

State of California
CALIFORNIA ARTS COUNCIL
PUBLIC MEETING
MINUTES

California



Arts Council

Thursday, November 8, 2007

Asian Art Museum of San Francisco
200 Larkin Street
San Francisco, CA 94102
(415) 581-3600

ATTENDANCE

CALIFORNIA ARTS COUNCIL

Council Members:

Michael Alexander, Chair
Malissa Feruzzi Shriver, Vice Chair
Annette Bening
Eunice David
Charmaine Jefferson
Chong-Moon Lee
Carlos Martinez
Karen Skelton
William Turner

Members not in Attendance

Michael Rubel
Fred Sands

Staff:

Muriel Johnson, Director
Marilyn Nielsen, Deputy Director
Josie S. Talamantez, Chief of Programs
Scott Heckes, Chief of Administration
Mary Beth Barber, Communications Director
Patricia Milich, Public Awareness Coordinator
Lucero Arellano, Arts Program Specialist
Wayne Cook, Arts Program Specialist

Guest Speakers:

Forrest McGill, Chief Curator, Asian Art Museum of San Francisco

Public

Joyce Aiken, Fresno Arts Council
Betty Alberts, AAM
Megan Amaral
Glenna Avila, Cal Arts Community Arts Partnership (CAP)
Elizabeth Bacchett, Asian Art Museum of San Francisco
Susan Cambique-Tracy, Music Center, Performing Arts Center of LA
Brandon Cesmat, California Poets in the Schools
Lorraine Cleary Dave, Armory Center for the Arts
Linda Covello, Community School of Music & Arts
Erika Craft, Sacramento Metropolitan Arts Commission
Rebecca Froehlich, Humboldt Arts Council
Andrew Grueschow, Music Center, Performing Arts Center of LA
Hilliard Harper, Young Audiences of San Diego
Chelsea Hunt, Sacramento Metropolitan Arts Commission

Suzie Ivelich, Ivelich Stone
Ted Kim, AmBex Venture Group
Betty Lee, Cal Arts Community Arts Partnership (CAP)
Jennifer Oliver, Young Audiences of San Diego
Alma Robinson, California Lawyers for the Arts
Susan Sibbet, California Poets in the Schools
John Stone, Ivelich Stone

CALIFORNIA ARTS COUNCIL

Minutes

November 8, 2007

Call to Order

Chair Michael Alexander called the meeting to order at 10:05 am.

Welcome Remarks from the Asian Art Museum of San Francisco

Councilmember Chong-Moon Lee welcomed the Council and members of the public to the Asian Art Museum of San Francisco and said that the Museum had the largest collection of Asian art outside of Asia. Lee is a major donor to the Museum, especially the establishment of the current location in what was formerly the San Francisco Library. He introduced Chief Curator Forrest McGill, who thanked the Council for the agency's past financial support of the Museum, reiterated Lee's statement concerning the size of the Museum's collection, and welcomed the Council to the facility.

Roll Call

Mary Beth Barber called the roll. Present: Alexander, Bening, David, Feruzzi Shriver, Jefferson, Lee, Martinez, Skelton, Turner. Absent: Rubel, Sands.

ACTION ITEM – Approval of September 2007 Meeting Minutes

Chair Alexander asked for corrections or amendments to the minutes from the September meeting in Los Angeles. Jefferson noted that the correct title of the music program that was the subject of the exhibit at the California African American Museum is "Wattstax." David moved that the minutes be passed as corrected, Turner seconded, and the motion passed unanimously.

Chair's Report

Alexander said he had recently attended an international music festival in Spain which spurred his interest in international issues concerning artists – touring, exchanges, international artists in California, etc. – and said he wanted to discuss international issues with CAC staff, especially about California artists travelling internationally and foreign artists in the state. Public Awareness Coordinator Milich said that the CAC had included information on the subject as part of the Touring and Presenting Program (now defunct). Alexander added that touring and presenting is becoming of interest to groups like local chambers of commerce because of the economic impact to a community, and cited Culver City's interest and success with downtown theaters that have improved the restaurant business locally.

Alexander announced that the LA Stage Alliance will present their Ovation Awards on November 12, 2007, including a Career Achievement award for Councilmember and actor Annette Bening. The CAC will have a full page ad in the event program congratulating Bening and thanking her for her service on the Council. The Ovation Awards provide networking opportunities between artists and arts administrators, and all Council members were invited to attend.

Alexander also gave a brief overview of AB 1365, sponsored by Assemblymember Betty Karnette which proposes that a percentage of the state sales tax revenues from the sales of certain visual arts be slated for the CAC's budget. Director Johnson noted that 20 percent was the proposed maximum amount, which could be some \$30 million.

