



**MINUTES OF
PUBLIC MEETING**

**April 30, 2013
9:30 a.m. to 5:00 p.m.**

THE AUTRY NATIONAL CENTER
4700 Western Heritage Way
Los Angeles, CA 90027

PRESENT:

Council Members

Wylie Aitken, Chair
Susan Steinhauser, Vice Chair
Michael Alexander
Christopher Coppola
Terry Lenihan
William Turner

Arts Council Staff

Craig Watson, Director
Scott Heckes, Deputy Director
Patricia Milich, Programs Officer
Mary Beth Barber, Information Officer

Invited Guests

Richard West, Director & CEO, The Autry
Craig Cheslog, Chief Consultant, Office of the California Superintendent of Education
Sean Watson, Principal, 24Connect
Matthew Rodriguez, Rodriguez Strategies

Other Attendees

Various attendees as part of Strategic Plan "Listening Tour"

ABSENT:

Andrew Green
Charmaine Jefferson
Rosalind Wyman

MINUTES

I. Call to Order and Welcome

Richard West Jr., Director and CEO of The Autry, welcomes the California Arts Council (CAC) to The Autry.

II. Swearing-in of new Council member Christopher Coppola

Director Watson administers the oath of office to Coppola.

III. Roll Call, introduction of new Council member

Council Chair Aitken calls the meeting to order and Barber calls the roll. A quorum is present. Coppola provides his background in the arts and digital media.

IV. Approval of Minutes from February 12, 2013

No corrections or edits were proposed by the Council.

ACTION: Turner moves to approve the Minutes. Alexander seconds. The Minutes are approved unanimously, with Vice Chair Steinhauser abstaining.

V. Chair's Report

Aitken gave the chair's report. He noted that the agency needed to continue to impress upon lawmakers and members of the public of the important of arts education to overall education efforts and the positive impact the arts can have on all children, regardless of their eventual careers of choice.

Aitken directed the Council to the proposed subcommittees of the Council members, directed them to review the topic area and select committees. He noted the staff liaisons for each committee and emphasized the interaction and preparation that the staff can provide. Aitken said he expected each committee to have a written report submitted prior to each Council meeting – including the upcoming June meeting – to update the Council. The reports will be part of the Council packet, with the assigned staff fulfilling the administrative needs.

Aitken noted that the Strategic Planning process would commence later that afternoon, and emphasized that the process should be streamlined, and that the agency should focus on actions it can take during the Strategic Planning process and shortly after the report of recommendations, and avoid spending too much time planning without enough action.

He noted that legislation to increase the budget of the Arts Council, AB 580 (Nazarian), is being watched by staff but supported and moved through the legislative process by arts advocates in the field. Aitken noted that the agency will meet with Governor Brown to see where the executive office stands in regards to the legislation.

VI. Director's Report

Watson gave the Director's report. He again directed the Council to note the staff liaisons for the committees cited by Aitken, and said that staff would reach out to committee members and provide support for reports.

Watson noted that Senator Curren Price would be holding an information hearing in Los Angeles on the topic of Arts in Corrections from 1-3 p.m. at the Grammy Museum on Friday, May 3, 2013. He encouraged Council members to attend the hearing if possible. He also noted that Senator Price and his staff have been investigating a pool of funds from taxes on inmates' purchases within the correctional facilities could be utilized for an Arts in Corrections program.

Watson gave the Council an overview of the status of Arts Council-related legislation as the bills make their way through the legislative process. In addition to AB 580 (on suspense in the Assembly Appropriations Committee until after the May Revise of the Governor's Budget), he noted SB 571 (Price) that would return the Arts Council to the Tax Check Off program, and SB 789 (Price) that would clarify language in the transportation code as it related to Arts License Plate funding and the Arts Council's use of the funds. Council discussed other arts-related legislation cited by arts advocacy groups; Aitken reminded the Council that the agency staff and Council have limited staffing resources, and the agency's legislative work and goals should remain focused.

Steinhauser noted recent proposals that could significantly change education funding and directly affect arts education, and recommended working with arts education advocacy organizations that will be following the proposals.

VII. Council Member Reports

Various members of the Council gave reports.

STRATEGIC PLAN: Steinhauser thanked the Council for electing her as Vice Chair, and for Aitken placing her on the Strategic Planning committee. She noted that the Arts Council published an RFP for a strategic planning consultant, and has engaged Rodriguez Strategies as a consultant for the process, with a significant focus on outreach through "Listening Tour" public meetings, online surveys, tele-town halls, Google hangout sessions, direct communication one-on-one with major stakeholders, a Council retreat in July, and the publication of a final plan in late Fall 2013.

