



**MINUTES OF
PUBLIC MEETING**

**April 4, 2012
10:30 a.m. to 4:30 p.m.**

Museum of Latin American Art (MOLAA)
628 Alamitos Avenue
Long Beach, CA 90802
562.437.1689

PRESENT:

Council Members

Malissa Feruzzi Shriver, Chair
William Turner, Vice Chair
Wylie Aitken
Michael Alexander
Andrew Green
Adam Hubbard
Charmaine Jefferson
Terry Lenihan
Susan Steinhauser (from 11:48 a.m.)
Rosalind Wyman

Arts Council Staff

Craig Watson, Director
Marilyn Nielsen, Chief Deputy Director
Scott Heckes, Deputy Director
Mary Beth Barber, Information Officer
Diane Golling, Administrative Assistant
Patricia Milich, Public Awareness Coordinator

Invited Guests

Shana Habel, California Dance Education Association
Stuart Ashman, President & C.E.O., MOLAA
Nancy Kraus, Sojourn to the Past

Other Attendees

Assembly Member Bonnie Lowenthal
Lauren Pizer-Mains, Office of Senator Curren D. Price, Jr.
Victor Payan, Centro Cultural de la Raza
Sandra Peña Sormiento, Pocharte Gallery

ABSENT:

None

MINUTES

I. Call to Order and Welcome

Chair Feruzzi Shriver calls the meeting of the California Arts Council (CAC) to order at 11:00 a.m. Watson acknowledges that acoustics in the room are going to make it hard to hear. He introduces Stuart Ashman, President of MOLAA, who welcomes the Council and talks about MOLAA's history and current exhibits. This is the site of the old Balboa Studios, where the Little Rascals series was filmed. MOLAA was involved in the recent Pacific Standard Time event, with an exhibit related to Mexico's contribution to the Los Angeles art scene. They are holding a gala on May 12, 2012 with an Argentine theme.

II. Roll Call and Establishment of a Quorum

At 11:03 a.m. Golling calls the roll. A quorum is present.

III. Approval of Minutes from January 31, 2012

One correction to the Minutes is suggested by Feruzzi Shriver and noted by Golling.

ACTION: Green moves to approve the Minutes as amended, Jefferson seconds. Minutes approved unanimously at 11:05 a.m.

IV. Chair's Report

Feruzzi Shriver reports that she had good feedback from the Council Members' legislative visits on February 1. Lenihan and Feruzzi Shriver met with the dean at Loyola Marymount University (LMU) about teacher credentialing; they are starting a new strategic plan and want to coordinate with our work. Feruzzi Shriver went to a Los Angeles arts funders' meeting and talked about the arts license plate. The company that will be working on our public service announcements (PSAs) came to the arts license plate launch event on March 22 and is meeting with her tomorrow to work on a series of PSAs; another is being made by Ovation, which was also a sponsor and present at the launch. Twenty arts license plates were sold at the launch. Herb Alpert has agreed to be

on our arts license plate billboards, which Feruzzi Shriver hopes will lead to more collaboration with the Herb Alpert Foundation. Watson and Heckes toured with Rocco Landesman, Chair of the National Endowment for the Arts (NEA) when he came to California. Jefferson and Feruzzi Shriver met with will.i.am trying to get him to be on one of our billboards. Poetry Out Loud in Los Angeles was a spectacular event; she encourages all the Council members to attend if they can. She thanks Lenihan for her work on CREATE CA. Feruzzi Shriver and Lenihan researched names from all over the state for the task force, trying to get ethnic and geographic diversity. Dan Hunter has agreed to work pro bono to help Senator Curren D. Price, Jr. pass the creativity index for schools; he has shepherded such initiatives elsewhere in the country. Sen. Price will hold a Joint Committee on the Arts hearing on April 18. James Catterall presented new research in Washington last week and will be working with our task force. Bill O'Brien from the NEA is going to partner with the National Science Foundation to discuss the marriage of art and science. Feruzzi Shriver thanks Steinhauser for all her work on the tax checkoff initiative. Jonathan Katz, head of the National Assembly of State Arts Agencies (NASAA), says that no state agency has ever attempted anything at this level.

