

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

California



Arts Council

**January 27, 2009**  
Stanley Mosk Building  
(Library and Courts Building)  
914 Capitol Mall, 5th Floor  
Sacramento, CA 95814  
916.654.0033

## **ATTENDANCE**

### **CALIFORNIA ARTS COUNCIL**

#### **Council Members:**

**Michael Alexander**, Chair  
**Malissa Feruzzi Shriver**, Vice Chair  
**Adam Hubbard**  
**Charmaine Jefferson**  
**Chong-Moon Lee**  
**Karen Skelton**  
**Susan Steinhauser**  
**William Turner**

#### **Members not in Attendance**

**Eunice David**  
**Fred Sands**

#### **Staff:**

**Muriel Johnson**, Director  
**Marilyn Nielsen**, Deputy Director  
**Josie S. Talamantez**, Chief of Programs  
**Mary Beth Barber**, Communications Director  
**Lucero Arellano**, Arts Program Specialist  
**Mike Artica**, Student Assistant – Web  
**Wayne Cook**, Arts Program Specialist  
**Theresa D’Onofrio**, Graphic Designer  
**Diane Golling**, Executive Secretary  
**Rob Lautz**, Arts Program Specialist  
**Kristin Margolis**, Arts Program Specialist  
**Patricia Milich**, Public Awareness Coordinator  
**Lucy Mochizuki**, Contract and Procurement Administrator  
**John Seto**, Arts Program Specialist  
**Terry Walter**, Accounting Manager

#### **Invited Guests**

**Lindsey Dillon**, McClatchy High School student and California Story Slam winner  
**Kaitlin Law**, Heritage Peak Charter School student and California Story Slam winner

#### **Public in Attendance**

**Robin Baker**, Department of Finance  
**Francie Dillon**, parent of Story Slam winner  
**Karla Diring**, Assistant Appointments Secretary, Office of the Governor  
**Paul Keefer**, Heritage Peak Charter School administrator  
**Ted Kim**  
**Ed Law**, parent of Story Slam winner  
**Will Schaafsma**, Department of Finance

## **CALIFORNIA ARTS COUNCIL**

### **Minutes**

January 27, 2009

#### **Call to Order**

Chair Michael Alexander called the meeting to order at 10:43 a.m. and welcomed invited guests and members of the public. He acknowledged Karla Diringer, Assistant Appointments Secretary in the Governor's Office who oversees the Arts Council, and thanked her for her hard work. Alexander and CAC Director Muriel Johnson also acknowledged Robin Baker and Will Schaafsma of the Department of Finance and thanked them for their ongoing work with CAC staff. Alexander thanked the State Library for allowing the Council to meet in these beautiful historic chambers.

#### **Roll Call**

Mary Beth Barber called the roll. Present: Alexander, Feruzzi Shriver, Hubbard, Jefferson, Lee (departed at 1:00 p.m.), Skelton (arrived at 11:40 am), Steinhauser, Turner. Not present: David, Sands.

#### **Acknowledgements and Introduction of CAC Staff**

Johnson congratulated Councilmember Malissa Feruzzi Shriver on the birth of her daughter, Rosemary Scarlett Shriver. Johnson then asked the CAC staff in attendance to introduce themselves: Lucero Arellano, Mike Artica, Mary Beth Barber, Wayne Cook, Diane Golling, Rob Lautz, Kristin Margolis, Patty Milich, Lucy Mochizuki, Marilyn Nielsen, John Seto, Josie Talamantez, and Terry Walter. Johnson acknowledged the California State Library for allowing the Council to meet in the historic Library and Courts building, noting that a multi-year refurbishing of the building is to commence soon.

