

State of California
CALIFORNIA ARTS COUNCIL
PUBLIC MEETING
MINUTES

California



Arts Council

Held Pursuant To Due Notice
November 29, 2005

California Secretary of State
1500 11th Street
Sacramento, CA 95814
(916) 653-6814

ATTENDANCE

CALIFORNIA ARTS COUNCIL

Presiding: Marcy Friedman, Chair

Council Members: Michael Alexander, Vice Chair (South)
Annette Bening
Eunice David
Phyllis Epstein
Malissa Feruzzi Shriver
Barbara George
Dr. Jerrold Hiura, Vice Chair (North)
Michael Rubel

Members not in Attendance Steven Fogel

Staff: Muriel Johnson, Director
Marilyn Nielsen, Deputy Director
Josie S. Talamantez, Assistant Chief of Grant Programs
Scott Heckes, Chief of Administration
Mary Beth Barber, Communications
Lorenzo Hines,
Kristin Margolis, Arts Program Specialist
Ray Tatar, Arts Program Specialist
Lucero Arellano, Arts Program Specialist
Wayne Cook, Arts Program Specialist
Patricia Milich, Arts Program Specialist
Janet Cran,
Tom Bergman,
Theresa D'Onofrio,
Lucy Mochizuki,

Facilitator: Cecilia Lynch, Focused Momentum
Emily Shepard, Graphic Recorder and Illustrator

Special Guests: Lisa Caretto, California Arts Advocates
Andrew Govenar, Governmental Advocates
Bryan Ha, consultant, Senator Jack Scott, Joint Committee on the Arts
Michael Miller, consultant, Senator Don Perata

Attendees: Nancy Carr, California Department of Education, Visual and Performing Arts consultant
Brenda Jew Waters, West Coast Connections (Galena Street East, Sacramento Gold Country Chamber Orchestra)

CALIFORNIA ARTS COUNCIL
Summary Minutes
Strategic Planning Meeting

Call to Order

Vice-Chair Michael Alexander called the meeting to order.

Roll Call / Minutes Approval

Mary Beth Barber called the roll. Vice-Chair Alexander asked if there were amendments to the minutes from the September 19-20 meeting. None were offered, and Eunice David moved that they be approved and Phyllis Epstein seconded. The minutes were approved unanimously, with abstentions by Chair Friedman and Bening.

Director's Report

Director Muriel Johnson welcomed the Council to the second meeting of the strategic planning process, noting the success of the September meeting and the hard work and dedication of both the councilmembers and staff.

Johnson asked councilmembers if they would like to have their photos in the biannual report for 2003-04/2004-05, and the council verbally agreed to have CAC staff Theresa D'Onofrio take photos during meeting breaks.

Johnson announced that the January Annual Meeting will be held in San Francisco at the new de Young museum; officers will be elected and Council will vote on 2006 programs. There is the potential of receiving additional Arts License Plate funds in 2006-2007. National Endowment for the Arts (NEA) program opportunities are also expected to be addressed in January. Alexander asked that the field be informed about the budget increase if it occurs.

Chief of Administration Scott Heckes added that a portion of the potential increase can be spent for marketing of the Arts License Plate. Vice Chair Hiura asked why the portion from the Arts License Plate is rising, and Heckes explained that Senator Jack Scott's legislation raised the Arts License Plate fees which resulted in a significant jump in overall revenue, despite decrease in sales of new plates. Director Johnson added that the Department of Finance has been very helpful to the CAC.

Director Johnson informed the Council that Moy Eng and The William and Flora Hewlett Foundation are going to conduct an investigative project on the arts in public schools in California. Alexander asked if the study would be solely of K-12, or if the college level would be looked at as well; Johnson thought it would be only K-12. Alexander reminded the Council that the status of college-level visual and performing arts programs should be examined as well, if not through the Hewlett Foundation project, then perhaps through another project or organization.

Johnson stated that the CAC staff was in the process of organizing an awards ceremony for 10 of the Youth Education in the Arts! (YEA!) grantees in Los Angeles for December 15, 2005, and

that Assembly Speaker Fabian Nuñez was invited to be part of the program. The award ceremony is the first planned to highlight CAC grantees throughout the state.

Chair's Report

Chair Friedman asked that Director Johnson introduce the new deputy director.

Introduction of Deputy Director Marilyn Nielsen

Director Johnson introduced newly appointed Deputy Director Marilyn Nielsen, noting her 30 years of experience in government, her recent position as the executive director of the California Acupuncture Board, and that Deputy Director Nielsen has been very helpful and a pleasure to work with.

