

State of California
CALIFORNIA ARTS COUNCIL
PUBLIC MEETING
MINUTES

California



Arts Council

Monday, April 14, 2008

The Charlotte Wendell Education Center
San Jose Museum of Art
110 South Market Street
San Jose, CA 95113

ATTENDANCE

CALIFORNIA ARTS COUNCIL

Council Members:

Michael Alexander, Chair
Malissa Feruzzi Shriver, Vice Chair
Eunice David
Charmaine Jefferson
Chong-Moon Lee
Karen Skelton
William Turner

Members not in Attendance

Fred Sands

Staff:

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

Speakers:

Invited Guests:

Suzy Ivelich, Ivelich+Stone
John Stone, Ivelich+Stone

Public

Bruce Davis, Arts Council Silicon Valley
Celeste DeWald, California Association of Museums
Roy Hirabayashi, San Jose Taiko
Diem Jones, Arts Council Silicon Valley
Lissa Jones, Arts Council Silicon Valley
Gillian Moran, Arts Council Silicon Valley
Alma Robinson, California Lawyers for the Arts
Josh Russell, Arts Council Silicon Valley
Lawrence Thoo, San Jose Office of Cultural Affairs

CALIFORNIA ARTS COUNCIL

Minutes

April 14, 2008

Call to Order

Chair Michael Alexander called the meeting to order at 10:35 am. He thanked the staff from the San Jose Museum of Art for hosting the meeting and welcomed members of the public from San Jose in attendance.

Roll Call

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

ACTION ITEM – Approval of January 24, 2008 Meeting Minutes

Alexander asked if the Council had amendments to the draft minutes from January 24, 2008. None were offered. David moved that the minutes be adopted, Jefferson seconded, and the minutes were approved unanimously.

Chair's Report

Resignation of Councilmember Carlos Martinez

Alexander said that Councilmember Carlos Martinez resigned from the California Arts Council because he was relocating out-of-state, and would be leaving his position as the Director of the Fresno Art Museum as well. Alexander noted that Martinez was an excellent Councilmember and a great voice for the Central Valley and Fresno Art Museum, and that he would be missed. Alexander asked that staff draft a letter of thanks and/or a notice of recognition for Martinez, for his dedication to the arts in California and for his work on the Council.

Alexander noted that the Governor's office is actively looking for a replacement to fulfill Martinez' term, as well as the open Senate appointment.

Advocacy and general business

Alexander noted that the arts community is making an effort to teach the next generation of arts leaders through a series of events and workshops by various groups. He also noted the high attendance at the California Lawyers for the Arts' Los Angeles event at the William Turner Gallery, including a number of local and legislative leaders. Leaders from Arts for LA and other arts organizations have recently made contact with candidates vying for a seat on the Los Angeles County Board of Supervisors, as the Board impacts the Los Angeles County Arts Commission significantly, as well as other Los Angeles arts organizations.

Others in the arts community are also actively discussing legislation that may affect the arts such as AB 2728 (Karnette), and Alexander noted the positive networking and discussion between arts organization and artists. He noted that the organizations supported by the Statewide Service

Networks program need the opportunity to meet, network and discuss current topics and issues relating to the arts organizations in California.

Director's Report

Deputy Director Marilyn Nielsen said that Director Muriel Johnson was unable to attend the meeting due to a recent surgery and sent her regards. Nielsen directed the Council's attention to Johnson's written report that highlighted recent events and topics: the successful statewide arts conference in January and the legislative visits the following day made by Feruzzi Shriver and Turner; the Community Poets Laureate conference and gathering in Sacramento that featured public readings and a visit and proclamation by Assemblyman Mark Leno for the San Francisco Poet Laureate Jack Hirschman; the nomination process for a new California Poet Laureate with a deadline for nominations of May 15; and a series of supplemental reports and informational packets for members.

Legislative Report

Nielsen said that there were two resolutions in the Legislature about the arts in California. In the Senate is SCR 70 by Senator Jack Scott that acknowledges the California Arts Council's 30-year contribution to the arts and creativity in the state, and established October 3, 2008 as California Arts Day 2008. In the Assembly is ACR 85 by Assemblyman Dave Jones that recognize the month of February 2008 as Arts Month. Each has passed their prospective houses and have moved to the other for voting. SCR 70 will be in the Assembly's Arts, Entertainment, Sports, Tourism and Internet Media committee on April 22.

