

**Minutes of the
LOUISIANA STATE ARTS COUNCIL
QUARTERLY MEETING
Baton Rouge, Louisiana
Monday, March 30, 1998
10:00 a.m.**

WELCOME/CALL TO ORDER

James Borders, executive director, opened the quarterly meeting of the Louisiana State Arts Council, which was held at the Capitol Annex building at 10:20 a.m. The following members were **present**:

Beverly Covington
Marilyn Cox
Dan Henderson
Sara Herrington
Quincy Hilliard
Jean Hurley
Mary T. Joseph
Beth Kaplan
Kay Kellogg Katz
Carolyn McLellan
Sally Perry
Charlotte Walter
Cynthia Warner
Christine Weeks
LeAnne Weill
Beverly Wilson

Council members **absent**, but naming a proxy for the meeting were:
Raelene S. Pell

Council members **absent** from the meeting included:
Cynthia Ardoin
Leah Chase
Ken Ferdinand
Colleen C. Fletcher
Laura Weems

Staff members of the Louisiana Division of the Arts in attendance were:

James Borders
Velma Gray
Charles Hunt
Maida Owens
Ann Russo
Dee Waller
Mickie Willis

APPROVAL OF THE MINUTES

A motion to accept the minutes of the December 30, 1997 meeting was proposed by Mary Joseph and seconded by Jean Hurley. The motion carried unanimously.

DIRECTOR'S REPORT

A. Long-Range Planning Update

Mr. Borders gave an update of the long range planning process regarding the budget for next year. He also provided an update of the Spring Grants Panel process.

Mr. Borders stated that the Louisiana Division of the Arts made a commitment last year to host a series of town meetings to solicit comments on the long-range plan. Nineteen meetings were held throughout the state this year. There were 270 attendees at those meetings, and about 55 questionnaires were filled out at those meetings. He also stated that from last spring's conference, another 40 to 50 folk were involved in the planning process and provided comments as well. Those comments have now been compiled and will form the basis for the strategic plan for the next three years. The next step in the planning process will take place on April 1. The DOA staff, representatives of the State Art's Council and the Louisiana Partnership for the Arts will meet with their consultants, S.S.A., to prioritize items/comments from the town meetings for inclusion of the long range plan. They will take the priority items identified from that meeting (April 1) and draft the initial plan, insuring that it complies with both the Division's and the Department's mission, vision, and goals statement. That initial draft will be mailed to the State Arts Council and reviewed with LA Partnership for the Arts at their May 15th meeting in Baton Rouge. Changes and suggestions from Partnership and Council will be incorporated into a second draft by May 29. The second draft will be distributed back to the State Arts Council and to Lt. Gov. Blanco for comments and revision by June 15. The final draft will be sent to the Council for review and approval at the June 29th meeting. If all goes well, the new plan will become effective July 1, 1998.

Mr. Borders provided the Council members with a copy of the Department of Cultural Recreation and Tourism's (DCRT) draft vision, philosophy, mission and goals statement and explained it. He thought the Council was moving in line with the DCRT.

Marilyn Cox asked if the Council had received a report from the consultants. James stated yes. Marilyn Cox asked for a copy of that report. James said the report was mailed to them a couple of weeks ago, but he would get her another copy.

Marilyn Cox asked why the word "artistic" was not mentioned in the vision, philosophy or mission of CRT. She wanted it to be a part of their whole philosophy.

Marilyn Cox made a motion that the word "artistic" be added where appropriate in the Department of Cultural Recreation and Tourism's vision statement, philosophy statement, mission and goals statement. The motion was seconded by Beverly Covington. There was no objection.

The Council asked Mr. Borders to come up with the correct wording.

B. FY99 Budget Projection

Mr. Borders stated they have good news for this year's budget. The Council was included in next year's legislative budget with a \$650,000 increase in state funds; \$250,000 has been earmarked for a new regional folklife program, and \$400,000 has been earmarked for Art's grants. He gave the members a copy of the budget.

