

State of California  
CALIFORNIA ARTS COUNCIL  
PUBLIC MEETING  
**MINUTES**

California



Arts Council

**Friday, June 6, 2008**  
The Hammer Museum  
10899 Wilshire Blvd.  
Los Angeles, CA 90024  
(310) 443-7030

## ATTENDANCE

### CALIFORNIA ARTS COUNCIL

#### Council Members:

**Michael Alexander**, Chair  
**Malissa Feruzzi Shriver**, Vice Chair  
**Charmaine Jefferson**  
**Fred Sands**  
**Karen Skelton**  
**William Turner**

#### Members not in Attendance

**Eunice David**  
**Chong-Moon Lee**  
**Susan Steinhauser**

#### 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

#### Speakers:

**Cindy Berlingham**, Deputy Director of Collections, The Hammer Museum

#### Invited Guests:

**Jillian Kogan**, artist  
**Suzy Ivelich**, Ivelich+Stone  
**John Stone**, Ivelich+Stone

#### Public

**Suzy Foster**, The Heart Project

## **CALIFORNIA ARTS COUNCIL**

### Minutes

June 6, 2008

#### **Call to Order**

Chair Michael Alexander called the meeting to order at 9:25 am. Alexander introduced Cindy Berlingham, Deputy Director of Collections, The Hammer Museum. Berlingham welcomed the Council and gave a brief overview of the current exhibit at the museum: "...And Then Again: Printed Series, 1500-2007" that examines the development of serial imagery in prints, from the early European Renaissance to the present day.

Alexander noted and commended The Hammer Museum for its high quality of collections and exhibits, as well as opening its doors to the nearby community in Los Angeles through events, free admission for students and others, and for opening its doors every Thursday for free to all members of the public. Director Muriel Johnson noted that Susan Steinhauser, a member of the Board of Overseers of the Hammer Museum, was recently appointed by the Senate to serve on the California Arts Council as well. Berlingham added that CAC member Eunice David and her husband Hal are also longtime contributors to the Hammer – the Davids have donated a collection of artwork to the Hammer Museum.

#### **Public Comment**

Suzy Foster, a staff member from The HeArt Project, was also acknowledged by Alexander. The organization works with at-risk teens and puts them in contact with professional artists. The chair commended Foster for the organization's work. CAC member Charmaine Jefferson noted that the California African American Museum has worked with The HeArt Project in a joint program and commended the organization as well. The HeArt Project has long been a grantee of the California Arts Council.

CAC Communications Director Mary Beth Barber introduced Jillian Kogan, an artist from Los Angeles who volunteered her expertise for the most recent public-service announcement (PSA) from the California Arts Council, as well as the artwork titled "California Imagination." Kogan is an assemblage artist best known for her pieces that pay homage to the California Bear Flag.

Barber explained that over 300 images and objects from artists and arts organizations from throughout California were collected by Barber for Kogan to use for the project. Kogan assembled the images and objects into a temporary installation at the secondary site for the Armory for the Arts in Pasadena in April. The installation was photographed by a state of California photographer in its complete state, and then as it was slowly un-assembled to create the 15-second PSA using stop-motion animation with photography.

Kogan explained how important it was to use actual arts items and images for the piece so that the artwork represented the depth, breadth and diversity of the arts in California, from the images of the professional entertainment businesses in the state, to costumes and tools used by performing and visual artists at some of California's nonprofit arts organizations, to the artwork

created by at-risk teens in after-school programs. Barber added that the vast majority of the images and objects came from CAC grantees who responded quickly to her request for items, shipping items at their own expense.

The Council viewed the video PSA, a mock-up of a proposed postcard with the image for California Arts Day in October, and a sample of the informational web pages on the contributed/loaned items and images that will be posted on the CAC's website. They commended Kogan and Barber on the PSA and the resulting images – both on the quality of the image that resulted from the project, and for expressing the diversity of the arts in the state.

