

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

California



Arts Council

Wednesday, November 15, 2006  
10:00 am

Irvine Museum  
18881 Van Karman Avenue  
Irvine, CA 92612

Bistango Restaurant  
19100 Von Karman Avenue  
Irvine, CA 92612

## ATTENDANCE

### CALIFORNIA ARTS COUNCIL

**Presiding:** Marcy Friedman, Chair

**Council Members:** Annette Bening  
Eunice David  
Barbara George  
Malissa Feruzzi Shriver  
Carlos Martinez

**Members not in Attendance** Michael Alexander  
Phyllis Epstein  
Chong-Moon Lee  
Michael Rubel  
Fred Sands

**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

**Public** Joan Irvine Smith, Founder, Irvine Museum  
Jean Stern, Executive Director, Irvine Museum  
James Irvine Swinden, Vice President, Irvine Museum  
Lisa Caretto, President, California Arts Advocates  
Megan Ameral, graduate student, UC Davis  
Bonnie Brittain Hall, Arts Orange County  
Natasha Palmaer, member of public  
Irvine Museum staff members

**CALIFORNIA ARTS COUNCIL**  
Summary Minutes

**Call to Order**

Chair Marcy Friedman called the meeting to order at 11:00 am at Bistango Restaurant following a tour of the Irvine Museum with Joan Irvine Smith.

**Roll Call**

Mary Beth Barber called the roll. Present: Bening, David, George, Friedman, Feruzzi Shriver, Martinez. Absent: Alexander, Epstein, Lee, Rubel, Sands.

**Opening Remarks**

Director Johnson explained that Councilmembers Alexander, Rubel, Sands and Lee regretted being unable to attend because of work conflicts. Councilmember Epstein was unable to attend due to illness.

**ACTION ITEM – Minutes Approval of July 2006 meeting**

Chair Friedman asked if there were corrections or amendments to the revised minutes from the July meeting in Los Angeles. None were offered. David moved approval, Bening seconded, and the July 2006 minutes were approved unanimously.

**ACTION ITEM – Minutes Approval of September 2006 meeting.**

Chair Friedman asked if there were corrections or amendments to the minutes from the September 2006 meeting in Long Beach. Chief of Administration Scott Heckes pointed out that he had not been in attendance, but that his name was included on the role call. David moved approval with the proposed deletion of Heckes' name, Bening seconded, and the September 2006 minutes were approved unanimously.

**Announcement of New Councilmember Carlos Martinez**

Chair Friedman introduced and welcomed Councilmember Carlos Martinez from Fresno. Martinez is the executive director of the Fresno Art Museum, is a native Californian (Los Angeles) with significant arts administration and community organization experience. He has been in his position with the Fresno Museum since 2004, and was previously a program officer for the James Irvine Foundation from 2002 to 2004, specializing in issues important to the Central Valley. He was vice president of community investments for the United Way of Massachusetts Bay, and was executive director of La Alianza Hispana (The Hispanic Alliance), a community based, non-profit organization for the Latino population of the Boston area. Friedman especially noted Martinez' extensive experience in building partnerships.

**Other Announcements**

Chair Friedman congratulated Councilmember Bening on the recent placement of her star on the Hollywood "Walk of Fame."

## **Chair's Report**

### *Proposed New Chair, Vice Chair for January 2007*

Chair Friedman introduced Nominating Chair Barbara George, who nominated Michael Alexander and Malissa Feruzzi Shriver to serve as 2007 Chair and Vice Chair, respectively. CAC members Michael Rubel and Friedman also served on the Nominating Committee. The election of officers will take place at the January Annual meeting.

## **Director's Report**

Director Johnson directed the Council's attention to the series of handouts, including the new laminated contact list. She also announced that Joan Irvine Smith would be present at lunchtime to speak about the Irvine Museum and Ms. Smith's new book, *A California Woman's Story*.

Johnson reminded Councilmembers to seriously consider and suggest names for membership on the California Arts Council. Chair Friedman pointed out qualities such as leadership skills, geographic diversity, ethnic diversity, and an understanding of the importance of the role of the arts.

Johnson said that she's spoken with Karla Dinger in the Governor's appointments office, as well as with Daniel Zingale, the First Lady's chief of staff, about the urgency to fill the three Council vacancies as of January 2007 (Epstein, Friedman and George.)

Johnson announced that a statewide tour for California Poet Laureate Al Young had been organized for Spring 2007, and that the State Library has helped with the financing of the tour and the publication of Young's new book, *Coastal Nights and Inland Afternoons*, published at a discount by Angel City Press, the publishers of *My California*.

