

MINUTES OF PUBLIC MEETING

January 27, 2015

10:00 a.m. to 4:00 p.m.

California State Library

Stanley Mosk Library and Courts Building, Room 500

914 Capitol Mall

Sacramento, CA 95814

PRESENT:

Council Members

Wylie Aitken, Chair
Susan Steinhauser, Vice Chair
Michael Alexander
Christopher Coppola
Kathleen Gallegos
Jaime Galli
Donn Harris
Charmaine Jefferson
Nashormeh Lindo
William Turner

Arts Council Staff

Craig Watson, Director
Scott Heckes, Deputy Director
Caitlin Fitzwater, Public Information Officer
Mary Beth Barber, Special Projects Associate
Diane Golling, Administrative Assistant

Invited Attendees

Kerry Adams-Hapner, City of San Jose
Sherri Pittman, Metro Group
Greg Lucas, California State Librarian

Other Attendees

Sarah Greenseid, Office of the Governor
Elizabeth Dietzen Olsen, Senate Office of Research

Lucero Arellano, California Arts Council Staff, retired
Vianney Bernabe, California Arts Council intern
Amisha Motipara, former California Arts Council intern
Estelle Champlain
Terre Forgette, Amador County Arts Council
Additional staff members of the California Arts Council:
Wayne Cook
John Seto
Kristin Margolis
Ian Branaman
Shelly Gilbride
Jason Jong
Tom Bergmann

ABSENT:

Rosalind Wyman

MINUTES

I. Call to Order and Welcome

Aitken calls the meeting to order at 10:10 a.m. and introduces Greg Lucas, the California State Librarian. Lucas welcomes the CAC to the state library. He gives the history of the building and the room. The state seal on the domed ceiling is the only one known to show the bear eating the grapes. Lucas likens the state library to the nation's Library of Congress. It contains a huge collection of California history, including stereographs. He encourages the Council Members to visit the 3rd floor to see a Dixon mural. He'd like to collaborate with the CAC to put art at the ends of the gallery. He suggests the CAC work on filling empty billboards on rural highways with art.

Golling calls the roll at 10:20 a.m. Absent: Wyman. Present: Aitken, Alexander, Coppola, Gallegos, Galli, Jefferson, Lindo, Steinhauser, Turner. As she finishes calling the roll, Harris joins. A quorum is present.

II. Approval of Minutes

Jefferson suggests several changes to the Minutes from the November, 2014 Council Meeting. Golling notes the suggested changes.

ACTION: Jefferson moves that the Minutes be approved as amended. Harris seconds. The Minutes are approved on a voice vote at 10:26 a.m.

III. Chair's Report

The Chair announces that his report will cover what Wyman is not here to say. She wants the Council to discuss protocol for grant applications. He also wants the Council to review its bylaws and reexamine the conflict of interest policy. Turner says that the Council is supposed to elect new officers today and should do that now. Jefferson agrees. In the past, officers are elected at the start of the January meeting. Aitken says no, he will chair this meeting and officers will be elected at the end.

IV. Director's Report

The Director's report is given at 10:28 a.m. Watson points out that the CAC's 2013-14 Annual Report is complete and acknowledges Fitzwater. Steinhauser adds that it was a rollercoaster year and the way that Fitzwater wrote it made it all clear. Harris says he asked Watson who the vendor was who produced it, and was told it was Fitzwater, so that's a compliment. Fitzwater thanks retired graphic designer Theresa D'Onofrio who created the template. Fitzwater describes how the report will be disseminated to interested parties and the public.

Watson draws the Council's attention to the *Blueprint for Creative Schools* summary, which will be part of the CREATE CA convening at the end of the month. Harris will host the event at Oakland School for the Arts. Harris and Watson sit on a 10-person leadership council for this group. This document represents a very important moment for the CAC and CREATE CA. Watson notes important upcoming dates in February. The Chairman of the National Endowment for the Arts (NEA) is visiting California and Watson and Steinhauser are going with a group of arts leaders on a Western States Arts Federation (WESTAF) advocacy trip to Washington, DC. Watson outlines all the upcoming events. Steinhauser adds that she has been attending the Los Angeles arts funders groups. On October 15-18, Grantmakers in the Arts will hold its national convening in Los Angeles.

