

State of California
CALIFORNIA ARTS COUNCIL
PUBLIC MEETING
MINUTES

California



Arts Council

April 19, 2010

Museum of Contemporary Art – Los Angeles
The Boardroom
The Museum of Contemporary Art
250 South Grand Avenue
Los Angeles, CA 90012
(213) 621-2766

ATTENDANCE

Council Members:

Aitken, Wylie
Alexander, Michael
Feruzzi Shriver, Malissa (Chair)
Green, Andrew
Hubbard, Adam
Jefferson, Charmaine
Lenihan, Terry
Skelton, Karen
Steinhauser, Susan
Turner, William

Members not in Attendance

(all present)

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

Invited Guests:

Terry Wolverton, Strategic Planning Facilitator
Paul Schimmel, Chief Curator, Museum of Contemporary Art
Matt Rodriguez, Dewey Square Group
Katherine Lyons, Dewey Square Group

Public in Attendance

Georgette Gantner, Redondo Beach Art Group
Rick Stein, Arts Orange County, California Arts Advocates
Fabrizio Flores, Museum of Contemporary Art
Jeanne Hoel, Museum of Contemporary Art
Lee Lawlor, Grand Performances
Mita Barter, Morongo Basin Cultural Arts Council
Allen Barter, 29 Palms Artist Guild
Celena Turney, Arts Education Consultancy, California Alliance
for Arts Education, Los Angeles County Arts Commission, Las
Virgenes USD
Abraham Flores, Los Angeles County Arts Commission
Junita Purner, City of Manhattan Beach
Megumi Sando, City of Manhattan Beach

CALIFORNIA ARTS COUNCIL

Minutes

April 19, 2010 – Los Angeles

Welcome Remarks

Turner introduced Paul Schimmel, Chief Curator of the Museum of Contemporary Art – Los Angeles (MOCA). Schimmel welcomed the Council to the museum. (Sentence on the background of museum to come) Turner thanked Schimmel and MOCA for hosting the meeting, and for their contribution to the arts in California.

Call to Order

Chair Malissa Feruzzi Shriver called the meeting to order at 9:35 am.

Roll Call

Mary Beth Barber called the roll. In attendance : Aitken, Alexander, Feruzzi Shriver, Green, Hubbard, Jefferson, Lenihan, Skelton, Steinhauer, Turner.

Approval of the Minutes from January 19, 2010 Annual Meeting

Barber noted three typos in the spellings of names “Landesman” and “Boudreaux” for correction. Feruzzi Shriver asked if the Council had any additional amendments to the minutes from this meeting. None were offered. Turner moved to approve the minutes with proposed amendments. Jefferson seconded. Motion passed unanimously.

Alexander asked that for clarification purposes, in future minutes, descriptions of motions and actions on motions be listed together in the minutes, even if a motion is temporarily tabled.

Introduction of New Council Members

The Council greeted three new Councilmembers: Wylie Aitken of Anaheim, Andrew Green of Oakland, and Terry Lenihan of Los Angeles. Malissa Feruzzi Shriver introduced Aitken, noting that during his long and impressive career as a well-known attorney, he has served on the boards of numerous arts organizations including South Coast Repertory (current board president), Orange County Performing Arts Center, Arts Council Orange County, Laguna Playhouse, and the Mission San Juan Capistrano Preservation Foundation. Aitken thanked Feruzzi Shriver for the warm introduction and expressed his enthusiasm in being on the California Arts Council.

Turner introduced Green, noting that the new Councilmember has extensive experience as a marketing and management consultant and currently is with the firm A.T. Kearney. Given the importance of public-awareness concerning the Arts License Plate, Turner said he believed Green’s expertise would be very helpful. Turner also noted that Green has long supported the arts and been on various boards of nonprofit organizations, including the Museum of Contemporary Art-Cleveland. Green expressed his thanks and said he’d lend any expertise in the marketing field to the California Arts Council that he could.

Feruzzi Shriver said that since she had joined the Council she would constantly bring up the issue of arts education in conversations with experts, government executives, and business people, and through one of these conversations she learned of an arts education expert by the name of Terry Lenihan, a professor in arts education at Loyola Marymount University and the Director of the ARTsmart Community Service Program since 2001. Lenihan has also been a classroom teacher in southern California public schools and was very knowledgeable of the issues in arts education for K-12 today. Feruzzi Shriver expressed her enthusiasm in having an arts education expert like Lenihan on the Council.