Johnson added that a full-sized flag of the “California Imagination” image was being created by staff to release on Flag Day on Saturday, June 14, as part of the U.S. Postal Service event announcing the release of the Bear Flag stamp and state-stamp series. Jefferson suggested that all state agencies be able to purchase a “California Imagination” flag to present on California Arts Day on October 3, 2008. She asked that the staff provide her with written information about the project. The Council discussed other ways to utilize the “California Imagination” PSA and image; Kogan suggested creating a poster, so that all the organizations and artists who contributed to the project could see the final result.

Alexander and other members of the Council thanked Kogan for her contribution to the California Imagination project and the arts in California, and acknowledged both Barber and Kogan for their hard work.

### **Roll Call**

Barber called the roll. Present: Alexander, Feruzzi Shriver, Jefferson, Sands (10:00 a.m. arrival), Skelton, Turner. Absent: David, Lee, Steinhauser.

### **Approval of April 14, 2008 Meeting Minutes; Monday, May 5, 2008 Public Teleconference Minutes**

Alexander asked if the Council had amendments to the draft minutes from April 14, 2008, and the draft minutes from the May 5, 2008, public teleconference. Barber noted two typographical corrections. No amendments were offered by the Council. Alexander put the approval on hold until after the Programs Report.

### **Programs Report**

Chief of Programs Josie Talamantez gave a programs update to the Council.

### **American Masterpieces – California Indian Basket Weaving Exhibit**

Talamantez said that the principals involved in the American Masterpieces – California Indian Basket-Weaving Exhibit (California Arts Council, California State Parks and Recreation, California Museum for History, Women and the Arts) had recently had a meeting and are considering March 2009 for the proposed exhibit. Alexander asked that when the exhibit plans have been set, the Folk Art division of the National Endowment for the Arts be contacted; Talamantez said she maintains constant contact with that department at the NEA. Johnson noted that all the partners in the project should be given program credit for undertaking this joint

project. Talamantez said that she would have a more detailed report at the next Council meeting in September.

### **California Poet Laureate**

The open nomination process originally had closed on May 15, but was extended and continued to the end of May. A panel of literary experts is scheduled to meet on June 24, 2008 to make recommendations of three or four poets to send to the Governor, who will make the final selection. Each nominee for California Poet Laureate submitted by the Arts Council to the Governor shall have resided in California for at least 10 years, have a significant body of published work, and be widely considered to be a poet of stature. The Governor has until August to make the appointment for the program to remain on schedule, said Talamantez.

As a side note, CAC member Karen Skelton asked the staff if there was a video of the California Poetry Out Loud winner, Roshawnda Bettencourt of Placer County. Barber said she would get a copy of the California State Finals DVD created and aired by the California Channel to Skelton.

### **State-Local Partnership Program**

Talamantez directed the Council to the memo explaining that the Council approved funding for 44 State-Local Partnership Program (SLPP) applicants for an initial granting period of January 24-June 30, 2008, for a total dollar amount of \$391,500. The action, as recommended by the SLPP review panel, approved grants allocated over two fiscal years: the initial granting period of January-June 2008, and then – pending the 2008-09 budget – the 12 month period of July 2008-June 2009. Due to the likelihood that the state budget will not be in place by July 1, 2008, and so as not to disrupt local services of the State-Local Partners (SLPs), Talamantez requested the approval of an augmentation of the current grants to support activities through September 2008.

Talamantez said that staff would request approval of subsequent funding for these grantees for a granting period of October 1, 2008 through September 30, 2009, pending approval of the state budget. This request will be made at the September 2008 meeting. She added that a September 30 – October 1 granting period is the most appropriate cycle for the SLPP, given the possibility of delayed state budgets in June and July. The total dollar amount requested for the augmentation through September 2008 is \$234,900.

Talamantez added that the SLPP recipients who received technical assistance SLPP funding will participate in a nine-month training process with Americans for the Arts and other training to help the organizations develop and build an active local arts agency. The technical assistance funding is specifically directed to assist in the development of a local arts agency in counties with no SLP, a struggling SLP, or an SLP that needs assistance with capacity building. Alexander asked Talamantez to clarify which of the SLPP recipients are in the “technical assistance” category, and Talamantez responded that they are those applicants that scored a 3- or lower, and include county arts agencies in Sierra, Stanislaus, Merced, Fresno, Ventura, Monterey and Contra Costa Counties.