Coppola would like to participate in Poetry Out Loud again. Harris would like to participate as well. Gilbride and Jong raise their hands and are pointed out to the Council as the new coordinators of Poetry Out Loud. Watson talks briefly about legislature visits tomorrow. He suggests April 21 and June 25 as possible Council meeting dates. Steinhauser says it would be helpful to set all the dates in advance.

Watson reports that CREATE CA's Hewlett funding has enabled it to hire Pat Wayne from Arts Orange County.

The reception tonight is sponsored by Assembly Member Adrin Nazarian, who enabled us to hold it in the Capitol, and is being paid for by Californians for the Arts.

V. Public Comment

At 10:44 a.m. the Chair recognizes Vianney Bernabe. Barber introduces her as the CAC's new intern. She briefly tells her story, that the arts saved her life. CAC grantee Harmony Project pulled her out of juvenile delinquency. The Chair recognizes Sarah Greenesid from the Governor's office, who introduces herself. The Chair recognizes Estelle Champlain, who says she is here to observe; Lucero Arellano, who is here today to observe and meet the new Council members; and Elizabeth Olsen, who is here from the Senate Office of Research to observe the new Members who are up for confirmation.

VI. Financial Report (Part 1)

At 10:54 a.m. Heckes goes over the financial report. He clarifies that despite what the press has reported, the Governor did not actually "cut" our budget because last year's infusion was a one-shot deal. Alexander asks when we got word about the \$5 million boost last year. Watson says it was June. Aitken says he hopes that things move sooner than they did last year, but it could unfold the same way. Harris says the Governor spoke to him about it and, although he would make no commitment at this time, he spoke positively about our increased budget. Jefferson asks if there has been a preliminary conversation with the Governor about the May revise. He could

increase our number in May rather than leaving the question with the legislature. Watson reminds the Council that we are part of the Governor's administration so it's not our role. The California Arts Advocates may be able to educate elected officials about the unmet needs in the field. Jefferson says the agency can make a request to the Governor; there is a process to ask the Governor for inclusion in the May revise. Harris asks what form it takes. Jefferson says it's a letter, and if the Governor agrees to it, the legislature has a new number to start from.

Aitken says let's elect Harris now rather than at the end of the meeting, because everyone is turning to him for answers knowing he's about to become Chair.

VII. Election of Officers

Turner, as head of the Nominating Committee, reminds the Council that former Council Members can act, once they are off the Council, as very well informed advocates. Turner says that he has never seen so many experienced Council Members cycle off at one time. He and Jefferson discussed who would be good to fill the Chair's slot. Vice Chair Steinhauser has so many other commitments, and is already so generous with her time and talents, that the committee had to respect that; she has agreed to stay in the role of Vice Chair. The committee felt very strongly that Harris should be Chair.

ACTION: At 11:06 a.m. Turner moves that the Council elect Harris as Chair and Steinhauser as Vice Chair for calendar year 2015, beginning at the end of the meeting. Lindo seconds. The motion is unanimously approved.

Aitken says he thinks Harris will be a great leader. He thinks what he (Aitken) brought to the Council was to set up an active legislative committee, and he's sure Harris will "rally the forces." Turner points out that the bylaws allow for a second vice chair but we've never used it. Aitken suggests the bylaws be looked at again anyway. Aitken keeps the gavel.

VIII. PAH Nation "Arts in California" PSA

At 11:08 a.m. Aitken, continuing to act as Chair, acknowledges Coppola. Coppola went to the Consumer Electronics Show (CES) on behalf of Intel, to talk about making technology accessible. You can learn the tech skills, but the skills are useless if you don't have an arts background. Creativity makes tech skills better.

Coppola presents a "teaser" of short films made for his 4K Art Film Contest. The winner received an award created and funded by Coppola on behalf of the CAC. Harris thanks Coppola and comments about Coppola's Project Accessible Hollywood Festival (PAH-FEST), which celebrates digital film creation with people across the world. It's really the people's art.

