

State of California
CALIFORNIA ARTS COUNCIL
PUBLIC MEETING
MINUTES

California



Arts Council

July 27, 2006
10:30 am

1244 Moraga Drive
Los Angeles, CA 90049
(916) 322-6555

ATTENDANCE

CALIFORNIA ARTS COUNCIL

Presiding: Marcy Friedman, Chair

Council Members: Michael Alexander, Vice Chair
Annette Bening
Eunice David
Phyllis Epstein (left at 2:00 pm)
Malissa Feruzzi Shriver
Chong-Moon Lee (left at 11:30 am)
Michael Rubel
Fred Sands

Members not in Attendance Barbara George

Staff: Muriel Johnson, Director
Marilyn Nielsen, Deputy Director
Josie S. Talamantez, Chief of Grant Programs
Mary Beth Barber, Communications
Patricia Milich, Arts Program Specialist

CALIFORNIA ARTS COUNCIL
Summary Minutes

Call to Order

Chair Marcy Friedman called the meeting to order.

Roll Call

Mary Beth Barber called the roll. Present: Alexander, Bening, David, Epstein, Friedman, Feruzzi Shriver, Lee, Rubel, Sands. Absent: George.

Welcome Remarks

Chair Friedman thanked Councilmember Sands for inviting the Council to meet in his home and for providing coffee and lunch. She complimented him on the outstanding visual art chosen for his home.

ACTION ITEM – Minutes Approval of May 2006 meeting

Chair Friedman asked if there were amendments to the minutes from the May 10, 2006 meeting in San Diego. None were offered. Epstein moved to approve and Sands seconded, and the minutes were approved unanimously.

Chair's Report

Chair Friedman said that in the interest of time the Chair's report would be postponed until later in the meeting, and that the agenda would be adjusted so Council members who had to leave early could be part of the discussion for program allocation for 2006-07.

2006/2007 Program Allocation

Chief of Programs, Josie Talamantez, presented Item V. Talamantez reviewed the description of potential grant programs for fiscal year 2006-07, noting their arts education involvement.

State/Local Partnership Grants (SLP), Statewide Service Network Program (SSN)

The council members discussed the impact of past State/Local Partner grants cuts on smaller counties. Additionally, it was noted that the Arts Council of San Bernardino County recently closed due to lack of funding, and that of the 58 counties in the state, the number of counties with active arts agencies is approximately 35. Alexander asked if the San Bernardino arts officials and community could partner with a nearby county's arts organization such as the Riverside Arts Council to keep it going. Chief of Program Scott Heckes said that there was a precedent for such a partnership, as other counties in the past had received joint grants from the CAC.

Rubel, Council Program Chair, questioned the connection between the State-Local Partnership (SLP) program and arts-in-education programs. The Council addressed the SLP programs, pro and con, and following much discussion, concluded that there is relevancy in the SLP program.

The council members discussed the Statewide Service Networks (SSN) program. Rubel suggested setting more detailed parameters for the organizations that receive the above grants. Director Johnson said that the staff was in the process of analyzing the Statewide Service Network program and goals prior to the Council's funding of the program. Alexander added that

the CAC be very clear about what is expected from these projects. Feruzzi Shriver asked about the accountability process for these projects, and Talamantez said that there were a series of reports submitted by each grantee. Alexander suggested that the Council members have some oversight of the drafting of the grant applications, the panel process, and the reporting requirements.

Heckes noted that in the past there had been a Grants & Panels Committee on the Council that has been dormant for some time. During years when grants numbered up to 1500 annually, this committee reviewed panel recommendations prior to submission to the full Council for approval. This committee is to be chaired by the Vice Chair of the Council. The Council agreed that Alexander, as Vice Chair, would represent the Council in the review of the State Local Partnership and the Statewide Network Programs. Additionally, he will work with the staff on development of guidelines for the SSN, SLP and other programs.

ACTION ITEM – Support for staff recommendations for programming budget 2006-07

Vice Chair Alexander moved that the Council support the staff recommendations for the program budget for 2006-07 in principal, with the exception of the funds slated for the Statewide Service Networks, which will be reviewed by the CAC at a later time. Bening seconded, and the motion was approved unanimously with George and Lee absent.