V. Director's Report

Watson reports that this is an extraordinary time, historic for the CAC. He acknowledges Assembly Member Bonnie Lowenthal. Lowenthal voices her appreciation of the CAC and all that we do. She supports the Commission on the Status of Women and tells them she would like to model their efforts on ours; it's slated for disbanding and she hopes to revitalize it.

Watson next acknowledges Lauren Pizer-Mains from Sen. Price's office, who thanks Feruzzi Shriver for noting the upcoming hearing. She reports that on April 29 California Lawyers for the Arts is honoring Sen. Price at Turner's gallery and the Council Members are invited.

Watson highlights a few items from his written report. He attended three Artists in Schools summits in February. The week that Landesman was in Los Angeles, Heckes attended a Yolo Arts event with him (Heckes briefly describes). Watson spent a day with Landesman visiting grantees in Los Angeles. Coinciding with Landesman's visit, the NEA hosted "California week" on their Facebook page—an unprecedented event that reflects our increasing strength in social media. Our national visibility with the NEA is outstanding now. Watson began a conversation with Sammy Hoi about expanding the Otis report statewide. They are very open to this idea, but it requires additional fundraising. We're doing some due diligence with them. There is a network of regional economic development groups that we might be able to partner with; if we were to meet with that group as a whole it might be well received. Alexander points out that it takes a certain degree of expertise. He asks if California's Department of Commerce [sic] is interested in this. Watson says that's a great suggestion and they haven't yet been

approached. Watson says that this project will fit a number of state relationships. Lowenthal agrees.

Watson reports that the speaking event he did in Fresno was terrific; he was on the stage with Larry Powell and was reminded that there are exciting things happening all over the state. In March he spent a day in Orange County with Rick Stein. While there, he met many people who spoke highly of Aitken. He reiterates that CREATE CA was excellent and none of it would have happened without Nielsen and Lenihan, who shouldered all the work due to Jack Mitchell's illness.

Watson met with a college of design that was excited about using students and faculty to come up with infographics to communicate our story. He goes over the organization chart. Wyman asks where the Council is on the chart. They are over the director.

VI. Report of Nancy Kraus

At 11:52 a.m. Nancy Kraus addresses the Council about Sojourn to the Past, which received an award at the White House last year and has been honored by the California legislature. Senator Price is on the Board. They take high school students on 10-day journeys through the civil rights movement using arts and humanities, visiting historic sites and museums, studying songs, and reading voluminous amounts of material about the journey to civil rights. They do three journeys a year and several 90-minute traveling shows.

VII. Report: The California Resale Royalty Act

The Chair recognizes Milich for a report on the Resale Royalty Act (the "Act"). The Act is unique to California. She outlines it for the Council. Recent publicity about the Act has resulted in an increase in royalty payments to the CAC. The CAC tries to find the artists or heirs. Milich has been in charge of these efforts since 2004. The Act operates on an honor system; the CAC is not an enforcement agency. Milich refers people to the California Lawyers for the Arts. Supposedly the Department of Justice (DOJ) is responsible for enforcement but, as far as Milich knows, no one is assigned to it.

Wyman asks if we are using the money for art in public buildings. Heckes and Watson explain that there is no funding stream for public art, so despite the language in our enabling legislation we have no involvement in public art. Jefferson points out that in an ideal world we'd have nothing left over; all the money would go to the artists/heirs. It was intended to benefit the artists. What should we be doing and who can we partner with, to get the money to artists? Aitken agrees with Jefferson that the issue is to get the law enforced. One problem obviously lies in the failure to publicize and enforce the law. If we're going to do anything about it we'll have to rely on the DOJ. Alexander says it's our responsibility to look out for artists and make recommendations to the legislature if

this needs to be tweaked. Turner suggests we wait a while and see how the litigation currently in the courts plays out before we decide how it needs to be tweaked. Jefferson wants to know whether the CAC has chimed in to give the state's point of view on the litigation. Watson says no, we have not done that. Jefferson says that if we haven't weighed in and the law gets struck down due to private litigation, we aren't doing our jobs. Jefferson offers to chair a subcommittee that will sit down with Milich and learn about the Act and the CAC's role. Jefferson says that we should perhaps be proactively contacting artists when we see that their art is going on sale. Wyman asks why a Council member can't just ask something instead of forming a subcommittee. Watson says it's awkward for his staff, who is supposed to be taking orders from him, to be directly approached by Council members also asking for things.