#### **Approval of November 11, 2008, meeting minutes.**

Alexander asked for an amendment to the draft minutes from the November 13, 2008, meeting in Santa Monica, so that the second paragraph in the "Chair's Report" would read as follows:

Councilmembers Alexander and Jefferson serve on the Arts for LA Board of Directors. On October 1, 2008, Arts for LA hosted a Los Angeles conference that included a session in collaboration with the Otis College of Art & Design's biennial study of the creative workforce in the L.A. region. The study indicated that the creative workforce is the second largest business sector in the region, surpassed only by the tourism industry – an industry Alexander contends is heavily reliant on and connected to, the region's cultural amenities and arts. Alexander said that as lawmakers look at addressing the state's economy, the Council should ensure that the arts and creative industries are looked at as well. Feruzzi Shriver and CAC Director Johnson also attended the meeting.

There was no objection to the amendment by members of the Council. Approval of the amended November 11, 2008, minutes was moved by Jefferson, seconded by Ferruzzi Shriver, and

approved by Alexander, Feruzzi Shriver, Hubbard, Jefferson, Lee and Turner, with Steinhauser abstaining because she was not present at the November meeting and Skelton not present during the vote.

### **Chair's Report**

Alexander noted that the arts have gotten some attention on the national level recently, with media outlets and individuals commenting on the inauguration poetry from Elizabeth Alexander, and the fact that Obama was the first presidential candidate with an arts-policy plank. Arts advocacy organizations, especially Americans for the Arts and the National Assembly of State Arts Agencies, are supporting the \$50 million for arts-jobs stimulus through the National Endowment for the Arts. Alexander noted that he discussed the arts portion of the federal job stimulus package with two *Los Angeles Times* reporters – one in Los Angeles and the other in Washington, D.C.— and referenced a *New York Times* article that highlighted the contribution arts jobs make to the overall economy.

Alexander noted that the “Arts & Lectures” program University of California at Santa Cruz was restructured for the 2009-10 season because of funding concerns, creating a gap in the Santa Cruz area in arts presenting. Other programs have also significantly cut back their programming because of funding cuts, especially fringe artists who may not have the size of audiences as popular ones, but nonetheless drive creativity in the state. These decreases in the “research and development” arts sources will eventually affect the entire arts field in California.

Vice Chair Feruzzi Shriver reported that she was present when Governor Schwarzenegger received the 2009 Public Leadership in the Arts Award from Americans for the Arts on January 19, 2009, in Washington, D.C. at the 2009 United States Conference of Mayors. Schwarzenegger received the award for his support of arts education and his proposal for Arts and Music block grants within the California Department of Education in his 2006 “State of the State” speech and subsequent budget proposal. The Department of Education Arts and Music block grants remain in the budget and are in the proposed mid-year 2008-09 and 2009-10 proposed budget that is under negotiation in the Legislature, said Feruzzi Shriver. Schwarzenegger was introduced as an artist – a visual artist as well as an actor – and he said he was proud to be a part of the award ceremony.

Feruzzi Shriver also noted that the Los Angeles Unified School District announced that due to a declared fiscal emergency, the Arts and Music block grants for the District were frozen and might be used for other educational purposes. Feruzzi Shriver said she was actively engaged in conversations with the Governor’s administration on how to best insure that the Arts and Music block grants remain for the Visual and Performing Arts throughout the state.

### **Director's Report**

Johnson announced the two recipients of the 2008 California Arts Council “Director’s Awards”: Dana Gioia, and Barbara George. Gioia was the Chairman of the National Endowment of the Arts from 2002 to 2008, is originally from California, and strongly defended the California Arts Council during the 2003 budget crisis and proposal for elimination. He was instrumental in

getting the NEA's budget increased and his initiatives restored the federal government's positive opinion of the NEA in general.

George's dedication to the arts in California has been unwavering: she served on the Council from 1994-2005, the last two years as Chair, and in 2005 headed up the California Music Project, a nonprofit organization dedicated to increasing music in schools and funding programs and materials for music. The California Music Project established a music-instructor program at San Jose State University, and now at San Diego State University, that encourages music majors to become music instructors as a career goal. The success of the San Jose State program with the California Music Project has prompted Sacramento State University and San Francisco State University to investigate being involved in the California Music Project as well.

