

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

California



Arts Council

**January 26, 2011**

ANNUAL MEETING

Crocker Art Museum  
216 O Street  
Sacramento, CA 95814  
(916) 808-0177

## ATTENDANCE

### **Council Members:**

**Wylie Aitken**  
**Michael Alexander**  
**Malissa Feruzzi Shriver, Chair**  
**Adam Hubbard**  
**Charmaine Jefferson**  
**Terry Lenihan**  
**Karen Skelton**  
**Susan Steinhauser**  
**William Turner, Vice Chair**

### **Members not in Attendance**

**Andrew Green**

### **Staff:**

**Muriel Johnson, Director**  
**Marilyn Nielsen, Deputy Director**  
**Josie S. Talamantez, Chief of Programs**  
**Scott Heckes, Chief of Administration**  
**Mary Beth Barber, Information Officer**  
**Patricia Milich, Public Awareness Coordinator**  
**Diane Golling, Executive Secretary**  
**Lucy Mochizuki, Procurement Officer**  
**Rob Lautz, Arts Program Specialist**  
**Terry Walter, Accounting Manager**  
**Kristin Margolis, Arts Program Specialist**  
**Theresa D'Onofrio, Graphic Designer**  
**John Seto, Arts Program Specialist**  
**Wayne Cook, Arts Program Specialist**  
**Lucero Arellano, Arts Program Specialist**

### **Invited Guests**

Roger Niello, former Assemblyman  
Lial Jones, Director of the Crocker Arts Museum  
Anthony Radich, Western States Arts Federation (WESTAF)  
Alice Parente, Very Special Arts  
Kim Grace, Very Special Arts  
Marie Acosta, La Raza Galería Posada  
Danielle Thomas, Yolo Arts  
Eleanor Kuechle, Elk Grove High School  
Amy Kitchner, Alliance for California Traditional Arts  
Debra Wong, Alliance for California Traditional Arts

### **Public in Attendance**

Dr. Daniel Sheehy, Smithsonian Center for Folklife and Cultural Heritage  
Libby Maynard, The Ink People Center for the Arts

R. Emeterio “Emmett” Castro, Alliance for California Traditional Arts

Amy Lawrence, Alliance for California Traditional Arts

Nayamín Martínez, Alliance for California Traditional Arts

Jan Geiger, Nonprofit Resource Center

Gayle Rappaport-Weiland, independent artist/teacher/consultant

Sally Davis, arts advocate

A. Michelle Blakeley, Evolve the Gallery

Brady Blakeley, Evolve the Gallery

Nancy Nelson, Arts Collaborative of Nevada County

Bernard Boudreaux, Target Corporation

Alma Robinson, California Lawyers for the Arts

**CALIFORNIA ARTS COUNCIL**  
**ANNUAL MEETING**

**Minutes**

January 26, 2011

**Call to Order**

Chair Malissa Feruzzi Shriver called the meeting to order at 10:18 a.m.

**Roll Call**

Mary Beth Barber called the roll. In attendance: Aitken, Alexander, Feruzzi Shriver, Hubbard, Jefferson, Lenihan, Skelton, Steinhauser, Turner. Absent: Green.

**Director Remarks**

Johnson acknowledged and thanked the Crocker Arts Museum and its staff for their generosity in hosting the Council meeting and the reception in the evening. She noted that Lial Jones, the Director of the Crocker, would welcome and brief the Council later in the day.

**Approval of Minutes**

The Council reviewed and discussed the draft minutes for three previous meetings: November 10, 2010 (Costa Mesa); December 6, 2010 (various locations by teleconference); and January 14, 2011 (various locations by teleconference). Councilmembers proposed corrections to the draft minutes from November 10, 2010. No corrections to the December 6, 2010, or the January 14, 2011 draft minutes were proposed.

**ACTION ITEM: Approval of Minutes: Meeting on November 10, 2010**

Steinhauser moved that the draft minutes, as corrected, for the meeting on November 10, 2010, be approved. Turner seconded, and the motion passed unanimously.

**ACTION ITEM: Approval of Minutes: Meeting on December 6, 2010**

Turner moved that the draft minutes for the meeting on December 6, 2010, be approved. Steinhauser seconded, and the motion passed unanimously.

