

State of California
CALIFORNIA ARTS COUNCIL
PUBLIC MEETING
MINUTES

California



Arts Council

May 10, 2006
10:30 am

Mingei International Museum
1439 El Prado – Balboa Park
San Diego, Ca 92101
(619) 239-0003

ATTENDANCE

CALIFORNIA ARTS COUNCIL

Presiding: Marcy Friedman, Chair

Council Members: Michael Alexander, Vice Chair
Phyllis Epstein
Malissa Feruzzi Shriver
Barbara George
Chong-Moon Lee
Michael Rubel
Fred Sands

Members not in Attendance Annette Bening
Eunice David
Barbara George

Staff: Muriel Johnson, Director
Marilyn Nielsen, Deputy Director
Josie S. Talamantez, Assistant Chief of Grant Programs
Scott Heckes, Chief of Administration
Mary Beth Barber, Communications
Patricia Milich, Arts Program Specialist

Special Guests: Martha Longenecker, Mingei International
Rob Sidner, Mingei International

Attendees:

CALIFORNIA ARTS COUNCIL
Summary Minutes

Call to Order

Chair Marcy Friedman called the meeting to order.

Roll Call

Mary Beth Barber called the roll. Present: Alexander, Epstein, Shriver, Friedman, Hiura, Rubel.
Absent: Bening, David, George.

Welcome Remarks

Chair Friedman introduced Rob Sidner, Director of the Mingei International Museum. Sidner welcomed the Council and gave an overview of the history of the museum, the facility's emphasis on the folk art, crafts, and design from over 100 nations, and the museum's philosophy of highlighting "objects of use" that hold artistic merit. Chair Friedman thanked Sidner and the Mingei staff hosting the meeting and for their dedication to the arts.

ACTION ITEM – Minutes Approval of January 2006 meeting

Chair Friedman asked if there were amendments to the minutes from the January 31, 2006 meeting in San Francisco. None were offered. Epstein moved for approval and Rubel seconded, and the minutes were approved unanimously.

Chair's Report

Chair Friedman introduced and welcomed two new California Arts Council members: Chong-Moon Lee of Portola Valley and Fred Sands of Bel Air. Lee and Sands both gave brief remarks about their backgrounds in relation to the arts. The other Council members and the CAC staff present introduced themselves.

Director's Report

CCHTC Memorandum of Understanding

Director Muriel Johnson directed the Council to the Memorandum of Understanding (Tab B) from the California Cultural & Heritage Tourism Council (CCHTC). The MOU is between government agencies (local, state and federal) and other entities to promote and enhance the joint benefit of cultural and heritage resource preservation and tourism promotion in California. Chief of Programs Josie Talamantez noted that signing the MOU does not require any promise of funding from the CAC for the CCHTC or CCHTC-related projects.

ACTION ITEM – CA CULTURAL & HERITAGE TOURISM COUNCIL M.O.U.

Epstein moved that the CAC's director is authorized to sign the MOU from the CCHTC, as noted under Tab B. Sands seconded; the motion passed unanimously.

Next CAC Meeting

Johnson explained that the ideal time for the Council to meet next would be in July, but that she had some concerns about limitations on CAC staff travel if the budget negotiations between the Governor and the Legislature extended into July. Should that be the case, the July meeting would be scheduled in Sacramento to save staff expenses, and she will contact the members at a

later time with specific dates in July. She added that the meeting following that would be located in the Los Angeles area, most likely during the last week of September. Another meeting would be in the first or second weeks of November, with the location determined at a later time.

Legislature and Advocacy from Outside Organizations

Johnson reported to the Council that Alma Robinson, Executive Director of California Lawyers for the Arts, has independently contacted a number of legislators and others in state and local government about restoring the CAC's budget to previous levels, and that Assemblyman Leland Yee has a letter in support of a larger budget for the CAC and has asked other legislative members to co-sign with him. Johnson said that Robinson has centered her discussion around the restoration of the CAC's 2000-01 budget of \$32 million.

Friedman added that the CAC budget wasn't historically over \$30 million, but only in 2000-01. Alexander said that he didn't believe \$32 million was a realistic goal for this year, but that the Council needed to be prepared to have a direction and plan if the amount was increased to \$10 million or more.

Arts-related Conferences

Johnson pointed out two upcoming national conferences and asked if any of the members of the Council wanted to attend. Deputy Director Marilyn Nielsen would be attending the national Americans for the Arts (AFTA) conference in Milwaukee, WI, on June 3-5, and Johnson would be attending the National Assembly of State Arts Agencies (NASAA) Leadership conference in Anchorage, AK, September 18-20.

