

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

California



Arts Council

**Monday, May 5, 2008**

Public Teleconference

(916) 322-6555

NO ACTION TAKEN

PUBLIC LOCATIONS

California Arts Council

1300 I Street, Suite 930

Sacramento, CA 95814

The California African American Museum

600 State Drive, Exposition Park

Los Angeles, California 90037

Dewey Square Group

1100 11th Street, Suite 200

Sacramento, CA 95814

## ATTENDANCE

### CALIFORNIA ARTS COUNCIL

#### Council Members:

**Michael Alexander, Chair** (in Los Angeles)  
**Eunice David** (in Los Angeles)  
**Malissa Feruzzi Shriver, Vice Chair** (in Los Angeles)  
**Charmaine Jefferson** (in Los Angeles)  
**William Turner** (in Los Angeles)

#### Members not in Attendance

**Chong-Moon Lee**  
**Fred Sands**  
**Karen Skelton**

#### Staff (all in Sacramento):

**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 (all in Sacramento)

Suzy Ivelich, Ivelich/Stone  
John Stone, Ivelich/Stone

# CALIFORNIA ARTS COUNCIL

## Summary Minutes

The California Arts Council (CAC), acting as a committee of the whole, held a public teleconference on Monday, May 5, 2008, at 9:00 am for the purpose of discussing the public-awareness proposal from Ivelich/Stone, contractor. The public was invited to attend at the following locations:

California Arts Council  
1300 I Street, Suite 930  
Sacramento, CA 95814

The California African American Museum  
600 State Drive, Exposition Park  
Los Angeles, California 90037

Dewey Square Group  
1100 11th Street, Suite 200  
Sacramento, CA 95814

### **Call to Order**

Chair Michael Alexander called the meeting to order at 9:00 am.

### **Roll Call**

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

### **Also Present**

John Stone and Suzy Ivelich of Ivelich/Stone (in Sacramento at the CAC).

### **Discussion**

The Council discussed the proposals from Ivelich/Stone for a public-awareness campaign on the importance of the arts in California. Issues discussed included target audience, aspects of a quality messaging campaign, public awareness projects from similar government and nonprofit entities, and suggested proposals from Ivelich/Stone. After many questions, in depth discussion, and clarification from Ivelich/Stone, the majority of the members of the Council preferred a public-awareness message centered around the first concept. The Council also asked staff to prepare a list of goals that would be impacted by a public-awareness campaign and present it at the Council meeting in June, 2008.

### **Adjournment**

Alexander adjourned the meeting at 11:00 am.