Steinhauser introduced Matt Rodriguez, principal of Rodriguez Strategies, who provided further information to the Council on the process, including: a. organizing input, b. emphasizing focused areas due to limited Arts Council budget, c. exploring how to leverage relationships in the government, advocacy and private sectors, and d. noted that Rodriguez Strategies staff would contact individual Council members for input.

ARTS EDUCATION/CREATE CA: Lenihan introduced Craig Cheslog, Chief Consultant to California Superintendent of Public Instruction Tom Torlakson for an update on the CREATE CA arts education initiative. Cheslog noted that there would be an upcoming meeting for CREATE in Fresno in May, and the CREATE members would review the draft *Blueprint for Creative Schools* and plan for a public announcement and release of the report during the summer.

Cheslog noted that the CREATE membership is very strong, and that the arts-education reform efforts should continue after the *Blueprint* release. Cheslog added that Torlakson is very appreciative of the work and efforts by the Arts Council members and staff, and that the Department of Education is exploring arts education as a turn-around strategy to keep students in school and engaged in learning, especially with 21st Century skills of collaboration, creativity and innovation – and that the *Blueprint* supports arts education in the classroom as well as after school, and the arts as single-subject and arts-integration, especially at the earlier grades.

Coppola asked if there was a student-based lobby group as part of CREATE, and Cheslog said not yet, but that including students in the CREATE efforts could be included in the near future. Lenihan added that the five key recommendations in the *Blueprint* are already being explored and at time implemented throughout the state.

VIII. Arts License Plate

Turner gave a brief overview of the Arts License Plate program and plans for Arts Plate vouchers and ordering website at ArtsPlate.org. Barber said that negotiations with the Department of Motor Vehicles have continued and progressed, with the agencies reaching agreement on issues that were delaying an inter-agency agreement. The technology and testing phase is complete, and the website should be operational and live within two weeks after the DMV and the CAC have an interagency agreement, with an expected launch date of July 1, 2013. Barber also noted the extraordinary work by Topps Digital Services and its principal Jeff Mickel, who built the comprehensive website and voucher system at a greatly reduced rate and have continued to work with the agency through the unexpected delays pro bono.

Sean Watson of 24Connect gave an overview of marketing efforts as part of the Million Plates Campaign with an emphasis on working with new-car dealerships and encouraging Arts Plate sales at the point-of-sale, a new feature from DMV that recently came on line. He is working with various parties for a streamlined method of ordering the Arts Plate, as the current paperwork for new car owners is somewhat convoluted and includes many non-Arts Plate actions that aren't relevant to Arts Plate ordering. S. Watson noted that ongoing Arts Plate efforts have been hampered by a cumbersome ordering process, but the ArtsPlate.org website, the voucher program, and ongoing revisions to the process for new-car owners can significantly help increase Arts Plate sales, especially when complemented by the outreach campaign featuring the two dozen celebrity Arts Drivers.

IX. Preliminary 2013-14 Programs Budget

Heckes presented a preliminary Programs budget for 2013-14, noting that amounts allocated would change depending upon budget changes to the California Arts Council.

X. California Cultural Data Project

C. Watson discussed the importance of the California Cultural Data Project to the grant application process, cultural data aggregation, and arts advocacy efforts. He recommended that the agency continue to be a partner in the Cultural Data Project (CDP), and noted that staff will research and study the process and increase their expertise in the CDP, specifically Barber.

ACTION: Alexander moves to approve a grant in the amount of \$25,000 to support the California Cultural Data Project. Turner seconds, and the motion is approved unanimously.

XI. Other Business

C. Watson noted that the agency is in the process of various staffing changes. Barber – currently the Public Information Officer – will be moving laterally to handle Special Projects, with an emphasis on the Arts License Plate (currently in her portfolio) but also include other subject areas like CDP. The agency is in the process of interviewing candidates to handle the Public Information Officer duties (website, press releases, newsletter, etc).

Heckes noted that there is a staff opening for a Contracts and Procurement Officer because Lucy Mochizuki moved to a similar position at the Board of Equalization. C. Watson also noted that the agency no longer has student assistants due to labor changes with the state, but that two multi-cultural fellows (experience, no pay) would be assisting the Programs staff over the coming months.

XII. Adjournment in Memory Of Edward Coin Cazier, Jr.

The Council adjourned at 11:30 a.m. in memory of Edward Coin Cazier Jr., attorney, philanthropist, and former Arts Council member and chair.

XIII. Strategic Plan Listening Tour and Public Comment

At 1:00 p.m. the Council reconvened. C. Watson welcomed members of the public and gave an overview of the Strategic Plan “Listening Tour” process. Members of the public testified.

XIV. Adjournment of Strategic Plan Listening Tour and Public Comment

The Council thanked the members of the public for their comments and adjourned the public comment period.