



**MINUTES OF  
PUBLIC MEETING**

**February 12, 2013  
10:30 a.m. to 4:00 p.m.**

**THE CALIFORNIA MUSEUM  
Conference Room  
1020 O Street  
Sacramento, CA 95814**

**PRESENT:**

Council Members

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

Arts Council Staff

Craig Watson, Director  
Scott Heckes, Deputy Director  
Patricia Milich, Programs Officer  
Mary Beth Barber, Information Officer  
Diane Golling, Administrative Assistant

Invited Guests

Dori Moorehead, Executive Director, California Museum  
Brad Erickson, Californians for the Arts  
Sabrina Klein, Teaching Artist Support Collaborative  
Jennifer Oliver, Teaching Artist Support Collaborative

Other Attendees

Lucero Arellano, California Arts Council  
Wayne Cook, California Arts Council  
Rob Lautz, California Arts Council  
Kristin Margolis, California Arts Council

John Seto, California Arts Council  
Colette Rice, independent arts professional  
Andrew Wood, San Francisco International Arts Festival  
Alan Dismuke, art consultant  
Eric Astacaán, Special Assistant to the Speaker of the Assembly  
Lauren Pizer Mains, Consultant, Joint Committee on the Arts

**ABSENT:**

Susan Steinhauser  
Adam Hubbard

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**MINUTES**

I. Call to Order, Roll Call and Welcome

Dori Moorehead welcomes the California Arts Council (CAC) to the California Museum. Council Chair Feruzzi Shriver calls the meeting to order and Golling calls the roll. A quorum is present.

II. Approval of Minutes from November 27, 2012

A correction to the Minutes is suggested by Turner and noted by Golling.

**ACTION:** Wyman moves to approve the Minutes as amended. Green seconds. The Minutes are approved unanimously.

III. Chair's Report

Feruzzi Shriver gives the chair's report. She attended the Education Leaders Institute (ELI) alumni summit in December. Eight states attended; in the eyes of the National Endowment for the Arts (NEA) the invited alumni represented the states that did the most with ELI. She went with Craig Cheslog, Special Assistant to Superintendent of Public Instruction Tom Torlakson, and got many good ideas. The NEA is seeing what an impactful investment it is to put money into arts education. Cross pollination is happening, coming out of ELI. The NEA's new arts education manager has big ideas going toward the future.

Feruzzi Shriver and Steinhauser will go to Washington, DC to talk about arts education. They are going to visit key people on Capitol Hill during February 27-March 4, 2013. Tim Robbins did a presentation at Folsom of what is possible through arts in corrections, and the Governor's office is showing keen interest in this.

Feruzzi Shriver, saying farewell to her position as Chair, thanks her family for letting her work full time on this. She joined the Council during a hard time for the CAC; people felt dispirited after we lost 94% of our general fund support. But everywhere she goes people tell her they were CAC grantees at one time. We have made a difference in people's lives and there is a lot of good will for the CAC. Feruzzi Shriver feels like she grew up while she was on the council. And it led

to great opportunities – she is now on the Board of Western States Arts Federation (WESTAF), she got to go to Harvard, etc. – but the best part of the appointment was the people that she met. She thanks the staff and names them all, present and past. She lists and thanks the council members she served with, several people in the Governor’s office, and a number of outside people as well who helped and supported her along the way.

Feruzzi Shriver intends to continue working with the CAC even though she’s no longer on the council. She feels confident that the CAC is going to move ahead and she hates to leave at this moment when exciting things are about to happen. But it’s been a great honor, a thrill and a pleasure.

Feruzzi Shriver receives a standing ovation.

#### IV. Director’s Report

Watson gives the director’s report. He received email this morning from Alma Robinson stating that the tone of the conversation with the Department of Corrections changed after they saw Tim Robbins’ work. What’s great about the opportunity under discussion is that it would use money outside the general fund. The CAC used to be known internationally for this work and it would be wonderful to return to a legacy project. We have a proposal in progress for a 2-year pilot where the CAC would administer contracts for artists in residence. Some money would go to staff support to enable us to run it. This idea has moved quickly.

