

**LOUISIANA STATE ARTS COUNCIL
QUARTERLY MEETING
Arts Council of Greater Baton Rouge
427 Laurel Street
Baton Rouge, LA 70801
December 3, 2004
10:00 a.m. to 11:45 am**

WELCOME AND INTRODUCTIONS

Christine Weeks called the meeting to order at 10:15 a.m.

Louisiana State Arts Council (*LSAC*) and Louisiana Division of the Arts (*LDOA*) staff in attendance:

Christine Weeks – LSAC Member
Pam Breaux – Assistant Secretary OCD/Executive Director, LDOA
Susan Brunner – LSAC Member
Angela Hammerli – LSAC Member
Neil Early – LSAC Member
Mary T. Joseph – LSAC Member
Juana Woodard – LSAC Member
LeAnne Weill – LSAC Member
Susan Reed – LSAC Member
Marion Drennen – LSAC Member
Susan Turner – LSAC Member
Dabne Liebke – Deputy Director, LDOA
Ann Russo – Visual Arts Programs Director, LDOA
Dee Hamilton – Performing Arts Programs Director, LDOA
Sparkle Hurst – Administrative Services Secretary, LDOA

APPROVAL OF THE MINUTES

Neil Early moved to accept the minutes of the August 2004 meeting. The motion passed unanimously and the minutes were approved as presented.

CHAIRMAN'S REPORT

The Executive Committee was given approval to review and approve mini-grants in an effort to order to give more flexibility on meeting dates. The LSAC Executive Committee will approve December 1st Mini Grants.

DIRECTOR'S REPORT

Roadmap for Change

Pam Breaux presented a copy of the Lt. Gov.'s Roadmap for Change and pointed out the five guiding principles for the administration.

1. Our diversity is a strength, not a weakness.
2. We must work to expand and diversify Louisiana's economy.

3. We must work regionally and compete globally.
4. We must add value to raw material, needed talent, and intellectual capital.
5. We must set our goals to international standards, not the southern average.

The Council reviewed the twelve priorities for the new Administration and areas that involve arts and cultural development and other indirect opportunities. Develop Eco-Cultural and Heritage Tourism Brand was given as an example as an initiative for the Folklife Program. Creating Louisiana's Cultural Economy is a cultural initiative, but is an arts-based and arts-centered initiative. The Administration will look to align resources in dollars and other kinds of resources to those twelve priorities. The Arts is in the top twelve priorities with the Cultural Economy Initiative.

Christine Weeks commented the LSAC was involved in the focus groups in November and was able to comment on what was working well and what needs improvement.

Pam Breaux added the Public Strategies Group is a national firm hired by the Department to help to place CRT in a position to be successful with the Roadmap for Change. They are a firm that specializes in reducing bureaucracy and leading government change.

Budget Update

To date, the Division of the Arts current budget will not be cut. With respect to the FY06 budget request, in conversation with the Partnership for the Arts, the Division of the Arts did request a full reinstatement of funds lost over the past three years. The money lost over previous fiscal years impacted grant money from Statewide as well as Decentralized grants. Additionally, because the Cultural Economy Initiative is referenced and is a priority in the Roadmap for Change, Ms. Breaux was able to at least broadly tie the language of the reinstatement of those grant dollars to the Roadmap for Change through the Cultural Economy. The FY06 budget request asked for \$500,000 to be reinstated. The budget is now in the Division of Administration.

Cultural Economy Conference

Ms. Breaux announced the Cultural Economy Conference will be on December 9-10. December is not ideal and Ms. Breaux apologized for that. In the future, the administration will do better in terms of dates that work for everyone. Five hundred and fifty people are registered as of December 3rd with more call-in and at the door registrations expected. The registrants represent a broad spectrum, including arts, culture, economic development, tourism, local and parish government, and finance. A review of the agenda was provided.

Day 1 of the conference is a plenary day. Speakers include the Lt. Governor, Governor, Secretary for Economic Development, Charles Landry from England and the leading cultural policy firm in Europe, Jonathan Katz from the National Assembly of State Arts Agencies, Jim Clinton from the Southern Growth Policies Board, national models such as the Manchester Craftsmans Guild, Handmade in America in North Carolina, and the Cultural Economy Council of Maine. The day will also include others representing Louisiana cultural institutions. The evening will conclude with a showcase, including a live airing of a Louisiana Crossroads concert both in New Orleans and Lafayette.

Day 2 of the conference is a workgroup day where the participants will work in ten groups indicative of cultural disciplines.

Partial attendance is allowed and all information and registration can be done online. You can register at the door with registration starting at 8:00 a.m.

A majority of the arts council members and division of the arts staff are registered to attend the conference and Ms. Weeks commented that it was good. We just heard this morning that the group of the Regional Economic Development Advisors will rearrange their quarterly meeting and are going to meet during the conference.

NEW BUSINESS

The Executive Committee is working with Ms. Liebke to establish a time to have a telephone conference to approve the mini-grants which are due December 1.

Executive Director Search Update

Susan Brunner said they have interviewed 3 out of the 4 candidates in person. Ms. Breaux added that they did the first round of advertising for about 1½ to 2 months yielded about 8 applicants. State Arts Council conducted initial telephone interviews and selected 4 applicants to interview in person. Ms. Breaux indicated the search was national. The 4th candidate is to be interviewed on December 17th.

The interviews consisted of sessions with the Secretary of the Department and Ms. Breaux, Ms. Breaux and Mr. Collins, the Selection Committee from the Council, LDOA staff, and a 30-minute timed test. Ms. Breaux replied that there were candidates from Louisiana and out-of-state candidates, but the finalists are all from out-of-state.

