

State of California
CALIFORNIA ARTS COUNCIL
PUBLIC MEETING
MINUTES

California



Arts Council

ANNUAL MEETING
Thursday, January 24, 2008

Armory Center for the Arts
145 North Raymond Avenue
Pasadena, CA 91103
(626) 792-5101

ATTENDANCE

CALIFORNIA ARTS COUNCIL

Council Members:

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

Members not in Attendance

Chong-Moon Lee

Staff:

Muriel Johnson, Director
Marilyn Nielsen, Deputy Director
Josie S. Talamantez, Chief of Programs
Scott Heckes, Chief of Administration
Mary Beth Barber, Communications Director

Speakers:

Scott Ward, Executive Director, Armory Center for the Arts
Stephen Kanter, M.D., President of the Board of Directors, Armory Center for the Arts

Invited Guests:

Amanda Stone, high school student, John Borroughs High School and her mother
Lee Carlton, instructor, John Borroughs High School

Public

(there were no members of the general public)

CALIFORNIA ARTS COUNCIL

Minutes

January 24, 2008

Call to Order

Chair Michael Alexander called the meeting to order at 9:35 am.

Welcome Remarks from the Armory Center for the Arts

Alexander introduced Scott Ward, Executive Director of the Armory Center for the Arts. Ward welcomed the Council to the Armory and introduced Dr. Stephen Kanter, M.D., the President of the Board of Directors of the Armory Center for the Arts. Ward gave the Council background on the history of the organization and facility from its early days associated with the Pasadena Art Museum to its current independent facility and organization. He also showed many photos of the variety of programs available at the Armory.

Ward noted how the facility was a local leader in using solar panels—an aspect that is often included in the Armory’s educational programs. Ward said that hundreds of K-12 students participate in a variety of interactive field trips yearly, in addition to the extensive after-school and community programs.

Councilmember Karen Skelton asked about the Armory’s budget, which Ward answered was approximately \$2 million and included 20 administrative staff and approximately 50 contract artists. Alexander commended the institution staff and the board for creating an outstanding arts center in Pasadena.

Skelton asked if there was one or a group of main financial benefactors for the facility, and Dr. Kanter answered that the financial support for the Armory is quite broad, with support at all levels of government (city, county, state and national), and a very broad set of independent benefactors (foundations, corporations, individuals). Ward pointed out that according to data from Americans for the Arts, there is more arts activity in Pasadena per capita than in any other city in the U.S. The Armory is a CAC grantee.

CAC Director Johnson asked if the local government had a transient occupancy tax, and Ward answered no. Councilmember Charmaine Jefferson expressed that the Armory Center effectively serves the entire southern California region.

Roll Call

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

Councilmember Michael Rubel

Alexander announced that Councilmember Michael Rubel resigned due to increased workload which doesn’t allow enough time to dedicate to the Council. There are two years left in his term;

the Governor will appoint his replacement. The Council enjoyed working with Rubel and expressed their regret at his departure.

ACTION ITEM – Approval of November 8, 2007 Meeting Minutes

Chair Alexander asked for corrections or amendments to the minutes from the November meeting in San Francisco. Chief of Programs noted some administrative edits and additions. David moved that the minutes be passed as corrected, Turner seconded, and the motion passed unanimously.

Chair's Report

CACDP

Alexander announced that the California Cultural Data Project (CACDP) has been available for arts organizations statewide since early January. He commented that while users were able to utilize the tools to find their local and statewide legislative districts (city council, state assembly, etc.), there wasn't a category for County Supervisors. Alexander said he would talk to the CACDP coordinators in Pennsylvania about adding this feature. Jefferson added that neighborhood association districts and leaders are also important and asked that Alexander mention this to the CACDP administrators as well.

Outreach

Alexander asked Councilmembers to think of appropriate convenings in different parts of the state for arts organizations and supporters so that the field has a chance to get statements on the record, especially in light of the stalled Joint Committee on the Arts in the Legislature due to no Assembly appointments.

Councilmember William Turner said that the editorial from Alexander and Vice Chair Feruzzi Shriver that ran as part of California Arts Day in a variety of papers in early October 2007 seemed to be effective in getting the word out on the importance of the arts in California. He suggested continuing similar strategies throughout the year.

Alexander noted that the CAC could have a stronger relationship with the University of California, the California State University, and the California Community Colleges System. He asked the Council and CAC to think about ways to partner with these three branches of higher education in the state in the future.

