



**MINUTES OF
PUBLIC MEETING**

**September 12, 2012
10:30 a.m. to 4:30 p.m.**

Bowers Museum
Fluor Gallery
2002 North Main Street
Santa Ana, CA 92706
714.567.3601

PRESENT:

Council Members

Malissa Feruzzi Shriver, Chair
William Turner, Vice Chair
Wylie Aitken
Michael Alexander
Adam Hubbard
Charmaine Jefferson
Terry Lenihan
Susan Steinhauer

Arts Council Staff

Craig Watson, Director
Marilyn Nielsen, Chief Deputy Director
Scott Heckes, Deputy Director
Mary Beth Barber, Information Officer
Diane Golling, Administrative Assistant

Invited Guests

Gai Jones, California Educational Theatre Association (CETA)
Julie P. Lee, Bowers Museum
Richard Stein, Arts Orange County

Other Attendees

John D. Spiak, Grand Central Art Center, Santa Ana
Sandee Van Oyen, California Alliance for Arts Education/PTA
Debi Grant, 4th District PTA – Cultural Arts & Very Special Arts Orange County

ABSENT:

Andrew Green
Rosalind Wyman

MINUTES

I. Call to Order, Roll Call and Welcome

Feruzzi Shriver calls the meeting to order at 10:50 a.m. Golling calls the roll. A quorum is present.

The Chair introduces Julie Lee, curator of the Bowers Museum, who welcomes the Council to the museum. Dr. Peter Keller could not be here because he is in China. The museum prides itself on having partnership relationships with some of the most influential museums in the world. Lee says they will open their Fabergé exhibition for our reception later today. The Chair introduces Richard Stein, Executive Director of Arts Orange County, who welcomes the Council back to Orange County and thanks the Bowers Museum for their hospitality. He introduces John Spiak of the Grand Central Arts Center, annexed to California State University at Fullerton. Next Tuesday is the Orange County Arts Awards, an annual event to honor arts patrons as well as artists. Aitken compliments Stein on his work in Orange County, says he has made a significant difference here and is a local treasure. Watson reminds the Council that Stein hosted a day of tours for him when he first came on board with the Arts Council to kick-start his relationship with this community. Feruzzi Shriver mentions Stein's help in building a positive relationship with local media.

II. Approval of Minutes from June 26, 2012

Two corrections to the Minutes are suggested, one by Turner and one by Steinhauser, and noted by Golling.

ACTION: Steinhauser moves to approve the Minutes as amended, Aitken seconds. The Minutes are approved unanimously at 11:02 a.m.

III. Chair's Report

Chair's report begins at 11:03 a.m. Feruzzi Shriver thanks Steinhauser for her work on the strategic plan and Aitken and Turner for their work with the legislature. She thanks all the staff who worked so hard and kept things going through a busy summer. She attended Harvard and the Kennedy School this summer, learned a lot and will share some negotiation skill highlights. She observed spectacular examples of collaborative government models, which she found extremely valuable. Activity-based costing is a trend, as opposed to a line item budget; you can get a better idea of what is being spent, plug different factors in and discover what your programs are really costing. She spent an entire day in classes about studying art and applying it to learning issues. She will share her notebooks with the Council.

Dr. Rumberger at Stanford is heading the California dropout project. Almost half of California's dropouts are coming from 100 schools. Feruzzi Shriver discussed with Watson the possibility of coming up with a strategy to turn those 100 schools around. The president's committee serendipitously announced that they are doing the same kind of thing with eight schools. So Rumberger is putting together some statistics that can be incorporated into a presentation of this idea to the Governor.

Judy Baca said she would love to help document public art in California. Feruzzi Shriver met with an executive from Chevron and thinks it would be great to get Chevron involved in CREATE CA. Feruzzi Shriver and Watson will be presenting at the National Association of State Arts Agencies (NASAA) in October, which will have a huge national audience and be a great opportunity; very few states are asked to present. Feruzzi Shriver met with the Lakers about getting basketball players on our "million plates" billboards. She, Watson and Lenihan are going to Washington DC courtesy of the Hewlett Foundation, to get special training on how to put together a winning campaign. She is pitching ads in playbills with the Nederlander theaters. Last night Nigel Lythgoe held the California arts license plate up during "So You Think You Can Dance" and gave us a pitch. He told Maria Shriver he wanted to do something for arts education in California, and she told him this was the single best way to help.

