



**MINUTES OF  
PUBLIC MEETING**

**June 19, 2013  
9:30 a.m. to 4:30 p.m.**

WorldBeat Cultural Center  
2100 Park Blvd.  
San Diego, CA  
(619) 230-1190 worldbeatcenter.org

**PRESENT:**

Council Members

Wylie Aitken, Chair  
Susan Steinhauser, Vice Chair  
Michael Alexander  
Andrew Green  
Charmaine Jefferson  
Terry Lenihan  
Rosalind Wyman

Arts Council Staff

Craig Watson, Director  
Scott Heckes, Deputy Director  
Patricia Milich, Programs Officer  
Lucero Arellano, Arts Programs Specialist  
Mary Beth Barber, Information Officer  
Diane Golling, Administrative Assistant

Invited Guests

Makeda Cheatom, Executive Director and Founder, WorldBeat Cultural Center

**ABSENT:**

William Turner  
Christopher Coppola

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**MINUTES**

I. Call to Order, Roll Call and Welcome

Chair Aitken calls the meeting to order at 9:50 a.m. Makeda Cheatom welcomes the Council to the WorldBeat Cultural Center. Golling calls the roll. A quorum is present.

## II. Approval of Minutes from April 30, 2013

The addition of an Executive Session at every future Council Meeting is suggested by Aitken and noted by Golling.

ACTION: Wyman moves to approve the Minutes as amended. Alexander seconds. The Minutes are approved unanimously.

## III. Chair's Report

Aitken reports that there is much going on, changing by the hour. Although it was disappointing that the CAC was unable to get additional funding within the budgetary process, nearly 200 organizations talked to their legislators, thus raising the level of the debate and making the CAC part of the discussion. The Los Angeles *Times* article about our budget going down instead of up was actually positive, because our predicament was considered worthy of press coverage. Aitken commends Brad Erickson and Danielle Brazell and everyone who worked so diligently.

Wyman and Aitken expect to have a meeting in the Governor's office to discuss the future of the CAC. Governor Brown has expressed interest in certain projects. We will tell our story over and over to the legislature and that will make us successful in the future.

Another priority is a meeting with Mona Pasqual, the Governor's appointments secretary, to add two members to the Council. We need diversity on the Council. Aitken commends Kristin Margolis for keeping us on track with the legislature. Senator Carol Liu has stepped in for Senator Price, who is leaving for a new role in Los Angeles. She will be sponsoring our bills.

Steinhauser asks if Council members could have a copy of the document prepared about how the CAC proposes to spend additional monies if/when they are forthcoming. Aitken says yes but the document needs to be more specific. Everyone will discuss it at the strategic plan retreat.

A member of the public wants to speak. He's asked to come back at 2:30.

## IV. Director's Report

At 10:22 a.m. Watson goes over a few points in his written report. He says the strategic plan listening tour has been a real eye-opener and thanks the Council members who have come. He hands out a memo about staffing. Caitlin Fitzwater will join us Monday as our new Public Information Officer, and will come to the Tuesday listening tour in San Jose. He invited Arellano to this meeting because her retirement is a historic moment. Rob Lautz just left the agency as well. Watson is moving as quickly as possible to fill those positions. He hopes within sixty days we'll be interviewing and making decisions.

Wyman asks whether the state allows the savings from Nielsen's empty position to be retained by the CAC. Heckes says as long as the money is appropriated before the end of this fiscal year, the answer is yes. We need to approve those expenditures today. Alexander asks Heckes to clarify whether we draw down our allocated monies before turning to license plate money. Heckes says yes.

Heckes outlines the state hiring process to the Council. Aitken asks for details to be presented at the strategic plan retreat. Aitken asks whether we will have an answer next week as to whether Nielsen's position is a gubernatorial appointment or a civil service job. Heckes says yes, and one way or the other he will inform the Council.

Steinhauser asks for clarification on the number of vacancies. Aitken asks for a chart explaining when the positions can be filled. Steinhauser says it's possible that the new strategic plan will change the staff requirements.

#### V. Council Member Reports

At 10:44 Aitken recognizes Green for the research/revenue development report. Green says the primary focus is the "million plates" campaign and the tax check-off voluntary contribution fund. Barber walks the Council through her memo. The proposed voucher system and comprehensive website is still held up at the Department of Motor Vehicles (DMV). Green says we're still stuck in the water until artsplate.org is really functional. Then we'll do a soft launch before planning a big announcement with our arts drivers. Steinhauser points out that this will be our third "launch" and questions whether it will really result in sales of plates.

