

State of California
CALIFORNIA ARTS COUNCIL
PUBLIC MEETING
MINUTES

California



Arts Council

Held Pursuant To Due Notice
January 19, 2005

The Tech Museum of Innovation
201 South Market Street
San Jose, CA 95113

ATTENDANCE

CALIFORNIA ARTS COUNCIL

Presiding: Barbara George, Chair

Council Members: Michael Alexander
Phyllis Epstein
Steven J. Fogel
Marcy Friedman
Dr. Jerrold Hiura

(Members not in Attendance) (Annette Benning)
(Jane Boeckmann)
(Aurelia Mika Chang)
(Eunice David)
(Michael Rubel)

Staff: Muriel Johnson, Director
Juan Carrillo, Deputy Director
Josie S. Talamantez, Assistant Chief of Grant Programs
Adam Gottlieb, Communications Director

Attendees: Approximately [80] very supportive observers from the San Jose artistic community and general public, as well as some from other locales in California. Attendance not taken.

CALIFORNIA ARTS COUNCIL

Summary Minutes

January 19, 2005

Call to Order

Chair Barbara George convened the meeting at 10:02 a.m. and welcomed those in attendance. After a roll call of members, a quorum was established.

Welcome

Peter Giles, President and CEO of The Tech Museum of Innovation, welcomed the Council. Ben Miyaji of the San Jose Arts Commission said he was looking forward to working together with the California Arts Council.

Adoption of the Agenda

Agenda approved unanimously, with one amendment to move item 13 to 1:00 pm.

Approval of Summary Minutes

Councilmember Hiura made an amendment to the November minutes in reference to the “Coming Together with a United Voice” Advocacy Meeting (October 29, 2004). Councilmember Hiura added the following clarification that recommended as a directive to the Council that staff hammer out a coalition action plan and set of principles to guide it, and for the need for arts organizations to step up and become content providers for CAPWIZ. Minutes approved as amended unanimously.

Nomination Report

Councilmember Epstein moved the approval of the Nominating Committee’s slate – Councilmember Marcy Friedman as Chair, Councilmember Alexander as Vice Chair – South, and Councilmember Hiura as Vice Chair – North. The officers were approved unanimously.

Honors and Gift Presentation – Barbara George

Accolades and gifts were presented to Barbara George, whose three-year term as Chair was completed. New Chair Friedman presented George with an Assembly resolution and praised George’s leadership and thanked her for her tremendous efforts on behalf of the CAC. Newly appointed Director Muriel Johnson presented a proclamation from the Governor’s office and thanked George for all her hard work. Deputy Director Juan Carrillo presented an award from the CAC staff, and Councilmember Epstein presented a gift from the council members.

Honors Presentation – interim director Juan Carrillo and director Muriel Johnson

Councilmember George honored outgoing interim director Carrillo with a Senate and Assembly resolution and thanked him for his many years on the CAC staff and for his dedication as the interim director. George then welcomed Muriel Johnson, newly appointed director of CAC. Carrillo acknowledged the presence of Consuelo Santos-Killins in the audience. Ms. Killins served previously as Chair of the CAC. Johnson acknowledged four individuals who came to the meeting in support: Patricia Smith of the *Sacramento Bee*, Jane Hill of the Sacramento Philharmonic, Rod Gideons from the Sacramento Opera and Kerri Warner of the Sacramento Ballet.

Chairs' Reports

Chair Friedman accepted the chair's position and offered thoughts on the direction of the CAC. Promoting artistic awareness is a main goal, she said, and noted that while the Europeans have a proud tradition of support of the arts, in the U.S. the public funding is much less and California is at the bottom. There needs to be a change in attitude, and a challenge to the status quo, she said. There need to be more champions, with the artists and organizations as the choir, she said. We need to spread the message, she continued, especially that arts education is important for children, and that there's a need to educate the public how the arts make a difference on a daily basis. "A loud chorus demands to be heard," she said. Of significant importance is moving the legislators and reshaping the view of the CAC for the public. The council is only eleven people, but the importance of increased funding is too important. "The Arts must be heard."

Outgoing Chair, Barbara George, thanked the Council and staff for the gifts and resolutions and spoke of her delight and honor in serving as Chair of the CAC.