In next year's budget, NEA (National Endowment for the Arts) will receive \$124,700. He stated they are looking at a \$450,000 increase in their basic state grant; \$35,000 increase in their outreach to under-served components of their grant, and a \$45,000 grant for a NEA folk life education project. The idea behind that grant is to convene teachers and educators to develop a new folklife education curriculum for grades four and eight.

Maida Owens (director of the folklife program) stated they are targeting the English, language, arts and social studies curriculum. She further stated they are trying to use all the existing resources that they have already developed, such as video slides, articles, *Swapping Stories* (both on the web and in print), and get them used in the classrooms.

Maida Owens stated that this summer, teachers will come together and tell them how that should be done. The amount of other foundation support will determine whether or not they will get a web site on the developments and traveling exhibits which the state museum will distribute. LPB is partnering with them in putting all the video segments on their web site server. Maida stated that Louisiana Alliance for Art Education (LAAE) is critical to all that because they are the fiscal agent.

Mr. Borders stated they have been informed that they will receive a \$45,000 grant for next year from the National Endowment for the Arts. That is part of the federal increase. From the state, the Governor's office has written the Division in the appropriation for a \$650,000 increase; \$250,000 will be designated for a Regional Folklife Program. The state will set up a program similar to the regional Archaeologist Program. There will be a folklorist stationed at three universities. The universities have not been selected. Further, the Council will have to work on the criteria. The idea of this program is to have three professional folklorists who will work in their region to help communities identify their folklife and folklorist resources, and also to find ways to present them to

both natives and visitors.

Quincy Hilliard asked if the people will be employed by the universities or will the funding come from the grant.

Mr. Borders stated the universities will provide office space and the Council will provide salaries and some other expenses. In some cases, the university will bring on a new person, but in other cases, the university might identify someone from its staff to be appointed into that position. This is a partnership grant and they will negotiate with those entities.

Quincy Hilliard asked that copies of the criteria for those positions be sent to the Council members before decisions are made so that the Council can make recommendations. He also asked who would chose the person. Mr. Borders stated it is a dual responsibility between the Council and the University.

Mr. Borders stated out of the \$650,000 state increase, \$250,000 is earmarked for the regional Folklife Program and \$400,000 for arts grants. The Council's understanding with their constituents has been that they would split up money for arts grants with the decentralized program and the state-wide program; half and half. The decentralized program has for the past four years been supported with state-wide money in the amount of \$200,000 to pay for the salaries and expenses of the decentralized arts funding coordinators. One of the things they said this year , was that as soon as possible, they would try to recapture those expenses and let the decentralized program assume all of the cost for its operation. Mr. Borders state that they simply invested all of the \$400,000 in the state-wide grants program and that clears the balance sheet.

Mr. Borders stated that \$200,000 of that money is in effect going to assume the cost of the decentralized coordinators, the administration of the program. It is paying for its own cost since it has matured.

Sally Perry stated the Louisiana Partnership for the Arts also had extensive discussion on the budget and approved it also.

Mr. Borders stated they tried to address the critical needs in the state-wide grants program which included providing \$35,000 more for the local arts agencies program; \$114,000 for the general operating support program which was the most under-funded given the amount of request and the size of the organizations that were in there; they increased the project assistance program by \$80,000; \$10,000 was provided for more support of artist mini grants and they added an additional fellowship for \$5,000. The total was a \$294,000 increase in the state-wide grants program.

Under special initiatives, they look to support the development of a state-wide crafts marketing association in the amount of \$25,000. They have been working on that project for over a year. It will take the place of the old Louisiana Crafts Council which folded years ago.

Mr. Borders also stated that at the last meeting, members wanted to host an event each year to recognize their fellowship winners. The Council talked about having a reception at some point

other than the spring. Money was set aside in the budget for that event.

Mr. Border stated they set aside \$50,000 for a cultural tourism special initiative which is envisioned as a request for proposals from all eight regions of the state to engage in some type of special initiative project. The purpose of this grant is to gain knowledge from each local area of their needs. The Council will support some projects for planning initiatives.

The budget discussed previously was for the allocation of increases in funding.

