

State of California
CALIFORNIA ARTS COUNCIL
PUBLIC MEETING
MINUTES

California



Arts Council

Wednesday, September 27, 2006
10:00 am

Long Beach Museum of Art
2300 East Ocean Blvd.
Long Beach, CA 90803
(562) 439-2119

ATTENDANCE

CALIFORNIA ARTS COUNCIL

Presiding:

Marcy Friedman, Chair

Council Members:

Michael Alexander, Vice Chair (left at 2:00 pm)

Eunice David

Phyllis Epstein

Malissa Feruzzi Shriver

Barbara George

Chong-Moon Lee

Michael Rubel (arrived at 12:30 pm)

**Members not in
Attendance**

Annette Bening

Fred Sands

Staff:

Muriel Johnson, Director

Marilyn Nielsen, Deputy Director

Josie S. Talamantez, Chief of Grant Programs

Scott Heckes, Chief of Administration

Mary Beth Barber, Communications

Patricia Milich, Arts Program Specialist

Hosts and Guests

**Ron Nelson, Director of Development for the Long Beach
Museum of Art**

**Peter Lesnik, executive director of the Carpenter Performing Arts
Center at Cal State Long Beach**

CALIFORNIA ARTS COUNCIL
September Minutes

Call to Order

Chair Marcy Friedman called the meeting to order and congratulated Councilmember George for being a new grandmother.

Roll Call

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

Welcome Remarks

Ron Nelson, Director of Development for the Long Beach Museum of Art, welcomed the Council and gave brief remarks about the history of the museum, noting that the building was donated in 1954, that the museum is a public-private partnership, and that 6,500 schoolchildren visited the facility on official field trips during the previous school year. Vice Chair Alexander noted that the Long Beach Museum of Art has an impressive reputation, one that started in the 1970s and continues to the present. Director Johnson thanked Nelson and added that the meeting room and the view of the Long Beach Harbor are magnificent.

ACTION ITEM – Minutes Approval July 2006 meeting

Chair Friedman asked if there were amendments to the minutes from the July 27, 2006 meeting in Los Angeles. Director Johnson pointed out a few typos, as follows:

- in the section entitled "Welcome Remarks," she suggested that the last "him" be changed to "his;"
- in the section entitled "State Budget Update," the sentence "...for the \$10.5 million ..." should read "...for the \$105 million..."
- in the section entitled "Director's Report", in the third paragraph, the words "in the future" be inserted in the second sentence so it reads, "She also suggested that in the future staff create a report ..."

Chair Friedman asked if there had been follow up with arts administrators in the Inland Empire regarding the concerns over the closure of the Arts Council of San Bernardino County and the potential of working with the Riverside Arts Council, and Director Johnson acknowledged that she spoke with various officials in the Inland Empire.

Vice Chair Alexander commented that he recalled Councilmember Rubel making various policy statements that are not noted in the minutes. Councilmembers Epstein and Friedman both agreed the minutes were too condensed. Chair Friedman postponed the approval of the July 27, 2006 meeting minutes until the next meeting following staff research and rewrite.

Chair's Report

Chair Friedman reported on the annual conference of the National Assembly of State Arts Agencies (NASAA) in Alaska. She noted that almost every state was represented, and NASAA officials provided information such as:

- in the U.S., there was a total budget for all state agencies of \$328 million;
- there are 14 states with arts agency budgets of less than \$1 million;
- the average per state is \$2.5 million.

Chair Friedman noted that council members of state arts agencies were encouraged to take a more active role in advocating for the arts, and that California was ahead of other states in many regards because of the work on the Strategic Plan.

Terms limits were another topic of discussion at the NASAA conference, specifically the need to focus attention on educating new legislative members on a regular basis. Deputy Director Nielson noted that at the last meeting the Council received advocacy informational packs to use for legislative meetings, but she was not notified of any follow-up by individual members.

Chair Friedman reminded the Council that the members are not on the CAC to represent a favorite arts organization or group, but to represent all the citizens of the state of California. Various arts organizations and groups may have their disagreements, but the CAC has to consider a statewide advocacy challenge – one message, with one voice. The CAC should be a catalyst for a statewide understanding of the importance of the arts, and encourage artists and organizations to have a united vision and one simple, clear message. She asked the Council to consider a statewide public action committee to explore effective advocacy.