He is meeting again with Mike Rossi, Senior Jobs Advisor in The Governor’s Office of Business and Economic Development (GOBiz) regarding the five ideas we presented in December. There are two categories, cultural districts and creative placemaking, where we can collaborate with GOBiz. Green asks if Rossi gave any encouragement that the funds could be made available. Feruzzi Shriver explains that if we convince him it is a good place to invest, he will recommend it to the Governor. Watson says that Rossi’s responsibilities will expand in June, so there is more to come on that. Jefferson asks if the creativity index would answer Rossi’s questions. Watson says we drew from the existing Otis report. As we go back to him, we will show him what other states are doing and the kind of return they are getting on their investment.

Margolis has put together a schedule for tomorrow’s meetings around the Capitol. Eric Astacáan from the Speaker’s office is in attendance and is recognized by Aitken and Watson.

Aitken thanks Margolis, who has put a lot of work into our legislative contacts. The Senate President pro Tem, Darrell Steinberg, is out of town but he and Aitken talked about filling out the Joint Committee on the Arts. Aitken is glad that we now have a legislative committee as part of our regular agenda. Former CAC Director Muriel Johnson told him repeatedly that he could not lobby, but she said he could persuade and educate – so that’s what he has been doing. We understand our limitations. Wyman adds that the Speaker would like to be helpful to us. He’s very interested in the arts and especially what they mean to young people.

Watson acknowledges Margolis and invites everyone to Poetry Out Loud. There is hope that athlete and “arts driver” Vernon Davis may serve as a judge this year.

V. Council Member Reports

Jefferson says the California African American Museum is hosting 58 Los Angeles Unified School District students who have done artwork about the “I have a dream” speech. Hundreds of people have attended. A national contest took place in several cities around the country. There was some incredible work from elementary school through high school.

Lenihan reports that she was at the Los Angeles County Poetry Out Loud competition; it’s amazingly organized and was a brilliant event. She looked at our Facebook page and was amazed to see all the press coverage about Poetry Out Loud events happening all over the state. And she knows it makes a difference in these kids’ lives. Feruzzi Shriver adds that she should have mentioned judging Poetry Out Loud as one of the highlights of her tenure.

Turner reports that he moderated a panel on the Resale Royalty Act with attorney Eric George. They had a great turnout. It shone a spotlight on the CAC, what we do, and what our role is with the Resale Royalty Act. Sometime this summer we should get a sense of what’s happening with this law. The law is still in effect while the case is under appeal.

VI. Election of 2013 Officers

The Chair recognizes Jefferson and Lenihan for the election of officers. Jefferson says it is an honor to present the slate, with great gratitude to Feruzzi Shriver and Turner. Those shoes are very hard to fill. They are pleased to recommend that Aitken serve as chair and Steinhauser as vice chair.

**ACTION:** Jefferson moves to elect Wylie Aitken as Council Chair and Susan Steinhauser as Council Vice Chair. Lenihan seconds. The motion is approved unanimously.

Aitken suggests that Feruzzi Shriver keep the gavel until the close of today’s meeting.

VII. Financial Report/Governor’s Budget Update

Heckes reports that the main difference from his last report is the suspension of the tax checkoff for the Arts Council Fund. Our general fund allotment enlarges slightly from formulaic increases due to the end of staff furloughs. Heckes and Milich will come back in April with more information.

Watson points out that we are overpaying for our office space. The rate the Department of Justice (DOJ) charges us per square foot is very cheap, but we don’t need as much space as we have. They are consolidating their offices, so if they can get out of their leases in other spaces, they may move into ours. If that happens, and we move, we will turn any savings into grant funds.

