

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

California



Arts Council

**PUBLIC MEETING**  
**March 1, 2011**

The Collins Center  
Loyola Marymount University  
1 LMU Drive  
Los Angeles, CA 90045  
310.338.2700

## ATTENDANCE

### **Council Members:**

**Michael Alexander**  
**Malissa Feruzzi Shriver, Chair**  
**Andrew Green**  
**Adam Hubbard**  
**Charmaine Jefferson**  
**Terry Lenihan**  
**Susan Steinhauser**  
**William Turner, Vice Chair**

### **Members not in Attendance**

**Wylie Aitken**

### **Staff:**

**Marilyn Nielsen, Interim Director**  
**Josie S. Talamantez, Chief of Programs**  
**Scott Heckes, Chief of Administration**  
**Mary Beth Barber, Information Officer**  
**Diane Golling, Administrative Assistant**

### **Invited Guests**

Barbara J. Busse, Dean, College of Communication & Fine Art  
Jack Mitchell, California Department of Education  
Laurie Schell, California Alliance for Arts Education  
Mark Slavkin, The Music Center, Los Angeles

### **Public in Attendance**

Diane Sher, artist, Los Angeles  
Monica Reid, artist/student, Newbury Park  
Melinda Williams (Isaacson), Music Center, Los Angeles

**CALIFORNIA ARTS COUNCIL (CAC)**  
**PUBLIC MEETING**  
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**Call to Order**

Chair Malissa Feruzzi Shriver called the meeting to order at 11:17 a.m.

**Roll Call**

Diane Golling called the roll. In attendance: Alexander, Feruzzi Shriver, Green, Hubbard, Lenihan, Turner.

Absent: Aitken.

Steinhauser joined the meeting at 11:30 a.m. Jefferson joined the meeting at 11:50 a.m.

**Approval of Minutes**

The Council reviewed and discussed the draft minutes for the Annual Meeting on January 26, 2011. No corrections were proposed.

**ACTION ITEM: Approval of Minutes: Meeting on January 26, 2011**

Turner moved that the draft minutes for the meeting on January 26, 2011 be approved. Hubbard seconded. The motion passed unanimously with two abstentions (Green and Lenihan).

**Welcome by Dean Barbara Busse, Loyola Marymount University (LMU)**

Lenihan introduced Barbara J. Busse, Dean of the College of Communication and Fine Arts, thanking her for her support and friendship.

Busse thanked the Council for coming to the university and invited the Council to consider LMU their “second home” when considering meeting places. She pointed out the campus’s proximity to LAX and easy freeway access, plus its flexible meeting spaces and art galleries. She stated that LMU wants to be part of the conversation about how art transforms the world and hopes that the Council will return. She invited those present to view the college’s current exhibit, “Bearing Witness,” located in a gallery adjacent to the student gallery where this evening’s reception will be held.

**Chair’s Report**

Feruzzi Shriver gave a brief overview of a number of meetings, some of which she has already attended and others that are on her schedule. She had a recent meeting with the President of Santa Monica College, and one with Dale Franzen, Artistic Director of The Broad Stage. She said that either she or the Vice Chair will attend The California Presenters’ Conference in Carmel June 2<sup>nd</sup>. She met with Jamie Bishton, who owns car dealerships, to discuss the Million Plates Campaign, and was part of a conference call with the Department of Motor Vehicles (DMV) that she characterized as “the best yet.” Through these conversations Feruzzi Shriver learned that the DMV contracts with companies that help fulfill car licenses for dealers, and

stated that they expressed a willingness to promote the Arts License Plate and coordinate with California new car dealerships.

Additionally, Feruzzi Shriver explored an alternate source for our proposed Arts License Plate Gift Card; met with the Western States Art Federation (WESTAF) Board; and viewed Frank Gehry's draft designs for a potential second arts plate. Feruzzi Shriver noted that if the CAC obtains permission to offer an alternate plate, the design could include "drive the arts" or some other verbiage indicating the plate's purpose.

Feruzzi Shriver suggested that the CAC write a manifesto that potential supporters and "arts ambassadors" for the Million Plates Campaign can sign. She believes that talent agencies could be approached to distribute such a document to their celebrity clients.