**ACTION ITEM: Approval of Minutes: Meeting on January 14, 2011**

Turner moved that the draft minutes for the meeting on January 14, 2011 be approved. Lenihan seconded, and the motion passed unanimously.

**Chair's Report**

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

- Her attendance at a recent meeting for the Western States Arts Federation as a board member;
- Her attendance at Governor Jerry Brown's inauguration, which she attended with California architect Frank Gehry and discussed the possibility of Mr. Gehry designing a second Arts Plate to raise funds for the arts in California;
- That she participated in a number of productive meetings with the Million Plates Campaign subcommittee, CAC staff and other potential stakeholders and participants in the campaign, and that she sees an immediate need to work with the Department of Motor Vehicles (DMV) to streamline the process for car dealerships;

- She had reached out to different parties regarding Million Plates Campaign advertising, especially billboard provided pro bono by Clear Channel – parties include representatives of actor Tom Hanks, the celebrity-chef owners of The Border Grill in southern California, and representatives for the cast and production staff for the television program Glee;
- She noted that the preliminary background process to find an appropriate executive search firm to assist in the Director position search was progressing;
- She and CAC staff have been working to resolve issues and concerns regarding Council member appointments issues, specifically reaching out to the appointments staff in the Governor's office of both the previous and current administrations, as well as staff in the state Senate;
- She thanked Councilmembers for their diligence and hard work concerning the tasks associated with the Director search, noting Alexander's work as chair of the committee working with Aitken, and Steinhauser's research and draft of a case statement for the job posting;
- She noted that Lenihan has been actively planning an arts education program or initiative for 2011, and that Lenihan has been helping to coordinate the next Council meeting with Loyola Marymount University as a meeting location.

#### **Acknowledgements for Councilmember Karen Skelton**

Feruzzi Shriver acknowledged that Skelton's term expires in 2011 and Skelton has chosen not to seek a reappointment. Feruzzi Shriver noted how fortunate the California Arts Council has been to have had Skelton on the Council because of her extensive experience and knowledge of the public sector, both in California and nationally. She specifically noted the significant impact Skelton has had on the Council through the *pro bono* work provided by the Dewey Square Group with the Million Plates Campaign and the high profile the Arts Council has had at The Women's Conference and with former First Lady Maria Shriver, and presented Skelton with a token of appreciation. Skelton thanked Feruzzi Shriver and the Council, noting that it was a privilege to have served on the Council with her esteemed colleagues. Skelton also acknowledged the CAC staff, noting their ability to fulfill their jobs to the highest capability on a significantly limited budget.

#### **Election of Council Officers**

Feruzzi Shriver said that the election of officers for the Council, while traditionally voted on at the January annual meeting, would be postponed until the March 1, 2011, meeting due to uncertainty concerning which Councilmembers would be reappointed to the Council or approved by the state Senate. The nominating committee consists of Alexander and Green.

#### **Director's Report**

Johnson also acknowledged Skelton and thanked her for helping with the Million Plates Campaign, especially through the consulting services provided by the Dewey Square Group and staff/contractors Matt Rodriguez and Sean Watson.

Johnson introduced the various CAC staff members who were in attendance:

- Rob Lautz, the Arts Program Specialist in charge of the State-Local Partnership Program;
- Lucy Mochizuki, Contracts and Procurement Officer;

- Terry Walter, Accounting Manager;
- Kristin Margolis, Arts Program Specialist in charge of the Poetry Out Loud and Poet Laureate initiatives;
- Theresa D’Onofrio, Graphic Designer;
- John Seto, Arts Program Specialist in charge of the Arts Recovery and Reinvestment Act and the Department of Justice Music Grants initiatives, and more recently assisting the web team with revolving content page editing; he is also fluent in Chinese and acts as the Chinese-language contact for the agency;
- Wayne Cook, Arts Program Specialist in charge of the Artists in Schools program;
- Lucero Arellano, Arts Program Specialist in charge of the Creating Public Value program and the Statewide Networks program; she is also fluent in Spanish and acts as the Spanish-language contact for the agency;
- Diane Golling, Executive Secretary and principal content manager for the agency’s social networking sites.