Alexander attended a ceremony honoring Los Angeles Board of Education member Valerie Fields at the Music Center in Los Angeles, and handed out an "Arts Education Advancement" report that gave a brief update on the progress of the Los Angeles Unified School District's 10-Year Arts Education Plan 1999-2010.

NASAA Conference

Feruzzi Shriver reported she had attended the National Association of State Arts Agencies (NASAA) annual conference and learned that other state arts agencies have had similar financial difficulties to California's and the CAC, New Jersey being one of them. Their arts council went from almost being eliminated to a record-high the following year, mostly due to a very aggressive advocacy campaign (i.e. short speeches following performances and movies on the importance of the arts, a project where children sent artistically designed Valentines to lawmakers asking for more support for the arts) and creation of an occupancy tax (hotel-motel).

She also reported on a Harvard University study that described the quality of an arts experience, information that could be valuable for arts advocacy and marketing projects. In a Louisiana study on the economic impact of the arts called *Louisiana's Cultural Economy*, the researchers include the culinary arts. She suggested that for future projects and research the CAC keep these concepts in mind, including keywords like "Culture means Business." For-profit entities such as the American Society of Interior Designers (ASID) expressed interest in supporting the CAC as well. Feruzzi Shriver commented that artist Wayne Thiebaud's work has an international reputation and high prices (over \$4 million) at auction, which can only increase the value and importance of the Arts License Plate, a Thiebaud design.

General Discussion

The Council discussed issues surrounding transient occupancy taxes (TOTs), and Director Johnson pointed out that while some local governments throughout California use TOT funding to support the arts, there is not a statewide TOT for the arts. Councilmembers discussed different funding mechanisms including TOTs and a redirection of sales tax from fine art sales as proposed in AB 1365 (Karnette), as well as the pitfalls of such proposals during the current difficult budget crisis.

Feruzzi Shriver also commented on the importance of maintaining constant contact with members of the Legislature to develop trust, to demonstrate how proposed changes will make things better, as well as providing informational facts and numbers rather than hypothetical ideas.

The Council discussed holding more meetings throughout the state and asked about the travel budget for the CAC. Deputy Director Marilyn Nielsen explained that the staff sets the estimated travel at the beginning of the fiscal year, adding that proposed travel for the next fiscal year has been significantly reduced due to the status of the state budget. The Council continued to discuss overall budget issues, and Jefferson proposed that the CAC use the time to plan proposals for following fiscal years after the significant budget problems are past.

Director's Report

Johnson distributed a memo summarizing the CAC activities and status for annual year 2007 to the Council. She added that during recent budget hearings with the Legislature, lawmakers and legislative staff thanked the CAC for accomplishing so much with so little funding.

Johnson and Arts Specialist Rob Lautz (State-Local Partnership Arts Program Specialist) travelled to Mendocino County to address the Mendocino County Board of Supervisors about the importance of local funding for their county arts agency. The Board of Supervisors unanimously pledged to fund the local arts agency during the next budget cycle.

CAC staff provided workshops and training for arts administrators on CAC grants and application process in November and December 2007. Areas that received few or no CAC grants were targeted to meet Council's directive to reach 95 percent of counties with CAC grants or services.

Governor appointees William Turner, Karen Skelton and Charmaine Jefferson are scheduled for Senate sub-committee approval on January 30, followed by a vote of the entire Senate. Councilmembers will be apprised of the vote.

Johnson reminded the Council about the Statewide Arts Conference on March 4, 2008. The theme is "The Future – What's Next" and features knowledgeable speakers on future trends. California Arts Advocates "Arts Advocacy Day" is on March 5, 2008. The CAC's conference will be at Memorial Auditorium in downtown Sacramento, and an invitation has been extended to the Governor to welcome attendees. Johnson encouraged all Councilmembers to attend.

Johnson directed the Council to a list of proposed Council meetings in 2008, noting that the next meeting has to be in April in order to approve program recommendations, and the following in June to coincide with the state budget. She asked Council members to review proposed dates and notify her of any conflicts they might have. The Council discussed potential locations for meetings, and Turner emphasized the importance of outreach to the local arts communities for the meetings.

Johnson noted that the CACDP had a series of training meetings in the late fall of 2007, and that the CAC would utilize the CACDP for grant applications starting in the fall of 2008. Many California arts organizations have already signed on. Alexander noted that he's talked to arts administrators about the project and has heard positive feedback from everyone, including older arts administrators who Alexander feared might not embrace new technology.

