

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

California



Arts Council

**Tuesday, September 9, 2008**  
Conference Room C1002  
Alameda County Juvenile Justice Center  
2500 Fairmont Drive  
San Leandro, CA 94578-1003  
(510) 667-4970

## ATTENDANCE

### CALIFORNIA ARTS COUNCIL

#### Council Members:

**Michael Alexander**, Chair  
**Malissa Feruzzi Shriver**, Vice Chair  
**Eunice David**  
**Karen Skelton**  
**Susan Steinhauser**  
**William Turner**

#### Members not in Attendance

**Charmaine Jefferson**  
**Chong-Moon Lee**  
**Fred Sands**

#### Staff:

**Muriel Johnson**, Director  
**Marilyn Nielsen**, Deputy Director  
**Josie S. Talamantez**, Chief of Programs  
**Scott Heckes**, Chief of Administration  
**Mary Beth Barber**, Communications Director  
**Patricia Milich**, Public Awareness Coordinator

#### Public in Attendance

Rachel Osajima, Alameda County Arts Commission  
Donald H. Blevins, Chief, Alameda County Probation Department  
Robert Calvin, Assistant Superintendent, Alameda County Probation Department  
Sheila Jordan, Alameda County Superintendent of Schools  
Lisa Caretto, California Arts Advocates  
Ednette Chandler, East Bay Children's Theatre  
Marion Coleman, Alameda County Arts Commission and teaching artist at the Alameda County Juvenile Justice Center  
Matt Golde, Alameda County District Attorney's Office  
Patricia Hannum, Museum of Children's Art  
Sabrina Klein, Teaching Artists Organized  
Brian Laczko, Alameda County Arts Commission  
Scott Miner, Alameda County Arts Commission  
Aki Nakao, General Services Agency for Alameda County / Alameda County Arts Commission  
Susan Rose, Fremont Symphony Orchestra  
Belinda Taylor, Teaching Artists Organized  
Ann Wettrich, Alameda County Arts Commission and Associate Director of Education, Center for Art and Public Life

#### Program Participants

**Suzy Ivelich**, Ivelich\Stone  
**John Stone**, Ivelich\Stone

## **CALIFORNIA ARTS COUNCIL**

### Minutes

September 9, 2008

#### **Call to Order**

Chair Michael Alexander called the meeting to order at 10:15 a.m. Alexander thanked the Alameda County Juvenile Justice Center, Rachel Osajima and the Alameda County Arts Commission for hosting and organizing the Council meeting. The Councilmembers introduced themselves to the audience.

Robert Calvin, Assistant Superintendent for the Alameda County Probation Department, welcomed the Council; he explained that the Juvenile Justice Center building is approximately a year and a half old and houses both Juvenile Hall and the Justice Center courtrooms, putting the probation and district attorney departments into the same series of three buildings. The Juvenile Hall facility averages 271 youths at a time and features a robust after-school arts program for the detained youth. Calvin noted that when the building was being constructed in 2005, the Alameda County Arts Commission initiated a unique program where the juvenile detainees chose the public art in the building and aided in its creation – the first of an ongoing arts program at Juvenile Hall.

Calvin noted that the arts program has been highly successful at redirecting the juveniles' behavior while in the facility, as well as creating opportunities for the juveniles to participate in community arts program after their stay in Juvenile Hall. Calvin added that the arts program includes both the visual arts with artists-in-residence, as well as performing arts in partnership with local arts organizations like Berkeley Repertory Theatre. The staff at the Juvenile Justice Center – from the probation officers to the social workers to the district attorneys – have been strongly supportive of the facility's arts programs because of the programs' positive impact.

Sheila Jordan, Alameda County Superintendent of Schools, greeted the Council, staff and guests as well and credited the Juvenile Justice Center with good work with the arts and youth, as well as the Alameda County Board of Supervisors and the Alameda County Arts Commission for approving, funding and championing the program. Director Muriel Johnson noted that the Alameda County arts education slogan is "Art IS Education" and said that the county's government and educational leaders have taken the motto to heart. Jordan is an outstanding education leader in California and a strong champion of the arts. Councilmember William Turner asked how the public art in the facility was funded, and Alameda County Arts Commission Director, Rachel Osajima, said that the County Board of Supervisors had previously adopted a 2% public-art ordinance for new construction.