Johnson also asked other members of the public in attendance to introduce themselves.

- Sally Davis, former CAC staff member and arts advocate
- Gayle Rappaport-Weiland, independent artist and educator who works with the KVIE (public television) art auction each year
- Jan Geiger of the Nonprofit Resource Center in Sacramento, as well as the Sacramento Metropolitan Arts Commission and the Friends of the Sacramento Metropolitan Arts Commission board
- Nancy Nelson, Arts Collaborative of Nevada County

Johnson thanked the staff and the guests for their introductions. She also noted that Carol Muske-Dukes, the current California Poet Laureate, is in the process of finishing her term. Johnson showed the Council copies of the poetry handbook for schools titled “The Magic Poetry Bus” that Muske-Dukes published as part of her duties. Johnson noted that Muske-Dukes was a dedicated Poet Laureate for the state and participated in numerous projects and speaking engagements, in addition to her position as a full-time professor at the University of Southern California.

### **Retirement for Current Director Muriel Johnson**

Johnson announced that her retirement as Director would take place at the end of the month, and said that she would publish a final article to the field about her tenure. She acknowledged the hard work and dedication from the Council and the staff to fulfill the agency’s mission of advancing the arts for all Californians. She especially acknowledged the Council members, noting that she had never before worked with such an active, dedicated and substantial board.

Johnson noted the good work from previous Council members such as the establishment of the California Music Project by former Chair Barbara George, the dedication to the arts – especially to the Crocker Art Museum – of former Chair Marcy Friedman, the hard work and leadership from former Chair Michael Alexander and his current work with the new Director search, and the visionary leadership of current Chair Feruzzi Shriver. Feruzzi Shriver thanked Johnson and noted Johnson’s hard work, accessibility and enthusiasm that helped advance the agency.

### **Staff Awards**

Johnson acknowledged two staff members who have worked for the State of California for 25 years or more: Josie Talamantez, Chief of Programs; and Terry Walter, Accounting Manager. She thanked them both for their service and dedication.

### **Finance Report**

Heckes said that the budget proposal from Governor Brown and the Department of Finance for 2011-12 was as expected and on target with previous year's budget proposals, essentially remaining flat. He reminded the Council that the budget announcement earlier in the month was the beginning of the process, that the Legislature would examine the entire state budget proposal in legislative committees in the coming weeks and months, and that Governor Brown has asked for the Legislature to pass the budget in March.

Heckes stated that in the process, the agency lost one vacant position, noting that while the change wouldn't affect current staffing, the agency had been able to use the savings from this vacant position for programs and grants, and the loss would most likely result in a reduction in the agency's overall granting budget.

The three-days-per-month furloughs have not continued, but the agency staff are required to take a personal leave day without pay once per month as part of the budget package negotiated by the Schwarzenegger administration.

The Council discussed the savings that could potentially accrue during the director search and until the position is filled. Steinhauer asked that the CAC staff provide a draft budget of proposed program funding allocations prior to the June 2011 meeting, preferably in March.

Alexander noted that there was a proposal put forth by the Republican Study Committee in Washington DC to significantly decrease or eliminate funding for the National Endowment for the Arts (NEA) and the National Endowment for the Humanities (NEH). He suggested that the Council write a letter to the California Congressional delegation and the Congressional leadership on the importance of the NEA-federal arts funding for the state of California and the nation as a whole, with an emphasis on the jobs created because of the NEA.

### **ACTION ITEM: Letter to California congressional members and others**

Alexander moved that the Council move to take appropriate steps to notify via a letter drafted by the Director to the California Congressional delegation about the importance of the NEA and the NEH agencies and how funding cuts would affect the arts in California, especially in relation to jobs and the economy; further, a copy of this letter would be provided to California Arts Council grantees, California NEA grantees, and the Republican Study Committee; and that a list of all CAC grantees as well as California NEA grantees be provided with the letter. Turner seconded, and the motion passed unanimously with Skelton absent.

### **Million Plates Campaign Report**

Turner said that the Million Plates Campaign subcommittee and staff is working towards a final ad campaign design and focus, and the subcommittee and staff have been working hard with Engine Company #1, an ad agency from San Francisco providing *pro bono* advice, leadership

and proposed artwork. He also noted that Clear Channel has offered to provide billboard space in three markets – Sacramento, Los Angeles and San Diego – *pro bono* to broaden the campaign.