Turner asks if we can sublet our extra space. Heckes says we did look into this, but learned we could only sublet it to DOJ, and they don’t want it. Green asks for a refresher on the rules

regarding marketing the arts license plate, which Heckes supplies. Turner asks if we could approach the NEA for a variance. Heckes says it's not an NEA restriction, it's a federal restriction. Alexander says that during our strategic planning we must address this. Alexander asks about the impact of furloughs ending and staff salaries rising. Heckes explains.

#### VIII. CREATE CA Status Report

Lenihan reports that the blueprint is finished, is in design, and will be coming out in March. It's been a long process but exciting. The team held a meeting at Loyola Marymount University on November 30 to decide top priorities for the next six months. A small group worked with Spitfire to create a process, honed down recommendations to the most important five, and have been working on them with weekly reports and calls. Common core standards, professional development, and Title I money is moving ahead; also the report card and business council for the arts. Those were the five priorities. There will be a meeting in Fresno in May with the larger group.

Lenihan says TCC Helicon has really pointed out how to define roles, sharpen language, and stay focused. Alexander says he's grateful that Feruzzi Shriver and Lenihan have taken the leadership on this and says we need to make sure the word gets out at various service industry meetings. This is a landmark opportunity to make sure people know that the CAC is taking an active role in furthering creative schools. Watson says we are punching above our weight class, and yet Feruzzi Shriver is co-chair of this task force, so we are doing well and becoming more visible. Alexander says we need to ask the PTA to help position us in the public's mind as relevant to their lives. Jefferson asks when the public comment period will happen. Lenihan and Feruzzi Shriver say it hasn't been carved out because they don't know for sure when the blueprint will be ready. Wyman thinks we should hand people something on paper that pulls out specifically what we do, fitting with Alexander's idea that we need to talk about ourselves more and get others to talk about us.

#### IX. "Create a State" Arts License Plate Campaign

Turner thanks Aitken, former Chair Marcy Friedman and Steinhauser for their generosity and leadership on the funding campaign for the voucher card. The solicitation is being postponed until after the holidays. He applauds everyone for not giving up although it has taken much longer than anyone dreamed it would. Aitken asks if we are still waiting for approval from the Department of Motor Vehicles (DMV). Barber says there are security questions still. We have assurance from the director of DMV that it will all happen. Aitken says we must be able to assure potential donors that we will protect these funds. Watson says we could do a smaller pilot if we miss the target but have enough to do part of it.

#### X. Californians for the Arts (informational)

Feruzzi Shriver recognizes Brad Erickson, who updates the Council on the work of California Arts Advocates (CAA). They are shifting their identity to Californians for the Arts. CAA will stay alive as a 501(c)(4), but the new 501(c)(3) Californians for the Arts (CFA) will be in the foreground. They are rebranding and making that transition now. Board members are the same.

They are concentrating on expanding their networks and giving people a voice, widening the circle of people who feel they have a stake in what CFA is doing. They plan to reach out to interior California and expand their diversity. They want greater public investment in the arts. They like keeping up to speed with the CAC and our agenda, to stay in sync and support the CAC's direction and policies. He doesn't imagine we will always be in sync, but he thinks 95% of the time we will be. A small group is going over to the Capitol tomorrow to do arts advocacy visits.

Alexander asks when they expect to involve arts consumers. Erickson says that a lot of people on their email list are not necessarily arts organizations or artists. Turner asks if they will be charging for membership. Erickson says that was the only way to fund CAA, but they can't answer that question yet for CFA. Watson points out that Danielle Brazell is expanding the communications infrastructure and that she had a teleconference with CAC staff regarding Facebook and other communications strategies. Erickson says they are very interested in working with our local partners to reach further inland, since CAA/CFA has a heavier presence on the coast at the moment. Aitken asks if they have a legislative agenda. Erickson says tomorrow they'll be introducing themselves with the new name, educating new folks about the history of arts funding in the state, and giving some background about what other states are doing. They want to put forward that the appropriate level of funding should be no less than \$2 per person. That would still put us beneath the top 20% tier. CFA maintains that this is the level of investment that is appropriate for California and as soon as we can do it, we should do it.