Arts and Education, other meetings and events

Johnson said that she and Nielsen had met with Education Secretary Alan Bersin to discuss arts education, specifically the proposal for arts education block grants for K-8. She also has a request in to Education Superintendent Jack O'Connell's office for a meeting to discuss the same. Johnson added that CAC staff have begun to again meet with the "A-Team," which consists of representatives from the CAC, the California Alliance for Arts Education (CAAE), the Department of Education's Arts Education division, and The California Arts Project (T-CAP). They will meet four times a year in conjunction with County Arts Leads, CAAE or other meetings.

Johnson said she has also had meetings with Governor Schwarzenegger's Cabinet Secretary Fred Aguiar, as well as with Trey Luzzi, the Governor's staff member who is the liaison for the CAC. She has discussed different public art projects that may concern the CAC in the future such as public art in relation to planned transportation projects, as well as the proposed "West End" complex of state buildings (west of the capitol building) which has been delayed for a year or so.

Johnson added that the CAC participated in "Ag Day" on the capitol steps (an event concerning agriculture and related subjects in the state), attended the recent CAAE conference in Sacramento, and hosted a "Cultural Cabinet" meeting at the CAC offices. Attendees included: Ruth Coleman, Director and Walter P. Gray III, Chief Cultural Resource Division of California State Parks; Susan Hildreth, State Librarian for the California State Library; Laren Metzger, Acting California State Archivist for the CA State Archives and Secretary of State Office; Caroline Beteta, Executive Director of the California Travel & Tourism Commission; James

Quay from the California Council for the Humanities; Milford Wayne Donaldson, the State Historic Preservation Officer; and guest Anne Cavanagh, Capital Outlay Program Manager of the Department of General Services.

Feruzzi Shriver suggested a separate committee of council members and staff be designated to focus solely on promoting the Arts License Plate, and Chief of Administration Scott Heckes and Nielsen joined in a brief discussion about the Arts License Plate Fund and the enabling legislation.

Public Comment – Martha Longenecker, Mingei International

Epstein introduced artist and art administrator Martha Longenecker, the founder of the Mingei International Museum. Longenecker, who is also a San Diego State professor, explained the origins of the museums, including its inspiration from the Mengei Museum in Tokyo.

REPORTS

California Music Project (CMP)

Epstein gave an overview of the recent progress on the California Music Project (CMP), including the establishment of the CMP as a nonprofit 501(c)3 entity, and the enlistment of San Francisco artist Michael Osborne to design the CD cover and packaging. The release party for the first compact disk is slated for November 8, 2006 at Bimbo's in San Francisco. Long-term goals for the project include a partnership with California State University (specifically San Jose State) to support senior music students to teach in public schools, fellowships for music teachers, and support for CAC programs that relate to music and children. Epstein added that the CMP board is in search of a quality part-time executive director, and that the company 1185 Design is in the process of producing a website.

Alexander asked how much of the initial \$100,000 funding had been spent. Epstein responded \$77,180 over a two-year period. She added that most of the CMP board members also financially contributed to the project.

Poetry Out Loud

Talamantez gave an overview of the National Endowment for the Arts (NEA)'s Poetry Out Loud initiative and CAC's successful California Poetry Out Loud production in Sacramento County high schools, and finals on April 22, 2006. Many CAC staff implemented the Poetry initiative with high-school instruction, contests and the final competition at the Secretary of State's auditorium. California's winner, who will represent the state at the Washington, D.C. finals in May, is Ken Huffman, an Elk Grove High School senior. Over 1000 students in Sacramento were reached with the program.

NEA American Masterpieces Initiatives

Talamantez gave an update on the "American Masterpieces" Initiative, another program sponsored by the NEA. CAC has been funded in the amount of \$156,300 to produce two programs: the "Tap Dance Project" that emphasizes the history of tap dance in Hollywood, and the "Choral Music" program which will tour professional choral groups specializing in California Mission-era liturgical choral music and secular songs in some of California's historic Missions. These two projects require \$6000 in start-up costs, said Talamantez.

ACTION ITEM – AMERICAN MASTERPIECES INITIATIVE

Alexander moved for the approval of the proposed American Masterpieces Initiatives – the "Tap Dance Project" and the "Choral Music" program – and the approval of \$6000 in start-up funding for these two projects from the CAC's 2005-06 budget. Rubel seconded the motion, and it was approved unanimously.