Turner said that the main message for the campaign would center around the celebrity Arts Ambassadors who have agreed to be part of the Million Plates Campaign, with an emphasis on educating the public on the connection between the Arts Plate and its importance for arts funding in the state. He acknowledged Feruzzi Shriver for her dedication to outreach and bringing in different marketing and business experts to assist the CAC with this endeavor.

Turner noted that while a great deal of labor and expertise is being provided *pro bono* by experts in the marketing field, the efforts will have some expenses associated with it, and that the Council approved the allocation of an additional \$75,000 for such expenses at the last meeting, as well as \$50,000 in initial Million Plates funding for the assistance from the Dewey Square Group, which was providing hundreds of thousands of dollars in *pro bono* assistance as well. Feruzzi Shriver asked what would happen if the funds were not allocated by the end of June; Heckes said they would revert back to the Arts License Plate fund. Feruzzi Shriver noted that in addition to the marketing campaign, the creation of a pre-paid certificate program that encouraged businesses and individuals to make bulk purchases was of key importance, and she was actively investigating the process necessary to make such a program happen.

Steinhauser noted that the vast majority of the Arts Plate funding comes from renewals and encouraged the CAC staff to outreach to current Arts Plate owners and encourage them to keep renewing their Arts Plates. Barber noted that she has discussed the issue with DMV staff in the past and learned that the DMV has privacy issues relating to car owners and does not collect email addresses from customers, and will continue to work with DMV towards some kind of informational program for current Arts Plate owners. Turner encouraged all Council members to continue to brainstorm and submit ideas to the Million Plates Campaign subcommittee.

#### **Director Awards – Roger Niello**

Johnson introduced former Assemblyman Roger Niello and commended him for his constant and unwavering support of the arts and the California Arts Council and presented him with a Director's Award. She noted that Niello carried the legislation concerning the Council's hiring of the Director. Niello thanked Johnson and the Council, and that he felt that the bill made good organizational and business sense that he had been happy to propose the legislation.

#### **Hiring of Director – Search Committee Report**

Alexander thanked the Council and staff for their hard work establishing the groundwork for the hiring process for the next Director. The job notice has been posted, a press release created, and the information included in *The California ArtBeat*, the agency's eNewsletter. WESTAF has offered to help with the process of working with a professional executive search firm, as will Phyllis Smith, the agency's personnel manager contracted through the California State Library. Alexander pointed out that the initial timeline for the hiring of the director may have to be altered, as the process is already one month behind.



### **Introduction of Lial Jones, Crocker Art Museum**

Johnson introduced Lial Jones, the Director of the Crocker Art Museum, noting that while many museums have experienced a decrease in attendance and membership due to the economy, the Crocker has recently experienced an increase – in part due to Jones’ leadership of the premiere Sacramento institution.

Jones thanked the Council for coming to the museum and said that the Crocker had a mission to have an impact and make a difference in the Sacramento community. She acknowledged that the economic issues have created some challenges for the institution, but the Crocker staff and supporters believe if you provide a good experience to the public, members of the public will continue to support the institution and participate in its programs. Jones noted the Crocker has an emphasis on families and early-childhood arts education experiences, especially in teaching visual art basics to children 5 and under in a fun and interesting way.

### **Continuation of Hiring of Director – Search Committee Report**

Alexander introduced Anthony Radich, Executive Director of the Western States Arts Federation (WESTAF). Radich said that WESTAF would like to assist the CAC with the new Director search process, especially concerning working with a professional executive search firm. Radich stated that WESTAF has identified funds to support the hiring of such a firm, and has offered to take on the administrative duties to hire a search firm under the Council’s advice. Radich noted that the offer falls within WESTAF’s overall mission of assisting its membership and as such its offer is essentially a *pro bono* service to the CAC. Johnson noted that working with an outside search firm and its experts will make the Director search more transparent and acceptable to the field. Turner expressed his gratitude to Radich and WESTAF for their assistance. Feruzzi Shriver proposed that Aitken and Alexander be on the subcommittee to oversee the process and work with CAC and WESTAF staff.