#### **ACTION ITEM – Council Endorsement of the 2008 Director's Awards**

Turner moved that the Council endorse Director Johnson's choice of Dana Gioia and Barbara George for the 2008 California Arts Council Director's Awards. Jefferson seconded, and the measure passed unanimously (Skelton not present).

The Council discussed selecting a committee (two members) to study ways to honor California's artists, organizations and friends of the arts in the future.

Johnson discussed the proposed Council meeting dates for 2009: March 11, June 3, September 17, and November 19. The March 11 meeting will be in Sacramento to coincide with the opening of the *American Masterpieces: Artistic Legacy of California Indian Basketry* pre-opening reception at the California Museum. Locations for the June, September and November meetings had not yet been determined, but possible locations included San Diego, Ventura, Los Angeles and Riverside. Johnson also acknowledged California Arts Council's talented graphic designer Theresa D'Onofrio for her hard work and artistry on the *American Masterpieces* publicity pieces and exhibit, as well as all other materials produced at the California Arts Council.

Governor Schwarzenegger and First Lady Maria Shriver's 2008 Christmas card dedicated the back cover to the California Arts Council and support for the arts in the state; Johnson passed the card around and thanked the First Lady, the Governor, and the Governor's staff for this special recognition of the CAC and the arts.

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

CAC Arts Specialist Margolis introduced two of the 2008 "California Story Slam" winners: Lindsey Dillon of McClatchy High School, and Kaitlin Law, Heritage Peak Charter School. Alexander presented each winner with their award checks of \$500. He also acknowledged the contributors to *My California: Journeys by Great Writers* (Angel City Press, the administrators from California Authors.com, and the individual writers who contributed pieces to the anthology), as proceeds from sales of the book go to support the California Story Slam. Alexander also acknowledged Paul Keefer, Heritage Peak Charter School administrator, and thanked the parents of the California Story Slam winners in attendance for supporting their children's efforts.

### **Public Comment**

Alexander asked for comments from members of the public; there were none.

### **Financial Report**

Deputy Director Nielsen said that the CAC will comply with the executive order from the Governor concerning furloughs and will close its doors on the first and third Fridays of each month through June 2010. She also noted that the proposal to lay off state employees could affect up to four staff at the California Arts Council, but there have been no executive orders in regards to layoffs, only the furlough days. Johnson said that the CAC would have a very difficult time operating if the agency lost four employees. The Council discussed staffing issues, including the three remaining student assistants who are paid through a pre-paid contract with a program at California State University at Sacramento.

The Council discussed the importance of promoting the Arts License Plate. Barber said that staff has investigated ways to promote the Arts License Plate without spending a great deal on marketing through social networking on the internet and other means, but that the trade-off would be an increased need for staff time – a difficult proposal considering the increasing workload at the CAC and two furlough days a month. Skelton commented that she would be willing to help promote the Arts License Plate, but would need to have an organized plan in place before contacting key authorizers and others. Jefferson and Turner said they would work with staff on a plan to promote the plate statewide.

### **Programs Report**

Talamantez directed the Council's attention to the panel pool list for the Artists in Schools program. Steinhauer was impressed by the credentials of the potential panelists as well as the diversity of the list, but expressed her concern that there seemed to be fewer visual artists than performing artists, and more panelists from urban areas than rural. Talamantez said that the Program staff had outreached to potential panelists throughout the state and these individuals were the ones who volunteered to be considered, and said that Program staff will continue to keep diversity of location and arts field in mind when compiling future panel pools.

### **ACTION ITEM: Approval of panel pool for the 2009-10 Artists in Schools program.**

Turner moved to approve the panel pool for the 2009-10 Artists in Schools program; Hubbard seconded. The motion passed unanimously.