Report on My California

Councilmember George noted that the proceeds from My California go to the CAC, and that as of the meeting date there had been \$23,000 received. Councilmember George also noted how important literature is after attending an NEA conference in Los Angeles – "Reading at Risk" with Dana Gioia. The conference noted that reading is in decline among children and adults, and that the decline needs to stop.

Director's Report

Juan Carrillo, reported as interim director. He noted that the CAC agreed to provide funding for a new grant program for arts in K through grade 12. The program is Youth Education in the Arts, or YEA!, and as directed by the Council there is \$500,000 available. As of the meeting date, approximately 100 applications had been received, and it was estimated that \$3,000 to \$5,000 would be available per grant to organizations that fit the YEA! guidelines.

Councilmember Alexander asked that a report be compiled of two or three paragraphs from each of the organizations that receive funding, and that the results of the panel be shown to the Council in May of 2005.

Chair Friedman asked if there were any other funds for grants. There may be as the budget year moves ahead.

Newly appointed Director Muriel Johnson thanked the Tech Museum and Jerry Hiura for their generous hospitality and praised the beautiful museum. She thanked Juan Carrillo for his outstanding work as interim director and for his 27 years on the CAC staff. Director Johnson emphasized that she plans to meet with each council member to get input and questions, discussed setting upcoming Council meeting dates, and said she looked forward to serving with the Council.

Accolades to Councilmember Annette Bening

Councilmember George said congratulations to Councilmember Annette Bening (not in attendance) for her Academy Award nomination for her role in *Being Julia*.

Director Awards Ceremony

Juan Carrillo selected the following individuals for presentation of this year's Director's Awards. Councilmember Hiura said he was touched by the stories – the power of the arts. The award recipients included:

Claudia Bernardi of Berkeley (not in attendance)
Evelyn Louise Crawford of Berkeley
Hugh Davies of La Jolla/San Diego
Phil Esparza of San Juan Bautista
Joan Holden of San Francisco
Elias Katz of Berkeley
Maureen Kellen-Taylor of Los Angeles (not in attendance)
Margaret Ladd of Los Angeles
Victoria Lewis of Redland
Nobuko Miyamoto of Los Angeles
Tere Romo of Sacramento/San Francisco
Jordan Simmons of Richmond
Adrian Vargas of San Jose

Many congratulations and thanks for their hard work were expressed by councilmembers and staff.

Information Reports

There were three speakers from the San Jose area who spoke about the Arts Summit of Silicon Valley, and the Creativity Summit scheduled for October 6 (California Arts Day) and October 7, 2005. They were Bruce Davis, Richard Braugh and Laura Esparza.

Bruce Davis, Director, Arts Council Silicon Valley

Background (from the Arts Summit web page): “On Thursday, May 6 and Friday, May 7, 2004, the Silicon Valley Arts Summit brought together regional leaders for two days of informed discourse on issues central to the well being of the local arts and cultural community.”

Bruce Davis gave an analysis of the experience of the summit, including the conclusion that the private sector and corporations need to step up with support. Approximately 200 people attended, including five to ten business CEOs. The keynote speaker was Luis Valdez, internationally known founder of El Teatro Campesino. Davis explained that this was the first ever convening of this successful event. There was pro-active support, and the CAC was helpful in bringing out NEA chair Dana Gioia to the summit. Things look bright for the next one – Adobe Systems – without a formal request – pledged \$100,000 unsolicited for the next summit. There were three main initiatives that came from this: outcome, leadership and networking.

Richard Braugh, Businessman from Silicon Valley.

Proposed Creativity Summit (2005) and Arts Summit of Silicon Valley 2004

Background: Richard Braugh is a senior vice president of UBS Warburg and a pillar in the Silicon Valley arts for the past decade. He has been described by some as a “quiet visionary.” Braugh explained a proposed Creativity Summit for October 2005. The purpose and goal would be to create an ongoing dialogue to include all community segments.

Braugh also touched on the three initiatives which came from the Arts Summit of Silicon Valley: 1. Building and support; 2. Engaging San Jose Valley leaders and other leadership, and 3. Strengthening the arts landscape.