Jefferson says that California has removed the arts from the schools, but hasn't analyzed or done a data survey of our generation and slightly above and below us, to ask what we have that the starved generations don't have. How do we get that data? Scan that generation who went to public schools and see who is achieving and who isn't, who is healthy and who isn't, who has life survival skills and who doesn't. Erickson agrees that arts nonprofits are not showing up on the data, and are not contributing their data, so the data does not reflect reality.

#### XI. Teaching Artists Support Collaborative (TASC)

Lenihan introduces TASC's Sabrina Klein and Jennifer Oliver. Klein says that teaching artists are a hybrid. Some folks think if you are teaching you are not really an artist and if you're an artist you're probably not a good teacher, but there are some folks who do both and are terrific in both roles. Where arts and education meet is where the most energy happens. Arts education can ensure that each child learns in the way that is most meaningful to him. Oliver works with Young Audiences in San Diego, says that organizations are very excited to see teaching artists get this kind of support. She was in a 3<sup>rd</sup> grade classroom the other day where the kids were learning pattern-making by hearing someone play the violin, then representing the intervals and patterns they heard visually. The brainstorming was remarkable to behold; the children were thinking in really complex ways. This teacher was feeling burned out and considering quitting, so Oliver told her about TASC and it seemed to revitalize this teaching artist. California is in the vanguard of this sort of organization, although the conversation is happening nationally, led by the President's Commission on the Arts and Humanities.

Jefferson says we want the arts in the classroom to be used not only for art's sake but as a tool for learning other things. But if we are asking for the arts to be back in the schools, what are we asking for? Lenihan says there has been such a drought, teachers are not prepared to teach art. Klein says partnerships are in order, where a professional artist can come in with the rigor of the discipline and the joy of the hard work, but nobody should be putting anybody else out of business. Watson says he has been in meeting after meeting where the situation is discussed in depth, and the end result is always an agreement that it needs to be "both/and" not "either/or."

**ACTION:** Lenihan moves to support TASC at the \$25,000 level as recommended. Turner seconds. The motion is approved unanimously.

## XII. 2010 Strategic Plan

The strategic plan report is presented by Watson. We are in a transition period now between the old plan and what's in the works. Issue 1, sustain & increase revenue: We've heard today about corrections and economic development, both promising areas that might bring funds to the CAC. We've talked about the arts license plate. We heard from Erickson and the potential of sponsoring legislation to address new funding for the CAC. Tomorrow morning there will be an informational breakfast with Erickson and some of his board members. Senator Price has committed to help with the return of the voluntary contribution option on state tax forms and the cleanup of the language that Department of Finance requested. Lauren Pizer Mains from Sen. Price's office updates the Council. She states that they received the checkoff language back from the legislative council and are hoping to introduce it this week. The plan is to call it the Arts for Kids Fund instead of Arts Council Fund. She will reach out to Chris Holden, who has expressed interest in co-sponsoring. They are cleaning up the language but there are some typos in that, so it needs more work.

Jefferson wants us to look at how we communicate the tax checkoff fund to the public. Aitken wants to know whether we really researched the best title for the fund. Watson says it was a small focus group that included some council members. Heckes says that as long as the Council continues to focus on arts education, we won't have problems giving the money to "kids." Aitken says we're not prepared to change at this point, but if the legislation moves forward and someone has a brilliant idea at the last minute we can change it. Wyman thinks the legislation will go through and we ought to be readier than we are. Watson says what he is hearing is that the Council wants us to think about the name more.

Next issue: Increase awareness and visibility of the arts. Legislative visits will be held tomorrow. Wyman will talk informally with the governor later today. A new awards program has been put together through the League of California Cities to recognize a California city doing a great job with the creative economy.