IX. Financial Report (Part 2)

At 11:14 a.m. Heckes finishes the financial report. The meeting packet includes a recap of the work that the Council did at the November meeting, for informational purposes only. Steinhauser asks that he clarify for the new members how grants differ from non-competitive bids (NCBs). Heckes explains. Gallegos asks why we use NCBs instead of a competitive process. Harris says a sole source NCB is only employed in unique situations, when there is really no one else who can do it. Heckes explains the request for proposal (RFP) process too; for services that are not unique we do ask for bids. Aitken asks the staff to put together a primer for new members.

X. Building Public Will for the Arts – Pilot Project Status Report

At 11:25 a.m. Aitken moves to the City of San Jose public will presentation. He turns the meeting over to Steinhauser. Steinhauser introduces Hapner and Pittman. They present a powerpoint slideshow (under tab 5 in the meeting packet) about building public will for the arts.

Jefferson asks who was in the focus groups. Pittman says the focus groups were in San Jose and were made of people identified as leaders, targeted consumer groups in the San Jose area, adults with young children, millennials, people involved in the tech sector, etc. Galli asks about informing the public. Is there any thought to a road show? Pittman says it's important to think geographically, who are the right influencers, what are the right tools and messaging materials. Their next phase will include that sort of planning.

Turner asks, how would you measure success? How do you move the needle, instead of preaching to the choir? There is already a lot of research that supports these notions, but the CAC turned its situation around last year by taking a different approach: We went to the legislature and asked, what do you care about? Then we told them how the arts could help with dropout rates, with recidivism, with boosting economies, etc.

Watson says this research feels familiar to us, but there are still lessons to be learned. In San Jose we have a great laboratory for this. Harris says that everyone is looking for people who are arts trained and that's critical when we are informing people about the value of the arts. He thinks business should be one of the target audiences. Gallegos asks, who is the target audience? Hapner says they are targeting those who shift public perception. Parents, for example, have a huge influence. Aitken asks where schools fit in. If it's not happening in the schools you can't get it done. The arts are in private schools but not public schools. Hapner says the Rosenthal Foundation chipped in on this project because they care about that issue. Coppola says it's important to play "tag, you're it" – the businesses that are already doing it need to reach out to businesses they have relationships with. Jefferson says we must show that building will for the arts is for the greater good, because we are a public agency.

Alexander says a slew of questions have been raised and he wants to know where we can continue this conversation because there is not time today. Aitken asks Steinhauser to make her motion.

ACTION: At 12:09 p.m. Steinhauser moves that the CAC allocate \$20K to the City of San Jose to enable them to complete Phase 1 of the public will project, and asks Heckes to tell the Council where the money would come from.

DISCUSSION: Heckes says that the CAC currently has \$58K unallocated, and that's a potential source for this money. Steinhauser says the reason to give strong consideration to this request is that it's an NCB and they are providing a service to us. We are not the only ones contributing; San Jose is giving more. Watson adds that the first pillar of our strategic plan is building public will. Heckes adds that this is an inter-agency relationship, so it's not really an NCB. It's less complicated than an NCB.

Harris asks if they are able to incorporate the Council's comments in what they are doing. Pittman and Hapner say yes. They are the pilot on behalf of the state of California. Gallegos says she felt, like Turner, that this project preaches to the choir. We have a wealth of information through our grantees and through reports, and she thinks that is what should be taken to the legislature. Hapner says this is not an advocacy tool, it's a public will building framework. There

are a lot of barriers in people's minds around the words "art" and "culture;" people don't think of themselves as creative or as artists even though they take photographs, etc.

Alexander says building public support for government funding the arts is different from building public appreciation for art. Aitken says he questions the process, because people should not be able to come before the Council and ask for \$20K. Watson says it's the Council's project. We should stop calling it "their" project. The Council wanted to do this and partnered with San Jose.