She attended an Otis College of Art and Design arts education event, and met with Laurie Schell twice regarding new legislation being introduced. Feruzzi Shriver will contact appropriate people on Governor Brown's staff to share the Council's opinion and recommendation regarding this legislation.

Feruzzi Shriver is requesting former First Lady Maria Shriver's assistance with securing the cast of *Glee* for a public service announcement supporting arts education in California and the Arts License Plate. She has also met with Nettie Sabelhaus, Victoria Hassid and Nancy McFadden in Governor Brown's office to discuss Council Member appointments.

Feruzzi Shriver noted that California Arts Advocates, WESTAF and the Arts in the California Governor's Race (ACGR) team members want Governor Brown to form an arts task force of 20-30 people. They asked that this task force be funded by the CAC. Feruzzi Shriver outlined some key concerns and said she will be meeting with Brad Erickson and Dalouge Smith later this week to discuss the matter further.

Feruzzi Shriver reported that Alma Robinson of California Lawyers for the Arts (CLA) is working on reviving an Arts in Corrections program and that this proposal seems to be gaining traction with legislators. CLA will also be hosting an Arts and the Environment event in Los Angeles in a few weeks.

Feruzzi Shriver is involved in plans for a reception at The Broad Stage to welcome the Whiffenpoofs, who are advocating on behalf of arts education. She will make an Arts License Plate presentation at this event, and also at an upcoming event in Monterey. She will be meeting with Janice Pober at Sony Entertainment this week as well.

Feruzzi Shriver drew the Council's attention to an article in *ArtLink* about the Doris Duke Charitable Foundation. She stated that the Council should consider approaching foundations for funding particular projects.

Feruzzi Shriver met with the Getty Conservation Board, which works toward the restoration of paintings, and talked to them about the Arts License Plate. She also met with Russell Simmons (Def Jam), who has a large following on Twitter. Simmons has now tweeted at least twice about

the Arts License Plate. And finally, she met with Colin Brady, who is working at Creative Artists' Agency, and explained the Million Plates Campaign.

Feruzzi Shriver thanked Lenihan for her hard work, especially on today's Council meeting and reception; congratulated Jefferson for being honored during Black History Month; thanked Turner for his activities furthering the License Plate campaign, Steinhauser for her work on the tax check-off for the arts campaign, Barber for organizing the DMV call and working on obtaining legal opinions, Alexander and Aitken for their work on the director search, Heckes for sharing his expertise on many fronts, Talamantez for her work on CLA's Arts in Corrections efforts, and Kristin Margolis for her work on Poetry Out Loud.

Feruzzi Shriver then introduced Jack Mitchell from the California Department of Education to talk about the National Endowment for the Arts' Education Leaders' Institute (ELI).

### **Update on the Education Leaders' Institute (ELI)**

Mitchell described ELI as the National Endowment for the Arts (NEA) addressing critical nationwide issues in arts education. Only a handful of states are selected each year to participate. He was introduced to ELI last year when former CAC director Muriel Johnson involved him in our 2010 application (issue: the dropout rate), which was rejected. This year several high-profile Californians approached him showing interest. He coordinated with Feruzzi Shriver, submitted a 2011 application (issue: the economy) and California was selected to participate. A team of only six Californians will attend ELI in Chicago in May, but the plan is to expand that working group base, identify stakeholders, and have a conversation about the issue that the six-person team will then take to ELI. Mitchell will involve education and business leaders who wouldn't ordinarily have input on arts education. The team is to come back from ELI with an action plan. Mitchell opined that forming an arts education task force might fold in nicely with the governor's proposed task force mentioned by Feruzzi Shriver. He wants to build on events and campaigns that are already underway to revise the role of the arts in education and the economy.

Mitchell asked the NEA to allow more than six team members due to California's large population, but his request was declined. The team members will be Feruzzi Shriver, Tom Torlakson (State Superintendent of Public Instruction), Larry Powell (Superintendent of Fresno County Schools), Anne Baum Crawford, a teacher from Arcata High School (also started Arcata Art Institute), Dr. Amy Shimshon-Santo, a media expert, author and education researcher (who used to be a CAC Artists in Residence grantee), and Nidya P. Paredes, currently on staff at the Pepperdine School of Law.

Steinhauser suggested that an arts education partnership with the business sector become a permanent part of the Council agenda.