Councilmember Skelton offered to help advocate for the CAC, and Johnson suggested a meeting between Skelton and California Arts Advocates. Councilmember Turner offered to support efforts behind the bill, and provide information to the public and press from his perspective and expertise as a visual-arts gallery owner. Nielsen noted that the bill is currently in the Assembly Appropriations Committee, and that fall is an ideal time for Councilmembers to meet with legislators in their home districts.

Councilmember Jefferson noted that there may be significant resistance to the bill considering the recent announcement from Governor Schwarzenegger that all state agencies have been asked to take a 10 percent budget reduction for 2008-09 because of low state revenue projections, and noted that time may be of the essence. Alexander asked if the proposed cut applies only to the CAC's General Fund revenue; Johnson answered yes, and the cut would approximate \$100,000.

Officers Nominating Committee

Alexander said that in January the Council will elect new officers for the year, and asked Councilmembers David and Turner to serve on the Nominating Committee. Both members agreed.

Alexander proposed that the Council contact the Governor concerning international trips and ask his office to include an arts component in their international travels. Turner noted that he has worked closely with the local consulates in Los Angeles and could assist.

Turner reported that there were two recent news items that demonstrated good news concerning the arts in the Los Angeles area – the Los Angeles Times published an account of a recent \$24 million endowment from the Los Angeles County Museum of Art (LACMA) for art in public schools, and the Museum of Contemporary Art (MOCA) sent out a fundraising letter to put arts in the classroom. Turner suggested that CAC staff coordinate with these two facilities concerning their efforts.

Skelton asked if there was a way to get an Arts License Plate ad or brochure in the program for the First Lady's Conference on Women and Families, and Councilmember Feruzzi Shriver noted that the CAC had a booth and did outreach at the event. Feruzzi Shriver also noted that the Governor and First Lady's Christmas card will have the image and information on the Arts License Plate (ALP) on the back of the card this year. Skelton suggested that performers at the Greek Theater in Berkeley be asked to publish an ad, and CAC staff member Barber noted that a series of filler ads had recently been sent to the graphic designer for Cal Performances, the producer of the events at the Greek Theater. Jefferson offered to put ALP brochures in event bags at the California African American Museum. Feruzzi Shriver said she'd continue to ask film studios to purchase the ALP.

Director's Report

Johnson reminded the Council to read and review the emailed "Friday Update" she sends each week in which she attempts to keep the Council current on staff activities. Johnson gave an overview of the Grant Award Presentation in San Diego in October, where representatives from 18 arts organizations spoke about the good work that they do. Senator Christine Kehoe co-hosted the event and Assemblymembers Lori Saldaño and Mary Salas assisted presenting checks and being photographed with recipients. Kristen Aliotti, representing Senator Denise Ducheny; and Ellen Malin, representing Senator Dennis Hollingsworth were also present at the event. The San Diego event was the third such event in three years, with the two previous Grant Award Presentations in Oakland and Los Angeles. Future presentations may take place in San Francisco or the Central Coast.

Johnson noted that the California Cultural Data Project (CACDP) will conduct workshops statewide in November to introduce the project to arts administrators. Feruzzi Shriver would attend the presentation in Santa Monica, Johnson would attend in Humboldt, and CAC staff would attend in Sacramento. Johnson also noted that the CACDP would provide help-desk phone support M-F, 9am-5pm PST, for arts administrators. Jefferson noted that the CACDP administrators may want to consider adjusting the hours, since many nonprofit arts organization administrators may not be able to utilize the help desk during hours slated.

Johnson reminded the Council of the Annual Meeting on January 24, 2008, at the Armory in Pasadena, and that the 2008 Arts Conference will take place in Sacramento on March 4. The CAC is collaborating with the California Arts Advocates who will host an advocacy meeting on March 5. Invitations will cover both days and encourage attendees to attend both.

The CAC website is undergoing a redesign (required of all state agencies) which will be launched by the end of 2007. The agency also purchased new computers for staff, allowing them to conduct their work in a more efficient manner.

Johnson reported that the CAC hosted a reception and display of six sculpture *maquettes* submitted to the Chinese Olympic Arts Committee, and now touring around the world. It was held in the Governor's Council Room in the Governor's Office in Sacramento. Over 2000 sculptures were submitted for consideration for viewing at the upcoming Olympics, and 29 finalists will be selected for the Olympics. The Chinese delegation, three participating artists from the U.S., and local dignitaries attended the event, although the Governor was unable to attend.

