



**MINUTES OF
PUBLIC MEETING**

September 25, 2013

The Oakland Museum of California
The California Room
1000 Oak Street
Oakland, CA 94607

PRESENT:

Council Members

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

Arts Council Staff

Craig Watson, Director
Scott Heckes, Deputy Director
Patricia Milich, Programs Officer
Mary Beth Barber, Special Projects Coordinator
Caitlin Fitzwater, Public Information Officer
Diane Golling, Administrative Assistant

Invited Guests

Lori Fogarty, Director and CEO, Oakland Museum of California

Other Attendees

Rachel Osajima, Alameda County Arts Commission
Michael Liobucza, Children's Creativity Museum
Ashley Lautzenhiser, Rodriguez Strategies
Celeste DeWald, California Association of Museums
Ralph Lewin, Cal Humanities
Vanessa Whang, Cal Humanities
Michael Freed, Oakland Cultural Trust/California Lawyers for the Arts

MINUTES

I. Call to Order, Roll Call and Welcome

Chair Aitken calls the meeting to order at 10:34 a.m. Lori Fogarty welcomes the Council to the Oakland Museum, a seven-acre facility with a collection of almost two million multidisciplinary pieces, all focused on California. Golling calls the roll. A quorum is present.

II. Approval of Minutes from June 19 and July 31, 2013

The Chair asks that if there are no suggested changes, both sets of Minutes be handled with one vote.

ACTION: Steinhauser moves to approve the Minutes without amendment. Green seconds. The Minutes are approved unanimously.

III. Chair's Report

Aitken asks for update on Council vacancies. No progress has been made.

The Chair's report was emailed to Council members ahead of time. Aitken adds that he presented framed certificates from the California Arts Council to awardees at an Orange County arts event last night and they were much appreciated. He notes that we were told repeatedly during our strategic plan listening tour that CAC recognition is valued even when we have no grant money to give. He suggests that we do more of this kind of thing and asks Fitzwater to run design ideas past him. Fitzwater shows him a new long-form certificate design, which Aitken approves. He asks that the design be standardized and signature lines added for Watson, Aitken, and whoever attends to present.

IV. Financial Report

Heckes says that no Council action is needed; this report is informational only. Alexander asks about an adjustment he sees on the report and Heckes explains. Green compliments Heckes on the quality of the report and asks which money can be used for marketing. Heckes says donations may be used, or funds from the arts license plate. Legislation has been signed to allow us to spend the same percentage that other specialty plate programs are allowed to spend. Aitken asks about overhead costs. Jefferson explains the state system. Green notes that much of our budget is going to fixed costs, so if we had more revenue we could increase the percentage going to grants. Heckes points out that grants are not all that the CAC does. He says there is nothing in our budget that is outside of our mission. Wyman asks if the staff bills its time to projects. Heckes says no. Jefferson requests a pie chart that would explain how efficient our use of funds is.

V. Programs and Grants

Milich explains the error that occurred in an Artists in Schools grant to *Get in the Act!*. The grantee is from Nevada, not California.

ACTION: Turner moves to rescind the grant. Jefferson seconds. The motion is approved unanimously.

Milich says the Music Center's application to the Artists in Schools program was ranked 6 by the panel. We funded applications ranked 7 or higher. The Music Center appealed the panel's ruling

and, after conducting a thorough review, it is the unanimous judgment of the staff that an error was made during the panel review process. The staff recommends that the Music Center ranking be revised, and the rank changed from 6 to 8. After much discussion, the staff's recommendation is voted on without amendment from the Council, but Steinhauer requests that the appeal guidelines be sent to the Council for future reference.

ACTION: Turner moves to affirm the Music Center's appeal and the amount thereof. Lenihan seconds. The motion is approved by Aitken, Alexander, Coppola, Green, Jefferson, Lenihan and Turner, with Steinhauer and Wyman abstaining.

The State-Local Partnership Program (SLPP) is discussed. Steinhauer expresses concern that allocating 2013/14 funds will hamstring the Council when the new strategic plan is adopted. Heckes reminds the Council that until the new strategic plan is adopted, the CAC operates under the guidelines of the current strategic plan. Aitken asks if a new strategic plan is adopted in January, will the Council be able to implement it in 2014/15? Heckes and Milich say yes. Jefferson suggests that we advise the field now that our current grant programs may change, to ensure that all those who may be affected have adequate notice. Steinhauer asks at which future council meeting will Heckes bring budget plans based on the new strategic plan? Heckes says April and June.

ACTION: Jefferson moves that the staff craft language notifying the field that our new strategic plan will be implemented in 2014/15 and that our grant programs may be changing. Alexander seconds. The motion is approved unanimously.

Lenihan asks if SLPP is a two-year grant. Milich says not necessarily. Watson suggests the motion make that explicit. Lenihan asks why so many applicants have low scores. Milich says we have a technical assistance program but it has no funding.

ACTION: Turner moves to approve the SLPP grants as recommended by staff, for a one-year period. Green seconds. The motion is approved unanimously.