Johnson gave a briefing on the discussions between the board members of the California Association of Local Arts Agencies (CALAA) and the California Arts Advocates (CAA), noting that they are working together toward partnering on advocacy issues, and that she is on their joint fundraising committee with Brad Erickson (Executive Director, Theatre Bay Area) and Bruce Davis (Executive Director, Arts Council Silicon Valley).

Johnson added that there would be a meeting with statewide multi-cultural groups in January or as soon as possible to discuss how the CAC interacts with their organizations, their grant needs, advocacy efforts and future goals.

George asked if the California Alliance for Arts Education (CAAE) was involved in the dialogue between CALAA and CAA, and Johnson said not at this time, but that in the future there would be an opportunity for arts groups including CAA, CALAA, CAAE and the California County Superintendents Educational Services Association (CCSESA) to meet together.

Friedman added that she had sat in on one of the meetings between CAA and CALAA, and that while initially the organizations seemed reluctant to work together, over time the various meeting participants moved towards thinking how they could work together. George asked who the current head of CALAA was, and Johnson responded that there was no statewide head of the organization and that CALAA operates with four regional offices with small staff stipends. CALAA Board Chair Ellen Estalai is the CAC's current contact. George expressed her concern

that the organization might cease to exist, and Johnson said that the CAC is providing grants to CALAA and that their Board is optimistic about their future. Johnson thought it would take a year for the CAA and CALAA boards to form a partnership or collaborative group, and she strongly suggested monthly meetings between the parties. The Fundraising Committee is seeking funding to make the effort viable this year.

Johnson discussed a recent staff proposal for a Native American crafts exhibit that could be shown at the California Museum for History, Women and the Arts, and tour the State Parks and Recreation sites in California. Outreach and planning will begin in 2007.

### *Block Grants Proposal*

Johnson told the Council about a recent discussion with Laura Zucker, Director of the Los Angeles County Arts Commission, about large cities and counties possibly joining together to seek block grants for the arts that would be distributed directly from the state. Councilmember Martinez expressed his caution for such a proposal that would eliminate state agency oversight of the funds. George added that she had heard concern in the field that the arts education block grants within the Department of Education are not guaranteed to be spent directly on arts education in all school districts. Johnson will be included in discussions with Kathy Lynch and representatives from the counties of Los Angeles, San Francisco, San Diego, etc.

George added that the California Community Foundation (CCF) announced in October that the late philanthropist Joan Palevsky left a bequest of over \$200 million to the organization, and that on November 29, 2006, there would be a meeting in downtown Los Angeles to determine how the funding would be spent. George suggested that Councilmember Alexander attend the meeting if possible.

### **Public Comment**

Lisa Caretto from the California Arts Advocates said that her organization has been conducting legislative briefings in various California cities, and that the CAA has a goal of bringing more money to the local level to get the financial support to the field as quickly as possible. She said that Kathy Lynch, CAA's lobbyist, suggested going through the League of California Cities for advocacy support. Caretto said that the CAA believes that any discussion about the arts in California must include the California Arts Council.

While the arts organization and arts community supported the \$105 million for arts education annually and the one-time allocation of \$500 million for arts and physical education supplies and equipment, they also are seeking ways to get state financial support for the arts outside of the school setting. Caretto emphasized that any significant discussion between the major leaders in the arts community would take place with the CAC's knowledge.

George asked Caretto if she had any insight about the status of the \$500 million for arts and physical education equipment, and Caretto said that the Legislature is still cleaning up the language through trailer bills, and that she didn't believe the rumors that the arts education funding was not going fully towards arts education.

Friedman asked that if the CAA were to formally suggest the block grants proposal, what role would the Council play. Caretto said that the CAC could provide oversight, adding that she thinks the concepts behind block grants could be a growing trend across the country.

Councilmember Bening asked Caretto for further clarification on the question of how the Department of Education would guarantee that the arts education funding would be spent on arts education, and Caretto gave a personal example of her investigation into the process of one or two schools.

Caretto concluded by saying that she wanted to assure the Council that it is the intention of CAA to help the California Arts Council remain a viable agency.

### **General Business**

#### **ACTION ITEM: Panel member pool, AIS**

Chief of Programs Talamantez directed the Council to the list of potential panel candidates for the Artists in Schools (AIS) program review on January 8-12, 2007. Candidates will review and recommend ranking for the AIS program.

Councilmember Martinez asked if there was anyone from the Central Valley on the list, and Talamantez said she welcomes suggestions from Martinez to add to the list. Martinez moved to approve the list of potential candidates for the AIS program review with possible inclusions from Martinez; Bening seconded, and the motion passed unanimously.