Johnson told the Council that the Public Awareness plan from Ivelich Stone (IS) is slightly behind schedule because of a delay with final approval of the contract from the state, but that IS would be contacting all members to conduct research interviews. She encouraged members to take the time for these interviews and assist IS with establishing interviews with key arts leaders and others in California. Councilmember Fred Sands said he would help with IS's request for an interview with prominent Los Angeles philanthropist Eli Broad. The Council members also discussed establishing an advisory committee for the CAC of past Council members.

Johnson gave a brief update on the California Music Project's recent successful Board Meeting in Anaheim in conjunction with the NAMM (international music products association) conference, and the ongoing program at San Jose State University with student teachers assisting

area music teachers in middle schools. The next targeted State University will be San Diego State.

Public Comment

There was no public comment.

Financial Report

Scott Heckes, Chief of Administration, gave an overview of the CAC budget and discussed both the 2007-08 and 2008-09 proposed reductions of General Fund revenue. The CAC is slated to receive \$5.569 million for 2008-09, which includes an increase of \$335,000 from the Arts License Plate Fund to further the efforts of the State-Local Partnership Program. The CAC will reduce \$24,000 and .3 position during the last quarter of the 2007-08 fiscal year budget and cut \$124,000 and 1.0 position in 2008-09. To achieve this reduction, the agency will eliminate the Special Assistant to the Executive Director and reduce operating expenditures including staff travel, training, consultant services, student assistants, and deferred equipment upgrades/purchases.

The Council members noted the importance of the Arts License Plate (ALP) for the overall CAC budget, noting that \$3.172 million of the \$5.569 million CAC budget is from the ALP Fund, and discussed different ways to increase sales of the Plate through promotion and brochure distribution.

Programs Report

Talamantez directed the Council to the panel recommendations for the State-Local Partnership Program. She noted that the number of local arts agencies in this program has increased since the previous year, bringing the CAC closer to the goal of CAC programs or initiatives in 95% or more counties in California.

STATE-LOCAL PARTNERSHIP PROGRAM

ACTION ITEM: Approval of Panel Recommendations for SLPP

David moved that the Council approve the panel recommendations for funding 44 local arts agencies through the State-Local Partnership Program for a total dollar amount of \$382,875. Jefferson seconded, and the motion passed unanimously.

ARTISTS IN SCHOOLS PANEL POOL

Talamantez presented the biographies of a pool of California individuals (artists, arts educators, arts administrators with school experience) who would be appropriate for the Artists in Schools (AIS) panels on April 1-3, April 14-16 and May 5-7. The Councilmembers discussed the importance of the panels. Councilmember Carlos Martinez asked CAC staff to recommend panelists from under-represented areas of the state. Talamantez asked the Council to provide recommendations. Jefferson asked staff to provide a full list of all individuals recommended for panels, not just one program at a time. Alexander suggested opening up the list and gaining more potential panelists as a means of outreach and advocacy. Feruzzi Shriver asked if panelists are

paid (no, per diem and expenses only, noted Talamantez), and then suggested that the CAC ask panelists to promote the Arts License Plate. Jefferson noted that the good work that panelists do in volunteering their time could be promoted to the public through the notion of volunteerism.

ACTION ITEM: Approval of Artists in Schools Panel Pool

Jefferson moved that the Council approve the pool of names for the AIS 2008 panels suggested by staff. Turner seconded. The motion passed unanimously.

AMERICAN MASTERPIECES

Talamantez gave the Council an overview of the partnership between the CAC and the California Department of Parks and Recreation to exhibit California's collection of Indian Baskets through a cultural and heritage tour as an American Masterpieces project, the initiative from the National Endowment for the Arts to acquaint Americans with the best of their cultural and artistic legacy. She noted that CAC staff is requesting \$130,000 to implement planning, preparation and execution of the project slated to open in the summer of 2008 at the California Museum of History, Women and the Arts, followed by touring the exhibit to many sites in California.

Councilmembers expressed concerns for the project over a number of issues, including the overall budget, CAC funds, insurance issues, which agency or outside organization handles the management of the project, and the amount of staff time that would be needed for the implementation of the project. Jefferson especially expressed concern about the amount of staff time needed, noting that touring programs of visual artwork and items is extremely expensive and time-consuming. Talamantez said that the bulk of the staff hours for the exhibition would be for Parks and Recreation staff to handle, not CAC staff, and that a curator would be hired through a Parks and Recreation contract.