Deputy Director Nielsen thanked Director Johnson, expressed that she was looking forward to working with the Council and hoped her management skills could be an asset to the agency.

Continuation of Director's Report

Director Johnson said that the CAC was recently asked by the NEA to facilitate the California part of a national poetry program for high school students, and asked staff arts specialist Ray Tatar to outline the project. Tatar explain that the program, entitled "Poetry Out Loud," was a pilot project of the NEA for high-school students modeled after the national spelling bee. High schools from the nation's state capitols—Sacramento County, in the case of California—will have poetry recitation contests within the schools, then a Sacramento contest. The winner would then go to Washington DC and for the national contest at the Kennedy Center. Tatar said that this program, if successful, would be expanded to all of California in the future.

Johnson asked Tatar to explain another NEA initiative entitled American Masterpieces. Tatar gave an overview of the major initiative to acquaint Americans with the best of their cultural and artistic legacy. Staff arts specialist Patricia Milich explained that the California application focused on tap dancers in Hollywood, especially from the 1930s era, noting that while the entire program is in its preliminary stages, the CAC has a competitive application.

Councilmember Barbara George noted that in the past Arts License Plate brochures were sent to museums throughout the state. Director Johnson stated that brochures will be sent to museums and that she is discussing marketing and public relations with a local PR firm.

Chair's Report

Chair Friedman asked George to describe the California Summer School for the Arts program.

George said that the California Summer School for the Arts is a special program for highly talented high school students in the arts to attend a one-month program in Valencia and be instructed by renowned experts in the arts fields. She has been serving on the board for a number of years but needs to be replaced. Chair Friedman asked if anyone on the Council would like to serve, and Councilmember Michael Rubel agreed to do so.

Chair Friedman appointed Barbara George to serve on the nominating committee for 2006 officers.

Other Reports

Partnership Agreement With Alliance For California Traditional Arts (ACTA)

Chief of Programs Josie Talamantez explained that the NEA has a partnership program with the CAC entitled the Folk and Traditional Arts Infrastructure Partnership, and that the CAC partners with a state nonprofit organization entitled the Alliance for California Traditional Arts (ACTA). Alexander said that he was familiar with ACTA and they do a good job of serving the entire state, especially recent immigrants who wouldn't necessarily know about the public funds available. Talamantez explained that the type of programs ACTA has include master apprentice programs and technical assistance, and the organization has offices in Fresno and San Francisco, with consultants in San Diego and Los Angeles. The partnership application was completed in September.

California Music Project (CMP)

CMP Chair George provided an update on the project including that a CD of music by California artists was in the process of being compiled. Chair Friedman commended George for working so diligently to get the CMP started, and that the Council was in her debt.

California Medal for the Arts

Councilmembers Malissa Feruzzi Shriver and Eunice David, co-chair of the California Medal for the Arts project, gave an update on the event date: Wednesday, May 24, 2005, in the courtyard at the California Museum for History, Women and the Arts in Sacramento.

Councilmember Hiura asked for a description of the process, which was provided by Arts Project Specialist Kristen Margolis. Margolis assured the Council that the nominations received so far were excellent, but a larger selection would be preferable. She encouraged Councilmembers to contact nominators and encourage them to submit the forms.

Director Johnson reminded the Council that approximately \$100,000 would need to be initially raised before the event, and encouraged each Council member to assist in the fund raising.

Public Comment

Nancy Carr, the Visual and Performing Arts consultant for the California Department of Education, came forward to introduce herself to the Council and gave a detailed overview of the current status of arts education in California's K-12 public schools.

Chair Friedman thanked Carr for her comments. Another member of the public, Brenda Jew Waters from West Coast Connections, was introduced to the Council, but declined to make a public comment.

Strategic Planning Process—Focused Momentum

Cecelia Lynch of Focused Momentum continued the strategic planning process including presentations and discussions in the marketing category by Feruzzi Shriver and Councilmember Michael Rubel. The process continued through lunch, until the introduction of invited guests.

Presentations from Invited Guests

Lisa Caretto, California Arts Advocates (CAA)

Director Johnson introduced Lisa Caretto of California Arts Advocates (CAA). Caretto explained that CAA was established in 1996 as a 501(c)4 nonprofit organization with the main purpose of lobbying for the arts. Experienced lobbyist Kathy Lynch is a contractor for CAA. CAA tracks legislation and works with American for the Arts (AFTA). One of CAA's current projects with AFTA is the National Anthem Project, a series of programs and methods focused on bringing music back in school, especially the learning of the national anthem.

Caretto suggested that Assemblyman Mark Leno's legislation could take another approach such as a cultural trust modeled after those in Oregon and Nevada. She suggested that the CAC watch an infrastructure bond bill from Senate President Pro Tempore Don Perata, as well as a parks bond initiative on the June ballot that would also include funding for the California Cultural Endowment.

