, including the pros and cons of devising a reward program for advocates who help sell a significant number of plates. Feruzzi Shriver emphasized the importance of attracting fleet owners to purchase plates, which could also lead to publicity by the companies involved and attract more plate purchasers.

Turner proposed that the Council, under the chair's lead, set up an advisory committee of significant Million Plates Campaign supporters, and that the advisory committee members be provided with business cards and other collateral materials to use to promote the campaign and the plate. The Council members voiced their approval. Turner complimented Feruzzi Shriver on the significant amount of work she has done to further the Million Plates Campaign and the CAC in general.

Programs Report (cont.)

The Council continued to discuss the allocation of funds for grant programs and initiatives. Steinhauser proposed that the Council spend a significant amount of time at the November 2010 meeting to direct the staff, and then the staff would submit a program proposal in January 2011. Green expressed his concern that he wouldn't have enough information by then to make an informed decision, and that many of the proposals on the table feel like the status quo. He also suggested examining the effects of eliminating some memberships to regional or national groups, other projects, or reducing the program amounts for Creating Public Value and/or Statewide Networks to invest in revenue-generating activities like the Million Plates Campaign.

Jefferson distributed a draft of issues and questions for Council members regarding the current grant programs structure and focus, and proposed that the Council reexamine CAC programs overall. She expressed her frustration that the Council will begin to discuss examining a

restructure of grant programs during or after the need for a vote to approve the funds, postponing discussion time after time. The end effect is that very little has changed in programs as a result, said Jefferson. Alexander suggested that the Council have an open-meeting conference call devoted to grant programs and initiatives analysis sometime in the fall, perhaps before the November meeting.

Jefferson expressed her concern that the Creating Public Value's emphasis on rural and underserved communities may be overlooking other evaluation criteria such as the creation of artwork and effectiveness and impact of the organizations and projects funded. She also expressed concern that the Council's appropriation of funds for grants and initiatives emphasizes arts infrastructure over arts creation. Steinhauser said that her understanding is that the Council's current primary focus is on arts education, and that programs like the State-Local Partnership program enable arts creation at the local level, as well as arts education.

Turner suggested that the Council analyze the effectiveness of each program and asked that a comprehensive report with details on impact (number of Californians affected, number of children affected, quality of artistic work, etc) be submitted by staff to the Council. Green asked if other programs like Artists in Schools and the State Local Partnership program could have their overall funding altered; Talamantez and Heckes said that both programs' fund allocations may be amended by the Council. The Council also discussed the light attendance from members of the public at the Council meetings. The Council agreed that the members needed more frank input from the field to evaluate the impact of the CAC's current programming.

Green reiterated the need to consider funding revenue-generating activities to a greater degree as well. Jefferson said she would not be able to support reducing funding from programs, especially the Creating Public Value program in any significant manner, but that her objections to the current program and overall programs/initiative funding are in structure, effectiveness and purpose. Feruzzi Shriver suggested that the Council spend the next six weeks to evaluate the effectiveness of all the programs and initiatives before the November meeting.

MOTION: Allocation of remaining Program/Initiative funds

Green moved that the Council not allocate the remaining \$782,000 pending an analysis of revenue-generating funding needs and other factors; once evaluated, the Creating Public Value and Statewide Network funding would be proportionally reduced, if needed. Steinhauser offered an amendment that in January 2011 the Council significantly evaluate all funding, especially program and initiative funding, based on effectiveness, best practices, trends in the field, and other factors. Aitken seconded the motion as amended. The motion, as amended, passed unanimously.

Poet Laureate

Talamantez encouraged the Council to review the Poet Laureate report in the Council book and suggested postponing discussion in order to conserve time.

Poetry Out Loud (POL)

Talamantez noted that the CAC staff was able to secure an additional \$12,000 in funding from the Mid Atlantic Foundation for the California Poetry Out Loud program. Jefferson questioned

whether the POL program was an effective use of funds for the CAC. Feruzzi Shriver pointed out that it is a national initiative from the National Endowment for the Arts (NEA), but that the NEA's funding allocation per state of \$20,000 is equal regardless of the size of the state – an extremely aggravating situation for large states like California, whose program impacts 40,000 high school students and is growing.