Presentation from Teaching Artists Seminar attendees

CAC staff Wayne Cook gave a brief overview of the Teaching Artists' seminar that took place in San Francisco on November 7. Susan Sibbit of California Teachers in the Schools (CPITS) read a poem by a fifth grade student and thanked the CAC for supporting the previous day's convening. Susan Cambique-Tracy from the Music Center of Los Angeles explained that teaching artists are artists who not only teach their art form directly to students, but who also train and partner with the certified day-to-day teachers to give them the background to continue

the sequential arts education in the classroom. Jennifer Oliver from Young Audiences of San Diego, Hillard Harper from Young Audiences of San Diego and Lorraine Cleary Dave of the Armory Center for the Arts also gave presentations on their teaching-artist work and asked the Council to move the three points of their vision forward: 1. Investing in the professional development of Teaching Artists and classroom teacher to partner in arts-rich learning environment; 2. Supporting mentor, apprentice, and peer coaching programs as effective strategies for building communities of professional Teaching Artists to partner successfully with school and community educators; and 3. Building supportive communities and networks of Teaching Artists and non-profit and local government agencies that support them.

Council members asked the teaching artists about their work and organizations. Alexander thanked the participants and asked for feedback from them on the work of the CAC and ways to improve the agency's policies.

Public Comment

The following individuals made public comments to the Council:

Andrew Grueschow, Music Center, Performing Arts Center of LA, thanked the Council for supporting the Music Center through its grants programs, and for supporting the previous day's workshop.

Brandon Cesmat, California Poets in the Schools, thanked the Council for the CAC support to rural counties in California, and for their hard work on the Poetry Out Loud program, which brought poetry back into schools.

Alma Robinson, California Lawyers for the Arts (CLA), thanked the Council for the CAC's Arts Infrastructure Support Grant that allowed California Lawyers for the Arts to expand its outreach throughout the state. She noted that Contra Costa County Sheriff Warren Rupf is a strong and vocal supporter of the arts to combat gang violence. CLA received a grant from the California Community Foundation to increase arts awareness in the state; she will attend the upcoming Arts Symposium sponsored by Arts Council Silicon Valley; and the CLA public service announcement (created by EZTV, Michael Masucci, producer) won the Golden Eagle Award from CINE, a national organization dedicated to excellence in film and video production.

Councilmembers Jefferson and Skelton reiterated their interest in AB 1365, asked specifically whether the visual-art items covered under the bill include products from museum gift stores. They requested the latest version of the bill and the future calendar dates of hearings on the bill.

Lunch

Following lunch, the Council resumed the meeting at 1:55 pm.

ITEM VII. Public Awareness/Branding Marketing Project: Approval of Contractor (TAB D)

Milich (CAC Public Awareness Coordinator) gave the Council an overview of the Request for Proposal process for a contractor for the Public Awareness/Branding Marketing Project. As part of the Public Awareness campaign, the CAC elected to employ the services of an outside contractor to develop a branded message to convey the public value of the arts to individuals and to society. The agency conducted an official open Request for Proposal (RFP) bidding process, and adhering to State Contracting Manual procedures, the CAC advertised and solicited bids for RFP #2007-01. Of the eight proposals which met the minimum eligibility requirements, Ivelich Stone LLC was ranked the top proposal by the proposal review committee of CAC Deputy Director Marilyn Nielsen, CAC Chief of Administration Scott Heckes, and Milich. If the awarding of the contract is approved by the Council, the contract will be forwarded to the California Department of General Services (DGS) for final review.

Skelton asked for clarification on the overall goal, specifically if the goal was “Branding”. Milich answered in the affirmative, adding that the campaign is part of the CAC’s public awareness efforts. Turner asked if the Arts License Plate would be part of it, and Milich answered that the Arts License Plate is consciously promoted in all efforts in the campaign. Turner asked what the time frame is for the contract, and Milich answered from the date of award until March 31, 2008. Alexander thanked the CAC staff for their hard work, and clarified with Milich that the primary purpose of the campaign is to focus on the public value of the arts for California, and not an emphasis on the agency itself.

ACTION ITEM: Authorization to Contract with Ivelich Stone LLC for Public Awareness Marketing Project

Martinez moved to authorize the contract with Ivelich Stone LLC in the amount of \$74,903 for their response to California Arts Council RFP #2007-01, Public Awareness Marketing Project, as reviewed and recommended by the CAC staff RFP review committee. Jefferson seconded, and the motion passed unanimously.

Milich introduced Suzie Ivelich and John Stone of Ivelich Stone to the Council members. Ivelich and Stone expressed their strong interest in the arts and their enthusiasm for the project.