Strategic Planning

Consultant Terry Wolverton led the Council in the Strategic Planning Process and discussion of the agency's grant programs.

Arts Education

The first subject was arts education and the Artists in Schools program.

ACTION ITEM: Strategic Plan and Goal of 50% of Grant Funding for Arts Education

Turner moved to maintain the CAC's emphasis on arts education in this strategic plan, with at least 50% of the grant and initiative funding dedicated for arts education, with arts education defined broadly and including (but not limited to) K-12 in-school instruction, teacher development, teaching artists, after-school programs, and life-long learning opportunities. Hubbard seconded, and the motion passed unanimously.

Statewide Arts Infrastructure

The Council continued the Strategic Planning process and discussed the State Local Partnership Program and statewide arts infrastructure.

ACTION ITEM: Strategic Plan and State-Local Partnership Program

Turner moved to maintain funding levels for the State-Local Partnership Program. Skelton seconded, and the motion passed unanimously.

Statewide Arts Networks

The Council discussed the Statewide Arts Networks program. Alexander said that regional organizations that apply for funding should use the funds to expand their outreach with an eventual statewide goal, that the purpose of the program should be support for organizations that have as broad a reach as possible, geographically speaking. Talamantez asked if Alexander would participate as a panelist on May 13 for the 2009-10 program. Alexander said yes, if his schedule allows.

Jefferson noted that because of economic conditions, many arts organizations that would otherwise be members of these statewide network organizations have had to drop their membership to save costs. She asked that within the Statewide Networks program structure that the Council investigate a support program for member organizations themselves, as well as the statewide network organizations.

ACTION ITEM: Statewide Networks

Alexander moved to maintain the Statewide Network program, with reaffirmation of efforts for statewide growth by the organizations in the Statewide Network program. Jefferson seconded, and the motion passed unanimously.

Creating Public Value (CVP)

The Council discussed the Creating Public Value program. Jefferson expressed concern that the current structure of the CVP program does not support arts organization with current projects and objectives, but forces these organizations to propose new projects during a time when financial support for ongoing operations is diminishing. Other Councilmembers suggested ways that the CVP program could support the arts in California – operation support, touring programs, artists’ housing, and others. Steinhauser suggested that the funding help create visibility of quality arts programs, perhaps through touring programs or other means. The Council opted not to move a motion on the CVP funding for 2010-11, and Jefferson and Alexander will work with staff on a proposal for an alternative structure and present it to the Council no later than September.

Programs Committee Report

Alexander and Jefferson submitted a draft of program concepts and grant funding priorities for discussion and future consideration.

Strategic Plan – Overall Plan

Wolverton presented the overall conclusions of the Strategic Plan to the Council. The Councilmembers gave their feedback and Wolverton edited the Strategic Plan document accordingly.

MOTION: Alteration of the Mission Statement

Skelton moved that the agency’s mission statement be amended slightly from “advancing California through the arts and creativity” to “advancing *Californians*¹ through the arts and creativity.” Jefferson seconded, and the motion passed unanimously.

MOTION: Approval of the Strategic Plan

Turner moved to approve the Strategic Plan as presented by Wolverton, with the amendments from Council noted. Skelton seconded, and the motion passed unanimously.

Feruzzi Shriver thanked Wolverton for her hard work on the Strategic Plan facilitation during the previous months. Johnson acknowledged Wolverton for going above and beyond in her research, outreach and overall duties as the facilitator. Wolverton thanked the Council and said she would coordinate with CAC executive staff to work with the agency to introduce the Strategic Plan to the rest of the staff, as well as prepare a plan to announce and inform the public.

Arts License Plate Campaign

Feruzzi Shriver welcomed Matt Rodriquez and Katherine Lyons of the Dewey Square Group (DSG) to discuss a proposed Arts License Plate public-awareness initiative, and noted that DSG has been working with Councilmembers, staff and others on a pro bono basis to plan a publicity

¹ Emphasis on “Californians” for clarity purposes here only, not included in official mission statement.

campaign for the Arts Plate. Rodriguez thanked Feruzzi Shriver and acknowledged the Council for their dedication to the arts in California, and introduced Lyons.