MOTION: Allocation of Poetry Out Loud funding

Green moved to approve the allocation of \$85,000 for Poetry Out Loud grant awards: \$50,500 to California Poets in the Schools and \$34,500 for Local Arts Agencies, county offices of education, nonprofit arts organizations and/or local school districts fulfilling the initiative in the following counties: Alameda, Contra Costa, El Dorado, Fresno, Humboldt, Inyo, King, Lake, Los Angeles, Madera, Marin, Mendocino, Mono, Monterey, Napa, Nevada, Orange, Placer, Riverside, Sacramento, Santa Barbara, San Diego, San Francisco, San Luis Obispo, Santa Cruz, Siskiyou, Solano, Sonoma, Stanislaus, Tuolumne, Ventura and Yuba/Sutter. Aitken seconded. The motion passed. YES: Aitken, Alexander, Feruzzi Shriver, Green, Hubbard, Lenihan, Steinhauser, Turner. NO: none. Abstentions: Jefferson.

State-Local Partnership Program

The Council discussed the proposal for State-Local Partnership Program (SLPP) funding. Alexander requested that staff prepare a report demonstrating how much of the CAC funding for the SLPP goes for general administration, and how much for re-granting and other functions. Talamantez said she believed most of this funding was utilized for general support. Alexander and Jefferson asked for a detailed breakdown in November. Aitken asked whether the Council should wait until November or later to approve funding. Steinhauser recommended a vote today, as the local arts agencies are instrumental in the arts structure in California, as well as with the Million Plates Campaign. Turner noted the heavy reliance on the local arts agencies for the grassroots portion of the campaign and said he would not delay a vote or allocation of the funding, and that he believed the program is effective.

MOTION: Approval of State-Local Partnership Program funding for 2010-11

Steinhauser moved to approve the panel recommendations for funding 44 local arts agencies through the State-Local Partnership Program for a total dollar amount of \$675,000. Turner seconded. The motion passed unanimously.

Artists in Schools

MOTION: Approval of Artists in Schools 2-year program funding 2010-11 (Amendment)

Steinhauser moved to approve the corrected list of the 32 Artists in Schools organizations eligible for two-year funding (previous list had only 31 grantees listed). Turner seconded and the motion passed unanimously.

California Cultural Data Project

Nielsen gave an overview of the California Cultural Data Project for the new members, and Alexander praised the program for streamlining the grant application process from an applicant's point of view, especially decreasing nonprofit staff time once the profile has been completed. Jefferson noted that the project was useful, but she was concerned that corporate funders had not signed on to utilize it yet. Johnson proposed that the Council invest \$50,000 over two years, with

an additional \$50,000 from a dollar for dollar matching grant from the NEA bringing the Council's grant to a total of \$100,000 over three years, the same amount provided over the first three years of the California CDP program.

MOTION: California Cultural Data Project

Alexander moved to approve the allocation of \$50,000 over a two-year period to support the California Cultural Data Project. Steinhauer seconded. The motion passed unanimously.

Arts License Plate

Turner directed the Council's attention to the summary outline of the Million Plate Campaign's progress since June 2010. Barber explained that plate sales and renewals are essentially holding steady, while other specialty license plates have seen sales and renewals drop off significantly as a result of the economy. Feruzzi Shriver said that efforts towards fleet sales can make a significant difference in the future, and for all Council members to reach out to appropriate business owners. Turner added that a prepaid certificate program also has the potential to increase sales significantly, and the Million Plates Campaign team was actively exploring this potential.

Public Awareness

Milich gave an overview of California Arts Day and National Arts and Humanities Month, and a recent partnership with the California Council on the Humanities to promote October as Arts and Humanities Month via social media (Facebook, Twitter). Milich noted that the CAC's "California Arts Day" webpages feature an Arts Day event calendar database with events statewide, as well as an "e-card" feature so arts lovers can send electronic California Arts Day greetings to friends and family.

The California Arts Council will be at The Women's Conference during the last week of October. Milich directed the Council's attention to the Million Plates Campaign postcard that will be in all participants' bags at the conference and at the CAC's booth. She noted that Council member Turner has been very active in working with a number of juvenile justice arts programs and that this year the CAC's display will incorporate approximately 5 separate projects on the Minerva theme. Feruzzi Shriver thanked Turner for his hard work and dedication to the CAC's display and The Minerva Arts Project.

The Council will decide whether to continue to invest in the Creative Vitality Index (CVI) data from the Western States Arts Federation (WESTAF), said Milich. Feruzzi Shriver noted that the CAC pays annual dues to WESTAF, and then \$9000 for raw CVI data, and then would have to continue to pay for a professional service to analyze the data and build a publishable report. Feruzzi Shriver questioned whether given the budget issues facing the agency and the state if investing in CVI data this year was a reasonable utilization of funds.

