

State of California
CALIFORNIA ARTS COUNCIL
PUBLIC MEETING
MINUTES

California



Arts Council

Thursday, April 5, 2007
Museum and Lecture Hall at the Getty Center
1200 Getty Center Drive
Los Angeles, CA 90049
(310) 440-6366

ATTENDANCE

CALIFORNIA ARTS COUNCIL

Council Members:

Michael Alexander, Chair
Eunice David
Malissa Feruzzi Shriver, Vice Chair
Charmaine Jefferson
Carlos Martinez
Michael Rubel
Fred Sands
Karen Skelton

Members not in Attendance

Chong-Moon Lee
Annette Bening

Staff:

Muriel Johnson, Director
Josie S. Talamantez, Assistant Chief of Grant Programs
Scott Heckes, Chief of Administration
Mary Beth Barber, Communications
Patricia Milich, Public Awareness Coordinator

Public

James Woods, Getty Center
Danielle Brazell, Arts for LA
William Turner, William Turner Galleries
Jamie FitzGerald, Poets + Writers
Cheryl Klein, Poets + Writers

CALIFORNIA ARTS COUNCIL
Summary Minutes

Call to Order

Chair Michael Alexander called the meeting to order at 10:10 am. Director Muriel Johnson officially swore in new California Arts Council members Charmaine Jefferson and Karen Skelton.

Welcome Remarks from the Getty

Director Johnson introduced James Woods, the President and CEO of the Getty Center, noting his extensive background as the former director and president of the Art Institute of Chicago, the director of the St. Louis Art Museum, and an art-history professor at SUNY at Buffalo.

Woods welcomed the members of the Council, CAC staff and the members of the public, and added that while he had only been with the Getty for a few months, he has been impressed by the world-class facility. Woods also described the Getty as “a small university with a museum attached.” In terms of the facility overall, the Getty has a small public part and a large scholarly piece -- and that both are required for the institution to succeed. He said he invited comment from the Council and the public, and thanked the Council for holding the meeting at the Getty. He added that the success of the CAC is important to the Getty and other large arts institutions in the state.

Alexander thanked Woods and said it was refreshing to hear such strong support for public investment in the arts from one of the state’s premiere institutions.

Roll Call

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

ACTION ITEM – Approval of January 2007 Meeting Minutes

Chair Alexander asked for corrections or amendments to the minutes from the January meeting in Sacramento. None were offered. David moved approval, Sands seconded, and the January 2007 minutes were approved unanimously.

Chair's Report

Alexander noted that Councilmember David had recently been reappointed by Governor Schwarzenegger, and pointed out that new Councilmembers Jefferson and Skelton each have extensive backgrounds in dance.

Jefferson told the Council about her professional background in dance and academia -- bachelors from UCLA and a masters from NYU in dance -- and her experiences early in her career on staff with the National Endowment for the Arts in the 1980s. She said that she held a series of public-sector executive positions with companies like Disney and others until 2003 when she became the executive director of the California African American Museum.

Skelton gave some background on her early dance career with the Sacramento Ballet, San Francisco Ballet and others. She graduated in dance from UCLA, and later returned to law school for a law degree. She has practiced law and served as a political director in the Clinton administration, has more recently been working with the California Governor and First Lady's Conference on Women and Families, and is currently involved in a project working with Robert Redford on public policy and the arts with the Sundance Institute.

Alexander congratulated and welcomed Jefferson and Skelton. He suggested that we keep former members of the Council actively involved in the activities of the CAC, especially recent Councilmembers such as Marcy Friedman, Barbara George, Phyllis Epstein and Jerry Hiura. Councilmember Sands added that many former members of the President's Council on the Arts created an independent organization themselves to keep active.

The Chair invited the new members to review the Strategic Plan and its three focus areas of Programs, Public Awareness of the Arts, and Advocacy for the Arts, and to let him know which committee they'd like to join. The Chair asked all members to consider committee assignments in light of the fact that the Council membership has changed and it is a good time to reassess focus areas.

Director's Report

Johnson directed the Council's attention to the proposed list of Council meeting dates for the remainder of 2007, noting that the next meeting would be June 21 in Fresno. Attendance at that meeting would be especially important, since Bobbie Lippman and Neville Vakharia of the Pennsylvania Cultural Data Project would be making a presentation. The Irvine Foundation has shown an interest in taking the lead to help fund a similar project in California, in which other foundations and the CAC could partner with Irvine and contribute to the funding of the project. Councilmember Martinez and the Fresno Art Museum will be the hosts of the June meeting, and invitations will be extended to Central Valley artists, arts administrators and community leaders.