Chair Friedman gave a brief overview of the agenda for the day, noting that staff has an Arts License Plate marketing plan, some solid messaging through its video public service announcements, that Councilmember George would speak about the California Music Project's progress, and that the CAC had a presence at the Governor and First's Lady's Conference on Women and Families the day previous. She emphasized that the individual Council members can be agents of change.

Announcements from Vice Chair

Vice Chair Alexander said Peter Lesnik, who was present at the meeting and is the executive director of the Carpenter Performing Arts Center at Cal State Long Beach, has been appointed to the Los Angeles County Arts Commission (LACAC). Alexander also noted that the LACAC had doubled its granting funds for 2006-07 from the previous year to more than \$4 million.

Alexander noted that he had also attended the NASAA conference in Alaska, and said that some of the arts agencies from states and territories (Puerto Rico, Mariana Islands) represented at the conference directly hire lobbyists to work with the state legislatures, and others have the arts councils and commission leaders themselves personally lobby.

Alexander also described a speech by Dana Gioia, executive director of the National Endowment for the Arts, in which Gioia noted that the NEA now has grantees in each congressional district in the U.S., and the agency has a new slogan of "A Great Nation Deserves Great Art." Gioia singled out California's recent allocation of \$105 million in arts education funding and commented that he helped save the CAC during the 2003 budget cuts.

Chair Friedman suggested that other Council members attend national arts-agency conferences, and Alexander agreed because of the networking possibilities and for learning new approaches.

Friedman added that the scope and size of California is daunting and different than the situation faced by other states' arts agencies. Feruzzi Shriver pointed out that working locally and directly with artists, organizations and local governments can help achieve goals, and one change in a local community can serve as an example. Feruzzi Shriver used the example of her involvement in the Santa Monica Museum of Art, and Friedman complimented Feruzzi Shriver on bringing the public and private entities together for the project.

Director's Report

General Business

Director Johnson complimented Friedman and Alexander for their summaries of the NASAA conference, and agreed that advocacy was a main topic. Johnson noted that most directors of other state agencies are not appointed by the Governor, but are long-term employees, and that it's often a disservice for the Council and staff to have such frequent turnover in Directors. George noted that the issue had come up in the past, but the structure of the Council was set by its enabling legislation.

Future Meetings

Johnson said that the next meeting date was set for November 15, 2006, with the location yet to be determined. She said that the November meeting was necessary because long gaps between meetings are detrimental to the agency's ongoing planning. Deputy Director Nielson added that the November meeting is important in order to give final approval for some of the components of the Artists in Schools program. David expressed interest in having a list of all meetings for 2007 set in January, and Epstein asked that more meetings be set in Sacramento so the Council members could also meet with legislators.

Friedman reminded the Council that the Legislature would not be in session in November, and that the January meeting would be in Sacramento in conjunction with the CAC sponsored arts conference. Epstein asked that the Council hear advice from legislative staff at the November meeting. Friedman asked all Council members to continue to work with their legislators, even if their term expires next year. Feruzzi Shriver suggested Irvine as the location for the November meeting, at the Irvine Museum, as a result of Joan Irvine Smith's generous invitation to meet there.

Johnson asked the Council members if they would be interested in having Christine D'Arcy, Executive Director of the Oregon Cultural Trust, speak at a future meeting on the structure of a trust for the arts and culture. Epstein suggested Johnson see if D'Arcy was available for the November meeting.

Awards

Director Johnson urged that Council members whose terms will end in January attend the January meeting for a special celebration and award presentation. George asked if there could be awards presented to artists at the meeting or at the arts conference the day before, and if Dana Gioia could present the awards. She added that a title such as "California Awards for the Arts" could differentiate these awards from the California Hall of Fame awards which will take place in December at the California Museum for History, Women and the Arts. Feruzzi Shriver agreed that the CAC needed to have its own awards.

Director Johnson reminded the Council of the discussion at the last CAC meeting of an awards presentation as a fundraiser, and that the original medal designed by Robert Graham is being used for the California Hall of Fame. The CAC offered to pay for the medals for the Hall of Fame as a way of participating and asked that Feruzzi Shriver and David be recognized in their program for their instigation of the medal. Epstein suggested that the Council take a look at some of the designs and artists who submitted work for the State Quarter Project for a new medal design. Feruzzi Shriver commented that Linda Albuquerque did a rendering of the California State Seal for the First Lady's Conference "Minerva" Awards.