Another bill of interest is AB 2728 by Assemblymember Betty Karnette, the Chair of the Assembly Arts, Entertainment, et al committee. Nielsen directed the Council's attention to the legislative report. AB 2728 requires 20% of state general fund sales and tax revenues derived from the sales of art dealers, art auctioneers, and certain other business entities, as defined, to be deposited in the State Treasury for allocation to the California Arts Council once the state General Fund achieves structural balance. The Governor has taken no position on AB 2728. California Arts Advocates has actively supported it statewide.

Councilmember Jefferson pointed out that some of the issues that arts advocates see in this bill are a fear over control of the funds, how the "structural balance" of the General Fund would be determined, and that a law might be in place that would seem to benefit the Arts Council, but in the end would not change the overall budget. Nielsen said that many in the arts field were in discussion with Karnette about these concerns.

Alexander said that in the absence of a legislative Joint Committee on the Arts, the California Arts Council may want to consider slating time during a CAC meeting to hear from the field and then create a paper or memo on the comments and send it to the Legislature and Governor. David supported Alexander's suggestion.

Nielsen also added that the state 2008 Poetry Out Loud California winner Roshawnda Bettencourt (Placer County) was invited by Assm. Karnette to present to the Assembly Arts, Entertainment, et. al. Committee. Bettencourt recited two of the poems she had recited at the

state POL finals, and did extremely well. Nielsen added that Assm. Karnette sent letters to each of the County POL winners individually, acknowledging their accomplishments.

Another bill that concerns the CAC is AB 2471 by Karnette that would create the Digital Arts Workforce Partnership, a program aimed at increasing digital arts education for 13 to 18 year olds. Nielsen noted that this was the third time the Legislature had similar legislation. A previous, similar bill would have established the Lt. Governor's office as lead for this program, and that legislation was vetoed by the Governor, with the explanation that the Lt. Governor's office is not an appropriate place for oversight over a vocational educational program. AB 2471 would create a team of agencies to oversee the program, with the lead agency to be determined at a later time. The CAC does not have a position on this bill, said Nielsen.

Public Comment

Bruce Davis, Arts Council Silicon Valley

Alexander welcomed Bruce Davis, Executive Director of Arts Council Silicon Valley (ACSV). Davis welcomed the Council to San Jose and gave the Council some background about the establishing of ACSV as a nonprofit organization rather than a local government agency, as many other local arts councils and commission, noting that the organization is the largest nonprofit local arts agency statewide. Of the organization's \$3 million budget, approximately 80% is from corporate donations, individual donations, and earned income. The earned income from Artsopolis (an online arts-events calendar and information system) is especially appealing to the Silicon Valley entrepreneurial community.

Davis introduced others on the ACSV staff: Programs Manager Diem Jones, Communications Director Joshua Russell, and Development Director Lissa Jones. Davis added that on May 1 the organization would be hosting an Arts Advocacy Forum in partnership with the City of San Jose.

Councilmembers thanked Davis and the others from ASCV for attending the meeting and engaged Davis in a discussion about Artsopolis and the establishment of ASCV from the initial CAC funding years ago that assisted many local arts agencies when the State Local Partner program was first established.

Lawrence Thoo, San Jose Office of Cultural Affairs

Lawrence Thoo, Programs Manager with the San Jose Office of Cultural Affairs, thanked the Council for meeting in San Jose. Thoo also gave some recent history about the San Jose Office of Cultural Affairs, noting that a few years ago the Cultural Affairs Office for the city was merged with Economic Development and the office was eliminated. But the City of San Jose saw the difficulty of not having a full-time staff for Cultural Affairs and recently brought the office back. Thoo said that a new director for the Office should be announced soon.

Thoo added that historically San Jose has provided support for local arts organizations, but more recently the City has made plans to expand its support to include individual artists. The City would like to develop a community for the entrepreneurial artist in San Jose.

Councilmembers asked both Davis and Thoo about their roles in the local arts community and working with the public and private sectors for funding. Davis pointed out that corporate funding has some limitations in terms of use at times and can be inconsistent year-to-year. Davis also pointed out that in the early 2000s there was approximately \$1.7 million in state funds for arts organizations in Santa Clara County, but in the past fiscal year there was less than \$100,000. Many organizations have cut back on their programming as a result, said Davis. The local Boys and Girls club only has artist residencies for 6 months out of the year, because the other 6 months are spent fundraising. Other organizations closed their doors for good because of fiscal concerns, despite the quality work and their contributions to the community. Fiscal issues were compounded by the closure of the Knight-Ridder corporation, which had been a longtime funder for arts programs in the area.