#### **Roll Call**

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

### **Approval of June 6, 2008 minutes; July 16, 2008 teleconference minutes**

Alexander noted the following amendments to the June 6, 2008 minutes: on page 10, the words “but that was” should be placed in the sentence after “Pacific Rim” in the second sentence of the second paragraph of the Chair’s report. He also asked that the minutes be amended to recognize that Councilmembers Feruzzi Shriver, Turner, Sands and Jefferson abstained on certain motions because of conflict of interest concerns with specific grant applicants due to their participation on various Boards of Trustees, i.e., the California Music Project, California Lawyers for the Arts, Los Angeles Opera, and the California Institute for the Arts, respectively.

Councilmember Karen Skelton moved to approve the June 6 minutes as amended and the July 16 minutes; Turner seconded, and they were approved unanimously.

### **Chair’s Report**

Alexander learned from a presenters’ conference that the rules and regulations concerning international artists and the Internal Revenue Service tax-payment requirements are becoming more complicated and the enforcement of international artists paying appropriate U.S. taxes will start in approximately a year and a half. Alexander suggested that the CAC help organize and support workshops in California on the topic. He also noted the importance of the “gateway” cities of San Francisco, Los Angeles and others in California for international touring artists and suggested that the CAC track which arts programs are available for international touring artists, as well as immigrant artists living in the state. CAC Chief of Programs, Josie Talamantez, said that the agency’s program staff is researching the issue.

### **Director’s Report**

Johnson thanked Rachel Osajima, Director of the Alameda County Arts Commission, and supporting agencies for hosting the Council meeting at the Juvenile Justice Center and providing coffee and lunch for the Council. Johnson then directed the Council to her written Director’s Report and detailed some items. The “California Imagination” arts-flag image is used as the theme and on the poster for California Arts Day on October 3, 2008. Councilmember Susan Steinhauser asked if the posters and other items with the California Imagination image could be sold and used to fundraise. CAC Communications Director, Mary Beth Barber, said that the artists who loaned the images and objects for the project and “California Imagination” assemblage artist Jillian Kogan did so under the understanding that the product was for public-awareness purposes only.

Johnson said that she had investigated the issue of forming a nonprofit “Friends” organization related to the California Arts Council. Only 13 other states have such organizations, and the nonprofit must have a strong and hardworking leader in order to be successful. Johnson also said that building such an organization takes time, noting that the California Parks Foundation was started over 40 years ago. Most of the states utilized their associated groups to take on specific tasks such as plan and host an annual arts meeting, or produce their governors’ arts awards. All were reticent to raise funds in communities which could be construed to be in competition with local arts groups. In Nebraska, the director of the state arts council applies to their associated group for funding to help pay for programs.

The two-year biennial report will be printed as soon as the state budget is passed. There will not be a statewide arts conference in 2009 due to budget concerns both at the agency and with potential attendees, as well as the need to focus on the awareness campaign this fiscal year. The CAC staff will plan a collaborative conference with California Arts Advocates in 2010.

The State-Local Partnership (SLP) program now has 43 county partners and 2 city partners (Los Angeles and San Diego), but 15 counties have no funded county-wide arts agency. A special project funded with one million dollars from the Arts License Plate Fund is being undertaken over a three-year period to assist in forming new arts councils in counties where there are none, and to strengthen others with technical assistance, grants and special programs. This will take a good deal of staff time and effort which should result in strong local arts programs and partnerships throughout California.

The California Cultural Data Project (CaCDP) is up and running, and hundreds of arts organization administrators have filled out profiles. This is vitally important to the agency, since all CAC grantees in 2008-09 will have to have a CaCDP profile as part of their grant applications. Johnson said she had asked the Pew Foundation and other organizers about the maintenance costs after the initial four-year roll-out period for the program. The CaCDP administrators did not yet have an estimate, but at this time there is funding available for year three and possibly year four. Johnson added that a number of organizations and foundations are becoming funders and strong supporters; she believes ongoing maintenance costs will be manageable.