Johnson said that she and other CAC staff would actively work towards more counties attaining, strengthening those that need technical assistance, and providing more SLPP funding over the next three years. The million dollars from the License Plate Fund will make this possible.

**ACTION ITEM: Approval of the augmentation of current grants through the State-Local Partnership Program**

Jefferson moved to approve the augmentation of current grants to 44 local arts agencies through the State-Local Partnership Program, for a total dollar amount of \$234,900. Turner seconded, and the motion passed unanimously.

**Statewide Service Networks**

Talamantez asked the Council to approve the staff recommendations for funding the Statewide Service Network (SSN) applications for a total of \$260,000 and representing 13 arts organizations. Talamantez explained that most of the 15 organizations that received SSN funding during the 2006-07 are in compliance with agency contractual obligations, with the exception of the California Black Arts Alliance (CALBAA) and the California Asian American / Pacific Islander Arts Network (CAAPIAN). Therefore staff recommends continued funding for the remaining 13 organizations, for a total of \$260,000 during 2007-08.

Alexander said he wanted to work with Talamantez and other CAC staff to identify other potential SSN applicants, and that the CAC take a more pro-active approach and assist the SSN grantees with leadership and expansion plans.

Jefferson expressed a concern that there were quality arts-networking organizations that are not eligible for SSN funding. Alexander said that some arts organization leaders find the requirements for SSN funding to be unrealistic, especially the statewide requirement. Jefferson said she wanted to explore the possibility of the CAC funding quality arts networks that outreach on a regional aspect – the statewide requirement may be difficult or unrealistic given the vast size and geographic diversity of the state. She said that organizations which reach out and network within a populous, expansive and/or diverse region (i.e. Los Angeles County, S.F. Bay Area, multiple counties in rural California) should be eligible for CAC arts-networking funding as well.

Skelton expressed a concern that all the proposed SSN applicants were being funded an equal amount - \$20,000 - without regard to the particular need and/or the particular benefit of the organization's capacity-building capability. Alexander said that the SSN organizations and the SLPs are extremely important to the CAC, given that these organizations are the key connections between the CAC and the artists in the state. He recommended that a portion of the next meeting be set aside to specifically discuss the State-Local Partnership Program and the Statewide Service Network Program and potential modifications in the future to reflect the needs of the state, with a focus on the Statewide Service Network Program.

Jefferson proposed that the discussion focus on two key questions: 1. If the arts network category of funding were to be expanded to include other types of organizations, how so? And 2. If more funding comes into the CAC's budget, how would it be distributed?

**ACTION ITEM: Approval of funding for 2007-08 Statewide Networks**

Jefferson moved to approve proposed funding for 2007-08 Statewide Networks totaling \$260,000 and representing 13 arts networking organizations. Skelton seconded. The motion passed, with Alexander, Feruzzi Shriver, Jefferson, Sands and Skelton voting yes, and Turner abstaining due to a conflict of interest as a member of the Board for California Lawyers for the Arts.

**Artists in Schools**

Talamantez gave an overview of recommendations made by the two peer-review panels that adjudicated applications on April 14-16 and May 5-7, 2008, for the Artists in Schools (AIS) program. The Artists in Schools Peer Review Panel recommended funding through the 3- rank representing 123 organizations. The program-staff review panel recommended seven AIS planning grants. Total expenditure: \$1,139,695 -- \$1,059,695 from fiscal year 2008-09, and \$80,000 from fiscal year 2007-08 year-end funds.

Alexander asked how many applicants did not receive funding (13, noted Talamantez), and asked that the full list of applicants be included in future staff reports, not just the applicants recommended for funding. Heckes noted that the Council's approval of the funding for this program is predicated on the 2008-09 budget.

**ACTION ITEM: Approval of Panel Recommendations for the Artists in Schools Program, with the exception of the proposed funding for the Los Angeles Opera and California Institute of the Arts.**

Skelton moved that the Council approve panel recommendations for the Artists in Schools 2008-09 program, not including the proposed funding for the Los Angeles Opera and the California Institute of the Arts, for a funding total of \$1,118,095 representing 128 arts organizations, including 7 AIS planning grants, pending approval of the 2008-09 state budget. Turner seconded. The motion passed unanimously.