Johnson said that Assembly Budget Subcommittee 4 -- which includes the CAC budget -- would meet on April 10, and that Chair Alexander would speak. Alma Robinson, executive director of California Lawyers for the Arts, notified CAC staff that she will be making a brief presentation as well. Various legislators have mentioned to Ms. Robinson investigating an increase in the CAC's budget, as well as examining arts funding for correctional systems, at-risk youth and crime prevention. Alexander will discuss the focus of CAC grant programs, present and past.

Johnson announced that a new staff position had recently been created at the CAC to coordinate public awareness planning, advocacy and special projects, and that Arts Specialist Patricia Milich has been selected to fill the position. Milich will officially start in the position on April 16, and the CAC will fill the programs position as soon as possible.

Johnson noted that since the budget crisis in 2003, Councilmembers had been paying their own travel and per diem expenses. She thanked them for their generosity and continuing support for the CAC, and suggested that since the CAC budget has improved since 2003, it may be time for

the CAC to pay for Council members' travel and per diem. Following discussion by the Council, it was agreed that travel and per diem could be reimbursed, but members would forgo the \$100 per meeting honorarium. Johnson also let the members know that they are welcome to donate their expenses and any other financial resources to the CAC, at their discretion.

Public Comment

Chair Alexander invited public testimony.

Danielle Brazell, Managing Director, Arts for LA

Brazell introduced herself to the new members of the Council, thanked them for having a meeting in Los Angeles, and said that while Arts for LA has a focus on the Los Angeles County region, the organization recognizes the importance of the arts throughout the state. She and other arts supporters in Los Angeles would like to work to change the philosophy behind public policy for the arts, she said, and invited the Councilmembers to a major event in Los Angeles on June 16 sponsored by Arts for LA concerning the state of the region in regards to the arts. She added that she would like to work more closely with advocates like Alma Robinson from California Lawyers for the Arts. She acknowledged Alexander and Jefferson for their work on the Arts for LA board of directors, and invited Councilmembers and others to the 2007 L.A. Arts Town Hall on June 16, 2007, at the Los Angeles Japanese American Cultural and Community Center.

Johnson thanked Brazell for her words at the meeting, and for her work in the field. Alexander acknowledged her for organizing a group of arts advocates in the late afternoon after the January CAC conference in Sacramento to discuss advocacy and networking. Brazell reiterated her belief that organizations like Arts for LA need to think beyond their immediate borders and move forward as a region and state.

William Turner, William Turner Galleries

William Turner, a local art gallery owner and fine art expert, introduced himself briefly to the Council.

Jamie FitzGerald and Cheryl Kline, Poets + Writers

Kline and FitzGerald introduced themselves and their organization. Barber added that Poets + Writers has been very helpful in both the organization of the California Poet Laureate "Top to Bottom" tour with Al Young, and letting local poetry organizations know about CAC's Poetry Out Loud program. Brazell added that the organization has been very connected to the literature communities of California.

Programs, Grants and Initiatives

Chief of Programs Talamantez gave brief background on the State-Local Partnership program and asked for approval of panel recommendations for funding totaling \$703,000.

Councilmember Martinez asked about the grantees which were recommended to receive technical assistance funding, and Talamantez said that based on the application, the panel recommended that those applicants demonstrated a need for technical assistance rather than a

State-Local partnership. Jefferson asked if there were county or city arts councils that did not apply, and Talamantez said yes, the most glaring example being San Bernardino County, where its arts council has been disbanded. San Francisco County opted not apply this year, as did Santa Barbara, said Talamantez. Many of the rural counties do not currently have an arts council that could be part of the program.

Jefferson asked if the funding for the State-Local Partners program came from the National Endowment for the Arts state funding, and Chief of Administration Heckes explained that the funding for the SLP comes from the California Arts License Plate Fund, which can be spent on local arts programming and/or arts in education. Jefferson said that the issue of un-funded counties and areas that lack a local arts council is important. Johnson agreed, noting the CAC's efforts to serve all legislative districts in the state. Alexander said he would bring up this point in the legislative hearing, and added that he was also especially concerned by San Bernardino County's lack of an arts council, considering the population (approximately two million) and geographic size of the county.

Councilmember Rubel expressed concern about the percentage of program funding being allocated for programs other than arts in education and requested a simple diagram like a pie chart as a visual. Talamantez verbally gave an analysis of the CAC programming funding, and Johnson pointed out that approximately 60% of all grant funding was going to arts in education. Rubel further expressed a concern that by distributing funding directly to the local arts organizations that the CAC wouldn't be considered much more than a "pass-through" agency for funding. Alexander explained that the local arts agencies are closely partnered with the CAC, and Barber explained that the local agency staff are often the ones who have direct contact with the local press and support the public awareness of the arts and the importance of the CAC. Alexander suggested that a future meeting be planned to discuss the specific program concerns, and Jefferson asked for a report on how each grant would be spent.