In response to the Council's policy direction to reach 95% of California counties with programs, Johnson directed Council to the report and the California county maps that demonstrate which counties have arts councils and which do not. All programs are marked on the maps, and there is a clear relationship between those counties that have arts councils, and also receive grants and programs from the CAC -- and those which have no county-wide arts councils and have not been reached by CAC programs. The CAC staff held guideline workshops last year in counties without SLPs to outreach to local arts organizations. Alexander asked why San Diego County was not a State-Local Partner, and Johnson said that while the City of San Diego has an arts council and is one of the SLPP funded agencies, there isn't a *county-wide* arts agency. Steinhauser asked if the current SLPs advocate for the arts in other counties that don't have a partner. Johnson highlighted the work of the Riverside Arts Council which encouraged the revival of an arts council in neighboring San Bernardino County. The concept of SLPs "adopting a county" was voiced by a member of the public.

Johnson stated that while the CAC did not reach its goal of providing support to organizations in 95% of counties during 2007-08 (55 counties), grants were made and programs held in 48 counties. The staff will continue to make every effort to reach the 95% goal, including counties not reached in 2007-08: Alpine, Amador, Colusa, Glenn, Imperial, Kings, San Bernardino, Solano, Tehama and Tulare. Johnson also noted that while there were no projects in San Bernardino County in 2007-08, at least two grants have been approved by Council for

organizations in San Bernardino County in the Artists in Schools program for 2008-09 once the state budget is passed.

**Public Comment**

Steinhauser asked the members of the public to introduce themselves. Those in attendance who spoke:

**Rachel Osajima, Director of the Alameda County Arts Commission** – informed the Council that the Arts Commission is a State-Local Partner, has provide technical assistance workshops in the county, and that the County will be recognizing 5 citizens who have made significant contributions to using arts for positive change in Alameda County to honor California Arts Day;

**Shelia Jordan, Superintendent of the Alameda County Department of Education** – stated that the arts program at the Juvenile Justice Center is well-integrated into the school program and can serve as a model;

**Matt Golde, Assistant District Attorney** – said he strongly supports both the arts programs for the juvenile as well as the public art in the building, noting the positive effect it has on at-risk youth who come through the system;

**Brian Lasko, Chair of the Alameda County Arts Commission** – noted the importance of quality arts-education programs to the Commission members;

**Marion Coleman, teaching artist at the Alameda County Juvenile Justice Center** – demonstrated artwork created by youths detained at the facility, how the program copes with the constant turnover, and the positive impact on the youth;

**Ann Wettrich, Associate Director of Education, Center for Art and Public Life** – recognized the importance of arts administrators and advocates to address equity issues, building capacity, and the need for more arts educators and teaching artists;

**Belinda Taylor, Sabrina Kline, Teaching Artists Organized (TAO)** – explained the recent creation of TAO and the organization’s goal of creating a strong network of artists who teach, as well as advocate for support of teaching artists’ programs in educational settings, from K-12 schools to life-long learning programs;

**Scott Miner, Alameda County Arts Commission and community-college welding instructor** – said there is a deficit of trained welders currently and that his welding-arts/metal sculpture classes can attract young adults to consider welding as a career and be trained through vocational education classes;

**Susan Rose, Fremont Symphony Orchestra and former Alameda County Arts Commissioner** – said she is a strong supporter of the 2% for public art ordinance in Alameda County, and thanked the CAC for the Artists in Schools grant that assists the Fremont Orchestra in providing concerts for up to 4,000 students each year;

**Lisa Carretto, California Arts Advocates** – mentioned the official resolution authored by state Senator Jack Scott commending the California Arts Council for its contribution and recognizing the first Friday in October as California Arts Day. The CAA will advocate for arts-related legislation, including the proposal that 20% of the revenue collected from the sales of fine arts be allocated to the California Arts Council’s granting budget;

**Donald H. Blevins, Chief, Alameda County Probation Department** – welcomed the Council and members of the public to the facility and encouraged all to take a tour of the facility after the meeting concluded. Turner asked if the artwork and arts program have an impact on the juvenile population and staff, and Blevins answered in the affirmative, noting that the General Services staff takes extra care in the cleanliness of the building, and that the graffiti damage from youth is minimal and significantly less than in other similar facilities.