Ferruzi Shriver asked whether ACSV was able to raise funds through Artsopolis, and Davis explained that the vast majority of the funding goes back into the maintenance and development of the Artsopolis project.

Jefferson asked Thoo about the differences in interaction with San Jose city government officials with the move to the economic development department. Thoo noted that before the move the Cultural Affairs office was located in the Convention and Entertainment office and didn't have a great deal of interaction with city officials. The move to economic development allowed greater access to city officials and other departments for cultural affairs issues, but the need for a full-time staff became apparent after about a year. The end result after the maneuvers has been a Cultural Affairs office that is much more engaged with the rest of city government, said Thoo.

Other Councilmembers asked Davis about corporate sponsorship and donors, and Davis said he'd welcome support from the individual Councilmembers. Turner asked if being a 501(c)3 made it easier to fundraise from corporations and individuals, and Davis answered yes.

Alma Robinson, California Lawyers for the Arts

Alma Robinson, Executive Director of California Lawyers for the Arts (CLA), thanked the Council for meeting in San Jose, and also thanked the Councilmembers involved in a recent CLA fundraiser in Los Angeles at the William Turner Gallery, the art gallery owned by Councilmember Turner. Senator Scott, Los Angeles County Board of Supervisors member Zev Yaroslavsky and Los Angeles City Councilmember Jan Perry attended, as did former California Arts Council member Annette Bening.

Robinson let the Council know about an arts advocacy symposium on May 6 in San Jose in partnership with ACSV, which will be videotaped and made available to 35 cable stations throughout the state. CLA has also recently opened an office in San Jose.

Turner added that Robinson and others were able to promote the Arts License Plate at the CLA fundraiser through brochure distribution; he added the subtle promotion behind the title of the "Artistic License Awards" given out at the event. Robinson noted that both Senator Scott and Assm. Karnette received an award from CLA.

Robinson noted that CLA staff has been watching recent court cases regarding the California Resale Royalty Act, a program that the CAC administers.

Financial Report

Chief of Administration Heckes gave the Council an overview of the CAC budget and recent reductions. Heckes explained that pursuant to a request for mid-year reductions and the Governor's issuance of an Execution Order to reduce General Fund expenditures, on an annualized basis, by 1.5%, the agency's current year budget has been reduced by \$42,000. Heckes noted that the agency's 2008-09 has yet to be determined by the Legislature and the Governor, but that it will likely reflect a 10% reduction in General Fund support, or \$124,000.

Alexander asked if the agency was expecting any increase in funding from the National Endowment for the Arts due to the increase it received from Congress. Heckes stated that final funding levels have yet to be determined, but that notice is expected within the next few months. He further stated that once known, the level would be shared with Council.

Other Council members asked about the status of sales and renewals of the Arts License Plate. Heckes noted that revenues from renewals have remained fairly stable, but that original sales have declined somewhat. The Council discussed how to increase sales through brochure distribution, advertising, and other means.

Programs Report

Chief of Programs Josie Talamantez gave an overview of the variety of grant programs and initiatives.

State-Local Partner Program

Talamantez pointed out that when the State Local Partnership Program was approved, the Yuba/Sutter Regional Arts Council received a grant of \$8,625. It has been the policy of the State-Local Partnership Program that for organizations serving two counties, the organization should receive twice the amount than if they served one county. Talamantez recommended the contract be amended to \$17,250 to cover both counties.

ACTION ITEM: Amend a contract in the State-Local Partnership Program (SL-07-0037) to increase the funding to the Yuba/Sutter Regional Arts Council from \$8,625 to \$17,250.

David moved, Jefferson seconded, and the motion passed unanimously.

Creating Public Value Program

Talamantez directed the Council's attention to the April 14, 2008, memo concerning the Creating Public Value program and the recently concluded panel review.

ACTION ITEM: Approval of the Creating Public Value program Panel Recommendations on April 7-9, 2008, to fund 61 organizations representing 25 counties of which 16 are rural, for a total dollar amount of \$604,800.

Turner moved, Lee seconded, and the motion passed unanimously, with Alexander abstaining.

American Masterpieces – California Indian Basket Exhibition

Talamantez explained that the contracting process for the California Indian Basket Exhibition for American Masterpieces has been delayed due to administrative difficulties. She recommended that the CAC contract with the Sacramento Historic Sites Association or the California Museum of History, Women and the Arts for this exhibit, to the amount of \$130,100, noting that the California Indian Basket Exhibition is scheduled to open mid August 2008 at the California Museum of History, Women and the Arts in Sacramento.