ACTION ITEM: Council approval of Panel funding recommendation for the State-Local Partnership Program totaling \$703,000, representing 39 arts agencies. Jefferson moved, David seconded, and the motion passed unanimously.

Talamantez presented the report on the panel recommendations for the Statewide Programs, which include the Multicultural Infrastructure Support (MIS) program and the Statewide Service Networks (SSN) program. Chair Alexander said that the MIS and SSN applicants play a vital role in the arts in California, but also voiced his concern that some of the MIS applicants are very regional, and that perhaps one of the stipulations of CAC funding be that they reach out to others statewide. Alexander also pointed out that there are certain arts fields that lack an appropriate statewide service organization, naming chamber music, theater, jazz and visual arts as examples. Talamantez said that the CAC had promoted the grants program widely, but organizations that cover these areas did not apply, and some performing arts organizations such as California Presenters opted not to apply. Johnson added that CAC staff convened a meeting in Sacramento with the MIS applicants to address outreach issues.

Rubel asked why the SSN organizations received \$15,000 each in funding, while the MIS received \$20,000. Johnson said that while both groups had plans for funding, the MIS organizations demonstrated a greater need, represent multicultural arts programs, and do not have access to ongoing financial support like the professional organizations. Rubel expressed concerns about the CAC's program focus of 50 percent or more of program funds be directed to Arts in Education as decided through the Strategic Plan and whether the funding proposals the Council was being asked to approve were in line with that requirement. Johnson said that yes, they are, especially since a number of the SSN, MIS and SLP recipients had programming and outreach to arts in education and arts for children.

Skelton suggested that one of the criteria for SSN and MIS funding is statewide outreach, and questioned whether many small grants distributed over a large number of applicants would have any kind of impact versus pooling the financial resources into larger, more specified grants. Rubel pointed out that the question had been presented as part of the Strategic Plan with a decision on a funding focus for arts in education programs, and while the current proposal were laudable, they look very similar to what the CAC has done in the past.

Sands said he thought the CAC has an almost impossible task, and perhaps there is some merit to helping the arts communities in the rural areas and Central Valley that are in desperate need of assistance. Alexander said that some parts of urban areas are in as desperate need as the rural areas, and Sands responded by saying that at least in urban Los Angeles there is some outreach by major institutions to low-income areas in the county.

The Council continued to discuss the importance of advocacy, with Jefferson emphasizing that the efforts should be on advocacy for the arts. Sands agreed, noting that the written Strategic Plan focused on whether the CAC as an agency is well known, rather than an emphasis on the arts in California. Feruzzi Shriver said that in the early stages of discussion of the Strategic Plan there were comments about the relevancy of the CAC, but the Council recognized the agency's purpose has always been to promote the arts for all Californians. The issue had arisen recently from discussions with marketing experts, and the public-awareness campaign plans have been adjusted accordingly. Sands said that with appropriate public-relations efforts the CAC will become known but never famous, because the purpose is to promote the arts.

Jefferson said that the support for the MIS applicants might need to be re-examined; these organizations operate differently than the other grantees, and a typical foundation model of funding may not be the best method of investment. They may not need a closer relationship with the CAC; they need to emphasize the arts with the general public throughout the state. These organizations will have the most success with outreach to multi-cultural and lower-income areas, she said.

Sands pointed out that major institutions provide outreach to these communities as well. Jefferson acknowledged the work done by large-budget arts institutions, but emphasized the need for multi-cultural arts organization to be located and centered in low-income and multi-cultural neighborhoods. She further explained that many MIS organizations are at a funding-raising disadvantage because of the income level of the people they support -- that a major institution

that does outreach to lower-income areas can ask for support from their regular supporters, while organizations that are *centered* in low-income areas do not have that kind of financial opportunity.

Martinez added that many of the culturally specific organizations and/or organizations centered in low-income areas may have enough funding support to keep their doors open, but not much more. He suggested that these organizations have more state investment funding available to them, that the CAC focus on fewer organizations so they can make a greater impact in their communities, and that multi-year funding be available for the organizations' long-range planning. Sands agreed that in general, funding shouldn't be spread too thin or it won't have any lasting or meaningful impact. Skelton pointed out that spreading out the funding so that it affects every legislative district in the state has merit as well.

Chair Alexander commended the dialogue between the Council members, and suggested that that they continue the discussion after lunch and in future meetings.

ACTION ITEM: Approve panel recommendations for Statewide Program funding totally \$270,000 and representing 15 arts organizations. Sands moved, David seconded, and the motion passed unanimously.

Lunch

The Council broke for a lunch break at 12:15 pm and reconvened at 1:30 pm.