Alexander asked if other local officials have seen this program, and Blevins said that he provided information through the California State Association of Counties and gave a tour to approximately 60 administrators from other counties. He also plans to feature the facility’s public art and arts program at an upcoming meeting of probation officials. U.S. Senator Barbara Boxer also toured the facility after the facility won the Leadership in Energy and Environmental Design (LEED) designation, and she was told about the public art and arts program as well. Blevins noted that the building is the only Juvenile Justice Center nationally to have received a “Gold Certification” award for sustainability.

### **Public Awareness Presentation**

Suzy Ivelich and John Stone, of Ivelich/Stone, gave a PowerPoint presentation of the work done so far on a public awareness theme and message for a California campaign. After much research, thought and deliberation, they recommended that the main theme be “Imagine the arts for all.” The Council discussed the theme and enthusiastically agreed on it, then discussed the next steps for the awareness campaign. Skelton, Turner and Feruzzi Shriver volunteered to serve as “leads” for the next steps of the campaign. They will work with staff to develop key questions for discussion at the November 13 Council meeting. Johnson thanked Ivelich/Stone for their thoughtful and creative work.

### **Public Comment (continued)**

Aki Nakao, General Services Agency for Alameda County and formerly on the Alameda County Arts Commission, discussed how, as a former member of the Alameda County Arts Commission, important arts for youth and sustainable arts programs are for the community and how the General Services Agency for Alameda County takes pride in the County’s various arts programs.

### **Financial Report**

Chief of Administration, Scott Heckes, reported that the state budget had yet to be passed by the Legislature and signed by the Governor, and that a part-time administrative employee and a retired annuitant in charge of personnel matters both had to be let go from state service as a result of the Governor’s orders. The CAC has been fortunate to contract with the State Library to

handle personnel matters for the agency. Due to the Governor's 10% General Fund budget reduction, the California Arts Council's budget has been reduced by \$124,000 in the current year. The Council and staff discussed cost-saving measures such as teleconferencing panel reviews for grant programs. Alexander noted that the Council members have voluntarily turned down their per diem and many have paid for their own travel costs, and asked for an estimate of savings from these actions since 2003.

Eunice David observed that the collateral material and advertising for the Arts License Plate uses the "ART LVR" lettering in the logo without explaining that car owners cannot have a plate with that configuration because it's already in use. She asked that the materials use different lettering and clarify this issue because many Californians she speaks with mistakenly believe that the Arts License Plate always says "ART LVR."

## **Programs Report**

### ***California Story Slam***

Talamantez presented the list of winners from the 107 high-school student entries for the California Story Slam, as submitted by high-school juniors and their teachers in June 2008. The stories were reviewed by two panelists who reviewed all stories, and one county panelist who read the stories submitted from his or her county. Students from the following counties submitted entries: Contra Costa, Madera, Riverside, Sacramento, Siskiyou and Ventura Counties. Those students whose essays rated in the top rank overall have been recommended for awards.

Skelton noted that a large number of students came from one county – and some from one school – and Talamantez said that while the CAC staff reached out to many more counties, a smaller number of schools had a large number of high-quality essays that were ranked in the highest category. Turner asked if Los Angeles had participated, and Talamantez said that the staff had contacted Los Angeles County, but the size of the County and number of districts made Los Angeles a difficult area for outreach. Skelton encouraged the staff to make extra efforts for the next round because of the large size of Los Angeles County, and Johnson noted that the Story Slam program will expand over time in a way that is manageable, just as the California Poetry Out Loud has. There are 6,000 high schools in California, so we may have to rotate the counties served.

**ACTION ITEM: Expenditure of \$10,500 for the 13 winning student writers within 8 schools – each student receiving \$500.00 and each school with a winning student or students receiving \$500.00 for the school's library.**

David moved, Turner seconded, and the motion passed unanimously.

### ***AIS Contractors Conference***

Talamantez requested the allocation of funding to the William James Association, a nonprofit organization that promotes work service in the arts and other fields, to provide technical assistance and professional development through conferences and training to organizations participating in the Artists in Schools program: in the area of program evaluation and knowledge and use of the Visual and Performing Arts Framework and Standards from the California



Department of Education in the organizations' work with in-school and after-school programs. The training will occur in three separate parts of the state in the Fall of 2008, as determined by assessment of areas with the greatest need for technical assistance.