Funders and partners in such a venture include foundations, corporations, city officials and individuals. Major speakers included Ben Cameron from the Theater Communications Group, Dana Gioia from the NEA and Ken Robinson, Senior Advisor to the President of the J. Paul Getty Trust.

Braugh went on to explain that news coverage of the event creates ongoing discussion. Also of significant importance was the establishment of the Leadership Advisory Council. Bruce Chizen of Adobe was there, as were representatives of other major companies like Agilent, Pine Photonics, the Summit vice chair and Tony Ridder of Knight-Ridder.

Braugh also invited the entire CAC to the Creativity Summit on Oct 6-7 of 2005.

Laura Esparza. Art Consultant

Founder of First Voice to organize arts organizations and legislative chair of the California Association of Museums.

Esparza explained that funding for the arts in San Jose was cut by 78%.

Lunch Break

12:15 pm – 1:20 pm

California Music Project (CMP) – call from Bruce Orr

Bruce Orr, co-founder and president of the Texas Music Project and the Social Marketing Resource Center (SMRC) updated the CAC through conference call on the CMP. They have partnered with the California lawyers for the Arts to look for a law firm to file 501c3 status. The title of the California Music Project will be filed, and the SMRC will share non-profit status.

He also explained about the search for a CMP director, and posted a job description. Other updates included meeting with three executives from the California Music Education Association (CMEA) who are interested in making the CMP successful.

Orr continued to say that he had met with the Grammy Foundation in Los Angeles, but they are more interested in working with national projects, and for their involvement they would have preferred to be involved right from the beginning. Orr also met with Ted Cady, the events director at San Jose State University, where there are a strong network of relationships to major music people (i.e. Jackson Brown). Cady wants to help, said Orr, and may have contacts with Bill Graham Productions in SF.

Other meetings include one with Michael Rubel who spoke about getting a Creative Artists Agency link, especially with CAA's foundation to help artists, and perhaps prepare materials.

Councilmember George asked who the CAC and Orr are looking for to serve on the CMP board, and the conclusion was education groups, CMEA affiliates and others. Orr explained that he had talked to two people to serve as staff, including Jeff Levinson (executive director of the Fairmont School of Music) and Michael Stevens (producer with corporate events background). Orr continued to talk about the legal aspects of the project, including seeking a legal firm to take the project on *pro bono* to help with the release and the legal contracts.

Councilmember Alexander made a comment about pro bono clients, then said he would follow up on the subject later that week. Alexander also asked who Orr dealt with at the Grammy Foundation, and that he'd email Orr the telephone number for Kristin Madsen, the vice president of the Grammy Foundation.

Chair Friedman brought up the subject of non-profit status and that the CMP would contribute to the CAC in a similar manner to the Texas program – except that the Texas program had some for-profit companies involved, which is not the case for the CMP. Councilmember Hiura pointed out that the Texas Music Program is an initiative of the SMRC, while the CMP will have a separate board of directors in California.

Councilmember Fogel asked Orr when he was next going to be in California, as did Chair Friedman, and the conclusion was once a month with the exact date unknown. Councilmember George wanted to know when the board would be completed, and the conclusion was at the end of February and would consist of 12 to 15 individuals. Director Johnson indicated that she wanted to set a meeting with Orr, and Councilmember Fogel informed the group that Councilmembers Hiura and [Mike Rubel], along with himself, are the members of the sub-committee to deal with CMP. Kristin Margolis is the staff lead from the CAC.

Councilmember Fogel also asked who owns the CMP, and noted that the CAC provides the seed money. Orr indicated that he wanted representation on the CMP board, and that the Board of Directors of the CMP would be the owner.

Chair Friedman then interjected that the CAC needs its own non-profit arm, and was informed by Councilmember Alexander that the CAC is the "parent" of the CMP and the by-laws would be developed to benefit the CAC. Councilmember Fogel said he wanted to ensure that future revenue from the CMP goes to the CAC. Director Johnson suggested that the CAC board and staff speak with the Attorney General's office. Councilmember George and Chair Friedman said they would explore this option.

California Poet Laureate Report

Juan Carrillo opened this agenda item by directing everyone to Tab S with the California Poet Laureate report. The Governor's office asked the CAC for a new Poet Laureate, and there have been 15 nominations as of this meeting. The CAC approved the panel pool to select the final list of poets to be sent to the Governor.