**ACTION ITEM: Approval of Panel Recommendations for the Artists in Schools program funding for the Los Angeles Opera, pending approval of the 2008-09 state budget.**

Feruzzi Shriver moved that the Council approve panel recommendations for the Artists in Schools 2008-09 program funding for the Los Angeles Opera, for a total of \$10,800, pending approval of the 2008-09 state budget. Jefferson seconded. The motion passed. YES: Alexander, Feruzzi Shriver, Jefferson, Skelton, Turner. Sands abstained, due to a conflict of interest as a member of the Board of Trustees for the Los Angeles Opera.

**ACTION ITEM: Approval of Panel Recommendations for the Artists in Schools program funding for the California Institute of the Arts.**

Turner moved that the Council approve panel recommendations for the Artists in Schools 2008-09 funding for the California Institute for the Arts, for a total of \$10,800, pending approval of the 2008-09 state budget. Feruzzi Shriver seconded. The motion passed. YES: Alexander, Feruzzi Shriver, Sands, Skelton, Turner. Jefferson abstained, due to a conflict of interest as a Board of Trustees member of the California Institute of the Arts.

### **Projected FY 2008-09 Programs Budget**

Talamantez directed the Council's attention to the projected FY 2008-09 Programs Budget separated into four categories: 1. convening funding, 2. grants, 3. National Endowment for the Arts (NEA) and other initiatives, and 4. special projects/public awareness/advocacy and dues. Talamantez noted that at least 50% of the grants and NEA and other initiatives are directly related to arts in education, in compliance with the CAC's Strategic Plan.

Jefferson asked how similar the proposed 2008-09 programs budget was to the 2007-08 programs budget. Talamantez responded that the two are very similar although staff recommended a scaling down of Creating Public Value grants. Jefferson said she felt uncomfortable voting to approve the proposed budget without seeing the previous years' programs budget compared to the proposed 2008-09. The previous year's budget will be included in the future. Feruzzi Shriver asked if the dues to the national and regional organizations were on a sliding scale based on each state's arts agency budget. Heckes said no, it's a flat amount, which given the size of California works to the CAC's benefit – a sliding scale based on a state's population would work against a state the size of California.

Alexander asked about the funding for the California Cultural Data Project (CaCDP), and Heckes reminded the Council that they approved \$100,000 over a three-year period, with \$35,000 projected for next fiscal year. Jefferson asked if there were projections on how much the CaCDP would need in long-term, ongoing funding once the initial creation and rollout of the program concludes. Johnson said she would follow up with the CaCDP working group and report back to the Council in September.

### **ACTION ITEM: Approval of Projected Programs Budget for 2008-09**

Turner moved the approval of the projected programs budget for 2008-09 as presented by Talamantez, with the understanding that the Council could amend the amounts based on future circumstances, issues and concerns. Feruzzi Shriver seconded, and the motion passed unanimously.

### **Year-End Funding for Programs**

Talamantez presented to Council a memo with a proposal for FY 2007-08 funds still available in the CAC budget which need to be spent before the end of the state's fiscal year. She proposed year-end funding for Arts in Education and other CAC programs and initiatives detailed in the memo to Council, noting that the total requested amount ranges between \$80,000 and \$90,000, depending upon the remaining funds at year-end.

Jefferson expressed concern that the funding proposed is not an augmentation of current 2007-08 grants distributed in an equitable manner, but are proposed for individual organizations and programs outside of the previously approved 2007-08 grantees for projects. She was especially concerned that the opportunity to propose a project for year-end funding was not properly notified to all California arts organizations.

Jefferson proposed that for future fiscal years, a year-end, sudden opportunity grant program that satisfies the CAC's strategic planning requirements be created and notified on the CAC's website



for all arts organizations. Alexander said he's seen this type of grant proposal from the National Endowment for the Arts and certain municipalities. He agreed with Jefferson that the CAC should be both formal and consistent when it comes to a "sudden opportunity" grant from sources such as year-end funding. Jefferson requested a detailed explanation of the budget at a future date from staff.