IV. Director's Report

At 11:20 a.m., Watson gives the Director's Report. Nielsen's retirement announcement, combined with the loss of our student assistants through the Governor's directive, has presented some tough challenges. We have staffing choices ahead that must be addressed. Nielsen says that the staff already has a full load and she is sorry to leave under these circumstances, but she has given a lot of thought as to how to parcel out her responsibilities. Arts Program Specialist Kristin Margolis will be assigned new duties as Legislative Liaison, for example. Nielsen's last day is September 28. She says that she and her husband, Assembly Member Jim Nielsen, will always hold the arts in their hearts and help however they can. She compliments the Council on their unselfish and tireless efforts on behalf of the arts. Watson gives Nielsen a parting gift.

We will soon be interviewing internal candidates for Supervising Arts Grants Administrator, a position that will allow Heckes to have additional support in managing the programs staff. We are also refocusing the vacant position from Talamantez's retirement and redesigning it as a public awareness/public outreach position.

Aitken asks what our timeline is like to refill these two positions. Watson says he doesn't know how long it will take. He points out that in losing the students we lost our webmaster and all our information technology (IT) backup; he is concerned that getting IT backup from the state library may prove unworkable. Heckes explains that we can't fill Nielsen's position for three months due to the rules surrounding retirement, but we can move forward with the process so that when the clock runs out we are ready to hire. Nielsen says realistically we are talking 4-6 months to replace her position, and perhaps three months on the other. Jefferson says that there is a movement to put all IT under one umbrella because there are so many variations in state agencies. She remarks that if Proposition 30 fails to pass in November, "all bets are off."

Watson notes that we need a more formal, efficient way to build relationships with the Capitol. He asks Aitken to comment. Aitken says the Council needs to pay more attention to legislation and that we need a committee, or some sort of formal position, to track legislation that affects us. We need to give it constant attention, not piecemeal it. At present we have no master plan. We need to prioritize and focus. Turner says that showing deference to our legislative allies and letting them take the initiative may have been a misstep. Aitken says it was well-intentioned but naïve. Jefferson says that the other key issue is that itemized tax write-offs are becoming a political hot potato that may impact the arts across the country. Issues of tax reform will impact state tax write-offs as well. Alexander says we are a small part of a big issue. There's only so far we can go in asking the public to check boxes and purchase license plates; in the end our support depends upon the legislature enacting legislation.

Watson says that that California Arts Alliance is going to “piggy back” on the California Association of Nonprofits and hire an arts lobbyist. Turner says it seems to him that the legislature is ready for us to take a more proactive role. Steinhauser says it bothers her that so many legislators don't “get” the importance of the arts. Aitken says that our failure to get changes enacted on the tax checkoff legislation was simply a series of miscues that ended up trying to shove something through at the last minute. Watson agrees. Nielsen says there will be a lot of new representatives coming in next year; it will be a good opportunity to make the case and establish a rapport.

V. Public Comment

At 11:56 a.m. the Chair recognizes Debi Grant, an arts leader from Santa Ana, who joins in welcoming the Council to Santa Ana.

VI. Presentation on Theater Education

At noon the Chair recognizes Gai Jones, who gives an overview on theater education in California and adds a plea that the California Arts Council help theater educators keep their jobs, bring in guest artists, and reinstate theater and dance teaching credentials. She states that students often declare that theater is the reason they stay in school.

The Council then breaks for lunch.

VII. Council Member Reports

At 1:50 p.m. the Council reconvenes and the Chair invites the Council Members to speak.

Alexander attended the Western Arts Alliance in Denver. He continues to be concerned about the health of the field (presenters). California-based touring artists are hurting. He has held conversations with the national associations for performing arts and the head of the touring program at the National Endowment for the Arts (NEA), and worries that bureaucrats are deciding whether to let artists in on visas. He thinks we should support a policy or regulation change to let the NEA vet incoming artists.

Steinhauser, as a trustee of the Pilchuck Glass School, heard interesting ideas about a need for military people to have a background in the arts, to help with creative thinking and problem solving.