The Economic Impact Study was budgeted at \$15,000 because of an increase in funding next year. The last study cost more than \$15,000. Mr. Border stated he will try to locate entities to work with and bring the study in at that number. The study should be published in Fiscal Year 1999-2000.

Kay Katz asked if the study will be done region by region. Mr. Borders stated it will probably be a state-wide study.

Mr. Borders went on to explain that \$5,400 will be allocated for the presenter's network to support the performing art showcase.

Jean Hurley asked what's the status of the art's councils around the state. Mr. Borders informed the members of the different council's name changes, merges and reformulations.

Kay Katz wanted to know what was the criteria for under-served areas. Mr. Border stated under-served included inter-city and rural. Those funds are allocated through their states or funding program.

Since there were no more questions about the budget, Mr. Borders spoke about the dates of Spring Panels. He stated they will begin on Wednesday, April 29th with visual arts, at the Capitol Annex, on the Third Floor. He encouraged members to attend and see the process. He stated they will ask the Council to endorse the recommendations they have made for grants panelist.

Quincy Hilliard asked if this was for the mini-grants. Mr. Borders stated it was for project assistance. Visual arts is for visual arts projects and for the artist roster.

Marilyn Cox asked when are the grants due. Mr. Border stated they were due on March 1st. They attached a list of the grants they received, as well as the panelist.

Mr. Borders asked the Council to contact their legislators and the Governor's office to thank them for their support. Stephen Perry is interested in continuing to support and increasing the regional folklife program and the grants programs.

Sally Perry asked the Council to write letters to the Governor after the budget is approved thanking him for his support and increase.

CHAIRMAN'S REPORT

Following Mr. Borders' report, he turned the meeting over to the Chairman.

Dan Henderson stated that the \$50,000 set aside for cultural tourism is an opportunity of which the Council should take advantage. It is the Council's role to encourage the Local Arts Agencies to use these statewide initiatives to promote the arts. The sad thing about that is we don't have time to help set those criteria for those RFP's that would go out there and the request for grants to come back. It would be nice if we all agreed on the criteria by which the grants would be made and go out and have plenty of time to explain to the arts agencies how they can leverage a small amount of money.

Mr. Henderson stated that a key item is to get into the back pockets of the local legislators, not only physically but mentally. We need to stress to them that they are making an economic impact in their local communities by contributing to the solution to the problem. Their contribution would be making a better impact in their community by using the arts in an appropriate and way.

Mr. Henderson stated that the next big event is the Louisiana Purchase 2003. He suggested that the Council begin planning now to make the arts a central part of that anniversary.

Executive Committee Report

There was no Executive Committee Report.

Advocacy Report Committee Report

There was no advocacy report.

Policy Committee Report

There was no Policy Committee report.

Special Events Committee Report

There was no Special Events Committee report.

NEW BUSINESS

A. Approval of Panelists for Spring Grants Review

Sally Perry made a motion to approve the Panelists for the Spring grants review. The motion was seconded by Christine Weeks and passed unanimously.

Sally Perry suggested that in the future if the Division gets more money, she would like to see more out of state panelists serve.

Mr. Borders explained that the formula has been to constitute a standard panel of nine people and to have at least one person from one of the eight regions and one from out of state.

B. *Endorsement of Mini-Grant*

Sara Herrington made a motion to except the mini grant endorsements. The motion was seconded by Marilyn Cox and passed unanimously.

Sally Perry stated that she would like to see the Arts Council take on the project to start a study of feasibility of the Louisiana Endowment for the Arts by sub-committee or ad-hoc committee. James Borders stated that he would provide information of funding from NASSA about alternative funding strategies that are being employed in other states.

Sally Perry stated that she would share the information that she received from James with LeAnne Weill and they would add to that and then present it to the Executive Committee as their preliminary information.

Beth Kaplan reported that the Alexandria Museum of Art ribbon cutting ceremony was a success, and she encouraged the Council members to stop and see the New Museum of Arts, whenever they are passing through the city.

ADJOURNMENT

There being no further business, the Chairperson called for a motion to adjourn. Such a motion was made, seconded and adopted. The meeting ended at 12:10 p.m.