Talamantez updated the Council on the progress of the American Masterpieces: the Artistry and Legacy of California Indian Basketry exhibit, noting that California Arts Council graphic designer Theresa D'Onofrio deserved special recognition for her outstanding design work on the exhibit panels and overall look of the exhibit.

Skelton noted that The California Museum is the only museum in the western U.S. to be an exhibitor of the national "With Malice Toward None: Abraham Lincoln Bicentennial Exhibit" that is touring the U.S., and that the CAC might be able to utilize the publicity and excitement about the Lincoln exhibit to raise the profile of both the American Masterpieces exhibit and the CAC. The Lincoln Bicentennial exhibit will be at The California Museum from June 24 to

August 22, said Skelton. Turner noted that some of the Minerva Quilts from the 2008 Women's Conference are also currently at The California Museum. Skelton offered to head a committee to investigate how the CAC could work with The California Museum. Jefferson suggested that the efforts not solely focus on one museum, but rather look at a statewide effort along similar lines.

Talamantez introduced the Programs staff in attendance, and each gave a brief overview of their area specialties: Lucero Arellano (Creating Public Value and Statewide Networks), Wayne Cook (Artists in Schools, arts education and arts and disabilities), Rob Lautz (State Local Partners), John Seto (American Masterpieces, Artists in Schools), Kristin Margolis (Poetry Out Loud, California Story Slam, California Poet Laureate).

Steinhauser commented to Cook on her interest in working with the California Parent-Teachers Association (PTA) on arts education issues. Lautz – a jazz musician – explained a public awareness project that he and the staff have been working on: a song he wrote and recorded about California arts that will be part of ongoing efforts to outreach to the public. Turner asked if the winning entries from the California Story Slam would be published either on the web or in print; Margolis said that the concept was under consideration.

Jefferson was interested in exploring how the CAC might work with other funders, including corporate funders, and create connections between different arts organizations throughout the state; she gave the example of connecting Target Corporation arts grantees in different parts of the state to create a network of ideas and best practices. Jefferson also asked whether the Poet Laureate recited to music, and suggested a poet-musician project as a vehicle for the Department of Justice music performance funding. Margolis said that while the previous California Poet Laureate Al Young recited with jazz musicians, current California Poet Laureate Carol Muske-Dukes does not.

### **California Cultural Data Project**

Nielsen noted that the CAC's program applications all now require California Cultural Data Project (California CDP) profiles. Advance outreach about the California CDP seems to have been a success as comments about the requirement have been minimal, and many grantees have said that the California CDP help desk has been extremely useful, courteous, and effective. The California CDP coordinators note that the number of arts funders utilizing the California CDP is growing, but that the number of grantees from rural areas remains small. The California CDP coordinators and partners are discussing how to encourage potential grantees from rural areas to join the project and build profiles. Nielsen also noted that Long Beach will be the first community to use the profile database information to produce reports about the region.

### **Lunch Break**

The Council took a 20 minute break for lunch.

### **American Recovery and Reinvestment Act of 2009 and the National Endowment for the Arts**

Alexander noted that Congress was in the process of debating a package of funding to help the economy (the American Recovery and Reinvestment Act of 2009), and that the Act contained an

arts-job funding proposal of \$50 million, to be distributed through the National Endowment for the Arts (NEA) and subsequently to the states through the state arts agencies. Nielsen noted that the amount available for California is unknown, and could range from approximately \$400,000 (under current NEA distribution methods) to \$2.5 million (direct per-capita distribution) if the \$50 million proposal passed. The Council discussed different ways the funding could be distributed to help the creative economy and stimulate arts jobs throughout California, including job training, part-time versus full-time arts jobs, arts education and community programs, and other considerations.

**ACTION ITEM: Letter to Congressional members concerning the American Recovery and Reinvestment Act**

Alexander moved that the California Arts Council send letters to members of the California members of Congress saying that the Council supports the proposed \$50 million for arts jobs funding in the American Recovery and Reinvestment Act of 2009. Turner seconded, and the measure passed unanimously with Lee absent.