### **ACTION ITEM: WESTAF assistance with Search Firm**

Turner moved that the Council accept the *pro bono* offer of financial and administrative assistance from WESTAF for the services of a professional executive search firm to assist in the Director hiring process. Alexander seconded, and the motion passed unanimously with Feruzzi Shriver abstaining.

### **Director’s Awards (cont.)**

Johnson noted that there were four Director’s Awards for 2010:

- Former Assemblymember Roger Niello, an arts supporter who carried legislation so the Council would hire the Director (acknowledged earlier in the meeting);
- Senator Curren Price, Chair of the Joint Committee on the Arts, who carried a bill that included the California Arts Council in the “Contributions” listing for the Franchise Tax Board’s Individual Income Tax form so Californians could donate directly to the California Arts Council (unable to attend meeting)
- The Irvine Foundation for their leadership and financial support of the California Cultural Data Project (staff was unable to attend); and
- Anthony Radich, for his leadership as the Executive Director of WESTAF and his longtime dedication to the arts and work as an arts administrator nationwide.

Johnson presented Radich with an award. Radich thanked Johnson and said that he has seen the public's access to the arts grow since his childhood. Feruzzi Shriver thanked Radich, noting his mentorship in the past seven years since she joined the Council.

### **Acknowledgement for MJ by Council**

Feruzzi Shriver acknowledged Johnson's long career in public service – 12 years as a Sacramento County Supervisor, as the President of the California State Association of Counties, Chair of the Sacramento Area Council of Governments, Chair of the Sacramento Library Association, President of the Board for the Crocker Art Museum, and the Sacramento Chamber of Commerce's "Sacramentan of the Year" in 2004. Feruzzi Shriver said that Johnson was always polite and never lost her temper even in the most stressful of situations. Turner noted her unwavering enthusiasm for the arts and the California Arts Council. Alexander noted her passion and commitment. Feruzzi Shriver presented Johnson with gifts from Governor Arnold Schwarzenegger and the Council. Johnson acknowledged and thanked the Council, saying that she loved being the Director of the CAC.

### **Programs Report**

Talamantez introduced arts administrators from a variety of arts organizations throughout California who have received grants from the CAC in different programs to give the Council an overview of the work that is done in the field with the funds.

- Alice Parente and Kim Grace from Very Special Arts (VSA), to demonstrate the Artists in Schools (AIS) program. Parente and Grace emphasized the validation children of all abilities in the AIS-funded residency programs received from working with the arts, and how arts education helps children of different abilities work together.
- Marie Acosta from La Raza Galería Posada, to demonstrate the Creating Public Value (CPV) program. Acosta described a handful of events sponsored by the organization with CPV funding that encouraged whole families to participate in community events together, improving both community and inter-community relations, but also intergenerational relationships within families.
- Danielle Thomas from YoloArts, to demonstrate the State-Local Partnership Program (SLP Program). Thomas described the importance of the SLP Program for the professional development tools provided by the CAC and the direct impact the local arts agencies can have in the community.
- Eleanor Kuechle, an English instructor at Elk Grove High School, to demonstrate the Poetry Out Loud (POL) initiative. Kuechle described in detail the POL contest process from the instruction in the classroom to the competition on the state level, emphasizing the performing arts and language arts education provided to 40,000 students in the state.
- *Special Report:* Amy Kitchner and Debra Wong of the Alliance for California Traditional Arts (ACTA), to demonstrate the Statewide Networks program and their official designation from the California Arts Council as the state partner for the delivery of Folk and Traditional Arts Services.

After the loss of the California State Folklorist in the early 1990s, the CAC sought different strategies to fulfill the National Endowment for the Arts mandate of services to the folk and traditional arts field. ACTA was formed in mid 1990s, and in 1998 they

were designated by the California Arts Council to serve in the official capacity as California's statewide folk and traditional arts service provider. Through this designation ACTA receives resources from the Council and the National Endowment for the Arts to represent California at national, regional, state and local gatherings pertaining to folk and traditional services and policies and to provide grants programming and services to the folk and traditional arts field. The California Arts Council incorporates ACTA's services to the field as part of our partnership agreement with the National Endowment for the Arts.