Discussion followed regarding an honorarium for the Poet Laureate. Councilmember Hiura pointed out that funding is not budgeted for this fiscal year, but will be budgeted for the next. Director Johnson noted that she would be meeting with First Lady Maria Shriver's chief of staff, Donna Lucas, the following week and will keep that office in the loop about the Poet Laureate process. Councilmember Hiura suggested that Director Johnson, when she speaks with Donna Lucas, she tell her that the appointment and appropriate funding would restore the legitimacy of the position, and that the stature, and perhaps the level of funding should be augmented. Juan Carrillo asked where the funds would come from, and Councilmember George interjected the CAC would provide a base stipend of \$5000 per year, or \$10,000 for two years.

The CAC voted unanimously to approve the (\$10,000) \$5000 per year funding for the California Poet Laureate.

California Medal of the Arts – Fall 2005

Chair Friedman opened this agenda item and directed the CAC to Tab T. She said that there needed to be a meeting about this topic immediately, and that the subject should be tabled until February 8, 2005 when Councilmember George is in Sacramento. Councilmember George said that she spoke to the Governor's office and while they think it's a grand idea, there doesn't seem to be any interest from the Governor at this time. Director Johnson said that she would bring up the matter with the First Lady's chief of staff. Councilmember George supported the tabling of the item for a future date.

International Programming – May 2005

Council members were directed to Tab U for details on International Programming. Councilmember Fogal immediately asked how much the cost was for this program from the CAC? Assemblymember Leno donated the building space for the "Creating Cultural Bridges" performances. Approximately 150 people attended in the second year of this program in 2003 at the Yerba Buena center.

Andrew Wood, executive director of the San Francisco International Arts Festival, spoke to the CAC at this time. The CAC had provided \$5000 in funding in 2003, he said. This time around it would be good for the CAC to show leadership, give its seal of approval, and he asked for the CAC's "blessing". In 2002 Margo Cowan worked with the Creating Cultural Bridges festival, which ideally would create common interests for networking, strengthen alliances, and help overcome the isolation in strategic convenings. Councilmember Fogal liked the idea of CAC support for the program if there is staff support available. Councilmember Alexander moved that "philosophically the CAC support international cultural exchange with other countries and instruct staff to make a determination whether or not to commit resources to the San Francisco International Arts Festival." Councilmember Epstein seconded.

The motion was approved 5-0 with Councilmember Fogel abstaining.

Art License Plate

(There was no discussion on the Art License Plate; CAC was referred to report.)

CALAA's CAPWIZ Program

Al Maitland of CALAA outlined the CAPWIZ program, an interactive web-based legislative advocacy and information program developed by Americans for the Arts and provided by CALAA. An Irvine/Hewlett grant of \$280,000 made the program possible. Americans for the Arts maintains the database of information in the program. The page and program contains economic regional updates, convening and advocacy movements. He noted that the CAC has many grantees in its programs database and asked that they be informed of the CAPWIZ program.

Councilmember Epstein asked whether the CAC could put CAPWIZ on the website, and Maitland emphasized that there are already other advocacy tools online. Councilmember Alexander commented that CAPWIZ is a focused tool to connect to legislators. Marie Acosta of Latino Arts Network noted that they're looking for a tech person to help maintain the site, and that the content was lacking and they would continue conversations with other grass roots organizations. She also added that the program was a great advocacy tool. Councilmember Fogel commented that the information needed was provided in the handouts. (Muriel and Juan will connect with legal counsel on the CAC's role.)

COMMENTS

Members

Councilmember George noted that on Feb. 1 a group of Infrastructure Advocates would meet with Director Johnson. Councilmember George asked Carrillo and Director Johnson to report on advocacy activity.

Public

Jane Prisby, of the San Jose Museum of Textiles, made a comment that Bruce Foreman of Jazzmasters of Monterey could help the CMP.

ADJOURNMENT

The meeting was adjourned by Councilmember George in memory of Carmen Guerrero Carrillo (mother of Juan Carrillo), Bob Stewart of Claremont College and the Torrance Cultural Center, and Bob Haag of El Camino College.

The meeting concluded at 3:51 p.m. and was followed by a reception arranged by Councilmember Hiura honoring Director Johnson.