

California

CELEBRATING EXCELLENCE IN THE ARTS SINCE 1976

MURIEL JOHNSON, DIRECTOR

PUBLIC MEETING

Tuesday, May 17, 2005, 10:00 a.m. to 3:30p.m.

California Museum For History, Women and the Arts 1020 O Street, 2nd Floor Sacramento, CA 95814 (916) 653-7524

Meeting Contact – Mary Beth Barber, (916) 322-6588 or 322-6555

A ONE-HOUR LUNCH BREAK WILL BE TAKEN

I. PUBLIC MEETING CALL TO ORDER AND ROLL CALL - Chair Marcy Friedman

Action	1.	ADOPTION OF AGENDA
Welcome	2.	CALIFORNIA MUSEUM FOR HISTORY, WOMEN AND THE ARTS Ross McGuire, Museum Director
Action (TAB A)	3.	APPROVAL OF MINUTES: 3/23/05
Information	4.	CHAIR'S REPORT - M. Friedman
Information	5.	DIRECTOR'S REPORT - M. Johnson ■ California Poet Laureate
	6.	GRANT APPROVALS AND BUDGETING: - J. S. Talamantez, S. Heckes
Action (TAB B)		A. YOUTH EDUCATION IN THE ARTS (Y.E.A.) PROGRAM GRANT APPROVALS
Action (TAB C)		B. INFRASTRUCTURE SUPPORT PROGRAM GRANT APPROVALS
Information (TAB D)	7.	LEGISLATION UPDATE – J. Hiura, M. Alexander, J. S. Talamantez
Lunch break anticipated at this time.		

8. PLANNING AND MARKETING ISSUES:

Information A. MARKETING AND BRANDING REPORT-M. Rubel

Information (TAB E) B. ARTS MARKETING INSTITUTE PRESENTATION – B. Taylor

Information (TAB F) C. PROGRAM REDESIGN-J. M. Carrillo (Precursor to Strategic Planning Process)

II. COMMENTS

MAY INCLUDE ITEMS ON AND OFF THE AGENDA, AS WELL AS FUTURE MEETING AGENDA ITEMS.

9. COUNCIL

10. STAFF

11. PUBLIC

III. NEXT MEETING DATE AND LOCATION - SEPTEMBER 2005, SAN DIEGO

IV. ADJOURNMENT

Notes:

- 1. All times indicated and the order of business are approximate and subject to change.
- 2. The CAC retains the right to convene an advisory committee meeting pursuant to Government Code
- 3. Sec. 11125 (d).
- 4. Public testimony may be time limited. Please make concise remarks.