Green asked about legislative strategy. Mitchell replied that Torlakson was a legislator until the 2010 election and is presumed to still have ties to legislators and legislative staff. Feruzzi Shriver said that many people are showing interest in ELI and the issues it will address. She noted stories in the media about the arts turning failing schools around.

Feruzzi Shriver is building an extended team to give input before ELI in May and asked that Council members contact her with suggestions.

### **Director's Report**

Nielsen, Interim Director, gave the Director's Report:

- Retiring Director Johnson was honored at a luncheon planned and paid for by CAC staff. She was also honored on the floor of the Senate for her 50 years of public service, received a framed Resolution signed by Assembly Member Jim Nielsen and Senate President pro Tem Darrell Steinberg, and received a special letter of congratulation from Congresswoman Doris Matsui. She also received a personal gift of art from Gregory Kondos and a gift of art by Maija Peeples from the CAC staff.
- The CAC has launched a mobile version of portions of its website.
- As requested by the Council at the January 26 meeting, personalized letters signed by Director Johnson and Chair Feruzzi Shriver were sent to every member of the California Congressional Delegation, urging support of the NEA. The field was also notified.
- The legislative awards ceremony on February 14 on the Senate floor, co-hosted by Senator Steinberg, was well-attended and appreciated by the grantees and legislators.
- The CAC has extended the application deadline on the Director's Search to April 1.
- Programs panels and other deadlines are being handled by Programs staff. There are more applicants this year than ever before. Potential grantees may apply online but review panels still meet in person.

Steinhauser asked whether panels could meet online as a cost-saving measure. Talamantez said that face-to-face interaction seems preferable to the panelists. However, the adjudication process should be shorter now because so much is being done online. She reminded the Council that, unlike other state art agencies, the CAC does not pay panelists.

- Feruzzi Shriver will serve as judge for the California Poetry Out Loud finals later this month. Nielsen expects 68 legislators and the Senate photographer to be on hand, as well as the Cal Channel for television and live web broadcast.
- The Americans for the Arts conference will be in San Diego this year, June 16-18. Three staff members will attend. Nielsen recommended that Council members consider attending.

Turner said he attended AFTA a year or two ago and recommends it.

- Nielsen extended congratulations to Aitken on his reappointment. More appointments are being processed but have not yet been announced.
- The calculation of 5 months' salary savings from Johnson's retirement is approximately \$70,000. Historically, year-end savings have been used to benefit CAC programs.

### **Election of Officers**

Due to the ongoing appointment process, nominating committee members Alexander and Green proposed that the elections of Chair and Vice Chair be addressed separately.

### **ACTION ITEM: Election of Chair**

Alexander moved that Feruzzi Shriver serve as Chair during the 2011 calendar year. Steinhauser seconded. The motion passed unanimously with two abstentions (Green and Lenihan).

### **ACTION ITEM: Postponing Election of Vice Chair**

Alexander moved that the election of a Vice Chair be postponed to the next meeting. Steinhauser seconded, and the motion passed unanimously with two abstentions (Green and Lenihan).

### **Million Plates Campaign Report**

Turner reported that the marketing portion of the campaign is being finalized. He commended Barber on the overview she drafted. He stated that billboard materials are not ready and that the team is seeking opinions from additional experts.

Legal issues are being contemplated regarding the Arts Plate prepaid certificate proposal. Staff is reaching out to the California Department of Justice. Turner asked that Council Members approach legal experts among their acquaintance for pro bono assistance. The difficulty relates to consumer laws intended to prevent gift cards from expiring. The question we need answered is: Can the Arts Plate redeemable certificate be deemed a donation rather than a gift card? Without this ability, if certificate recipients fail to claim their plates within a reasonable period of time, money would be left in limbo and inaccessible.

June 30 is the deadline for encumbering funds. Turner recommended that the Council retain the services of 24Connect in order to keep Sean Watson as our grass roots coordinator. We previously contracted with the Dewey Square Group for Watson's services. Heckes clarified the current contractual arrangements and explained the suggested change. Staff will seek approval from the Department of General Services to enter into a 12-month contract with 24Connect for continuation of Watson's campaign coordination.

Turner acknowledged Feruzzi Shriver for her passion and hard work. He said he thinks the campaign is "gaining momentum" and hopes to have billboards up in 10 days to 2 weeks.