The presentation from Kitchner and Grace included an introduction of ACTA's entire board (including national representatives), an overview of the organization's funding and ability to support folk and traditional arts, and the impact the support has had on the continuation of heritage through the generations, support for the artists to both train and teach, and the impact on California communities.

#### *State-Local Development Program*

Talamantez directed the Council to the memo and staff recommendations of \$105,890 in partial funding for the third year of the State-Local Development Program to support the development of new local arts agencies, reinstatement of agencies that have ceased to exist, and the provision of technical assistance to agencies in need of capacity building. Talamantez noted that there are now 52 local SLP participants representing 50 counties and two cities.

#### **ACTION ITEM: State-Local Development Program**

Turner moved to approve the staff recommendations of \$105,890 in partial funding for the third year of the State-Local Development Program. Hubbard seconded, and the motion passed unanimously.

#### *Panel Pools*

Talamantez directed the Council to the pool list of recommendation for potential panel participants for the Creating Public Value and the Artists in Schools programs.

#### **ACTION ITEM: Panel pool**

Turner moved to approve the recommended pool list of panel participants for the Creating Public Value and Artists in Schools programs. Hubbard seconded, and the motion passed unanimously.

Jefferson suggested that Councilmembers consider additional experts in the arts community as panel pool participants and make recommendations to staff.

#### **Strategic Plan Report**

Steinhauser gave the Council an overview of the Council and staff's progress on the Strategic Plan. She noted that Council members should be meeting with state legislators in their respective districts, and that Nielsen and other CAC staff can provide background information for the Council members as needed.

Steinhauser noted that a summary report on the impact and effectiveness of the agency's programs should ideally be in place before the hiring of a new director, and she suggested that

some key details be discussed at the March meeting. Other areas of the Strategic Plan that need continual attention include the appointment of new Council members (currently under discussion by the Brown administration), staff assignments and staff succession (under review), and interaction and reports on non-arts sectors impacted by the arts (on hold).

#### *Arts Education Summit/convening proposal*

Steinhauser noted the importance of arts education to the Council and as a key part of the Strategic Plan, and introduced Lenihan to report on potential arts education proposals. Lenihan proposed that the CAC support an Arts Education Summit and bring together various groups such as the CAC grantees and partners, the California Parent-Teachers Association (PTA), the California Department of Education, the California Alliance for Arts Education, California Arts Advocates (CAA), various arts education associations, and others interested in overall arts education goals in California.

Logistical questions for such a convening include whether the CAC would sponsor such a project alone, or would partner with other organizations such as CAA or the advocacy group Arts in the California Governor's Race. Would such a project include one large convening, or be a series of smaller meetings with one primary group and a series of focus groups. Is a survey of the field a necessary part of such a project? What would be an appropriate budget for such a project, and over what timeline? The Council discussed different aspects of such an initiative; Turner suggested looking to museums as meeting locations, and Alexander suggested including California Presenters as a key group because of its members' school arts residencies. Jefferson suggested using the initiative to gather information on the importance of arts education and arts school residencies and share the importance of arts education with the public.

Skelton said she supported such an initiative, but noted the staff and budget limitations of the agency, and asked if information on the importance of the arts programs may be accessed through current CAC grantees. Turner suggested utilizing web tools and providing information through the CAC website.

Feruzzi Shriver asked Lenihan whether an arts education convening of some sort would be appropriate for September, and asked for an analysis of the most appropriate type (small versus large, using web tools, etc) in the coming months. Hubbard volunteered to work with Lenihan and CAC staff on such a proposal.

#### **Tax Check-Off for the Arts Report**

Nielsen provided the Council with background information on the plans for a publicity roll-out to gain support for the "Tax Check-Off for the Arts," where individual California taxpayers can donate directly to the CAC through the "Contributions" section on the Franchise Tax Board (FTB) individual income-tax form. Steinhauser asked Aitken to explain a proposal for allocating funding from the Tax Check-Off for the Arts. Aitken explained that since the FTB can note the amount of funds contributed through the Tax Check-Off for the Arts program by county and zip code, the CAC should consider creating an incentive program for local support by allocating the Tax Check-Off funding to the State-Local Partners based on contributions in their area.