Epstein said that if finding an artist to design an award became cumbersome that utilizing pre-fabricated designs from a store should be an option. David suggested her willingness to head up the California Artists Awards. Feruzzi Shriver said that she can offer to make connections in the field but did not have the time to do serious administrative work on the project.

Director Meetings

Johnson said that she had called a meeting of the boards of the California Arts Advocates (CAA) and the California Association of Local Arts Agencies (CALAA) to discuss the possibility of the two organizations working together in the future; there will be a second meeting in November. Johnson expressed her goal to meet with other agencies to advocate for the arts.

Staff Changes

Johnson noted that she has a new executive secretary: Diane Galling, and that administrative assistant Lucy Mochizuki is now a contract administrator. Mochizuki is replacing Kathy Alley who is retiring. Arts specialist and long-term CAC employee Ray Tatar is considering retirement as well, said Johnson. Belinda Taylor, the former head of the Arts Marketing Institute at the CAC, has recently won an "Elly" – a Sacramento theater award – for writing *Becoming Julia Morgan*, a play about the famous California architect. David commented on Mochizuki's empty position, saying that she believed bringing younger people into arts administration was of high importance, and that the open position should be filled as soon as possible.

Other Projects

Johnson said that "The Big Read," a project of the NEA started by Director Dana Gioia that emphasizes literature and involves communities in every Congressional district in the U.S., was underway. Johnson also added her admiration for the NEA project "Operation Homecoming," in which professional writers held creative writing workshops with recent veterans; the NEA recently published much of the writing in a book of the same name.

Public Testimony

Peter Lesnik, executive director of the Carpenter Performing Arts Center at Cal State Long Beach, gave some background about the Long Beach community. He noted that the city was ranked as the most diverse city in the U.S., that the city has lots of visual and performing arts available but that the arts community lacks cohesion. He thanked the Council for their hard work and asked that they remember to focus on big-picture issues in the arts and not minutia. Director Johnson thanked Mr. Lesnik and noted that Laura Zucker, executive director of the LACAC, has been very helpful to the Council. Mr. Lesnik added that the LACAC recently doubled the

amount of funding available for grants after the LACAC spoke and presented to the Los Angeles County Board of Supervisors. David also thanked Mr. Lesnik and noted that he may have been her replacement on the LACAC after her 16-year tenure.

Action Items

WESTAF

Deputy Director Nielsen directed the Council to Tab K and the required dues for the Western States Arts Federation (WESTAF). Director Johnson said that WESTAF Director Anthony Radich has been very helpful to the CAC, that former CAC Interim Director Juan Carillo is California's current representative on the WESTAF Board of Directors, and that he and a CAC Arts Specialist, Lucero Arellano, report back to the CAC.

ACTION ITEM – Approval of WESTAF Annual Dues

Councilmember George moved that the Council approve the \$38,000 WESTAF annual dues. Epstein seconded. The motion was approved unanimously.

CCSESA

Nielsen directed the Council's attention to Tab L and the description of an upcoming education cyber-conference entitled "Learning in the Arts" from the California County Superintendents Educational Services Association (CCSESA). The cyber-conference, slated for October 18, 2006, will be broadcast from San Bernardino, involve various arts-education experts and agencies in California, and be available for arts-education administrators and teachers throughout California. CAC staff recommended providing CCSESA \$1,000 to support the cyber-conference. Alexander added that the CAC should encourage professional artists to participate in the cyber-conference and learn about the current status of the visual and performing arts in California schools. Information on the cyber-conference will be sent to all Council members.

ACTION ITEM – Approval of CCSESA Cyber-Conference Funding

David moved to approve \$1,000 of funding to CCSESA for the "Learning in the Arts" cyber-conference. George seconded. The motion was approved unanimously.

Sierra Business Council Annual Conference

CAC Arts Specialist Patricia Milich gave some background about the Sierra Business Council's upcoming annual conference (Tab M). Milich noted that the Sierra Nevada Conservancy, a partner in the conference, is the tenth and most recently created conservancy in California, and is the only conservancy to include a cultural component in their mission. Milich requested the approval of \$3000 to assist arts-organizations' representatives pay their registration fees for the conference. The conservancy consists of 22 counties in the Sierra Nevada region, and 20 local arts agencies have the potential to send representatives to the conference.