#### **ACTION ITEM: Redirection of funds from the AIS program budget for pilot program to train artists to work more effectively in schools**

Talamantez discussed the professional development of artists teaching in state schools, specifically the Alameda County Office of Education's (ACOE) three-day training program. Alameda County is a leader in such training. Talamantez recommended that a small portion of the AIS budget be redirected to support the ACOE's training program for artists working in schools so that they are more effective with students and the classroom teacher.

Epstein asked for further description of the benefits of the program, and Talamantez responded that a how-to manual will be developed for use by artists all over the state. Bening asked for more clarification, and Talamantez gave a description of the 3-day training program that would instruct artists in the specific language from the Visual and Performing Arts Standards from the California Department of Education, as well as the needs and direction of the educators in the classroom.

Chair Friedman asked how the funding would be used and in what approximate amount, and Talamantez responded that the approximate \$40,000 would be used for the trainers, supplies and other material, but not meals for the participants. ACOE would provide the manual at the conclusion of the program. Feruzzi Shriver said that the program sounded like a good model. Bening moved, George seconded, and the motion passed unanimously.

### **Grant Programs and Special Initiatives Update**

Talamantez informed the Council about the opening of the application process for the Creating Public Value grants program and the State and Local Partnership program in early December.

#### **California Poet Laureate**

Proceeds from the book by California Poet Laureate Al Young entitled *Coastal Nights and Inland Afternoons* will be divided in the following manner: 37% to the author, 37% to the CAC, and 26% to the publisher Angel City Press. The Poet Laureate Tour is set for Spring 2007, and includes the following cities: Mendocino, Crescent City, Mount Shasta, Chico, Nevada City, Stockton, Bakersfield, Barstow, Riverside, Palm Springs, Carlsbad.

#### **Poetry Out Loud**

The Poetry Out Loud program will be expanded this year from the initial pilot program in Sacramento County, said Talamantez. The following counties will be participating in 2007: Sonoma, Mendocino, Humboldt, Sacramento, Placer, Madera, San Luis Obispo, Santa Barbara, Los Angeles, San Diego.

#### **California Writing Slam Contest**

Talamantez said that details on the California Writing Slam Contest will be available early in 2007. Johnson added that both Chair Friedman and Councilmember Rubel are involved in the development of the contest. Chair Friedman said that she had concerns about the submission details.

#### **American Masterpieces**

Talamantez said that the staff was actively working with the NEA and others on the American Masterpiece projects in California:

- "The American Tap Masterpieces-The Hollywood Journey: Tap Dance, Music and Film," which will revisit the great dance in film of the 1930s and 40s, as well as the African-American roots of the tap dance art form; and
- "Música Festiva de las Misiones," highlighting the masterworks that have survived the Californios period, enhance the California Missions as a cultural destination within the state, and increase the public value and awareness of California's rich artistic and cultural history.

#### **California Music Project (CMP)**

Councilmember George gave an update on the CMP, noting that former CAC Chief of Administration Joe Alamida now serves as treasurer. The CD has been finalized and Bruce Orr's obligation to the project has been completed. Profits from the sale of the CD will go to the CAC, said George.

Feruzzi Shriver said that she had shown the CD to Dave Goldberg at Yahoo, and was planning on speaking with Ken Lombard at Starbucks. She also spoke to executives at Target, who liked the CD, especially the tagline "High Fidelity Education." Feruzzi Shriver said she would continue to speak with these contacts about the project and potential sales and promotion.

George said that the CMP music-instruction program at San Jose State University has spurred great interest among the university students. Over 50 graduate music students will take part in the instruction program in local public schools, and the program will impact 1,500 children.

George added that the CMP website was active, and that a professional design firm created a site worth \$95,000 for \$5000 as a donation to the CMP. The site is [www.californiamusicproject.org](http://www.californiamusicproject.org).

Johnson commended George on her hard work as the initiator and current board chair of the CMP. George suggested continuing the legislative events with CAC grantees, noting successful events with Senate Pro Tempore Don Perata and Speaker Fábian Nuñez. Talamantez acknowledged CAC Arts Specialist Lucero Arellano for organizing those events.

### **Lunch Recess**

Joan Irvine Smith spoke to the group on the history of the Irvine family and their involvement in the arts and community.

### **Guest Speaker: Bonnie Brittian Hall, Arts Orange County**

Bonnie Hall, Executive Director of Arts Orange County, gave an overview of her organization and of a recent study examining the arts in Orange County. The *Orange County Cultural Indicators Report* is a joint project of Arts Orange County and the Orange County Community Foundation, and was partly financed by a grant from the Irvine Foundation. Key findings include that 92% of Orange County residents agree on the importance of a vibrant cultural center and 64% say they or family members create or participate in the arts.