Turner expressed his concerns about such a proposal: that some State-Local Partners will expect this method of allocation immediately before the rest of the Council has examined the pros and cons of such a proposal; that the direct allocation based on geography is a diversion from the way the CAC allocate funding currently; that areas with dense and affluent populations may benefit without consideration of need; and that other CAC non-SLP grantees who might potentially support the public awareness aspects of such a campaign would have no incentive to do so.

The Council discussed the benefits and drawbacks of the direct allocation to SLP grantees proposal. Skelton suggested that such an incentive program may be more appropriate for 2012. Jefferson said she sees the advantage of an allocation based on local support, but not with all funding allocated to the State-Local Partners, but rather a smaller percentage. Alexander suggested that such a proposal include a requirement that 80% or more of the funding go for re-granting to insure the funds go to arts organizations and not general support of a local arts agency, and Aitken proposed a motion that Tax Check-Off funding be allocated based on county where the contributions came from, and that this funding be distributed through the State-Local Partnership Program (SLPP), with a provision that 80% of the Tax Check-Off for the Arts funding be provided for re-granting by the SLPP grantee.

Turner expressed concerns that a massive publicity campaign for the Tax Check-Off would interfere with the Arts License Plate efforts. Johnson noted that there was little time to create a local-incentive program or plan for the Tax Check Off for 2011. Nielsen pointed out that some local arts agencies do not have re-granting programs, and Alexander's proposal for 80% of the funding to be for re-granting may be difficult to insure. The Council opted to have CAC staff provide an analysis of the proposal, and Aitken withdrew his motion.

### **Public Comment**

Johnson introduced Bernard Boudreaux, Senior Manager for Community Relations for the Target Corporation. Johnson noted that not only has Target been a strong supporter of the California Arts Council in the past six years through financial support for arts convenings and the Poetry Out Loud program, but Target is also a sponsor of the Legislative Reception at the Crocker following the meeting. Johnson thanked Target and Boudreaux for their support.

Alma Robinson, Executive Director of California Lawyers for the Arts, gave an overview of her organization's support of arts and corrections programs and past studies showing that such programs reduce recidivism rates.

Libby Maynard, founder of The Ink People Center for the Arts and an ACTA board member, expressed her concern about a Tax-Check Off for the Arts program that is only distributed to the State Local Partners, noting that not only would there be little incentive for organizations like Ink People to help publicize the Tax-Check Off for the Arts option, but that such a structure could cause consternation in the arts field by pitting the grantees in one program against the grantees in another.

R. Emeterio "Emmett" Castro, a board member of the Alliance of California Traditional Arts and a certified public accountant, suggested that the CAC look and see what other organizations that

benefit from the “Contributions” section of the FTB Individual Tax Return do concerning the local-incentive issue, and also suggested that the CAC pursue significant outreach to the FTB and California public accountant and business groups, as he has not yet seen any publicity or notice about the CAC joining in the “Contributions” section in his daily job.

Dan Sheehy, an ACTA board member and Director of the Smithsonian Center for Folklife and Cultural Heritage, commended the CAC and its partnership with ACTA, noting the good work that the organization is able to provide to the California public, in part because of the support from the California Arts Council.

### **Adjournment**

Feruzzi Shriver adjourned the meeting in the memory of four individuals who have made significant contributions to the arts and public service:

- Nathan Oliveira, a painter, sculptor and printmaker from the San Francisco Bay Area who made significant contributions to the visual arts and taught at a number of California colleges and universities;
- Dodie Rosekrans, a significant supporter of museums in the San Francisco Bay Area and internationally who served on the California Arts Council;
- R. Sargent Shriver, the founding director of the Peace Corps, architect of President Lyndon Johnson’s war on poverty, and U.S. Ambassador to France, as well as an active supporter of the Special Olympics with his wife Eunice Shriver and a recipient of the Presidential Medal of Freedom from President Bill Clinton; and
- Elizabeth “Betty” Bertillion Smart, senior curator of the California State Museum Resource Center and board member of the American Association of Museums and the California Association of Museums who spearheaded the ongoing cataloging of the art and historical objects in the California State Parks System, as well as other projects like a database of paintings by California artists and helping the state Legislature and staff with legislation relating to museums.