Harris says if we distill all the comments, it seems that the Council is concerned about the target audience. We don't, in fact, want to preach to the choir. We are very interested in involving business, the tech sector, etc. Galli says there are so many questions, is there a way to get the questions to the presenters ahead of time? Jefferson says the Council didn't realize it was going to take a vote. Steinhauser apologizes for the lack of clarity, but it says right on the agenda that all items are subject to possible Council action. This is a project that the CAC did not have sufficient staff to do, so we found a partner. Moving the vote to April might halt the project. Watson apologizes that the staff did not anticipate the Council's concerns.

FURTHER ACTION: At 12:35 Alexander seconds Steinhauser's motion. A vote is taken. Alexander, Coppola, Galli, Lindo, Steinhauser are in favor. Aitken, Gallegos, Harris, Jefferson and Turner are opposed. The vote is tied.

ACTION: Jefferson moves that the Council allocate \$5K to the City of the San Jose to enable it to continue working on the building public will project pending further consideration of their funding request at the Council's April meeting. Alexander seconds the motion. It passes on a voice vote with no opposition expressed.

Hapner says they came to brief the Council on this project, so the funding is a secondary question. They will continue to provide updates. Jefferson notes that because of the restrictions of the Bagley-Keene Open Meeting Act (Bagley-Keene) the Council can't discuss anything until the public meetings. So if an action must be taken, the Members need more information in the packet. We should make that a matter of policy. Harris says this is a good point.

XI. Protocol for Applying for Grants

At 1:02 p.m. Aitken moves to this item on the Agenda but says the Council will do nothing because Wyman is not here. She was going to share an example of a protocol used by another board she is on.

Aitken says the new Chair will set up a policy committee. There will be no votes, just observations today. Aitken wants the Council to look at grantee protocol. A particular grantee has been calling Council members lobbying and complaining because she did not get a grant. Aitken doesn't think we have a protocol for that. If we have a policy on that, it should be forwarded to Harris as Chair. Harris suggests that our appeal guidelines contain instructions not to contact individual Council members.

Aitken's second issue is conflict of interest. Aitken says we are not a legislative body and cannot change the state of California rules on conflict of interest. We can, however, change our own bylaws. The bylaws also should be clarified regarding what relationship the chair has with the director, what responsibilities each has. Turner says it's a good idea to review bylaws periodically. He believes the CAC's interpretation of Bagley-Keene is extremely strict. We say

three Council members in the same room must be noticed as a meeting. He has been on boards where it is interpreted as a majority cannot meet without public notice. So it would be good to get a new interpretation. Aitken points out that the chair is supposed to be on each committee, but if the chair were to actually show up you'd have three members in the room and it would have to be a noticed meeting.

Harris asks about the two-member limit. Heckes says it's in Bagley-Keene. Steinhauser says other state agency boards she has sat on don't have this rule. Jefferson agrees with Heckes that this is, in fact, the state's interpretation of Bagley-Keene.

XII. Programs and Initiatives

At 1:19 p.m. Jefferson notes the panel pool lists in the packet. Aitken asks if the panels are always the same size. Heckes says the pool is larger than the panels will be. Some panels have three members, some have five. It's always an odd number. Alexander says every Council member should feel free to submit names. Heckes says we had over 100 people submit their names for consideration after we announced it on social media and did a public call in our newsletter. Gallegos asks if they are juried. Heckes says the staff goes over the applications. Some people who submit are not qualified to sit on an adjudicating panel. The duplicates on the list are deliberate. Each person would only serve on one panel. Program staff members negotiate with each other if the same person is wanted.

Harris mentions that it's hard to get people from rural counties. Heckes says yes, often in a rural area one person is running the entire organization and can't devote three days to a panel in Sacramento. Watson says we will have panel chairs come to the Council meetings and answer member questions. Gallegos says the panel notes could be given to the applicants as well, to give them an idea of why they were or were not chosen. Galli asks if there is an evaluation form that panelists fill out. Heckes says yes, there is a worksheet. Jefferson sums up that we'll have a panel chair in future meetings to ask what went on in the panel, and that will connect the Council with the panels. Additionally, Council members can attend panels if they want to. Steinhauser recalls the Council discussing honoring the panelists. Fitzwater says there's a certificate. Steinhauser says in future we could think about an event. She'd like a copy of the certificate because she's never seen it. She thinks the panel pools are impressive and we might call on these people in other ways. Gallegos says she, too, was impressed by all these terrific people offering to volunteer their time. We need to beef up our outreach to a more diverse group. Coppola asks that we add a name to the panel pools, the dean of humanities and creative arts at San Francisco State.