The Council discussed the contracting process with Talamantez, who pointed out that because of the number of different entities involved in this project, including the California Department of Parks and Recreation (the steward of the collection), the most appropriate lead contractor would be the Sacramento Historic Sites Association, a Parks-related nonprofit organization. Jefferson expressed concern that involving the Sacramento Historic Sites Association would lead to an increase in overall fees for an exhibit that will go on display at the California Museum, which as a nonprofit could also be the lead contractor for the exhibit. Talamantez said there wouldn't be an additional fee if the Sacramento Historic Sites Association was the contractor.

ACTION ITEM: Approval for the California Arts Council to utilize the Sacramento Historic Sites Association or the California Museum of History, Women and the Arts as the contractor for the American Masterpieces California Indian Basket Exhibition, for a total contract amount of \$130,100.

Skelton moved, Feruzzi Shriver seconded, and the motion passed unanimously.

Public Service Announcement Contract Approval

Mary Beth Barber, Communications Director, gave an overview of the discounted offer made by Eye Candy Media, a contractor working with the San Francisco Film Festival (a project of the nonprofit San Francisco Film Society), for the showing and post-production work on a public service announcement on the importance of the arts in California as a part of public awareness of the arts. Eye Candy Media offered to show the PSA for 16 times a day for 15 days (240 spots) on an oversized LED screen in the Embarcadero Center in San Francisco, provide significant post-production assistance, and allow the CAC to have rebroadcast rights.

Alexander expressed concern that the PSA would only play in the San Francisco area, and that the CAC needed to expand its public awareness efforts to the Los Angeles area. Barber said that last fall the CAC had PSAs on a similar oversized LED screen at the Los Angeles County Fair in the fall of 2007. She also pointed out that the same PSA could be screened through media outlets and in venues statewide and was not limited to the San Francisco area, since the CAC would obtain full broadcast rights afterwards.

Jefferson said she didn't believe that staff, specifically Barber, had adequately planned for the PSA and that she as a Councilmember would have wanted to see this proposal earlier. Nielsen pointed out that Eye Candy Media made the offer in mid-March and was able to offer the CAC a significant discount because of the close timeframe to the festival, and that all past offers made by Eye Candy has been made in a similar timeframe, without warning. Jefferson suggested that Barber and the CAC ask Eye Candy for a further discount on the package; Barber responded that

the offer made by Eye Candy had gone through three rounds of negotiating in the previous year, that Eye Candy continued to give the CAC the continued discount out of professional courtesy, and asking for a further discount now could jeopardize not only this package but potential future ones. Barber added that this type of package is typically priced at \$35,000 or more, and typically does not include the post-production technical assistance (which can run in the thousands of dollars) or the rebroadcast rights which give the CAC the ability to release the PSA to California cable stations to use as “filler” as they see fit, for no further cost to the agency.

Turner and Feruzzi Shriver expressed concerns that the PSA could conflict with the branding and marketing campaign proposal from Ivelich Stone. Jefferson suggested that the funds be set aside to use as part of a future marketing campaign. Heckes said that the marketing campaign proposal is for future use – up to 9 months or a year from now – and that this PSA and others would be part of the ongoing public awareness efforts of the agency. David suggested tabling discussion until after the presentation by Ivelich/Stone in the afternoon.

Lunch

The Council meeting broke for lunch.

Reconvening of Council Meeting

Alexander called the meeting to order after lunch, and suggested that the scheduled discussion of the DOJ music settlement be tabled until the June council meeting in the interest of time.

Contract Summary – Ivelich Stone

John Stone, Principal of Ivelich Stone Brand Consulting, gave a presentation on potential branding campaigns for a future California Arts Council’s public awareness campaign.

The Councilmembers discussed the presentation and the target audience. Alexander suggested that the Council review the draft proposal from Ivelich Stone and hold an open teleconference on May 5, 2008, to continue discussion.

Revisiting of the PSA Contract Approval

Alexander directed the Council’s attention to the proposal for the PSA contract with Eye Candy Media.

ACTION ITEM: Approval of funding in the amount of \$8750 to create a PSA to be shown on the oversized screen during the San Francisco Film Festival that brings attention to the importance of the arts in California.

Turner moved, Lee seconded. In favor: David, Feruzzi Shriver, Lee, Turner. Opposed: Alexander, Jefferson. Not present: Skelton.

Conclusion and Adjournment

Alexander adjourned the meeting at 4:03 pm.