Rodriguez gave the Council an overview proposal for a major public-relations launch of a campaign that would include well-known individuals designated as “Arts Ambassadors” to publicize the importance of the Arts Plate. These Arts Ambassadors would work within a campaign framework that would include earned media (newspaper articles, TV news, etc.), social media (Facebook, YouTube, etc.) and grassroots efforts. The first event proposed would be a “Million Plates” media event in Los Angeles proposed for June which would potentially include Governor Schwarzenegger and high-profile individuals from the entertainment industry.

The Council discussed an appropriate launch date taking into consideration the amount of coordination and work needed to properly launch the “Million Plates” campaign and the need to start such a campaign soon. Rodriguez suggested that the first launch event would be followed by a series of announcements and media events. Rodriguez also emphasized that the message behind the campaign should emphasize the transformative value of the arts. Councilmembers discussed the need for the launch event to emphasize the CAC’s emphasis on children; Lenihan and Jefferson suggested that the launch event take place at a school or arts facility rather than at an entertainment-industry location. Skelton noted the significant publicity benefit of utilizing the entertainment industry location for the launch event and suggested inviting artists, teaching artists and others involved in arts education to the launch. Council also discussed the timing of the launch event and concluded that an early summer launch is preferable to a later one, and that a public-awareness campaign of this magnitude would require assistance from a professional organization given the CAC’s small staff.

MOTION: Arts License Plate Campaign

Alexander moved to commit \$50,000 towards an Arts License Plate awareness campaign as presented. Hubbard seconded. The motion passed unanimously, with Skelton absent and abstaining.

Turner informed and invited members of the Council and others to a California Lawyers for the Arts “Artistic License Awards” event on May 2, 2010, at the William Turner Gallery in Santa Monica. California Lawyers for the Arts will be honoring First Lady Maria Shriver, U.S. Representative Diane Watson, The Geffen Playhouse, the legal firm of Munger, Tolles & Olson LLP, Elsa Ramo (Attorney) and Robert Graham (in memoriam). Turner noted that Arts License Plate materials will be available to those who attend and the Arts Plate would be mentioned at the event as a way to support California arts. Talamantez acknowledged Feruzzi Shriver for her promotion of the CAC and the Arts Plate at the National Association of Latino Arts and Culture annual conference in San Jose in mid-April.

Public Comment

The following individuals gave public comments:

- Georgette Gantner, Redondo Beach Art Group

- Rick Stein, Arts Orange County
- Fabrizio Flores, Museum of Contemporary Art
- Jeanne Hoel, Museum of Contemporary Art

Gantner greeted the Council and thanked them for meeting in Los Angeles. Stein specifically requested that the CAC consider having one of their regular meetings in Orange County. Flores said he worked with the educational programs from MOCA and offered his assistance to the CAC – information, advocacy, and communication to arts supporters. Hoel distributed self-published auto bumper stickers that said “Art Makes You Smart: Stand Up For Arts Education,” one set in English, the other in Spanish.

Chair’s Report

Feruzzi Shriver had testified at a Joint Committee on the Arts hearing on February 26, 2010, in Culver City and shared information on the importance of the Arts License Plate to the CAC’s budget. She also attended an informational meeting concerning the Creative Vitality Index (CVI) with Steinhauser, Turner, CAC staff Patty Milich and others from the Western States Arts Federation (WESTAF) and advisors invited by WESTAF on March 9, 2010. Feruzzi Shriver said that she would be travelling to Sacramento that evening to appear in the Legislature and to testify in support of AB 2610 (Niello), and is continuing to work with the Governor’s appointments unit for recommendations to fill the one remaining seat on the Council.

She has continued to discuss the proposed Arts License Plate public-awareness campaign with influential individuals within the entertainment community, as well as with Rocco Landesman, chair of the National Endowment for the Arts, at a reception in southern California also attended by Alexander and Jefferson, and she and Turner greeted local arts agency directors at the statewide State-Local Partnership Program (SLPP) conference in early April. She noted that Bruce Davis of Arts Silicon Valley invited the CAC to have an ALP event in the San Jose area, and that an exhibit of Arts Plate artist Wayne Theibaud’s work will be on display at the San Jose Museum of Art until early July, and then be exhibited at the Crocker Art Museum in Sacramento in October.

Feruzzi Shriver said that she has joined the WESTAF governing board. Governor Schwarznegger recently appointed Los Angeles attorney Bonnie Reiss as the Secretary of Education, and Feruzzi Shriver will remain in touch with Reiss concerning the visual and performing arts education courses in the state’s public schools. On May 2, she will attend the California Lawyers for the Arts “Artistic License” awards event – as would First Lady Maria Shriver. And she thanked the Council and staff for their hard work.

