



**MINUTES OF
ANNUAL MEETING
January 31, 2012**

THE CALIFORNIA MUSEUM
Conference Room
1020 O Street
Sacramento, CA 95814
916) 653-4255

PRESENT:

Council Members

Malissa Feruzzi Shriver, Chair
William Turner, Vice Chair
Wylie Aitken
Michael Alexander
Andrew Green
Charmaine Jefferson
Terry Lenihan
Susan Steinhauser

Arts Council Staff

Craig Watson, Director
Marilyn Nielsen, Deputy Director
Scott Heckes, Chief of Administration
Mary Beth Barber, Information Officer
Diane Golling, Administrative Assistant

Invited Guests

Russ Sperling, California Music Education Association
Lora Gordon, California Cultural Data Project
Craig Cheslog, Principal Advisor to the State Superintendent of Public Instruction
Sean Watson, 24Connect
Brad Kurtz, Industrial Creative

Other Attendees

Marilyn Johnson Prewoznik

California Arts Council staff members Lucy Mochizuki, Theresa D’Onofrio, Patricia Milich, Rob Lautz, Kristin Margolis, John Seto, Terry Walter, Wayne Cook, Lucero Arellano, intern Andrew Kirby and student assistants Brandon Moore, Ashleigh Crocker and Mike Artica.

ABSENT:

Council Members

Adam Hubbard
Rosalind Wyman

MINUTES

I. Call to Order

Meeting of the California Arts Council (CAC) called to order at 10:42 a.m. by Feruzzi Shriver.

II. Welcome by Executive Director, California Museum

Dori Moorehead welcomes the Council and other meeting attendees, describes the museum’s current exhibits, and talks about exhibits and events coming up in 2012.

III. Swearing-in of Council Members

Watson swears in Steinhauser and Alexander, recently reappointed to the Council.

IV. Roll Call and Establishment of a Quorum

Golling calls the roll. Quorum is established.

V. Approval of Minutes from November 17, 2011

DISCUSSION: Watson announces that in future we will make the Minutes less robust. Alexander notes that the minutes in their current form contain testimony. Watson reminds the Council that the meetings are recorded. Jefferson says that the recording may become obsolete. Turner thinks the transcript is valuable from time to time. Watson says the Minutes will continue to call out important matters. Steinhauser describes minutes from other boards that she is on, and says they use bullet items, not text.

Alexander thanks the Council for adjourning the November meeting in memory of Shiffman, who was a good friend of his.

Turner notes some action items in the November Minutes. Aitken wanted a list of the past five years’ Council meetings. Nielsen says she emailed it to the Council

members but will do so again. Turner says Green suggested consolidators for dealerships. Feruzzi Shriver says that will be in Sean Watson's report.

Amendments to the November 17, 2011 Minutes are suggested by the Council and noted by Golling.

ACTION: Turner moves to approve the Minutes as amended, Alexander seconds. Minutes approved unanimously at 11:00 a.m.

VI. Election of 2012 Officers

Continuity of leadership is deemed important, especially with a new director.

ACTION: Jefferson moves that Feruzzi Shriver continue as Chair and Turner continue as Vice Chair. Steinhauser seconds. The motion is approved unanimously.

VII. Chair's Report

Feruzzi Shriver highlights a few of the 27 meetings she attended between the November 17 Council Meeting and this one, including a December arts advocacy week in Washington, DC hosted by the Western States Arts Federation (WESTAF), a panel at California Department of Education (CDE), and a policy board meeting of the California Alliance for Arts Education (CAAE). She expresses how pleased she is about the progress of CREATE the State and the high profile it seems to have earned around the state and even the nation.

VIII. Director's Report

Watson asks the arts council staff members who are present to introduce themselves and describe their roles to the Council. He notes the successful launch of the CAC's new website and the kudos it is receiving from the field. Nielsen acknowledges the staff's web team and asks them to stand briefly.

Watson mentions his recent hosting of Mexico's former president, Vicente Fox, and notes that there may be opportunities in the future for cultural exchange with Mexico via Fox's presidential library and a cultural center he's involved in building. Watson attended the CAAE policy council as a guest and noted that many people there had attended our CREATE the State event in October. He is building strong relationships with CAAE's Chair and Director, which is new for the CAC.