California Music Project

Councilmember Epstein reported on the progress of the California Music Project. The CD would be done in early September, and the cover design was created by Joey's Corner, a nonprofit company created by San Francisco graphic artist Michael Osborne. Epstein added that corporate sponsorship of the project has not been forthcoming, and that the CMP board is seeking a part-time project coordinator.

My California

Councilmember Rubel explained the high-school writing contest proposal for the funds generated by sales of My California. Chair Friedman noted it was just after 12:30 pm and asked Rubel to hold off further comments until after lunch.

Lunch Break

The Council broke for lunch and reconvened at 1:40 pm.

My California - continued

Rubel continued the description of the high-school writing contest, noting that the program would aim to involve as many school districts in California as possible. The Council discussed various options for the writing competition, potential partnerships, and limitations on competitors by grade (i.e. making it only available to sophomores or only to juniors, etc.). Rubel proposed a survey be conducted to gain insight on what kind of writing-contest parameters would be of interest to high school students.

Marketing Briefing – My California

Arts Specialist Patricia Milich briefed the Council on the current efforts to market My California. Three cities had adopted *My California* as part of their "One Read" joint programs with local libraries and other agencies: Santa Barbara, Whittier, and Sacramento. This is in addition to

Long Beach's highly successful "Reads One" in early 2006. Milich also explained the outreach to the state's "Welcome Centers" and the collateral and display materials created to promote the book.

State Budget Update

Heckes gave an overview of the state budget update for 2006-07 (Tab B) in relation to the arts. Of special note was the allocation of \$105 million for visual and performing arts education annually, and a one-time fiscal year allocation of \$500 million for arts and physical education equipment and supplies. The California State Summer School for the Arts received an 84% increase from the General Fund. Johnson urged Council members to write thank-you letters to the Governor and leaders in the Legislature for the \$105 million arts education funding. California is the only state to see such an allocation.

The California Arts Council received a 57% increase to \$5.1 million due to the significant increase in funds available in the Arts License Plate Fund due to a per-plate increase for purchases and renewals that began in January 2005. Heckes said that the Arts License Plate Fund accounts for \$2.8 million of the 2006-07 budget.

The Council discussed the importance of the Arts License Plate to the CAC, noting some difficulties consumers had ordering the plate from car dealerships.

Director's Report

Director Muriel Johnson announced convening of the California Assembly of Local Arts Agencies (CALAA) and California Arts Advocates (CAA) on September 12, 2006, in Sacramento to discuss the possibility of a partnership to share resources and to work together on arts advocacy.

Johnson noted that the California Arts Council would have a presence at the Governor and First Lady's Conference on Women and Families in Long Beach on September 26, and suggested that the next meeting take place in Long Beach on September 27. She also noted that staff was in the process of planning an arts conference for late January, and that National Endowment for the Arts Director Dana Gioia has been invited to be the keynote speaker. She suggested that there be a Council meeting the day after the conference.

Chair Friedman directed the Council's attention to the information on the 2005/2006 programs and asked if the Council had any questions. She also suggested that in the future staff create a report explaining the importance of the programs for the Council. Councilmember Sands said he believed the agency needed to invest in a series of public-service announcements and an outreach program.

Johnson explained the progress made by the First Lady on the California Hall of Fame, and that the CAC can have an award program for California artists that would be separate from the Hall of Fame initiative. Councilmembers discussed different scenarios for such an event, and whether it could be a modest or large fundraiser.

Johnson then directed the Council to Item VI on the agenda and explained the calendar for the next 12-18 months based on the Strategic Plan.

Strategic Plan Implementation

Deputy Director Marilyn Nielsen directed the Council's attention to the listing of staff assignments for the Strategic Plan under Tab E and distributed an Advocating for the Arts packet. The Council discussed the funding for some of the parts of the Strategic Plan, and for potentially obtaining a marketing firm to assist with the public awareness for the arts component. Councilmember Ferruzi Shriver will continue to contact Peter Arnell to see if he might be able to head the CAC's public-awareness campaign.

Nielsen detailed the materials in the Advocating for the Arts packet for the Council. Councilmembers discussed Advocating for the Arts and Public Awareness components of the Strategic Plan.

Adjournment

Friedman adjourned the meeting in memory of Hamza El Din of Oakland, the celebrated musician who's Nubian and Arabic sounds inspired California musicians and was an artist on the CAC's Performing Arts Touring and Presenting roster, who died on May 22, 2006.