Turner asked if the project gained outside corporate, foundation or other financial sponsorship, would the CAC be able to use proposed funding for other CAC projects. Talamantez noted that a specific amount of the funding provided by the NEA is for the American Masterpieces program, which is the Indian Baskets exhibit in California. Alexander suggested looking into an independent facility like the Autry National Center and its individual units (Southwest Museum of the American Indian, the Museum of the American West, and the Institute for the Study of the American West) as possible tour locations.

ACTION ITEM: Approval for the CAC to enter into an interagency agreement with Parks and Recreation for up to \$130,000 for exhibition of California Indian Baskets in summer 2008

Skelton moved that the Council approve having the CAC enter into an interagency agreement with the California Department of Parks and Recreation for up to \$130,000 to implement planning, preparation and execution of an exhibition of California Indian Baskets scheduled to open summer 2008 at the California Museum of History, Women and the Arts. Turner seconded, and the motion passed unanimously.

POETRY OUT LOUD

Talamantez notified Council that since their September 17, 2007 approval of funding for 2007-2008 Poetry Out Loud county participants, two additional counties have requested participation: Contra Costa and Fresno.

ACTION ITEM: Approval of Contra Costa and Fresno Counties in the 2007-08 POL Program

Martinez moved that the Council approve Fresno and Contra Costa Counties be added to the September 17, 2007 approved Poetry Out Loud county list. David seconded. The motion passed unanimously.

Nominating Committee

Turner gave a report from the Council's Nominating Committee to determine the Chair and Vice Chair for 2008. Because it remained unclear whether Alexander would be reappointed by the Assembly to the Council, the Nominating Committee proposed two scenarios for the Chair and Vice Chair positions:

- A. Council nominates Alexander to continue as Chair of the CAC and Feruzzi Shriver to continue as Vice Chair, if Alexander is reappointed to the Council; OR
- B. Council nominates Feruzzi Shriver as Chair of the CAC and David as Vice Chair, if Alexander is NOT reappointed to the Council.

Turner clarified that the recommendation from the Nominating Committee is that as long as Alexander continues on the Council, he will continue as Chair during 2008.

ACTION ITEM: Nominations of Chair and Vice Chair of Council

Skelton moved that the Council approve the recommendation from the Nominating Committee. Martinez seconded, and the motion passed unanimously. Alexander will continue as Chair.

The Council continued to discuss the possibility of Alexander being appointed by the Governor or the Senate rather than the Assembly, and asked staff to look into the rules of how long Alexander could remain on the Council if no action is taken by the Legislature or Governor in this matter.

CLOSED SESSION

The Council met in closed session, as previously notified, to discuss personnel matters. There was no report from the session. The meeting reconvened after the closed session.

Presentation of California Story Slam Award to Student

Amanda Stone, a John Borroughs High School student and the winner of the California Story Slam for Los Angeles County, was introduced to the Council by Talamantez. Alexander

presented Ms. Stone with the \$1000 award for her essay, and asked Ms. Stone to give some words about her California Story Slam entry to the Council.

Ms. Stone explained that her essay was of a delicate and personal nature, and was a pivotal and meaningful event of her life.

Ms. Stone added that the funds that the school receives because of her winning essay will be applied to a visual arts project that benefits breast cancer.

Continuation of Programs Report and Update

Poetry Out Loud

Talamantez noted that the state finals for Poetry Out Loud will be held on March 14 in Sacramento, and a documentary specifically on California's Poetry Out Loud program may be filmed that day.

Poet Laureate (state and others)

Talamantez noted that Al Young is near the end of his term as California Poet Laureate, and that the official nominating process for the next Poet Laureate would begin in early spring. Also, the CAC is planning a convening of local Poets Laureate (those appointed by city or county governments) on April 3 in Sacramento.

California Story Slam

The California Story Slam program will launch again in early Spring and will expand to schools participating in Poetry Out Loud, with a late Spring deadline.

Arts and Disability Program

Talamantez noted that the CAC in partnership with the National Institute of Arts and Disabilities located at UCLA will provide mini-grants to support arts for those with disabilities, or to provide access to artistic programs to the disability community.

Teaching Artist Conference

A number of teaching artists who convened in November 2007 (managed by CAC program staff) created a short paper describing their efforts, and will be submitting information to Council soon.

Guideline Workshops and Technical Assistance

Program staff held a series of guideline workshops and technical assistance presentations in late 2007, with an emphasis on areas of the state where CAC staff has not visited in some time, and in areas where there were few or no CAC grantees or programs—specifically to expand CAC outreach throughout the state.