Watson describes a day-long series of meetings held in San Diego on January 13th, exploring the possibility of creating a San Diego county arts council. Green asks what is needed to form a state-local partner (SLP). Watson says the county supervisors must pass a resolution designating an organization. He adds to Feruzzi Shriver's comments regarding CREATE the State and describes the process that is underway to hire a consultant.

Watson says that he will attend all three of our upcoming Artists in Schools grantee workshops to personally meet most of our grantees.

The senior executive team at the CAC will be reorganized soon, but there are a few more steps to be taken before anything can be announced.

IX. California Cultural Data Project

Watson introduces Lora Gordon, lead associate on the California Cultural Data Project (CDP) at 11:44 a.m. CDP is spinning off from the Pew Charitable Trusts. Gordon notes that a program born at a foundation is usually expected to take flight on its own after a few years. They reassessed the corporate structure and are expanding nationally as a standalone nonprofit. They want to really get the data used and support the conversation about creative economy. The CDP is currently on a trajectory to be on its own by December of 2012. They are working to form a national board and partnering closely with Pew as this develops. Gordon says it has been difficult to tell the story using data from such a diverse state. They have put together a training session geared for small organizations and are hoping to farm money out around the state as a “grass roots concept.”

DISCUSSION: Watson says that the Council has been having an internal conversation about CDP, and that the CDP team is acutely aware of the difficulties for small organizations. There is not going to be a “CDP lite.” They will continue to focus on legitimate issues that small organizations have, and point out to them that there’s a large chunk of the profile that they don’t have to fill out. Jefferson says that her organization is one of two at the table that fills out the forms. She says she loves the concept but they can’t really get the picture from the data. The gaps are serious to Jefferson.

Council discusses and crafts a motion supporting moving forward with a one-time grant program. Pew has \$50,000 from the Getty; the CAC will draw from that account to administer the program. Watson says the proposals will be looked at by the panel subcommittee, which includes Watson, and the proposals will be voted on by this Council. Green asks that the CDP be placed on the agenda for the next meeting as well.

ACTION: Turner moves to proceed with a grant opportunity for research projects that use CDP data, authorizing staff to administer a CDP grant in the amount of \$47,000. Alexander seconds. Approval is unanimous at 12:22 p.m.

X. Invited Speaker

Feruzzi Shriver introduces Craig Cheslog, Principal Advisor to the State Superintendent of Public Instruction, who talks about the plans to partner the CDE and the CAC. A joint task force will create a blueprint for creative schools, a policy document to present to state and federal policymakers. They are hoping to have this task force meet over the next few months and forge a policy. They will also assess whether legislation is

needed. We need some sort of creative index to assess our schools to make sure arts programs don't get cut during difficult budget years, such as the Public School Performance Accountability Program outlined in SB 789. The Superintendent hopes to provide a "distinguished school" award, for example, to reward schools for excellence in arts education.

Cheslog says there is a need to bring business leaders into the effort. On the question of "STEM" (science/technology/engineering/math) v. "STEAM" (science/technology/engineering/arts/math), he believes there is consensus that STEAM is the better acronym.

XI. Report: California Music Education Association

At 12:57 p.m. the Chair recognizes Russ Sperling, president-elect of the California Music Education Association (CMEA). They serve eighteen hundred music teachers in California, pre-K through university, and are the lead advocacy organization for music education. The 2004 *Sounds of Silence* report documented a huge falloff in music education in public schools. Since then, the downward trajectory has slowed, but it seems we are bottoming out at around 470,000 music students. California had 1,101,500 music students in 1999/2000.

Sperling lists a couple of reasons why music enrollment has declined in California schools: lower budgets at the elementary level (after Proposition 13 cuts years ago, a lot of those programs just never came back), and No Child Left Behind, which resulted in "teaching to the tests"—and the tests don't include music. Lower achieving students are really left out now, because if students are not proficient in other things, they don't get the arts. Looking to the future, CMEA is participating in a national coalition for core arts standards and in CREATE the State. He presents a position statement from the national organization.

XII. Council Member Reports

Steinhauser notes that the strategic plan includes allowing each Council Member 2-3 minutes to share ideas or whatever they think should be brought to the group.

Lenihan asks that what is learned at conferences and other gatherings be shared with the Council. She thinks the staff should also share information that everyone would benefit from. Steinhauser asks if such notes should be submitted in writing. Lenihan asks that email be used, sent to Lenihan or Nielsen. Emails can be entered into the tracking document and put in the meeting packet.