Watson asks Alexander and Jefferson to talk about programs. Jefferson says they've put together a timeline. They are getting ready for a 3-hour work session to fine-tune some of the things we are funding and some we are not, including ideas that have come out of past convenings, to figure out how the dollars get divided going forward. She and Alexander have been insisting that everything get talked through. Alexander adds that it can't be a two-person committee, the entire

council needs to look at it. Green says yes, it has been elusive and he is eager to contribute to the discussion on what we are trying to achieve, what we want our programs to do. Watson says we are entering into a very modest consultancy with David Plettner Saunders because Phil Horn is recovering from surgery. So for the next two months Saunders will work with Watson and staff. We're setting up a 2-day stint with the CAC staff to gear up for a new strategic plan.

Watson points out the timeline printed in the Council meeting packets and goes over it. We are planning a major listening effort, hoping to improve on our last strategic plan. We want the Council to have a swath of time at the April meeting to listen to any members of the public who want to chime in at that point. We are aiming for a draft strategic plan to be presented at the September meeting. Aitken asks when the Council members will be asked for their input. Can we put it on our website and let people comment? Watson says yes, all of the above. Heckes says that the executive staff is meeting tomorrow to come up with questions to ask at every site. Wyman says it's dangerous to go ask everybody what they want and raise the expectation that we're going to have money to help them. Watson suggests that one of the questions could be, if we never got another dime, what should we do? Should we change and do something completely different?

Alexander says there are no-cost public policies that could be changed. Changed laws in Los Angeles opened up work spaces, loft areas. The change did not cost money, it was just a policy change that helped artists. Jefferson says we must remind the field that we know it is our job to stop every so often and ask them what their needs are.

Next issue: Staff. Heckes says there are over 30 applicants for the Information Officer position. Watson says once that position is hired it will free up Barber to work on other projects. Watson says we will then backfill the vacant Contracts and Procurement position, and then address the vacancy left by Marilyn Nielsen's retirement.

### XIII. Programs and Grants

Milich reports on the panel pools for spring panels, acknowledges the staff who came up with the panel pool. There is no honorarium, just expenses, for those who serve on our panel pools. There are 55 names on the list; we will have 5 or 6 panels, some just one day. Wyman asks if the Council members can offer names. Milich says yes.

**ACTION:** Alexander moves to approve the panel pools recommended by the staff. Jefferson seconds. The motion is approved unanimously.

Milich says that the staff recommends continuing the funding of current Statewide Networks for another year at the 2011-12 level, designating 2012-13 as the last year for the program. Watson clarifies. The recommendation is based on panel comments and past conversations, plus the strategic plan discussions. This program may change dramatically, but we ask the Council to go ahead with funding at this level understanding that a decision will be made sometime soon.

Alexander is not in favor of designating this as the last year. His view is that the CAC should either be attaching this as a memo to every program or none. Green agrees. Milich agrees.

Jefferson asks what gap is created if and when it goes away. That should be discussed. Alexander points out that these organizations are potential conveners. We should ask them to document that they've done some kind of broad involvement statewide. Milich says they are already helping us in that way. The California Association of Museums is letting us hold a "listening tour" meeting at their convention, for example. Arellano gives some of the history of the program, explains the networks of culturally-specific organizations. After we lost our funding some of the organizations of color struggled to meet the standards, such as meeting statewide.

**ACTION:** Alexander moves to support Part 1 of the recommendation, omitting the recommendation that 2012-13 be the last year for the program. Green seconds. The motion is approved unanimously.

Milich states that the United States Artists proposal will be discussed at the next Council meeting.

XV. CLOSED SESSION Pursuant to Government Code §11126(a), to discuss/take action on personnel matters

The Council goes into closed session at approximately 3:15 p.m.

XVI. Adjournment

The meeting reconvenes following the Closed Session at 3:55 p.m. and immediately adjourns in memory of Mort Friedman and Michelle Walker. Marcy Friedman is present. The council then adjourns, conducting no further business.