DOJ Settlement Funds for Musical Performances

Talamantez said her staff has been discussing scenarios for programs for the Department of Justice Settlement Funds for Musical Performances throughout California, and she will have recommendations for Council at the next meeting. Alexander asked Talamantez to send the proposal at least two weeks before the meeting for Council to review and comment on, perhaps

in a non-voting teleconference. Feruzzi Shriver asked if the California Music Project would be an appropriate receiver of the Settlement Funds, and Heckes pointed out that the settlement specified musical *performances* that support broad and diverse audiences throughout California, and that, at present, CMP projects support music *instruction*.

David added that she'd like information for Council to be provided on a regular basis as well, and she especially would like to read the winning essays for the California Story Slam.

Alexander asked Talamantez to provide an update on the Statewide Networks program and grantees.

Legislative Update

Nielsen told the Council that AB 1365 (Karnette) that would have redirected a portion of sales tax from fine-art sales to the CAC was put on suspense in the policy committee in the Assembly, and unless the bill is heard in the Assembly Appropriations Committee by January 25, it means the bill will not be part of this legislative session. Legislative staff noted the large number of letters and emails in support of the bill. But various legislators, who in the past might have been inclined to support AB 1365, said that between the dire budget situation and the fact that under AB 1365 funding would be redirected from the General Fund, they couldn't support the bill.

Nielsen noted that there are resolutions on the importance of the arts to California circulating in both the Assembly and the Senate, which should keep the subject fresh in the minds of the Legislature. She added that the Governor's office has also received letters and emails in support of arts funding.

Turner asked whether the Legislature or the Governor's office had heard from the for-profit visual art field in support of the bill and whether that would have made a difference. Nielsen noted that there was no opposition to AB 1365, but that the timing was unfortunate because of the looming budget crisis. Alexander noted that any redirection of General Fund revenue can be looked at as pitting vital social services against the arts, and that an alternative revenue source may be the best route such as a transient occupancy tax.

Turner said that Senator Jack Scott was being honored by California Lawyers for the Arts for his dedication to the arts in California at a ceremony in Los Angeles. Johnson noted that both Scott and Assemblywoman Betty Karnette will be presented with awards for their strong support of the arts at the statewide arts conference in March.

Presentation of Story Slam Award to Teacher (for School)

Feruzzi Shriver presented \$1000 for John Borroughs High School to Borroughs instructor Lee Carlton, Ms. Stone's creative writing teacher. Ms. Carlton explained that it was her first year as a high school English teacher, and she had taught her students to take risks in their writing. She said she found it hard to motivate high school students to write in general, and she thanked the CAC for creating a program with an interesting and motivating subject to write about. Ms. Carlton added that she will definitely have her students participate in the California Story Slam again next year.

New California Arts Council website

Nielson presented the Council members with a color printout of the newly redesigned website for the CAC, and noted that the new site just went live that morning. She pointed out that not only does the new site conform to the recent requirements from the State of California technical departments and look appealing, but that much of the site has database-managed content management systems that allow for much more content to be presented on a revolving basis. The eNewsletter from the CAC has also been redesigned and reformatted as well, and has a new name: California ArtBeat.

Because of the changes in design and web management, staff will be able to send out the California ArtBeat more frequently than before (most likely weekly, versus every three weeks), and the website will be updated daily with new information on arts stories in the media, other grant opportunities, arts events, and other information – in addition to informative pages on California Arts Council programs, initiatives and projects.

Other Business

Heckes told the Council that paintings by artist Edwin Deakin (1838-1923) especially important because of the depictions of early California had been bequeathed to the California Department of Finance over 60 years ago, and have been loaned to the Crocker Art Museum, in part due to the support and involvement from Johnson. Heckes wanted to acknowledge Johnson for brokering this long-term loan to the Crocker.

Johnson thanked Heckes, and reminded the members of the Council of the March 4 Statewide Arts Conference and encouraged them to attend. She also said that in the late afternoon at the Conference there would be a monograph on an important study on "Arts and Cognition" funded by the Dana Foundation that will be distributed to conference attendees.

Conclusion and Adjournment

The Council adjourned in the memory of Robert Else, Emeritus Professor of Art and former chair of the art department at California State University-Sacramento; Mrs. Joanne Jefferson, mother of Council member Charmaine Jefferson; and Andy Palacio, a bandleader and songwriter from Belize who spearheaded a revival of the Garifuna music of Central America.