Alexander suggests that the Council think about how to use touring artists, when they leave the state, as ambassadors. Watson mentions that Phil Horn, who used to be in charge of the CAC's touring and presenting program, said he would help if the CAC ever thought of getting back into supporting presenters. Alexander wonders if such an effort could link with Visit California, promoting California tourism through our artists.

Steinhauser suggests that the CAC think about revitalizing neighborhoods with housing for artists. She also suggests a CAC program for integrating veterans into the arts.

XIII. Financial Report

At 1:44 p.m. Heckes gives the financial report. The Governor released his budget a week early. Our budget is as proposed, and includes projected money from the tax checkoff funds. Total should be \$5,633,000 – there's a typo on the report in the meeting packet. Our federal award will be reduced because NEA funding has gone down, but the amount is yet to be determined. The only surprise in the Governor's budget was a proposed consolidation of the CAC with the state summer school for the arts. It is not yet clear whether this idea will actually be implemented.

XIV. CREATE the State Status Report

Lenihan gives the CREATE the State status report. She reports that we are moving forward with four main partners, getting a planning firm, and integrating the task force with CREATE the State to have that in place for the convening in San Diego, which is planned for March. The team continues to build the CREATE the State workgroup. We need more people on the expanded workgroup, particularly industry and business partners from both creative and noncreative fields.

The Teaching Artists Support Collaborative steering committee is revising their strategic plan. They are creating a website where teaching artists can connect and talk about best practices, etc. They are also looking at building up additional funding and are working on putting together a convening.

A research meeting was held at REDCAT, getting people who are doing similar work together in the same room. The biggest need seems to be a need to take the research data we already have on arts education and animate it—make it digestible and usable. We'd like to have more research on dropout rate issues, access equity issues, and on how the arts are connected to the workforce.

DISCUSSION: Steinhauser reminds the Council that it talked about an influence audit at the last meeting. It's equally applicable to business and government. She asks staff to send a reminder to the Council. Lenihan says that would be very helpful. We are missing geographical diversity as well, rural areas and areas of the state that have different needs than Los Angeles, Sacramento and the Bay Area. Steinhauser says we could shout out to grantees as well as SLPs. Turner suggests the panelists, a presentation to our panelists that they could take back to areas we don't normally get to. Steinhauser tells Lenihan to coordinate with Nielsen and let her know what kind of people we are looking for.

XV. Strategic Plan

At 2:30 p.m. Steinhauser thanks everyone who has been updating her regarding where we are with the strategic plan, especially Nielsen and Watson.

Issue 1 – arts license plate efforts will be reported on later today. Aitken and Steinhauser have been working on the tax checkoff program; their incentive idea is being shifted to the arts license plate campaign.

Issue 2, awareness and visibility – tomorrow Council Members will meet with key legislators including the Speaker and the Pro Tem. At the last meeting, the Council identified new areas for visibility re economic development and creative economy. We are moving ahead with that with Assembly Member Betsy Butler and the Lieutenant Governor. Staff assignments and staff succession—we will have a new organization chart by the next meeting. The CAC’s new website is up. Alexander and Jefferson are going to meet with Watson for a programs assessment. Watson says that the NEA is “giving” the CAC its Facebook page during the third week of February, as a prize for being the first arts agency in the nation to reach 10,000 Facebook “likes.” Golling reports on plans for social media outreach that week.

At 2:44 p.m. Nielsen passes out packets for tomorrow’s legislative visits.

XVI. Arts License Plate Campaign Launch

At 2:50 p.m. Sean Watson and Turner present about the arts license plate campaign. March 22 at Sony Studios will be the launch event, starting at 6:30 p.m. Janice Pober, Senior Vice President of Sony USA, is excited about the project. Ozomatli will perform. Carl Bendix, who handled event planning for Governor Schwarzenegger, is handling it for us.

Meanwhile, our license plate sales figures have been in a holding pattern, although we’ve lost the least of all the specialty plates. Sean Watson says that the problem we’ve had has been selling one plate at a time through the Department of Motor Vehicles (DMV) interface. That’s going to change. We think we are a few days away from a legal opinion from the Department of Justice (DOJ) that will allow us to set up our own website to take plate orders. We will be able to sell arts plates in bulk, tax deductible as a marketing expense or as a charitable deduction. Mid-year we will launch point-of-sale service at car dealerships. Starting in June, we will be in every dealership in the state and are creating a simple check box functionality—check the box, get an arts plate for your new car. 1.9 million cars were sold in California in 2010. If 4% of those had bought an arts plate it would have doubled the CAC’s budget.