ADJOURNMENT FOR LUNCH – reconvened at 1:45 pm.

My California

CAC Arts Specialist Patty Milich gave a brief overview of the My California anthology project, which had raised \$60,000 to date. She has a meeting set up to discuss the promotion of the book with the California Welcome Centers, a series of visitor centers established throughout the state for tourists that receive 12 million visitors a year.

Milich also gave an overview of the successful "Long Beach Reads One" program, where local entities in the city of Long Beach select one book to promote and publicize. She thanked Johnson, Nielsen, Feruzzi Shriver and Alexander for attending the opening ceremonies for the month-long event in Long Beach.

Milich said she has also reached out to other potential promoters of the book, including the Governor's Office of Protocol. Alexander suggested that a copy be sent to Billie Greer, Director of the Governor's Los Angeles office. Sands suggested reaching out to managers for California airport gift and book stores.

Literary Project

Talamantez presented a series of options for CAC programs focusing on literacy and literature for children that could utilize funding from *My California*. Rubel said he saw a natural connection to the Poetry Out Loud program. Alexander thought that \$60,000 was a small amount to start a program, and Heckes said that perhaps some additional CAC funds could augment that amount. Alexander emphasized that CAC projects needed to be throughout California, and should include the involvement of parents if possible. The Council discussed potential projects, and Rubel, Lee and Friedman volunteered to serve on the committee to propose potential programming for *My California* funds.

Budget Update

Heckes gave an overview of the recent progress in the legislative budget process in relation to CAC's budget (\$5.1 million). The state Senate budget subcommittee approved the Governor's proposal from January, while the Assembly budget subcommittee augmented the same proposal with \$1 million slated for a series of museums. If the Assembly does not approve the budget subcommittee's recommendation, then passage of the Governor's proposed CAC budget is likely. If not, then the CAC's budget will be negotiated in a legislative conference committee.

Heckes added that the augmentation of the CAC's budget proposed for 2006-07 is due to the increase in price of the Arts License Plate, and that funds should be slated for marketing the plate. Alexander suggested including more information about the beneficiaries of the funding

into the marketing materials and brochures, such as the Youth Education and the Arts! (YEA!) grantees.

Programs Discussion Left Unfinished from January Meeting

Talamantez directed the Council to Tab F, a list of potential programs which meet the goals of the Strategic Plan. Johnson asked if reinstatement of the Local Arts in Education Program (LAEP) would require legislative authorization. Heckes answered that legislative authorization would be needed for the exact same program, but pointed out that a similar program could be created under a different title and would not need legislative approval. Alexander voiced the importance of support for the organizational arts groups throughout the state that provide stable support for many different organizations. Johnson said that she's heard from many in the field that an arts convening is necessary and long overdue, and CAC staff will begin planning for a fall or January conference. Alexander commented that the list under Tab F was a comprehensive list of CAC goals.

ACTION ITEM – SUPPORT OF POTENTIAL PROGRAMS

Alexander moved that the potential programs listed under Tab F are supported in spirit by the California Arts Council and could be enacted if additional funds become available. Rubel seconded, and the motion passed unanimously.

Presentation and Discussion of Public Comments on the Strategic Plan

Nielsen gave an overview of the comments from individuals throughout the state (detailed under Tab G) to the presenting of the Strategic Plan for the California Arts Council (detailed under Tab H). Nielsen commented that there was some trepidation about the language in the Strategic Plan, specifically the words "marketing" and "advocacy." She said there were also some concern that the Council could become solo-focused on education.

The Council discussed the semantic and image problems of the words “marketing” and “advocacy” and explored alternative words to describe these parts of the Strategic Plan. Suggested changes were “Marketing” to “Public Awareness Plan” and “Advocacy” to “Advocating for the Arts.”

The Council discussed the marketing portion of the Strategic Plan and pros and cons of the potential production/selling of products from California Arts Council, the desire from the field for more advocacy training, and for the CAC to take a leadership role in promoting the arts.

ACTION ITEM – APPROVAL OF THE STRATEGIC PLAN DIRECTION

Alexandar moved that the Council approve the strategic plan direction, with staff directed to address the semantic issues of terms “advocacy” and “marketing”. Feruzzi Shriver seconded, and the motion passed unanimously.

Adjournment

The Council and staff briefly separated into informal discussion groups based on their strategic planning committees and then Freidman adjourned the meeting.