ACTION: Aitken moves to create a subcommittee to examine the Resale Royalty Act and report back to the Council with recommendations for action; Jefferson and Turner will comprise the committee with Jefferson acting as Chair. Green seconds. The motion carries unanimously.

At 12:45 p.m. the Council recesses for lunch. The Council reconvenes at 2:22 p.m. and Milich continues her report.

Milich outlines the difficulties encountered in disseminating information about the Resale Royalty Act to artists and sellers. Alexander points out that it also helps the artists keep track of who has their work, in case they want to do a retrospective. Steinhauser suggests that when Milich emails sellers of art, she include a sentence to the effect that if we do not hear back from you we will refer your case to the DOJ.

VIII. California Cultural Data Project (CACDP)

At 2:33 p.m., Watson passes out CACDP working group research grant guidelines. A panel of three will meet in May and come back to the June meeting with a recommendation. Council will vote on endorsing their recommendation. He is hoping to show that the CACDP can provide useful information to the field. Alexander says he would like to be involved.

IX. Council Member Reports

At 2:39 p.m. the Chair invites Council members to speak. Alexander reports that a colleague of his from Chicago, who has very little familiarity with arts outside Chicago, is heading up the presenters program at the NEA. There is an enormous difference in the western states, where a day-long trip is the norm between venues. Steinhauser was at the Getty and reports that Tom Torlakson is handing out awards to museums for their education outreach. Turner announces that he is honoring Senator Price on April 29 at a fundraiser at his gallery, to thank him for what he gives back to the community.

Alexander notes that California Association of Museums is giving disaster preparedness workshops. He thinks they should be commended.

X. Report: Dance Education in California

At 2:45 p.m. the Chair recognizes Shana Habel, the immediate past president of California Dance Education Association (CDEA), a nonprofit dedicated to the artistic and educational advancement of dance as a discrete art form. CDEA promotes dance as an integral part of the curricula for preschool through post-secondary education. They are working to obtain a credential for dance education. Steinhauser asks why it is so hard to get the legislature to do this. Habel says there are moments when it has almost happened, but it's hard to get anything through the legislature. Feruzzi Shriver says that the legislature is opposed to a proliferation of credentials, but this is actually a credential we used to have that we would like restored—it is not new. Lenihan points out that we lost the dance credential through a misinterpretation of the Ryan Act, which said “music and art.” This phrase was taken to mean visual arts only, not all arts. Lenihan and Steinhauser offer to look into it.

Feruzzi Shriver explains for the benefit of the new Council members that in the past, the CAC only dealt with teaching artists, but now we are moving forward to work with credentialed teachers as well, recognizing that if we are going to transform arts education it must be tackled from all fronts.

XI. Workers' Compensation Coverage for Volunteers

At 3:08 p.m. Heckes reports on the issue of workers' compensation coverage for volunteers. Turner asks what it would cost. Heckes says it will cost nothing, because the state is self-insured. But if a claim is filed, we bear the cost. If we don't extend the coverage, someone injured while volunteering at the CAC could sue the agency.

ACTION: Alexander moves to extend workers' compensation coverage to volunteers. Turner seconds. The motion carries unanimously.