The Council briefly discussed other potential revenue streams and related organizations such as a CAC-supporting nonprofit organization, and agreed to continue discussion about the topic at a later date. (See Director's Report)

Jefferson added that the program proposals put forth by staff for the year-end funding are great opportunities, and her concern for the year-end grant-funding process in no way reflected on the quality of the proposed programs.

**ACTION ITEM: Program funding using year-end funds from 2007-08 with expenditures between \$80,000 and \$90,000 depending upon funds available – not including \$5,000 for the California Music Project -- and a process and policy in place for year-end funding for fiscal year 2008-09.**

Jefferson moved to approve the staff recommendations for year-end program funding for 2007-08, and that a formal process be put into place for year-end funding program opportunities for 2008-09, with the exception of the proposed \$5,000 for the California Music Project. Sands seconded, and the motion passed. YES: Alexander, Feruzzi Shriver, Jefferson, Sands, and Turner. Absent: Skelton.

**ACTION ITEM: Special program funding from Year-End funds of up to \$5,000 be provided to support California Music Project efforts in San Diego.**

Turner moved that special program funding from Year-End funds of up to \$5,000 be provided to support California Music Project efforts at San Diego State University. Jefferson seconded, and the motion passed. YES: Alexander, Jefferson, Sands, Turner. Feruzzi Shriver abstained due to a conflict of interest as a board member of the California Music Project. Absent: Skelton.

Alexander noted that the Council engaged in quality discussion about programming during the meeting, and that he was also interested in seeing what CAC grant applicants have not been funded for 2007-08. Johnson said she would provide the Council with a comprehensive report and also show through a map how the grant funding is distributed geographically – information that may be of interest to the members of the Legislature as well.

Talamantez told the Council that she wanted to thank her staff and especially recognize Lucero Arellano and Wayne Cook for the time travelling to areas that have no or few organizations receiving funding from the California Arts Council. They conducted guideline workshops and providing technical assistance outreach services.

**Mid-Morning Break**

The Council took a break at 11:25 am and reconvened at 11:40 am.

Alexander asked if due to the outreach efforts of the CAC and especially with the SLPP program, the CAC may now have grantees and/or initiative participants in every Congressional district in California. Deputy Director Marilyn Nielsen said she would investigate and report back to Council.

### **Contract Update – Ivelich+Stone**

John Stone and Suzy Ivelich of Ivelich+Stone Brand Consulting gave the Council a presentation and review of potential branding campaigns for a future California Arts Council public-awareness campaign. The Council members thoroughly discussed the proposal and potential public-awareness applications of the branding.

### **ACTION ITEM: Endorsement of the “For All” concept for future potential public-awareness campaign**

Turner moved that the Council endorse the concept “For All” as presented by Ivelich+Stone, and instruct the Ivelich+Stone agency and the CAC staff to prepare for a July teleconference meeting based on that endorsement. Jefferson seconded, and the motion passed unanimously.

### **ACTION ITEM – Approval of April 14, 2008 Meeting Minutes and Monday, May 5, 2008 Public Teleconference Minutes**

Sands moved that the minutes for both meetings be adopted, Jefferson seconded, and the minutes were approved unanimously.

### **Director’s Report**

Johnson directed the Council to her written report, distributed at the beginning of the meeting. (See attached.)

### **Chair’s Report**

Alexander thanked the members of the Council for their extraordinary efforts to be at the Council meeting, noting that with two Council appointments remaining unfilled, 75 percent of the current members have to be in attendance in order to fulfill a quorum. Attending members altered their schedules to insure that the Council was able to vote on funding proposals prior to the end of the fiscal year.

Alexander said that during a recent trip to Washington, DC, he had the pleasure of seeing a U.S. artistic fellowship program with Japan, noting that 25 artists in the program were from New York, and only 20 were from California. California has significant economic and cultural ties to the Pacific Rim but that was not reflected in the number of Californians participating in the Japan artistic fellowship exchange program, and the CAC needs to be more conscious of all California artists.

Alexander noted that there is funding available for statewide training in vocational education programs that include arts vocational education internships in Los Angeles, and expressed an interest in seeing if this kind of internship is available in other parts of the state. He also noted that the CAC has traditionally encouraged artists to look at the nonprofit model, but that there

may be opportunities outside the nonprofit sector that the CAC is overlooking, and that the CAC needs to investigate and see if there are new business and economic models to promote creativity.