Budget Report

Chief of Administration Heckes said that the CAC is the recipient of \$563,227.93 from a State of California Department of Justice lawsuit concerning an antitrust issue and several large music distributors. He explained that several years ago the California Attorney General and others entered into a settlement resolving certain antitrust challenges. As a result of that settlement, certain sums were returned to consumers and over 500,000 CDs were distributed to public libraries and schools in the state. After legal expenses and claims were paid out, some funds remained that, under the law, were required to be spent to benefit the consumers who purchased recorded music.

Former California Attorney General Bill Lockyer proposed to give the remaining funds to the California Arts Council for distribution in the form of music performances throughout California via the Performing Arts Touring and Presenting Program. While this program is currently on

hiatus, the CAC staff, in conjunction with the Council, will propose ideas for distribution of these funds, noting that the funding does not need to be tied to a particular fiscal year.

Jefferson asked that the Council programs committee discuss this issue with CAC staff and draft program proposals within the coming weeks and before the holiday season to give the Council an appropriate amount of time to consider the recommendations. Jefferson asked for the recommended plan for the January or March meetings to get the program up and running in 2008. Alexander suggested that the recommendations be presented at the January meeting, and that the Council vote on the final program in March of 2008.

Jefferson asked if it would be possible for the Council to have a meeting in February to vote on the program. Johnson recommended that the Council wait until March because of an exceptionally heavy workload for such a small staff (awareness campaign, all grant panels meeting, March Arts Conference, Poetry Out Loud – all happening in the next four months). David asked if the CAC would lose the funding if it is not spent by a particular time, and Heckes answered no, the funds are secure for use by the CAC. Jefferson suggested getting a program up and running in 2008 to demonstrate competency to the Schwarzenegger administration. Councilmember Martinez cautioned against starting a program for a temporary period of time, only to close it when the funding runs out.

Programs Report

Chief of Programs Talamantez noted the upcoming panels for the State Local Partner Program (SLPP) on December 11, 12 and 13, and invited Councilmembers to attend. She also noted that the program application for the Artists in Schools program launched on October 13 with a deadline of January 30, 2008, and that the Creating Public Value program application would be open in November, with a deadline of January 23, 2008. She also noted that the CAC's website look and feel would be changing by the end of the year.

Talamantez said that the CAC staff was in contact with San Diego and Orange County arts organizations during the devastating fires in southern California concerning resources for artists and arts organizations affected by the disaster. Americans for the Arts and the Craft Emergency Relief Fund offered assistance to arts organizations who serve affected artists.

The fires happened days after the Grant Award Presentation in San Diego. Photos from the presentation are available on the CAC's website at www.cac.ca.gov.

Talamantez added that there will be a series of guideline workshops for the Artists in Schools and Creating Public Value programs in areas currently underserved by the CAC, as suggested by the Council in the June 2007 meeting.

The Poetry Out Loud program is expanding from nine counties last year to approximately 23 counties participating in 2008. Los Angeles County, because of its large size, will create three inter-county regions, and LA County organizers are in contact with the Starbucks Corporation seeking major sponsorship.

The future American Masterpieces program, touring California Indian basket weavers collection and featuring California's basket weavers and artists, is currently being planned. The previously funded programs of American Tap Masterpieces—the Hollywood Journey and Música Festiva de las Misiones are underway, with the Tap program touring in the Fall of 2007 and the Música Festiva de las Misiones' performances in April and May of 2008.

Presentation to Councilmember Annette Bening

Alexander noted that Councilmember Annette Bening, who would not be returning to the Council in 2008, came to the Council four years previously with insightful ideas about the purpose and the impact of the California Arts Council. He thanked her for her service, her insight, and her incredible contribution to the Council through speeches and public appearances, as well as her contribution to the CAC meetings and strategic planning process. Feruzzi Shriver noted how moved she was by Bening's speech at the 2007 statewide arts conference, and Bening's belief in government support for the arts so the arts are available to all Californians, regardless of income.

Bening thanked the Council and noted she felt indebted to the state of California, having attended public schools from grammar schools through high school and college. Alexander and Johnson presented Bening with a gift and framed commendation from the Council, and encouraged her to attend the annual meeting in January in Pasadena. Bening offered her help in promoting the arts in the future.

Conclusion and Adjournment

Alexander thanked Lee and the staff of the Asian Art Museum for hosting the meeting and lunch in the beautiful Peterson Room. Talamantez gave some background on Violet Kazue de Cristoforo, a Japanese American poet and composer of haikus who received the National Heritage Fellowship Award in September 2007, just weeks before her death on October 3, 2007, at age 90. The meeting adjourned at 2:36 pm in memory of de Cristoforo.