ACTION ITEM: Approval of Scholarship Funding for Local Arts Agencies' attendance at the Sierra Business Council Annual Conference

Alexander moved to approve \$3000, to be distributed at the CAC staff's discretion, for scholarships for representatives of local arts agencies in the Sierra Nevada region to participate in the Sierra Business Council Annual Conference in November, with the requirement that the

recipients of the scholarships notify their local legislators of the scholarships. Epstein seconded; the motion was approved unanimously.

Poetry Out Loud

Chief of Grants Talamantez directed the Council's attention to Tab Mc and the staff's request for approval of \$26,000 for Poetry Out Loud grant awards as noted. Director Johnson said that the staff tried to get as many areas of the state included in the program as possible.

ACTION ITEM: Poetry Out Loud

George moved to approve the staff's recommendation for funding for the Poetry Out Loud program, as follows: \$14,000 to California Poets in the Schools and \$12,000 in awards ranging in size from \$500 to \$2000 for Local Arts Agencies, County Offices of Education, and/or local school districts in the following counties: Humboldt, Sonoma, Mendocino, Placer, Sacramento, Madera, San Luis Obispo, Santa Barbara, Los Angeles, San Diego, Fresno, and San Bernardino. Epstein seconded, and the motion was approved unanimously.

Program Updates

American Masterpieces

Milich informed the Council of the staff's progress on the American Masterpieces program, a special initiative of the National Endowment for the Arts (NEA), as noted on page 2 under Tab N: "Mission Era Choral Music Tour" and "Tap Dance Tour". Feruzzi Shriver asked if staff had been in contact with the California Department of Parks and Recreation and/or the State Parks and Recreation Commission concerning the Mission Choral Music Tour and offered to supply contact names.

Grants Programs and Applications in Progress

Talamantez directed the Council to Tab N and gave an overview of the status of the Artists in Schools (AIS) program, and the State and Local Partners (SLP) program. She noted that the SLP program include a Local Arts Agency / County Department of Education component. Alexander asked how many counties were in the SLP program and how much the CAC would fund; Talamantez responded that the details would be available in October. (Currently, there are approximately 35 SLPs and the Council voted on spending up to \$700,000.

Talamantez continued to discuss ongoing programs, noting that the Creating Public Value (CPV) program was detailed at the previous meeting. Alexander expressed his concern that the members of the Council needed to be more involved in the program funding and distribution process. Epstein asked if the funding numbers noted under Tab N were what was approved in the July meeting. Johnson noted that during the July council meeting, Rubel expressed his desire to have more direct input in the grant program details along with Alexander. Talamantez reminded the Council that there are only five program staff currently. George asked whether the AIS program was like the former "Artists in Residency" program, and Talamantez responded that there are some differences, but similar outcomes. George also asked if the Council could have the Local Arts Education Program (LAEP) and partner with the California Department of Education, and Talamantez responded that the CAC would need legislative approval and believes that we can go forward on programs without the LEAP format.

California Music Project

George gave an update on the progress of the California Music Project (CMP), and thanked the Council for approving the funding for the CMP's start-up. She described the CMP music-education partnership with San Jose State University, noting that during CMP meetings at the school the rooms were filled to capacity with music majors wanting to teach in K-12 schools in the future. George estimated that over 1000 students would be affected by the San Jose State program.

George said that the California Music Project CD would be available on October 1, 2006, and reminded the Council that all proceeds from the CD go to the CAC. Bruce Orr, the founder of the CMP, is no longer with the project and has returned to full-time work in Texas. George thanked CAC staff for the recommendation of Joe Alameida, former CAC staff member, as treasurer for the CMP. She also noted the number of high-profile individuals who are on the honorary council for the project, including CAC chair Friedman and her husband, CAC member David and her husband, and others such as Governor Schwarzenegger and First Lady Maria Shriver, former Governor Wilson and former First Lady Gayle Wilson, musician Dave Brubeck, and others. George expressly thanked Friedman and David for their support.