Harris asks about Steinhauser's vision for the panelist event. Steinhauser suggests receptions after our meetings, inviting the panelists in the area. Watson assures the Council that he thanks the panelists in person when they meet. Steinhauser asks that we photograph the panels and post on social media.

ACTION: Steinhauser moves to approve the panel pools recommended by staff with the addition of the name put forward by Coppola. Harris seconds. The motion passes on a voice vote.

Jefferson turns the discussion at 1:44 p.m. to capacity building. Gallegos asks about the staff panel. Jefferson says these applications will be reviewed by the staff rather than an outside panel. Heckes says the guidelines were developed after looking at similar programs in other states and

represent best practices. Watson says it provides more nimbleness not to have to call a panel to make a decision about a few hundred dollars.

ACTION: At 1:50 p.m. Steinhauser moves to approve the guidelines for the capacity building program as presented. Coppola seconds. The motion passes on a voice vote.

Jefferson moves the discussion to the proposed veterans' initiative. The purpose of this grant is to reach vets, their families, and active military, to provide access to and use of the arts. Gallegos asks about the proposed partnership with our state/local partners (SLPs). Steinhauser says the SLPs know better than the Council does what is needed in their communities. Watson says it's a pilot year, and the Council will evaluate the program and decide whether to make it widely available. Jefferson adds that with all of our guidelines is the recommendation from the committee that the next step is to decide what kind of evaluation the Council wants. Harris points out that this could be a highly impactful project.

ACTION: Aitken moves to approve the veterans' initiative guidelines as presented. Turner seconds. The motion passes on a voice vote.

At 1:58 p.m. Jefferson explains that Council support for Student Voices would go in as an NCB. Watson says the details were in the last meeting's packet. Coppola says he is meeting with Sybil O'Malley this week and will give the Council an update. No vote is taken.

At 2:00 p.m. Jefferson says if the Council has questions about the China Cultural Exchange, now is the time to ask them. Jefferson thinks it would be useful for the Council to create an international initiative. Cuba comes to mind. We might want an overarching theme, create an international subcommittee. Coppola offers the San Francisco Arts Institute for a venue. Alexander says if we play a lead role in cultural diplomacy we might partner with, for example, the ports in Los Angeles and Long Beach that currently handle 90% of the nation's trade with China.

At 2:04 p.m. Jefferson goes over the touring and presenting report. The plan is to convene in March and come back to the Council in April with recommendations. If we want to start in July of 2016, we need guidelines out before June of this year. The CAC needs to look at how it was done in the past as well as how things are done today. The convening is just to figure out which questions to ask. Alexander says the earlier we can get this out, the easier it will be for the presenters to get it into their schedule. Steinhauser is concerned that we don't have enough time. Do we have staff? Watson says he has staff in mind who could handle this. Harris asks how presenting is different. Alexander says presenters used to expect substantial amounts of money from the public, at universities for example, and now people must sell tickets and rely on that. Today there is a different economic model. Harris asks about the importance of it. Alexander says years ago, thanks to this kind of grant, his dance company was able to go to Susanville. Jefferson says we need to ask the grantees to pitch the license plate and KAIS, because if they are able to reach remote areas they'll be reaching new audiences.

At 2:19 p.m. Jefferson goes over the calendar with CAC deadlines. Watson acknowledges the staff for how hard they work during the panel season. Aitken says that the Local Impact guidelines are confusing; he thinks "rural and underserved" should be "rural and/or underserved." Aitken also suggests that "based on the panel recommendations" be removed. He wants our boilerplate language to make it clear that the Council will take into consideration the panel recommendations, but not base their decisions on them. Watson says that our current

handling of peer panels is, in fact, consistent with best practices across the nation. It is a hugely slippery slope to do anything other than follow the panel recommendations. Aitken disagrees.

