

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

California



Arts Council

**November 19 and 20, 2009**  
STRATEGIC PLANNING SESSION

The Lucina Room  
Sheraton Delfina  
530 Pico Boulevard  
Santa Monica, CA 90405  
8:30 a.m. to 5:00 p.m.

**ATTENDANCE**  
**November 19, 2009**

**CALIFORNIA ARTS COUNCIL**

**Council Members:** Alexander, Michael  
David, Eunice (Vice Chair)  
Feruzzi Shriver, Malissa (Chair)  
Hubbard, Adam  
Jefferson, Charmaine  
Steinhauser, Susan  
Turner, William

**Members not in Attendance** Lee, Chong-Moon  
Sands, Fred  
Skelton, Karen

**Staff:** **Muriel Johnson**, Director  
**Marilyn Nielsen**, Deputy Director  
**Josie S. Talamantez**, Chief of Programs  
**Scott Heckes**, Chief of Administration  
**Mary Beth Barber**, Communications Director

**Strategic Planning Consultant** Terry Wolverton, Consultant

**Public in Attendance** Anthony Radich, Western States Arts Federation

**CALIFORNIA ARTS COUNCIL**  
Minutes  
Strategic Planning Meeting, November 19, 2009

**Call to Order**

Chair Malissa Feruzzi Shriver called the meeting to order at 9:00 a.m.

**Roll Call**

Mary Beth Barber called the roll. In attendance: Alexander, David, Feruzzi Shriver, Hubbard, Jefferson (arrived 11:30 a.m.), Steinhauer, Turner. Not present: Lee, Sands, Skelton.

**Approval of the Minutes from the September 17, 2009, Meeting**

Feruzzi Shriver asked if the Council had amendments to the minutes from the September 2009 meeting. None were offered. David moved to approve the minutes. Turner seconded, and the motion passed unanimously, with Jefferson absent.

**Approval of the Minutes from the October 1, 2009, Public Teleconference**

Feruzzi Shriver asked if the Council had amendments to the minutes from the October 2009 teleconference. None were offered. Alexander moved, Hubbard seconded. In favor: Alexander, Feruzzi Shriver, Hubbard, Turner. None opposed. Abstained: David, Steinhauer. Absent: Jefferson.

**Programs Update**

**ACTION ITEM: Approval of State-Local Partnership Program (SLPP) to adjust funds to the Yuba/Sutter Regional Arts Council**

Steinhauer moved to approve the staff recommendation of an adjustment of 2009-10 SLPP funds to the Yuba/Sutter Regional Arts Council from \$15,000 to \$30,000; total augmentation of \$15,000. David seconded, and the motion passed unanimously, with Jefferson absent.

The Council briefly discussed the Poetry Out Loud contest which will be held on March 15, 2010, in the State Senate Chambers.

**ACTION ITEM: Approval of Funds for 2009-2010 Poetry Out Loud Special Initiative**

Turner moved to approve the staff recommendations of \$76,500 for Poetry Out Loud grant awards: \$46,000 to California Poets in the Schools and \$30,500 for local arts agencies, county offices of education, nonprofit arts organizations, and/or local school districts in the following possible counties: Alameda, Contra Costa, El Dorado, Fresno, Humboldt, Lake, Los Angeles, Madera, Marin, Mendocino, Monterey, Napa, Nevada, Orange, Placer, Riverside, Sacramento, San Diego, San Francisco, San Luis Obispo, San Mateo, Santa Barbara, Santa Cruz, Siskiyou, Sonoma, Stanislaus, Tuolumne, Ventura, and Yuba/Sutter. David seconded, and the motion passed unanimously, with Jefferson absent.

### **Strategic Planning**

Consultant Terry Wolverton led the Council and staff through the 2009 Strategic Planning Process until 4:30 p.m.

### **Public Comment**

At 4:30 p.m., Wolverton and Feruzzi Shriver opened the floor for public comment. Anthony Radich of the Western States Arts Federation greeted the Council and commended them for their work. The Council thanked Radich for coming to California to observe the strategic planning process and for his continual hard work on behalf of the arts in the Western U.S.

The Council continued to participate in the strategic planning process, and concluded the first day at 5:00 p.m.

**ATTENDANCE**  
**November 20, 2009**

**CALIFORNIA ARTS COUNCIL**

**Council Members:** Alexander, Michael  
David, Eunice (Vice Chair)  
Feruzzi Shriver, Malissa (Chair)  
Hubbard, Adam  
Jefferson, Charmaine  
Steinhauser, Susan  
Turner, William

**Members not in Attendance** Lee, Chong-Moon  
Sands, Fred  
Skelton, Karen

**Staff:** **Muriel Johnson**, Director  
**Marilyn Nielsen**, Deputy Director  
**Josie S. Talamantez**, Chief of Programs  
**Scott Heckes**, Chief of Administration  
**Mary Beth Barber**, Communications Director

**Strategic Planning Moderator** Terry Wolverton, Consultant

**Invited Guests** Maria Shriver, First Lady of California

**Public in Attendance** Anthony Radich, Western States Arts Federation

## **CALIFORNIA ARTS COUNCIL**

### Minutes

Strategic Planning Meeting, November 20, 2009

#### **Call to Order**

Chair Malissa Feruzzi Shriver called the meeting to order at 9:05 a.m.

#### **Roll Call**

Mary Beth Barber called the roll. In attendance: Alexander, David, Feruzzi Shriver, Hubbard, Jefferson (arrived 2:30 p.m.), Steinhauser, Turner. Not present: Lee, Sands, Skelton.

#### **Strategic Planning Process**

Wolverton continued conducting the strategic planning process with Council.

#### **Invited Guest: Maria Shriver, First Lady of California**

Maria Shriver, First Lady of California, offered creative ideas for promoting the sale of Arts License Plates.

#### **Public Comment**

No members of the public made comments.

#### **Conclusion and Adjournment**

Johnson thanked the members of the Council who took the time and effort to be part of the strategic planning process and noted that the January 2010 annual meeting date may be January 27, 28, or 29, depending on whether or not Rocco Landsmann of the National Endowment for the Arts would be able to attend. Feruzzi Shriver adjourned the meeting at 5:10 p.m.