Continuation of Programs Report

Talamantez gave an overview of the Creating Public Value (CPV) program and panel recommendations. Alexander commented that this program resembled the CAC's organizational support program from the past. Talamantez added that many of the CPV applicants had an arts education component to their work.

ACTION ITEM: Approve panel recommendations for the Creating Public Value funding totally \$421,377 and representing 44 arts organizations. David moved, Feruzzi Shriver seconded, and the motion passed with aye votes from Alexander, David, Feruzzi Shriver, Jefferson, Rubel and Skelton. Martinez abstained and Sands was not present when the vote was taken.

Talamantez gave an overview of the American Masterpieces-California program and asked the Council to approve the requests of artists contracts for the program. American Masterpieces-California consists of two touring projects -- American Tap Masterpieces - the Hollywood Journey, and Música Festiva de las Misiones -- and is part of an initiative from the National Endowment for the Arts. (\$156,000 grant from the NEA which the CAC must match.)

ACTION ITEM: Approval of issuance of second-year artist contracts, amendment of project coordinator contract, and fee support contract for American Masterpieces projects.

Financial amount of contracts totals \$156,700. Rubel moved, Jefferson seconded, and the motion passed unanimously, with Sands absent when vote was taken.

Talamantez briefed the Council on the upcoming “Top to Bottom Tour” by California Poet Laureate Al Young in April (April 12-22), encompassing 19 cities in 11 counties, producing over 35 events. The tour, which also features a jazz musician to accompany Young, is a joint project with the California Center for the Book, the California State Library, and the California Arts Council, and that Ray Tatar, CAC staff, is the organizer and producer for the tour. She asked the Council to approve the expenditure of \$5000 in support.

ACTION ITEM: Approval of \$5000 in support of the California Poet Laureate “Top to Bottom” tour from April 12-22. Jefferson moved, Rubel seconded, and the motion passed unanimously.

Talamantez asked the Council to continue the Artists in Schools program for the 2007-08 fiscal year.

ACTION ITEM: Approval of the Artists in School (AIS) program for 2007-08 fiscal year. David moved, Rubel seconded, and the motion passed unanimously.

Talamantez directed the Council to the list of proposed possible panelists for the AIS program for 2007-08.

ACTION ITEM: Approval of staff recommendations for panelists for the AIS program 2007-08. Martinez moved, Jefferson seconded, and the motion passed unanimously.

Talamantez asked for Council approval of up to \$20,000 to the William James Association to convene a gathering of State and Local Partners in 2007.

ACTION ITEM: Approval of up to \$20,000 to the William James Association to convene a gathering of State and Local Partner representatives in 2007. Rubel moved, David seconded, and the motion passed unanimously with Sands absent from the room when the vote was taken.

Barber gave an overview of an opportunity to create and display an Arts License Plate related PSA during the San Francisco International Film Festival through the Festival’s sponsor, the nonprofit San Francisco Film Society, and a multi-media Festival vendor Eye Candy Media. Total cost for the creation of the PSA and viewing in the Embarcadero in downtown San Francisco during the run of the festival on an oversize screen -- 16 times a day for 15 days for a potential reach of a 1.5 million views -- is \$8750. Normal costs for the projection alone would be \$35,000, and the production costs of the PSA even more.

ACTION ITEM: Provide \$8750 in funding to the nonprofit San Francisco Film Society to create a PSA that brings attention to the California Arts License Plate and the importance

of the arts for children. Feruzzi Shriver moved, Jefferson seconded, and the motion passed unanimously with Sands absent from the room when the vote was taken.

Financial Report

Chief of Administration Scott Heckes gave a brief overview of the current budget and proposed budget for 2007-08, noting that little had changed since January. Johnson emphasized the importance of having a quorum in June, noting the need to approve programs for 2007-08, the expenditure of year-end funds, and to hear the presentation by the Pennsylvania Cultural Data Project, which could lead to participation of the CAC in a California Cultural Data Project. Alexander said he had been briefed on the contents of the presentation and highly recommended attendance.

Strategic Plan Review

Cecilia Lynch of Focused Momentum gave the history and overview of the strategic plan via a power-point presentation and the progress that has been made in fulfilling the plan, as well as the areas needing attention. Council and staff briefly discussed the overview of the Strategic Plan and the programming components. Milich and Johnson presented a power-point presentation on the public awareness and advocacy components, noting that progress has been made in both these areas, but there is much more to do.

Adjournment

The Council adjourned in memory of Linnea Picket (mother of Johnson), Marja Schneiderman (mother of past Council Chair Barbara George), California dancer and choreographer Alfred Desaio, and LA Opera's Chief Operating Officer Edgar Baitzel, noting their dedicated contribution to the arts.