Jefferson arrives 10:51 a.m.

Wyman says she has a contact who will offer help but he told her nobody at the CAC has called him back. Barber promises to call by the end of this week. Green says Sean Watson's 24 Connect is working on digital direct marketing, so eventually we will be able to track which venues are generating interest in the arts license plate. A system is being set up to make the arts license plate decision available at the point of vehicle purchase. Working with car dealers is still in the development stage.

Jefferson asks whether Watson has met the new DMV director. He has not. Jefferson says Watson can make the call, director to director, to bring him up to speed. Green commends Barber for the work she has done.

Chair commends Steinhauser for the report she put together and calls on her for the strategic plan report. Today we'll hold the seventh of our nine listening tours. There's a real interest in advocacy, diversity and demographics, reaching out to the underserved, and a lot of interest in convenings—to the point that at the Sacramento hearing everyone stayed until 1:00 although the session had ended early. Sixty people were in the room, twenty spoke. We have heard from hundreds of people. Obviously people want money, but they all seem to understand that money will be slow to come. There's a lot of interest in economic development and suggestions that the arts have a seat at the table when cities are being planned. We have been given lots of fundraising ideas. She has a sign-up sheet for 1-on-1 interviews with Council members. The strategic plan session July 31 will be at Loyola Marymount University. We will do Google hangouts and tele-town halls, involving social media so those who can't come to our sessions can chime in. Steinhauser says she would like the strategic plan to be completely done by the end of 2013.

Wyman asks how we are getting the word out. Staff explains. Steinhauser says she will talk to the consultant's staff about how to reach some of the groups we may not be reaching now.

At 11:29, Lenihan gives a slideshow presentation on CREATE CA. Aitken asks that Council Members be given access to the *Blueprint for Creative Schools*. Watson explains that the CREATE CA team is trying to distill it down into a more readable form before sending to the Council, but we can send the seventy-seven recommendations and 100+ page document we have now to the members if they want it. Watson explains to the Council that a push is going on to get Title I funds approved for use in arts education. Steinhauser wants talking points as an ambassador for the CAC because she has trouble explaining CREATE CA. Jefferson suggests

lunch sessions with middle managers to explain it to them and get them on board. Lenihan and Watson say that is what Joe Landon, head of the California Alliance for Arts Education, is doing. Watson says that the right moment will arrive eventually regarding dance and theatre credentials. Jefferson says California needs flexibility and we shouldn't have to go through the legislature. She says the process would be more nimble if removed from a legislative purview.

#### VI. Special Initiatives

At noon Barber goes over her written report, which omitted the Cultural Data Project (CDP). She points out that the CDP is changing as it separates from Pew. She passes out a transcript of the arts in corrections hearing. Realignment is pushing a lot of responsibility from the state to the counties. Aitken asks what happened to the idea of using prisoner welfare funds for arts programs; he would like to have a bullet point on this when he meets with the Governor. Aitken suggests that Watson meet with the new secretary of prisons prior to Aitken's meeting with the Governor. Wyman says the Governor is interested in public art, but we should confer with the Los Angeles County Arts Commission rather than reinvent the wheel, because they have already put a successful system in place. Steinhauser mentions meeting Dr. Kenya Williams in Chicago, who was interested in poetry slams in the prisons.

Steinhauser notes that we have a lot of moving pieces, particularly while addressing staffing needs.

The CAC is also reaching out to local governments and penned a cover story for *Western City* magazine regarding arts and culture districts. Watson will speak at the League of California Cities conference in September. The counties' biggest issue right now is dealing with realignment. Again, Aitken is in favor of partnering with one interested sheriff on a corrections program, because if it is a success, it will easy to expand. Watson says that California Lawyers for the Arts will have some "real world" examples of arts in corrections success very soon.

The state's health benefit exchange, Cover California, is doing a massive outreach campaign. Barber thinks we can help with that. Aitken says we must clarify for the Council what staff resources exist, because it seems that we want to involve ourselves in every good idea that comes along and our small staff may be biting off more than it can chew.

CDP is still going to be part of Barber's portfolio. Jefferson says that the reason we receive complaints about CDP from some small organizations is that they are not up to speed with technology.