Brad Kurtz from Industrial Creative shows a Powerpoint about the advertising campaign and the billboard design(s) they have put together.

DISCUSSION: Jefferson questions the campaign materials citing the dropout rate as something the arts license plate could improve. She believes we cannot prove that. She also asks who is invited to the March launch. Watson says that Sony could accommodate

about 225, so we might need to invite 500-600 business, cultural, and civic leaders. The Council brainstorms various ideas for getting the word out: gas station TV, fliers at gas stations, cars parked at arts events, parking structure at the Getty, etc. Green clarifies that Council's suggestions and questions could go to Turner. Jefferson suggests a 1-page for parents/PTA. Steinhauser wonders how long it will take for other specialty plates to jump in and follow our lead, muddying the waters. Sean Watson says we must move quickly. Lenihan asks if a public service announcement (PSA) is in production. Feruzzi Shriver says that they will get footage at the event for a PSA. Watson says that he and Feruzzi Shriver will be meeting with Ovation TV soon and will suggest PSA production at that meeting.

INCENTIVE PLAN DISCUSSION: Watson talks about the potential incentive program to reward individual arts organizations for plate sales. Here's the dilemma: The CAC gives grants based on peer panels, rewarding quality. The idea that we could individually reward arts organizations for arts license plate sales is therefore problematic. But as we see improvement in sales by area, we can use some formula to improve the grant funding for those areas. The grants will still be based on panel review, but there will be more money available for their geographic area. This provides a way to say to larger arts organizations that license plate sales will benefit them as well. Green says this seems to him a pretty elegant solution. Jefferson says we don't want to get locked into some formula that we can't get out of later. Watson says that Heckes reminded him that even if we started this program today there would be a built-in lead time before we could implement it. Heckes confirms that the budget is coming up for 2012-13. If we sell a lot of plates, we still have over a year to work on the intricacies of the incentive program. Watson says we are also going to dive into figuring out our programs as well, so there will be an opportunity to prepare the field for this. Aitken says we should figure out the program soon because this conversation has not dramatically progressed over the past eight months.

XVII. Programs and Grants

Nielsen outlines the various panels that are coming up. The list in the packet is the entire list of panelists. Turner says he is always impressed by the bios of the panelists. Alexander asks if they self nominate. Nielsen says they can. Steinhauser asks how many years someone generally serves. Nielsen says we always keep some repeats because they have experience, but they are constantly coming in and out; you don't want them to burn out and you don't want the same people making all the decisions. Nielsen says we pay for their travel and a per diem. Heckes notes that our panelists serve without compensation.

ACTION: Green moves that the Council adopt the panel pools as listed by the staff. Lenihan seconds. The motion is approved unanimously.

XVIII. Public Comment

At 4:12 p.m. Marilyn Johnson Prewoznik from Santa Monica speaks. She volunteers with an academy of puppetry, helping teachers integrate literacy materials with what the children see at the marionette theater.

IXX. Other Business

Jefferson asks for a status report on the California Resale Royalty Act. Milich says that there is a potential national law under discussion; she's getting more phone calls and the publicity from the lawsuits has generated more royalties being sent to us. People are alerted and more motivated to abide by the law. We have 450 artists in our database from over the course of 30 years. California Lawyers for the Arts may be putting together a piece on the topic. Jefferson says that a bankrupt insurance company recently sold over 260 artworks at auction and the artists were not compensated. How many people don't follow the law? How hard is it to find out that your work is being sold? Unless we put some teeth into the reporting and the law, it requires artists to know something that most artists don't know. At this point, the onus is on the seller of the work to comply.

Turner says, as a dealer, it's a complex law and hard to apply even when sellers are acting in good faith. Steinhauser asks for a report twice a year about the money coming in—dollars in, dollars out.

XX. Adjournment in memory of John Edward Buchanan, Jr.

The Chair adjourns the meeting at 4:25 p.m. in memory of museum director John Edward Buchanan, Jr. Steinhauser comments that she knew him. He was an enormously successful fundraiser and had a gift for attracting donors through terrific shows.