### **Hiring of Arts Council Director – Search Committee Report**

Alexander reported on the Director search. He spoke with Aitken and Anthony Radich of WESTAF yesterday, and reports that WESTAF is ready to engage a search firm.

Three search firms have submitted proposals. These three firms will be interviewed (one at a time) via conference call. The same questions will be asked of each. Alexander and Aitken will eliminate at least one firm and interview the remaining one or two in person, either in Orange County or Los Angeles, then make their recommendation to WESTAF. Alexander noted that interviews and deliberation will be time-intensive for Council members over the next couple of months.

Alexander said that Phyllis Smith (acting as the CAC's personnel manager) has received only three applications to date. Green explained that the search firm will bring the position to the attention of people who may not presently be considering it. Smith will work with the chosen search firm, sending them the applications she receives. The full Council will interview the last

two or three finalists in executive session. Alexander said he hopes to be able to calendar that session shortly after the search firm is in place.

### **Arts Education Issues**

Laurie Schell, Director of the California Alliance for Arts Education and Mark Slavkin, Vice President for Education at the Music Center, addressed the Council with an overview of arts education issues in California. Slavkin noted that the large auditoriums of older schools bear witness to the fact that arts education was once an expected portion of California's curriculum. He said that tax and policy changes over the years have diminished the role of arts education to the point where we now have a crop of teachers who were, themselves, not exposed to the arts in school and therefore lack the background to teach it. Recent policy changes -- including the 1999 update to California university admissions requirements to require arts education, and the 2001 Visual and Performing Arts standards issued by the Department of Education -- have resulted in most California high schools offering arts education of some sort. The Department of Education's 2006 Art and Music Block Grants seemed, at the time, to ensure that the arts would again be viewed as standard instruction rather than enrichment. Then the current economic downturn began, and arts education was once again endangered. Now, Slavkin said, we have a policy paradox: California's policy is that the arts shall be taught, but there is no accountability mechanism to ensure that they will, in fact, be taught.

Schell and Slavkin gave the Council an overview of current trends in arts education, including the trend toward local control (allowing districts to independently decide what to teach), the blurring of arts education with career and technical education, and a "shared delivery" model where a partnership is formed between classroom teachers and teaching artists. Their recommendation to the Council is that the CAC require some level of buy-in from schools and/or school districts when providing services such as Artists in Schools. They suggest, at a minimum, a statement of support from the school principal (for example), to make sure that the arts are not viewed as a charity or luxury.

Alexander suggested that, since the CAC cannot reach every student, the agency should fund pilot projects to discover what works. Green said that metrics are needed to identify which schools/districts/teachers are most effective. He suggested that a ranking could be developed and used as a motivating tool. Schell brought SB 789 (Price) to the Council's attention. If passed, it would form an advisory committee to rank creative/innovative teaching. A similar bill was passed in Massachusetts last year.

Slavkin described a new wave coming: common core standards. This is a new conversation about how students solve problems when there is no right answer. Slavkin observed that arts education can and should be central in that discussion.

### **Programs Report**

Talamantez reports:

- **Arts in Corrections.** Alma Robinson of California Lawyers for the Arts is proposing that 1% of the state's corrections/rehabilitation budget be dedicated to arts programs, since arts programs have a track record of lowering the recidivism rate. This discussion will



continue to evolve over the next year.

- Talamantez gave a Powerpoint presentation of the CAC's programs and services, including a historical perspective, to assist the Council in thinking about new directions for CAC programs.
- Field Survey Update. Talamantez led a discussion of what the survey revealed and how the Council might best respond to the field's priorities. After operating support, the most-desired items are convenings (including technical assistance) and mentorship.
- Program Perspectives and Scorecard. Talamantez turned the discussion over to Green, who emphasized the importance of "measuring success." Lenihan noted that Glenna Avila (of California Institute of the Arts) is putting together a program to make assessment easier. Alexander said that he asked a recent gathering how to measure an experience – by number of people reached, or the intensity of the impact on those reached? Green said that these ideas would be discussed further in a future Council meeting.
- The projected programs budget for FY 2011/12 was presented and the Council discussed the degree to which decisions should, or could, be deferred until a new Director is hired. Talamantez requested a Council decision on Artists in Schools due to California schools' calendar constraints. The Council discussed other ideas under consideration: an arts education convening to follow up on ELI, the Arts in Corrections project, a pilot project on economic development and the arts, the pursuit of public art partnerships (art on freeways, etc.), and tweaking CAC's Creating Public Value program to make it more responsive to Governor Brown's priorities. Jefferson suggested pulling 10% from each of our four major programs to explore these other options.