Aitken talked about an artist who has a portable Globe Theater and takes it around doing Shakespeare. He thinks we don't need more performing spaces, we need better collaboration between the spaces we have.

Turner attended Ken Price's funeral and our memorial certificate meant a lot to the family. There is a lot of enthusiasm at TED for the topic of arts.

Jefferson is opening a new show at the California African American Museum (CAAM) and embarking on a fundraising campaign. She's working with PBS in southern California to come up with better minority outreach/content, reaching out to new audiences. She had an altercation with an art critic blogger that resulted in him coming to CAAM.

VIII. CREATE CA Status Report

At 2:09 p.m., Lenihan reports that the CREATE CA leadership group work should be done by the first of the year. The task force—writing the blueprint, which will be used by Superintendent Tom Torlakson to guide his work as well as guide CREATE CA's nine policy groups—is having amazing conversations. She visited the Alameda County arts group's Summer Institute. They were working with self-selected elementary school teachers who were trying to figure out how to get kids to think like artists, instilling "studio habits of the mind."

Feruzzi Shriver says that the policy and politics group is also doing exciting things. Jack Mitchell of the Department of Education has put together two projects for graduate students to work on at Harvard's Kennedy School. All the policy groups have been working on their drafts and pushing forward. The drafts will be presented tomorrow at a task force meeting at the San Francisco Museum of Modern Art; they will get feedback and begin revising these rough drafts. There will be a lot of revising before October 23, when there will be another meeting in Santa Clara. In early spring, another convening of the entire expanded work group is being planned. They want to involve everyone in implementing the blueprint.

Jefferson points out that there is no college that will teach you how to use arts to teach other subjects. Lenihan says that the credentialing process in California is challenging and they are trying to work on streamlining it. They are also trying to push arts integration ideas/skills to elementary school teachers. Hubbard describes the frustration of having years of broad-based experience in the arts and in teaching, and being told in interviews that they can't hire him because he doesn't have a credential. Lenihan says we are still training teachers the way we've trained them for the past forty years. Feruzzi Shriver says they asked the Attorney General for an opinion and were told that this issue is not a matter of law, it's a matter of policy.

IX. Strategic Plan

At 2:27 p.m., Steinhauser reports on the Strategic Plan and explains the color coding on the document in the meeting packets. It's time for a new strategic plan. This was a capacity building plan, but we need to shift emphasis. We still have a lot of work to do in assessing our grant programs. Watson says that Phil Horn, Director of the Pennsylvania Arts Council, will be meeting with our staff in Sacramento at the end of October. Jefferson asks that we be sure to leave enough time at the November meeting to discuss Horn's input. Steinhauser says that we may want to change the format of our meetings so that we only talk about exceptions rather than repeat the information that is in the written reports. Watson sees a Council retreat in the future.

Feruzzi Shriver says that Margaret Hunt told her the NEA was disappointed with our current strategic plan because we didn't get enough input from the field. We held no listening tour. Jefferson says we need to hear from the field, ask them to tell us what they need. When we put the current plan together a few years back, we'd been trying to reconcile our losses and budget cuts and scrambling to find money, which is different from figuring out who we want to be, going forward. Feruzzi Shriver says we also hired outside consultants at the time, but now NASAA is going to offer strategic planning services that will give us some best practices and guidance about what is happening with the NEA and with other states. We are already paying dues to NASAA and she thinks it might be cheaper as well as better to use their strategic planning services.

Heckes says we must file a new application with the NEA by October 1, 2013. Our present strategic plan is alive until we kill it. Alexander says we should show that we are progressing. Jefferson suggests that the staff give the Council a work plan with deadlines, working back from 10/1/13. Steinhauser asks that the staff come back with a calendar at the November meeting. Jefferson says add the budget timing process into the calendar, because that always impacts what the Council is deciding.

X. Financial Report

Heckes points out that we've spent \$200,000 on the license plate campaign thus far, and that figure does not include staff time. Sales remain essentially flat. The logo has been changed from ART LVR to ARTPL8.

Alexander asks for clarification on the workers compensation number in the report. Heckes explains that the outstanding cases have been settled and last year we only spent \$300 on workers compensation.