Gallegos says the Council should honor what the panel says and trust the staff to guide the panel. Turner says the Council must let the panels get into the nitty gritty and respect the panels, but we should let them know up front that the Council may be looking at additional criteria like diversity or geographic distribution, which the panels can't see. Jefferson says our system was not broken. The Council changed the system arbitrarily. We should not replace our system, but we can improve it. Steinhauser says she feels more comfortable knowing that the Council is not going to commit to reading applications again but will rely on the panels. She says although the Council reads no applications, it can give better guidance to the panels. Alexander says we want to collectively behave in a responsible manner but want to be able to correct mistakes that have been made. Aitken says we represent not the field, but the people of the entire state.

Steinhauser turns to online convenings at 2:49 p.m. The CAC will hold four webinars on different subjects, starting in March, ending in November. Fitzwater says she and Watson made a wish list of presenters and were pleasantly surprised by how many people said yes. She thinks that's a testament to the reputation of the CAC. We'll be using GoToWebinar, will collect participant questions in advance, and will also be able to take questions during the webinar. Promotion starts next week. There will be no cost to the participants. All the panelists are donating their time, so there's really no cost to the agency as well. Coppola asks about live centers, where people could go and see the webinar and meet each other. Fitzwater says we could encourage the SLPs to do that, but we don't have the capacity to put together a watch party.

XIII. Arts License Plate Update

At 3:05 p.m. Steinhauser calls on Turner for a status report on the arts license plate. He reports that Sean Watson is working with six dealerships in southern California to sell arts license plates when they sell cars. Turner asked the Museum of Contemporary Art about giving free membership for a year to anyone with an arts license plate. That's an example of perks we could offer with the voucher card. The arts license plate has had great press lately. Turner bought six voucher cards for Christmas gifts.

Turner intends to stay active on the Council until March 1st. He and former Member Andrew Green will continue to work with the Council. He reminds the Council Members that any time they are in front of the public they can talk about the arts license plate as something people can do to support the arts. When he was appointed by Schwarzenegger he was told, "A lot of people think of their appointment as an accomplishment. What I love about the Arts Council is that you think of your appointments as an opportunity to accomplish something."

Galli wants to know what is driving traffic to artsplate.org. She would like to see the site analytics. Gallegos would like to know where in the state they are being sold. Barber says we haven't sold enough vouchers to know. Gallegos asks if we are marketing in Spanish. Barber says no. Harris suggests that he and Coppola collaborate on a PSA.

At 3:20 p.m. Watson announces that an arts and culture districts bill has just been brought before the legislature by Assembly Member Richard Bloom.

IXV. Public Comment

The Chair recognizes Terre Forgette, Amador County Arts Council Executive Director. She received her State-Local Partnership Program check this morning. She's excited to be working on the Mokelumne River project funded by our California Creative Communities grant. The project is going even better than they had hoped.

XV. Other Business

Steinhauser bids farewell to three members of the Council family. It's been an amazing ride over the past 18 months. She thanks Turner for his diplomacy and his humor, and especially his work on the arts license plate. She thanks Jefferson for her work on the programs committee, for asking the tough questions, for keeping the Council on track. Steinhauser states that the Council is very sorry to lose their collective wisdom but we have their phone numbers. She then bids farewell to Aitken and thanks him for his leadership.

Harris gives brief remarks looking forward to the future.

Aitken gives brief remarks saying it is a bittersweet occasion. We all really care about the arts. If it weren't for the arts, Aitken would not be where he is today. When Aitken was a boy, arts were in all the schools, not just the private schools. He urges the California Arts Council to "keep up the good fight." He says he will put on his resume forever that he dramatically took California from 50th place to 47th. Aitken receives a standing ovation.

XVI. Closed Session

The Council goes into closed executive session at approximately 4:00 p.m. and reconvenes from closed session at 4:25 p.m., reporting that during the closed session they received a report from the Personnel Committee.

XVII. Adjournment

The Council adjourns in memory of Chitresh Das and Robert Stearns. Alexander adds John Bilesikjian, oud player. The meeting adjourns at 4:30.