**National Assembly of State Arts Agencies (NASAA) – Annual Conference 2010**

Johnson reported that California and NASAA staff have been conferring on possibly hosting the 2010 annual conference in Los Angeles. Feruzzi Shriver said that she found past NASAA conferences to be of great value, that California's hosting of the conference could be of benefit to the host city as well as the CAC, and that the Council could outreach to the Governor and First Lady to participate in the conference. Johnson referred Council to the NASAA report estimating that the Council should plan on providing \$300,000 for the conference, and that the Council members would be needed to actively seek sponsorships.

The Councilmembers discussed the proposal and recommended that Johnson ask NASAA what their deadline is for a CAC proposal because more time is needed. Turner has had experience with a large Los Angeles arts conference and is interested in knowing more about the event. The Council was generally interested in the idea, but wants more information and is concerned about these difficult economic times.

**Nomination Committee Report for New Chair, Vice Chair**

Jefferson, who with Skelton made up the nominating committee for the 2009 Chair and Vice Chair of the Council, noted that the nominating committee recommended Feruzzi Shriver as the Chair and David as the Vice Chair.

**ACTION ITEM: Election of Feruzzi Shriver as Chair and David Vice Chair**

Jefferson moved that the Council accept the Nominating Committee's recommendation of Ferruzzi Shriver as the Chair and David as the Vice Chair. Skelton seconded, and the motion passed unanimously with Lee absent.

Jefferson said that the nominating committee recognized the excellent work from Alexander as Chair for the previous two years (2007-2008). Johnson presented Alexander with a gift from the California Arts Council staff to recognize the hard work and dedication he has given to the agency and the arts in California. Alexander thanked Johnson, the Council and the staff.

Ferruzzi Shriver said she hoped that she could be as effective as Alexander has been during his two year tenure as Chair, and said she expected to outreach to Alexander for counsel and advice during 2009. She has a number of areas and items she plans to focus on as Chair, including:

- outreaching to various foundations about the value of arts education, including the Bill and Melinda Gates Foundation;
- advocate for the visual and performing arts in schools and the Arts and Music Block Grants in the Department of Education;
- participate in the NASAA events including the annual conference;
- continue to promote the Arts License Plate, especially with the Screen Actors Guild and other entertainment-related organizations and communities;
- promote the arts and the CAC through the internet utilizing social-networking sites and other tools;
- work towards annual Awards in the Arts for California;
- advocate for increased funding from the NEA and the state's General Fund;
- working with arts advocacy organizations such as California Arts Advocates, California Lawyers for the Arts, California Alliance for Arts Education, and the California PTA;
- and promote the arts and creative economy as a vital part of the state through public awareness of the arts, as well as raise the profile of the CAC statewide.

The Councilmembers congratulated Ferruzzi Shriver on her new position as Chair, and Johnson presented her a gift from the staff for her new baby girl.

### **Adjournment**

Johnson briefed the Council on the legislative reception in the Governor's Council room that evening, and Ferruzzi Shriver adjourned the meeting. The Council adjourned in memory of

- California artist Robert Graham (August 19, 1938 – December 27, 2008), who the *Los Angeles Times* described as “a Los Angeles sculptor with a towering public presence who designed major civic monuments across the nation,” who designed the California Hall of Fame medal titled “Spirit of California,” among other work, and who Turner described as “an asset to the culture of Los Angeles and California;”
- Independent bookstore owner Glenn Goldman (October 3, 1950 – January 3, 2009) of Book Soup, a West Hollywood landmark described by Turner as “a beacon for writers and authors in Los Angeles;” and
- Jazz artist Freddie Hubbard (April 7 1938 – December 29, 2008), a Grammy-award winning trumpeter known primarily for playing in the bebop, hard bop and post bop styles, and who Jefferson called “a great jazz artist, a California resident, and a 2006 NEA Jazz Master.”