California Poetry Out Loud is discussed. Steinhauer reminds the council about their prior discussions regarding outsourcing Poetry Out Loud. Watson says that the staff has not identified other state agencies doing that, so there are no best practices to follow. Green requests that the Council be given more information about how much staff time is devoted to Poetry Out Loud.

ACTION: Turner moves to approve the staff recommendation regarding Poetry Out Loud. Jefferson seconds. The motion is approved unanimously.

The Poet Laureate stipend is discussed. Watson notes that the Poet Laureate may be asked to recite original work at the California Hall of Fame awards event.

ACTION: Steinhauer moves to approve the stipend as recommended. Turner seconds. The motion is approved unanimously.

VI. Arts License Plate "Create a State" Status Report

Turner reports that the Arts Plate Bus went to a festival at Plaza de la Raza in Los Angeles and that that could happen at more events. We are hoping to catch the holiday season with the launch of the voucher program. Aitken notes that we are still working to fund the launch and asks what the "drop dead" date is for getting it up and running in time for holiday shopping. Fitzwater says we are already late. If we had the money now, we could have things ready by the end of October.

VII. Public Comment

The Chair recognizes Celeste DeWald of the California Association of Museums. She reports that her Board unanimously approved support for the proposals under discussion for the one-time \$2 million allocation the CAC received from the Assembly.

The Chair recognizes Ralph Lewin of Cal Humanities. He notes that Cal Humanities and the CAC have never worked together, and he thinks it is time we did. He outlines the 2014 War Comes Home initiative, an exhibit that will travel through the state with veteran artists. Green asks whether veterans are involved in events at the exhibit locations. Lewis says yes, community conversations and special events are arranged to include the veterans. Alexander asks if there is a performing arts component. Lewis says they are working on that, and a multimedia component that will capitalize on local talent. Coppola remarks that he has done some work with wounded warriors and they report that arts participation really helps them.

The Chair recognizes Michael Freed of the Oakland Cultural Trust. He passes out a statement on “undereducation/overincarceration” from Alma Robinson of California Lawyers for the Arts, and reads a portion of it into the record.

The Chair recognizes Rachel Osajima of the Alameda County Arts Commission. She thanks the Council for the State-Local Partnership Program and suggests partnerships with counties as well as cities in the creative placemaking proposals being considered by the Council. Alameda County, for example, would not allow the Alameda County Arts Council to focus on one city. Also counties could involve rural areas or very small cities. She reports that her experience with juvenile justice arts programs indicates that a short-term experience can be transformative for juveniles.

VIII. Options for One-time \$2 Million Funding Increase

Aitken asks the staff about time constraints. Heckes says monies must be encumbered by June 30, 2014 and spent by June 30, 2015. The amount of lead time required to implement the options varies depending on the option.

Item One is discussed (10 Cities/10 Projects/10 Days: A public art and civic engagement project). No action is taken.

Item Two is discussed (Cinemedia Youth Project: Connecting youth communities through digital filmmaking). No action is taken.

Item Three is discussed (Creative California Cities: Transforming communities through the arts). No action is taken.

Item Four is discussed (Creativity at the Core: Powerful arts teaching and learning in the Common Core). No action is taken.

Item Five is discussed (Crossing California: Traveling exhibition initiative). No action is taken.

Item Six is discussed (Jump StARTS: Juveniles Utilizing Massive Potential Starting with Arts). No action is taken.

Item Seven is discussed (On the Road and Center Stage: Performing arts expanded access initiative). No action is taken.

Item Eight is discussed (Statewide Arts Convening Plus). No action is taken.

Item Nine is discussed (Statewide Chinese Cultural Exchange Symposium). No action is taken.

Item Ten is discussed (Statewide Creative Economy Report).

ACTION: Turner moves to fund an expansion of the southern California Otis Creative Economy study statewide, in the amount of \$50,000, using funds that will be subtracted from our existing grant programs rather than the one-time \$2 million allocation. Coppola seconds. The motion is approved by Alexander, Coppola, Green, Jefferson, Lenihan and Turner, with Aitken and Wyman voting no. Steinhauser is not present for the vote.

Item Eleven is discussed (Turnaround Arts California). No action is taken.

Item Twelve is discussed (War Comes Home: A veterans' art project). No action is taken.

Item Thirteen is discussed (Dia del Niño). No action is taken.

IX. Adjournment in Memory of Ruth Asawa, Cecil Ferguson, David Gilhooly, James Loper, Rafael Manriquez

At 4:10 p.m. the Chair adjourns the business portion of the meeting in memory of artist and Council Member Ruth Asawa, artists David Gilhooly and Rafael Manriquez, curator Cecil Ferguson, and former Council Chair James Loper.

XIV. Executive Session

At 4:15 the Council goes into closed session pursuant to Government Code §11126(a), to discuss/take action on personnel matters. The Council reconvenes at 4:40 with nothing to report. The meeting is adjourned.