**ACTION ITEM: Projected Programs Budget for 2011/12 — Artists in Schools**

Turner moved to approve 90% of the staff recommendation for Artists in Schools' funding for FY 2011/12, with the remaining 10% to be held in abeyance and revisited in the next Council meeting. Alexander seconded, and the motion passed unanimously with two abstentions (Green and Lenihan).

**ACTION ITEM: 2010/11 State-Local Partnership Development**

Steinhauser moved that State-Local Partnership Development FY 2010/11 funding be approved as recommended. Jefferson seconded. The motion passed unanimously with two abstentions (Green and Lenihan).

**ACTION ITEM: Arts and Accessibility 2010/11**

Hubbard moved that the Arts and Accessibility Technical Assistance Program funding be approved as recommended. Turner seconded. The motion passed unanimously with two abstentions (Green and Lenihan).

**ACTION ITEM: Panel Pools 2010/11**

Turner moved that the State-Local Partnership panel pool be approved as recommended. Hubbard seconded. The motion passed unanimously with two abstentions (Green and Lenihan).

Turner asked that the Council officially thank our volunteer panel pool participants. Steinhauser suggested that we invite them to future receptions when possible.

### **Strategic Plan Report**

Steinhauser gave the Council an overview of the Council and staff's progress on the Strategic Plan. She noted that Council members should be meeting with state legislators in their respective districts. Nielsen stated that, in her opinion, the August recess would be the best time to accomplish this.

Steinhauser commended Turner and Feruzzi Shriver for their work on the Million Plates Campaign.

Steinhauser suggested, and Feruzzi Shriver confirmed, that the Chair should put together a Programs and Grants Committee.

### **Tax Check-off for the Arts**

Steinhauser thanked the Tax Check-off for the Arts (Voluntary Contribution Fund) team for their work and stated that, in January, the Arts Fund attracted 605 donors and received \$3,185 in contributions. She requested that staff forward the advocacy materials they are working on to the entire Council, and that everyone add the check-off box graphic designed by Theresa D'Onofrio to their email signature blocks. She reported that the "Check-off California" consortium is struggling and will not be doing group marketing. Steinhauser recommended that Council members make personal phone calls to certified public accountants with whom they are acquainted, or other professionals who occur to them, to get the word out about the Tax Check-off for the Arts.

### **Public Comment**

Feruzzi Shriver invited attendee Monica Reid to introduce herself. Reid stated that she has a background in dance and a master's degree in arts administration. She is new to Los Angeles and attended the meeting to connect with others in the field.

### **Adjournment**

Feruzzi Shriver adjourned the meeting in the memory of four individuals who have made significant contributions to the arts and public service:

- **Maria Altmann** (February 18, 1916 – February 7, 2011), a Jewish refugee from Nazi Austria noted for her ultimately successful legal campaign to reclaim five family-owned paintings by the artist Gustav Klimt, taken from the family during the Nazi period, from the Government of Austria. She was considered a trailblazer in Holocaust art restitution. Ms. Altmann spent the last 60 years of her life in Los Angeles.
- **Frank Longay**, who co-founded the Suzuki method for classical guitar. He died suddenly on January 19, 2011. He was 62. Longay had just finished work on the CD for the ninth and final book of the Suzuki guitar method. He was planning the 24th annual spring concert of the Longay Conservatory of Guitar, an event that features more than 100 guitarists on stage at the Santa Clara Convention Center.
- **Helen B. Landgarten**, a Los Angeles artist and pioneering art therapist who established a clinical art therapy program at Cedars-Sinai Medical Center and graduate departments

in art therapy at Immaculate Heart College and Loyola Marymount University. She died February 26, 2011 at the age of 89.

- **Jack Forbes**, a trailblazer in Native American history and civil rights issues, author and poet. Mr. Forbes was born in 1934 in Long Beach of Powhatan-Renapé and Delaware-Lenápe heritage, and was one of the founding professors of the Native American studies program at UC Davis.