Director’s Report

Johnson gave an overview of the SLPP directors’ conference mentioned by Feruzzi Shriver, adding that it took place over three days and included training and development for local arts agencies that are new to the program and/or in need of special attention.

Johnson asked that Councilmembers needing staff assistance contact her to coordinate staff’s time. She also directed the Council’s attention to the February 2010 National Assembly of State

Arts Agencies' "Report to Councils" that highlighted trends in state arts agencies nationwide, as well as an article from the *New York Times* concerning a recent Ford Foundation initiative "Supporting Diverse Art Spaces" of \$100 million for the development of arts spaces nationwide over the next 10 years, added in the Councilbooks.

Finance Report

Heckes noted that in the Governor's proposed budget for 2010-11 there was a personnel budget reduction of \$60,000 required. There is also the proposal for a salary reduction and greater employee pension contribution in the Governor's proposal. These budget issues will be considered as part of the Legislative budget process. For now, the 3-days-a-month furloughs will continue through the 2009-10 budget year. If the CAC is required to pay employees for the furloughs that began in February 2009, approximately \$220,000 could potentially be reduced from the CAC's budget if an emergency appropriation is not forthcoming. Given the timeframe for the expected court appeals, any potential distribution would likely affect the 2010-11 fiscal year budget, not the current year. The CAC's 2010-11 budget will be reviewed by the Senate Budget and Fiscal Review Committee (Sub 4) on April 29, 2010. The Assembly Budget Committee has yet to schedule the agency's budget for review.

Arts License Plate sales showed mixed results recently. January 2010 sales and renewals were down 5% compared to January 2009; February 2010 were down 12% compared to February 2009; but March 2010 were up 6% compared to March 2009.

Programs Report

Talamantez directed the Council to the State-Local Partnership program staff proposal under tab "Mc". The Council discussed the program, with Alexander correcting two points: "working with nine counties" instead of eight, and then later in the same paragraph, "six counties" instead of seven.

ACTION ITEM: State Local Partnership Program

Alexander moved to approve the staff recommendation of State-Local Partnership Program Development Funds. Turner seconded; the motion passed unanimously.

Arts Legislation Report

Nielsen gave brief overviews of three bills that would affect the CAC: AB 1777 (Portantino) that would require 20% of tax revenues derived from visual-arts related purchases be redirected to the CAC; AB 2610 (Niello) that would have the members of the California Arts Council select the agency's director; and SB 1076 (Price) that would allow California taxpayers to donate a portion of their tax refund to the CAC through the Franchise Tax Board's individual taxpayer form. AB 1777 is being heard today in Assembly Revenue and Taxation Committee; SB 1076 has been referred to Senate Committee on Appropriations, but has not been scheduled for hearing yet; and AB 2610 has been referred to Assembly Appropriations and hasn't been scheduled either.

Nielsen added that dozens of legislators and legislative staff had photos taken with their local Poetry Out Loud county winners during the state finals in March and have included the photos and information about Poetry Out Loud in their e-Newsletters and on their websites. Articles of

the arts organization profiled in the ArtWorks! section of the CAC website are being sent to their individual legislative representatives and the organization profiles for the Recovery Act grant recipients will also be sent once completed. Many legislators have also included information about the Arts License Plate and the tax-deduction issue since the staff's initial outreach late last year.

CVI Report

Milich gave an overview of the CVI strategy meeting on March 9, 2010, and an overview of the discussion, including how to present the information by region, by year, and how to factor in relevant information like the downturn in the economy sparked in fall of 2008, and how to take the information and compile it into a report that may be used as an advocacy piece. Steinhauser noted that the CAC had only paid for the compilation of the data, but that a reader-friendly report, analysis and stories would be more useful. Milich noted that Oregon had hired a professional writer and graphic designer for that purpose. Steinhauser questioned whether the cost for the CVI data was a good investment in the absence of a finalized report.

Conclusion and Adjournment

The Council adjourned in memory of Bess Lomax Hawes (January 21, 1921 – November 27, 2009), was an American folk musician, folklorist, and researcher who was named first director of the Folk and Traditional Arts Program at the National Endowment for the Arts. Alexander and Jefferson lauded her contribution to the arts nationwide through her work, especially with the National Heritage Fellowships, which recognize traditional artists and performers.