XII. CREATE CA Status Report

At 3:18 p.m. Lenihan gives a report on CREATE CA. The workgroup is up to 550 members now. She states that we need to establish a relationship with the incoming legislature and administration to make sure this effort doesn't peter out. The keynote address at the March convening was given by Sarah Cunningham, who started the Education Leaders' Institute when she worked at the NEA. The arts are being framed as a solution to many of the problems facing our schools today. Watson describes Helicon Collaborative and the work they do. They're on a national stage, so having them participate in our project means we are getting some top-notch support. Lenihan points

out that they also have published work on coalition-building. Nielsen says that the momentum is growing quickly; the convening was supposed to be invitation-only, but 25 extra people signed up from word of mouth.

XIII. Arts License Plate “Create a State” Launch

At 3:42 p.m. Turner reports on the Million Plates Drive. He thanks Steinhauser and her husband for their contribution and says that the launch was above and beyond his expectations. He thanks Feruzzi Shriver for “raiding rolodexes” and working tirelessly to get people signed up. Cliff Einstein, on the board of the Museum of Contemporary Art (MOCA), proposed that every time someone buys an arts license plate they get a free membership to MOCA. Museum memberships help the museum because people generally renew, so this suggestion is viewed as a win/win. Jefferson says she heard that someone saw the billboard and thought it was about tourism. Alexander suggests rack cards in arts venue parking garages.

XIV. Strategic Plan

At 3:58 p.m. Steinhauser reports on the strategic plan. She thanks Nielsen and Lenihan for their help with tracking the strategic plan and commends everyone for moving the arts license plate forward. She and Aitken will meet with Wyman to determine how to slot her in to working on the strategic plan.

Steinhauser hopes that in future we always do a 2-day meeting for the annual meeting so we can do a legislative day. Alexander thinks we should inform CAA and others when legislators tout the license plate or tax checkoff. He wants the field to know when legislators help us. Green suggests that we advocate through the general media; we have a great story to tell. He thinks we should link it to the arts license plate and get some coverage locally like we got in the Sacramento Bee. Council members, as advocates, can reach out to their local media. Watson says we could provide a set of talking points or a template for Council members to customize for their local market. Feruzzi Shriver was told by Steven Spielberg and Jeff Kazenberg to put together a list of what they can do to help. Nielsen compliments Steinhauser for sending a challenge about tax checkoff to her listserve. Wyman says she sent Steinhauser’s materials out to the commissions she is on and got a great response; some said they didn’t even know the tax checkoff was there.

XV. Tax Checkoff for the Arts (Arts Council Fund)

At 4:17 p.m. Nielsen reports on the efforts to promote the tax checkoff for the arts. Steinhauser asks for a chart regarding which grantees have been asked and which have responded, and how. Nielsen offers to retool the grid to reflect this information. Golling explains the Facebook ads. Nielsen explains the California CPA ads that ran in March. Steinhauser urges the Council to raid rolodexes and get the word out. Jefferson asks

whether someone who has already filed their taxes can still give to the Arts Council Fund. The answer is no.

XVI. Programs and Grants

At 4:46 p.m. Heckes gives the history of our programs timing. At this point, we know our federal funding is going to be cut again, but we don't know how much it will be cut. He explains how we came up with the proposed programs budget. Heckes recommends that his proposal be accepted in concept and revised at the June council meeting.

ACTION: Steinhauser moves to accept the programs budget proposal in concept. Aitken seconds. The motion carries unanimously.

XVII. Public Comment

The Chair asks for comments from members of the public in attendance. Victor Payan addresses the Council and asks that they remember the independent arts venues.

Sandra Peña Sormiento from Santa Ana, an independent arts consultant, is starting a Santa Ana arts commission. She invites the Council to hold a meeting in Santa Ana.

XVIII. Adjournment

At 5:03 p.m. the Chair adjourns the meeting in memory of contemporary artists Ken Price and Mike Kelly; Consuelo Santos-Killins, a former Council Member; Zina Bethune, founder of Bethune Theatredanse, a former CAC grantee and panelist; Adrienne Rich, poet; and Khalil Shaheed, founder of Oaktown Jazz and a CAC grantee. Jefferson adds Elizabeth Catlett, a sculptor who died only two days ago.