Hall said that the study also found that Orange County's nonprofit arts sector is fairly young and undercapitalized, with 75% of the organizations founded within the last 35 years and 84% with budgets under \$500,000. Small organizations represent 84% of the arts sector but receive only 10% of the revenue, and government and foundation support is lower than the U.S. average in Orange County while individual and corporate support is higher for arts and cultural organizations.

In response to a question from Johnson, Hall said that Orange County did fund Arts Orange County – at one point \$150,000, but less in recent years. There is some corporate support and a great deal of support from individuals, said Hall.

### **Item "Contract with the Friends of the Sacramento Metropolitan Arts Commission (SMAC)" was removed from the agenda.**

### **Conference 2007 Overview**

Director Johnson gave a brief overview of the upcoming CAC sponsored conference entitled "Reflecting, Reframing, Responding," on January 30, 2007. Dana Gioia, Chair of the National Endowment for the Arts, will be the keynote speaker. Representatives from The Irvine Foundation and from The James and Flora Hewett Foundation will present information and discuss recent reports concerning the Arts and Arts Education in California. Conference attendees will partake in a box lunch, and the 2006 California Poetry Out Loud winner Ken Huffman will present a short poetry recitation. Attendees are expected to be artists and arts



administrators from throughout California, as well as members of the economic and fundraising community.

Councilmember Bening agreed to speak at the Arts Conference after lunch. She will discuss the personal impact of the arts during her public school experience, and the overall importance of the arts for youth and society. She will discuss the California Arts Council's funding history and the question of whether the CAC should be a fundraising organization.

Councilmember Martinez asked for more information on the goals of the conference, and Johnson and Friedman said the overall goal was to bring the California arts community together, to provide inspiration and information, and to promote the arts and creativity in California.

Johnson invited Council members to serve on a panel to discuss the new Strategic Plan and its goals. Johnson said that many members of the arts community have never met a CAC member, and interaction through the conference would be an ideal way to make contact with the field.

The last panel of the conference will be led by Anthony Radich, Executive Director of the Western States Arts Federation (WESTAF), on the need for arts advocacy and will include Kathy Lynch and business representatives. There would also be time near the end of the day for networking and conversation between attendees.

Councilmember David asked for a list of CAC members who have so far agreed to serve on the CAC panel: Ferruzi Shriver, Friedman, and Alexander. Martinez suggested the format be like a mini town-hall meeting. George suggested that all Councilmembers present a positive picture of the arts, giving examples of how there are indicators of a more positive future for the arts in California. Bening agreed that there are positive indicators, but that there are philosophical differences. She said that she believes that the government should play a role in providing culture to the citizens, and when it doesn't, only individuals with financial means have access to arts and culture. Bening added that she would add "reinvigorate" to "Reflecting, Reframing, Responding," leaving the attendees on a positive note.

The Council continued to discuss the importance of advocacy and informing the legislature in the activities of the CAC. Chair Friedman asked about the newest legislative members, and Deputy Director Nielsen said that she is compiling some basic information for Councilmembers and scheduling appointments with legislators; Councilmembers are urged to attend.

### **Next CAC Meeting**

Director Johnson said that the next CAC meeting would take place in Sacramento on January 31, 2007, the day after the conference, at the Crocker Art Museum, and that there would be awards and acknowledgements for outgoing California Arts Council members.

### **Strategic Plan - Advocacy**

Nielsen said that much of the Advocacy report had already been discussed but reiterated the importance of a statewide arts advocacy plan and reaching out to new legislators as soon as possible.

### **Strategic Plan – Public Awareness**

Arts Specialist Patricia Milich gave a brief overview of the latest public awareness materials from the CAC, including postcards and magnets for California Arts Day 2006 and the theme "Take 'Em to the Arts." She also briefed the Council on the pre-California Arts Day event entitled "Theater Free For All" on the capitol steps where Johnson was the keynote speaker; Assemblyman Dave Jones and Daniel Zingale, the First Lady's Chief of Staff, participated as well. Milich gave a brief description of the cultural tourism aspects of the Sierra Conservancy, noting that their structure and inclusion of the arts and culture could provide a model for the future. She added that an overhaul of the CAC webpage had just begun, with CAC staff Mary Beth Barber and Kristin Margolis as the leads.

### **Adjournment**

Chair Friedman adjourned the meeting at 3:15 pm.