Caretto encouraged Councilmembers and other supporters of the arts to meet and discuss the issues with legislators, but to go in teams. Each team should have one person who is familiar with the legislator, one person who knows the issues and facts, and one who is personally affected by the issue being discussed.

Andrew Govenar, Governmental Advocates, Inc.

Govenar briefly explained his experience, especially his representation for the California Association of Museums. He noted that in the past there has been division in the arts and culture field that can be counterproductive to the overall goal from the arts community. He agreed with Caretto that approaching the Legislators in teams was a good option. He also said that recent analysis shows that the budget for the state may be making some improvements. He encouraged involvement in the drafting of the infrastructure bond legislation, and agreed that legislation like AB 655 (Leno), in its current form, was too difficult to pass in the Legislature because the fee was determined to be a tax increase and therefore required a 2/3 vote, and perhaps something like the cultural endowment was a good alternative.

Govenar also expressed that while having California Arts Day in early October might make sense on the local or national level, the date holds little leverage in Sacramento because the Legislature is not in session.

Hiura asked Govenar the best way of initiating legislation, and Govenar answered that the support of the field is very important. Alexander asked if other commissions have to be as active and consistently defining themselves to members of the Legislature, and Govenar said yes. Hiura asked if there was anyone else to potentially work with, and Govenar pointed out that organizations and museums often hire legislative advocates, and perhaps the arts community could combine resources.

Bryan Ha and Michael Miller, legislative staff consultants

Chair Friedman asked guests to present to the Council as a panel: legislative staff Bryan Ha with Senator Jack Scott's office and consultant to the Joint Committee on the Arts, and Michael Miller with the office of Senate President pro Tempore Don Perata.

Miller explained that one area of consulting to the Senate President pro Tempore was economic development, which would include the CAC. Miller was skeptical of the assumption from Governor that the budget would be better in 2006-07. Miller said he believed that the overall budget deficit problems were long term and were going to extend over many years.

Miller suggested caution as to how the arts are perceived during a budget crisis; there isn't an apparent immediate effect to losing arts funding or arts projects, compared to something like losing a major shipping port. When advocating for the arts, one must remember the difficulty of perception when explaining their importance.

Miller also thought that term limits could benefit the California Arts Council since new legislators come from local government organizations and are often familiar with the work done on the local level. New legislators are eager to learn and meet people when they get into office.

Miller saw that the CAC needed to hone in on its definition and decided whether the CAC's purpose was to support arts projects, or support the arts in general. Perhaps a tactic would be to support the arts in general through public service announcements and other methods, he said.

Alexander asked how legislators gain exposure to the news, whether it was through the *Sacramento Bee* or some other means. Both Ha and Miller agreed that most legislators read the papers and news sources from their local districts first, because they want to find out what's happening with their constituents. Epstein asked if different forms of communication from the public had more weight than others—letters versus email, for example. Miller said that it didn't matter, while Ha thought that phone calls on specific issues from constituents who have a connection to the legislator are the best. Miller agreed, saying that the importance should be placed on the messenger and not the form.

Talamantez asked how the CAC was perceived and if they had any suggestions for the future. Ha said that legislators felt very sorry about the cuts in the CAC's budget, and that the appointment of Director Johnson has led to better communication with legislators, especially Republicans. Miller agreed, saying that Director Johnson is well liked by both political parties. But Miller added that the California Arts Council is still perceived as "having its hand out, rather than handing out." Legislators do not see value-added quality from the CAC, he said. Miller added that the Council does seem more proactive than before and there is less infighting in the field than three years ago. Miller said that the Council needed to spend more time directly with the legislative members and the effort be focused.

Milich asked whether annual reports are read by legislative and gubernatorial staff. Miller responded that many collect dust, but those that are read are addressed to the proper staff person. Miller also suggested promoting overall arts events while the legislature is in session such as a band or other entertainment on the capitol steps.

Councilmember David closed the panel and thanked Ha and Miller for addressing the Council.

Continuation of Strategic Planning Process

The Planning process resumed with Councilmember Eunice David reporting on the advocacy team's work.

Final Announcements

David reminded the Council to turn in their nominations for the Medal for the Arts, and asked that for 2006 the CAC meeting dates be scheduled in advance rather than one at a time. The Council verbally agreed, and Director Johnson said she would put together a schedule. Director Johnson then thanked the Council and CAC staff for all their hard work, as well as the invited guests and members of the public.

Adjournment

Chair Friedman adjourned the meeting at 5:15 pm.