Sands asked about the possibility of creating an affiliated nonprofit organization to support the public-awareness plan and other ventures and objectives that might not be appropriate for a state agency, and if an attorney might assist *pro bono*. Turner said he would look into the latter with California Lawyers for the Arts. Alexander noted that there is a concern that a California Arts Council-related nonprofit organization may be viewed as a competitor by other arts nonprofits in the state. Sands noted that there would be careful drafting of by-laws of such an organization. Skelton suggested that the arts field be included and notified of the process. Jefferson emphasized discussing the proposal with the Department of Finance, and to insure that any income to the nonprofit isn't viewed as a replacement of finances from the General Fund.

Johnson said she would look at the structure of other state agencies that have related nonprofits such as the Department of Food and Agriculture, the California African American Museum, and others, as well as nonprofits related to other state arts agencies and report back to Council. She has already spoken with the California State Parks Foundation staff.

#### **Conclusion, Acknowledgements, and Adjournment**

Jefferson recognized Karen Bass as the first African-American woman elected as Speaker of the Assembly.

Alexander acknowledged all the artists and arts organizations that contributed to the *California Imagination* project, and asked Barber to include a full list of contributors in the official minutes.

Alexander adjourned the meeting at 1:51 pm. Council members were given a tour of The Hammer Museum by museum staff following the meeting.

## Director's Report

June 6, 2008

June is a very busy month and a difficult one in which to schedule a Council meeting. I thank members for making the time to attend. Providing a quorum to vote on the "end of fiscal year" expenditures, as well as on the Awareness Campaign direction, is essential at this time.

We are very pleased that Senator Perata (Senate Rules Committee) has appointed Susan Steinhauser to the CAC. You have received her bio and know that she has a strong interest in the visual arts and in public service, and that she is deeply involved in serving her community. She has expressed great enthusiasm for serving on the Council. She wanted to attend today's meeting but is opening a glass exhibition in Santa Fe today. I know she would enjoy hearing from Council members. Her information is included on the newest Council/Staff Roster you are receiving today. Michael Alexander will meet with Susan this month and begin orientation.

In order to conserve time at this meeting, I am submitting my report in writing. In brief:

- Currently, there are 385,411 registered vehicles in California with specialty license plates. Of that total, 69,227 – or 18% – are Arts License Plates. There are ten specialty plates available in California. Two new license plates that seem to be in the pipeline are :
  - Snoopy Plate, benefitting California Art Museums and sponsored through the Department of Parks and Recreation.
  - Gold Star Plate, available to survivors of Americans killed in combat, sponsored by the Department of Veterans' Affairs.
- Staff will have its first internal assessment retreat in at least five years, on July 21st.
- I will attend the Executive Directors' Retreat in Denver June 9-11, sponsored by NASAA. I will be researching how other state arts agencies have formed 501(c)(3) "Friends" organizations.
- Marilyn Nielsen, Josie Talamantez and I will attend the AFTA Conference in Philadelphia June 19-23.
- Patty Milich and Mary Beth Barber will again staff a CAC booth at the Governor and First Lady's Women's Conference October 21 and 22. I believe Karen is on the Committee, and Malissa, too. If any Council member would like to join Marilyn, Josie and me at a table, please let Diane know ASAP. This conference fills up fast and we need to make reservations. I do not know the schedule, but I understand there will be programs scheduled on the evening of the 21st, and all day the 22nd. The speakers are fabulous!
- It is time to update the Council's Strategic Plan ... the September 9 and/or November 13 meetings would be ideal times for this endeavor.

- The "California Imagination" Bear Flag will be unveiled on Flag Day, June 14th, on the west steps of the Capitol in the presence of the U.S. Postal Service and dozens of other organizations.

Your staff is eagerly awaiting the passage of the State's budget. It's doubtful it will pass by June 30, but we hope it will happen soon thereafter. We cannot spend any funds until it is passed.

On behalf of the staff, I wish you a happy summer with some free time to relax and enjoy life.

Never hesitate to call or email us with your questions, suggestions and inspired ideas.

*Muriel*