**ACTION ITEM: Approval of \$15,000 to William James Association to organize and facilitate Contractors Conferences for Artists in Schools arts organizations and artists.**

Skelton moved, Feruzzi Shriver seconded, and the motion passed unanimously.

***State-Local Partnership Program***

Talamantez requested the approval of funding for 44 local arts agencies through the State-Local Partnership Program (SLPP) for a total dollar amount of \$660,003 for the grant period of October 2008-September 2009. Talamantez noted that this is the second of two grant cycles recommended for funding by the review panel that met in December 2007.

**ACTION ITEM: Approval of funding 44 local arts agencies through the State-Local Partnership Program from October 2008-September 2009 as recommended by the review panel in December 2007, for a total dollar amount of \$660,003.**

Turner moved, David seconded, and the motion passed unanimously.

***American Masterpieces – California Indian Baskets***

Chief of Programs Talamantez, along with the Department of Parks and Recreation, the California Museum for History, Women and the Arts, and members of the Native American community, are finalizing plans for a special exhibition of the state's collection of Indian Baskets. Some 3000 baskets are in storage and are largely unseen by the public. This exhibit is partly funded by the National Endowment for the Arts as an "American Masterpiece." Talamantez said she wanted to insure that the Council would be able to participate in the exhibit opening, and asked the Council members to inform her of specific dates in March of 2009 that would conflict with their schedules.

Turner suggested contacting the various California Indian tribes for sponsorship of a traveling exhibit of the collection. Other Councilmembers suggested the Autry National Center of the American West in Los Angeles and the Mingei International Museum in San Diego. Turner asked whether the CAC might be able to redirect some of the funds for this project if an outside sponsor provided necessary funding. Heckes said that the funds provided by the NEA could not be redirected, but most likely the funding from the CAC could be redirected.

***Department of Justice Music Settlement Funds***

Talamantez presented a memo with concepts from CAC Program staff concerning the \$563,227.93 from the Department of Justice to the CAC as part of the settlement of the suit brought against several large music distributors regarding minimum advertised price policies. The CAC has been directed to distribute the funds in the form of geographically-diverse grants for music performances throughout California that would appeal to the broad range of music tastes in the state.

The Council discussed different scenarios for a program to utilize the funding, including supporting music programs in counties that have few CAC grantees and are in need of CAC technical assistance; encouraging venues on education facility grounds like high school auditoriums or other school venues, and encouraging performances by local musical talent. Alexander recommended that the funding be distributed in the 2009-10 fiscal year, and Talamantez said she would provide the Council with a general timeline.

### **Public Awareness Report**

#### ***California Arts Day and Arts Day at the Fair***

Patty Milich, Public Awareness Coordinator, gave an overview of the plans to support California Arts Day on Friday, October 3, including the poster and other collateral materials that feature the “California Imagination” bear image created by artist Jillian Kogan and the CAC website with information for the public, including a listing of Arts Day events throughout the state.

#### ***Women’s Conference***

Milich told the Council that she and Communications Director Mary Beth Barber were gearing up for the Women’s Conference – aka the Governor’s and First Lady’s Conference on Women – in late October. Council and staff discussed how the CAC could have a larger presence at the Conference and promote the purchase of the Arts License Plate to the Conference attendees. Conference chair Skelton and committee members Turner and Feruzzi Shriver will continue to work with Milich and Barber on planning an expanded arts message at the Women’s Conference.

### **Strategic Plan Update**

Johnson tabled the discussion of the update to the 2005 Strategic Plan for the CAC, and asked Councilmembers to read the materials sent them and plan to discuss it at the next meeting. She strongly recommended that the Strategic Plan – intended to be a three to five-year plan – continue through the next fiscal year and not be significantly altered, especially in light of the future plans for the public awareness campaign.

### **Adjournment**

The Council adjourned in the memory of Marilyn Ryan, former Director of the California Arts Council (1983-85), California Assemblymember and Rancho Palo Verdes Mayor, who died in late June, 2008. The next meeting will be held in Santa Monica on November 13, 2008.