Jefferson asks about the allocation of license plate funds. Heckes and Barber explain that we are newly restricted on what we can spend on administrative costs. Jefferson asks if it can be appealed. Heckes says no. The Department of Motor Vehicles (DMV) interpreted it twelve years ago and we've been following the DMV's interpretation all this time. Now the Department of Finance, as part of an audit, has come up with a new interpretation. Watson points out that this may be something for Aitken's legislative agenda—we need a bill that cleans up the Jack Scott legislation that allowed us to raise the plate cost. There was language that restricted the increased

funds to grants. Heckes says we were pleased with that, because we wanted to increase grants. Now the language has been reinterpreted to restrict all the money received from arts license plates, not just the increase.

Aitken asks if we should be working on getting the arts fund back on the tax form. Watson says that should be initiative no. 2.

Steinhauser asks if we can sublet our empty office space. Heckes says no, but the Department of Justice is consolidating offices. We are negotiating with them for a smaller suite.

XI. Programs and Grants

3:19 p.m. – State-Local Partnership Program

Alexander notes the disparity in scores from panelists and wonders how San Francisco scored so high. Watson says we must be vigilant to reward good programs rather than good grant writers.

ACTION: Turner moves to approve the panel recommendations for funding 51 local arts agencies and technical assistance through the State-Local Partnership Program. Hubbard seconds. The motion is approved unanimously.

3:21 p.m.—Poetry Out Loud

Heckes points out that Margolis must get moving on Poetry Out Loud right now because school is in session; by the November meeting everything will already be in full swing. Steinhauser asks about outsourcing this program. Watson says there are some states that contract this out to a third party. Steinhauser comments that Poetry Out Loud is beneficial to the students and to our relationship with the legislature, but it takes many hours of staff time.

ACTION: Jefferson moves to approve Poetry Out Loud grant awards in the total amount of \$83,000 as recommended by staff. Turner seconds. The motion is approved unanimously.

3:24 p.m.—Poet Laureate

Steinhauser asks if the Poet Laureate is ever involved with Poetry Out Loud. Nielsen says yes, often they judge the final rounds. Watson points out that there is an interview on our website with the current Poet Laureate.

ACTION: Hubbard moves to approve a \$5,000 stipend for the California Poet Laureate. Lenihan seconds. The motion is approved unanimously.

XII. Arts License Plate “Create a State” Status Report

At 3:25 p.m. Turner commends Barber for her written report, which was emailed to Council. He notes that we must do a request for proposal (RFP) for the ad agency and that is underway. Barber explains that Topps Digital Services hasn't been able to test the voucher program because

the DMV IT services were unavailable, but Turner says it should be up and running in the next month. Due to the new restrictions on plate fund spending, we must raise outside money to get the cards printed and paid for. If anyone on the Council has ideas, Turner welcomes them. We could see measurable results very quickly with the upcoming holiday season.

Steinhauser asks if we received \$75K today, could the voucher cards be out in time for holiday shopping? Barber says the problem is the involvement of other entities over which we have no control. Steinhauser suggests that we put together a list of companies that we are going to contact and say, "Hey, it's ready, go buy 100 cards."

Barber says that once the system is in place, people will order voucher cards online and they will be delivered via mail. Jefferson tries to pin down how much time is left before this is happening. Barber says the wild card is the money. Jefferson says if we don't have the money by the third week of October, we should stop aiming for a holiday rollout.

XIII. CLOSED SESSION Pursuant to Government Code §11126(a)

At 3:47 p.m., the Council goes into closed session to discuss/take action on personnel matters.

XIV. Adjournment

At 4:43 p.m., the Council reconvenes from executive session and immediately adjourns in memory of actress Lupe Ontiveros, composer/conductor Marvin Hamlisch and lyricist Hal David, husband of former Council member Eunice David. Jefferson saw the Davids every year at the Grammy receptions and had the privilege of seeing how highly regarded they were by their peers. Watson shares that Hamlisch was our newest "arts driver" for the license plate campaign, and "create a state of legacy" will be the new tag line associated with his image. Pasadena Pops will continue to partner with us in Hamlisch's absence. Watson spoke with their new conductor, Michael Feinstein, and he would like to participate.