Turner said that explaining to the public exactly what an index measures is a difficult task, and that some of the resources that the CVI examines (such as brick-and-mortar record-store sales) may not translate to today's world. Steinhauer asked if the CAC were to purchase the CVI data the following year, could WESTAF provide two years' worth of data? Alexander said that if data collected after the beginning of the economic downturn showed something significant, then

purchasing the data and investing in a report might make the information valuable to the CAC. Milich said she would investigate and inform the Council in November.

MOTION: Decline of purchase of CVI data

Turner moved to decline to purchase Creative Vitality Index Data in 2010-11. Green seconded. The motion passed. YES: Aitken, Alexander, Green, Hubbard, Jefferson, Lenihan, Steinhauser, Turner. NO: none. Abstentions: Feruzzi Shriver.

Other Business

Hiring of the California Arts Council Executive Director

Johnson said that plans for the hiring of an executive director should commence immediately. Decisions to be made by the Council and preparation work include:

- Will the CAC do a California search or a nationwide search?
- Determination of minimum qualifications (i.e. educational degrees, experience in management, arts, government relations, nonprofits, other skills and abilities, etc.)
- Preparation of a job description and duty statement, with information on what the Council is looking for in a job candidate
- Inclusion of a background document on the CAC, the state of California, information on the CAC offices in Sacramento, etc.
- Timeframe

Johnson recommended that the Council consider hiring a professional consultant to review candidate applications and pare down numbers for final interviews; if 50 to 100 people apply, this is a big job. Jonathan Katz of NASAA has volunteered to assist the Council as well as Phyllis Smith who contracts with the CAC for personnel services

Aitken said that in his experience in working on a board looking to hire a nonprofit arts executive director, the team utilized one professional reviewer who submitted an abbreviated list of applicants, then a subcommittee of the board that further shortened the list to six or so serious candidates for the board to consider. Steinhauser suggested that the job description have a “case statement” that includes a description of the job, the agency, the staff, and the funding issues and challenges facing the agency. Johnson said that the law takes effect January 1, 2011, and that it may be possible to hire a new executive director by June 2011. Aitken recommended strict adherence to a timeline. Jefferson asked whether the hiring freeze ordered by the Governor affected this process. Alexander, the lead committee member for the executive director search, noted that Council members had many good suggestions and comments and asked that they be put in writing. Johnson stated she planned to retire from the position after the annual meeting in January 2011.

Council Committee Reports: Strategic Plan

Steinhauser distributed a memo outlining the Council committees for the implementation of the Strategic Plan and thanked the members for volunteering to be on their assigned committees, as well as the CAC staff for their hard work on the planning and outreach for the Strategic Plan. Steinhauser said she intended to ensure that the Council adhered to the plans and timeline outlined over the next three years, with visits to legislators one of the first assignments. Nielsen

reminded the Council that Assembly members and state Senators would be in their districts until approximately the end of November, and it was an ideal time to meet with them in their local offices. Milich directed the Council's attention to the Strategic Plan item dealing with annual areas of focus and outreach efforts and asked Council members for their suggestions.

Public Comment

Alma Robinson, the Executive Director of California Lawyers for the Arts and a founding board member of the Museum of the African Diaspora, thanked the Council for having the meeting in San Francisco. She added that California Lawyers for the Arts is a Statewide Network grantee, and the funds have been utilized to build bridges to a number of other sectors and widen arts outreach. The organization's principal mission is to provide legal referrals to artists as well as mediation services, and they also provide informational webinars and podcasts online. She also thanked the Council members who attended the recent California Lawyers for the Arts "Artistic License" awards fundraiser that raised \$70,000 for the organization.

Jefferson explained a recent incident wherein a major corporation re-sold pieces of artwork but the artists were not properly compensated as required under the California Resale Royalty Act, and asked if California Lawyers for the Arts might be able to provide assistance. Robinson noted that Milich and the CAC staff provide quality information to the public through brochures and the website. She also noted that enforcement of the law falls in different legal arenas, unlike European countries that have centralized enforcement agencies for these matters. Individuals can call California Lawyers for the Arts and then pursue the matter through small claims court or other appropriate measures. Robinson offered to discuss the matter further with Jefferson.

Adjournment

The Council adjourned in memory of Paul Thiebaud, a Sacramento-based international art dealer and son of renowned painter and creator of the Arts License Plate image Wayne Thiebaud; Helen Post, acclaimed sculpture artist from Sacramento; Stanley E. Williams, cofounder and Artistic Director of the Lorraine Hansberry Theatre in San Francisco; Varnette Honeywood, acclaimed visual artist from Los Angeles whose subjects were primarily warm and upbeat pictures of black American life; and Rob Jaffe, director of the California Summer School for the Arts since 1987.