#### VII. Programs and Grants

Aitken recognizes Alexander and Jefferson for a report from the programs and grants committee. The staff spent a lot of time on the phone with Jefferson and Alexander discussing various hypothetical scenarios, since it was unclear for a considerable time what the CAC budget might be. The possibilities will be discussed further at the strategic plan session. They would like to work closely with Milich via conference calls so they can address this topic effectively.

Heckes reports on year-end funding allocations and recommended program budget increases.

Arellano reports on the staff's Creating Places of Vitality (CPV) recommendations.

**ACTION:** Green moves to augment the CPV budget to a total award of \$996,740. Steinhauser seconds. The motion is approved unanimously.

Jefferson asks for a 2012/13 grant list by county. Heckes says he can get that to them at the next meeting. Wyman would like to see the application and grant guidelines.

**ACTION:** Green moves to approve the year-end allocations recommended by staff. Steinhauser seconds. The motion is approved unanimously.

Steinhauser expresses concern that funding the same organizations via Statewide Networks year after year leaves no room for new organizations to move in unless our funding increases.

Alexander says we must put proper requirements on each of these recipients, but they are a two-way conduit for us. They get information out to their constituencies and bring information back. They are our nonprofit partners to make sure we address state needs in a variety of ways.

**ACTION:** Green moves to a second year of funding Statewide Networks at the 2012-13 levels as recommended by staff. Lenihan seconds. The motion is approved unanimously.

Arellano makes remarks about her historic 34-year tenure at the CAC. She has worked for the agency since shortly after its inception, longer than any other staff member, and has witnessed many changes.

Milich reports on technical assistance for the State-Local Partnership (SLP) program. Alexander and Steinhauser question Milich regarding the thoroughness of Marin's SLP application. She reports that the proposal looks substantial. Alexander requests that staff monitor the Marin situation to avoid repeating the San Diego situation of a year or two ago.

**ACTION:** Jefferson moves to approve State-Local Partnership Program / Technical Assistance grants as recommended by staff. Green seconds. The motion is approved unanimously.

Milich reports that the Arts and Accessibility need is huge. Jefferson suggests we make it part of our budget rather than have this conversation at the end of the year every year. Green requests that we quantify what the need is. For the retreat, it would be good to have the context.

**ACTION:** Jefferson moves to approve a grant of \$35,000 to The National Arts and Disability Center for The Arts & Accessibility Technical Assistance Program as recommended by staff. Lenihan seconds. The motion is approved unanimously.

Heckes reports on the program budget for 2013-14. We have less money due to sequestration and the National Endowment for the Arts (NEA) money being spread more thinly due to Kansas and the Northern Marianas coming back into the mix. No vote is taken.

The staff's recommendation regarding the Luna Dance Institute is tabled.

Steinhauser wants to know how we evaluate the success of Artists in Schools (AIS). Heckes says we get a report on each grant. We can only check whether they deliver what they contracted to deliver. We don't have enough money to go deeper and find out how it is received by the students. Green says this is a long-standing conversation about evaluating the outcomes of our grants, so it's another thing for the strategic plan session. We frequently reference outcomes in secondary research; could we partner with the organizations doing the research? Wyman notes that it's the taxpayers' money and we should have clearer criteria and more accountability.

Aitken says it would be good to have a sample for the Council to look at, of the reports sent in. Steinhauser asks if we pass this budget, will the Council be able to change it through the new strategic plan? Heckes says yes, with the exception of AIS, because that is going to be voted on today.

Wyman says she just spent a lot of time with the legislature telling stories trying to get us more money. She thinks it is fine to say we have tied money to programs and we get reports back. Aitken wants stories specifically from AIS and where it has made a positive difference.

**ACTION:** Green moves to approve the panel recommendations for the Artists in Schools program as recommended by staff. Jefferson seconds. The motion is approved unanimously.

**XIII. Adjournment in Memory of Carlos Villa**

At 2:25 p.m. the Chair adjourns the business portion of the meeting in memory of Bay Area artist Carlos Villa, called “the most significant US-based visual artist of Filipino descent of the latter half of the twentieth century.”

**XIV. Strategic Plan “Listening Tour”**

At 2:30 the Council reconvened. Watson welcomed members of the public and gave an overview of the Strategic Plan “Listening Tour” process. Members of the public testified.

**XV. Adjournment of Strategic Plan Listening Tour and Public Comment**

At 4:30 p.m. the Council thanked the members of the public for their comments and adjourned the public comment period.