George noted that the interest in supporting music programs for children is high, but the CMP is still seeking an outlet to sell the CDs so that the proceeds can fund a CAC program. George said that the CMP is seeking a full-time administrator, and added that she'd like to work with CAC staff Ray Tatar and Milich on the marketing of the CD. Various Council members suggested contact with online music outlets, and George pointed out that because the songs cannot be sold electronically individually, the online music providers have been reluctant to partner with the CMP to sell the CD. George believed that an ideal way of supporting a CMP-funded CAC program was to have a large corporation purchase the CD in bulk as an employee appreciation gift.

Strategic Plan Update

Advocacy

Director Johnson gave the Council details on the meeting between the boards of CAA and CALAA, as organized by the CAC and attended by Jay Dick of Americans for the Arts (AFTA) and WESTAF's Radich. Ed Cole facilitated the meeting, and the boards discussed whether there were enough similarities between the two organizations to warrant a merger or partnership. CAA is supported by membership dues only, while CALAA is supported by membership dues as well as grants and CAC funding. Bruce Davis, the executive director of the Silicon Valley Arts Council, was a vocal participant in the meeting. Johnson said that while this particular meeting started off quietly, the various board members started a more active dialogue near the end of the meeting. She is planning a November follow-up meeting between the two organizations, and hopes they will agree to collaborate or partner on statewide Advocacy for the Arts.

Johnson also added that WESTAF expressed willingness to finance an arts lobbyist in California directly. Friedman asked that legislative experts speak at the next CAC meeting to give advice to

Councilmembers. Johnson suggested that the arts community speak with one message which isn't in competition with other messages.

Johnson said that when CALAA and CAA met, there was discussion and agreement on the message of asking for \$1 per capita for state arts funding in California. Feruzzi Shriver said that \$1 per capita didn't resonate with her, that the amount felt too low as expressed. Nielsen reminded the Council that it's the arts advocates who will be asking for the funding, not the CAC. She also encouraged the Council members to meet with their local legislators in their district offices during the fall when the Legislature was not in session. Alexander said that he felt the meetings would not be very effective without a dollar amount to ask the legislative members to fund.

Nielsen noted that since the July meeting, the Governor and Legislature had approved the Visual and Performing Arts Education funding and all related trailer bills -- \$105 million for ongoing visual and performing arts (VAPA) education in grades K-12 (Prop. 98 funding) and \$500 million for VAPA and physical education supplies and equipment. Nielsen recommended that Councilmembers write letters of appreciation to the Governor and legislators.

Public Awareness

California Arts Day

Milich directed the Council's attention to Tab O and gave a brief overview of the California Arts Day public awareness campaign for Friday, October 6, and the 2006 theme of "Take 'Em to the Arts!" Collateral materials such as oversized postcards and refrigerator magnets were created using an image from Wayne Thiebaud. CAC staff promoted the day and theme heavily at the Governor and First Lady's Conference for Women and Families. Theaters in Sacramento, San Francisco and Los Angeles will provide free tickets to interested patrons as part of "Free Night of Theater," a program initiated by Theatre Communications Group that includes dozens of theaters nationwide. A special press conference and rally will be held on the steps of the state capital on Tuesday October 3, 2006.

Arts License Plate

Communications Director Mary Beth Barber directed the Council to a draft marketing plan for the Arts License Plate and gave a brief overview of some of the major components of the plan. Rubel thanked Barber for the business-plan perspective and analysis for the Arts License Plate and expressed his interest in future drafts and marketing proposals.

My California

Milich directed the Council's attention to Tab P, and reminded Council members to let CAC staff know if My California authors are making appearances around the state so that CAC staff can promote them and possibly include public-awareness information about *My California*.

CAC Conference

Director Johnson gave the Council an overview of the upcoming CAC Arts Conference on January 30, 2006, featuring NEA Director Dana Gioia as keynote speaker. She asked the members of the Council if they would be willing to serve on a speaker's panel. Feruzzi Shriver expressed her interest. Rubel also said he would be willing to participate, but suggested that

high-profile individuals be invited to speak, and that the Council members use their participation as a marketing opportunity. Johnson said that two major arts-funding organizations, the Hewlett Foundation and the Irvine Foundation, were both doing major investigations into the arts and will make presentations at the CAC Conference. Rubel said he believed that the efforts represented a great opportunity for the arts, but also thought that the CAC should offer to broker dialogue between the two organizations so they don't duplicate efforts.

Adjournment

Friedman adjourned the meeting by 3:00 p.m.