Ms. Weeks stated that the Search Committee will gather all the information and give a recommendation to Angèle Davis, the Secretary for the Department of Culture, Recreation and Tourism, who will be responsible for making the appointment.

STANDING COMMITTEES

Advocacy

Ms. Breaux stated this is not yet the time for planned advocacy work. Charlie Smith, arts lobbyist, is waiting for the budget from the Division of Administration. Once a budget is submitted, a call to action will occur and Charlie will work with Ms. Weeks to define what the Council role is for the spring. Ms. Weeks reminded the Council members should introduce themselves to that new Legislative or Congress people in their district and offer any assistance or insight into arts and culture related activity.

Ms. Breaux stated that the LPA does have a date for the Legislative Event. It's May 17th at Randy Haney's. Ms. Breaux stated that the 18th is the Conference and the Governor's Arts Awards.

Policy (Assessment/Strategic Plan)

Ms. Breaux stated that Ms. Liebke was managing the Assessment and Strategic Planning process.

Ms. Liebke distributed binders including Strategic Assessment Report, Organization & Artist Survey Analysis, Comparative Analysis of State Arts Agencies, and Decentralized Arts Funding Program Arts-in-Education Analysis. The DAF AIE analysis was included to provide a breakdown of AIE funding in DAF, which is not in a separate grant category as it is in Statewide Arts Grants programs.

Ms. Liebke explained the process. She stated that we have a Steering Committee that's made up of 12 individuals, including Susan Reed representing the State Arts Council. Two other groups are also meeting in conjunction with the Steering Committee – the DAF Regional Distributing Agencies and Local Regranting Agency Executive Directors and Community Development Coordinators as well as staff at the Division of the Arts. The role of these three groups is to review the Strategic Planning Questions found in the Strategic Assessment Report on page 50. These groups have been meeting since October and will see a summary of directions which have come out of those sessions in January.

The planning process began with discussions regarding the philosophy and strategy of the Louisiana Division of the Arts. Next, the groups discussed the Decentralized Arts Funding Program, relationship to Local Arts Agencies, support for arts organizations, support for artists, and support for arts-in-education. Our third meeting is December 13th and 14th.

After a summary is reviewed, the State Arts Council's policy committee will meet to review the summary. Once the Council Policy Committee has met, the Division will begin planning community forums for public comment happening in March or April. Following the Community Forums, the Division will present a copy to the State Arts Council at the end of June. No changes will occur in FY06 as grants deadlines will already have passed. This plan will be for implementation in FY07.

A council member stated that the plan was an incredibly body of work. Ms. Breaux noted, as a Division of the Department, we're required to speak to and defer to a large extent the Roadmap for Change. Ms. Breaux further expanded what Ms. Liebke mentioned about the levels of input that went into the planning process, including the Roadmap for Change, interviews and conversations with the Secretary of the Department, in depth interviews with state officials, approximately 25 focus groups across the state, surveys for artists and organizations – the artist survey is still online, as well as an open forum opportunity for people to continue to comment. In addition to that, over the past month, some real strategic interviews were conducted with the Secretary of the Department and with the Department of Economic Development. Ms. Breaux will be scheduling 2 or 3 more interviews for the consultants and herself, especially with the Department of Education. Ms. Liebke concluded by thanking the staff of the Division of the Arts for their participation and their hard work.

A council person asked about evaluation of the plan. Ms. Liebke stated the Division has traditionally approached evaluation on a grant-by-grant basis using individual final reports, rather than a global approach. An objective of the new strategic plan is to align grants programs with goals and objectives that can be measured more effectively.

Ms. Breaux responded a paradigm shift is occurring in arts management and arts grant making. Historically, systems and structures have been very compartmentalized and not global. Primary constituencies focused on art organizations, and then sometimes secondarily, individual artists with that conversation about the general public being secondary. The paradigm shift is occurring nationally with the focus on states looking at the primary constituency as the general public with the arts constituency being that mechanism to serve the general public. This shift is being analyzed with thirteen state arts agencies funding through the Lila Wallace foundation, called START. The three-year pilot is now concluding and the National Assembly of State Arts Agencies has formed a committee that's looking at what was learned from those 13 START states. Five years from now, the Division will be able to answer the question differently than what we could today.

A council member responded that we have to start thinking about it now and start thinking in terms of the Division of the Arts functioning like a foundation. Ms. Breaux stated that it's a strategic use of not just money, but time.

Another council member stated the interaction of arts and culture and economic development is happening more.

Mr. Early stated that the Rapides Foundation in Central Louisiana has division within the foundation that does assessment and evaluation, and before applying for a grant, you have to first go through the assessment and evaluation specialists. Evaluation and Assessment is being taken seriously across the state.

Another council member stated that she had been in grant situations where she thought the funds could have been spent better. For instance, artists who received a grant and go to Europe. Those grants don't enhance the arts in Louisiana. Also, teaching in the classrooms and visual arts teaching in the classrooms one day out of a year does nothing. Ms. Liebke stated that the Division would like a national model on the development of arts standards to be used for evaluation and service provision. Ms. Breaux stated she thinks that it is important for Louisiana to take the lead on initiatives. Another area we are looking at is social capital, rather than just economic impact. Not all grants would contribute to our overall economic impact, but potentially would as far as social aspects. Ms. Week's feels that this fits into a national trend with foundations and philanthropy on accountability and impact.

Ms. Liebke stressed that a good portion of the assessment document is perception-based. The staff is going to undertake a factual review of arts discipline funding, grants and financial statements at the DAF and Statewide levels. The Assessment Report contained primarily perceptions from the focus groups and interviews. Some of the information is not correct; however, it is still an important that perceptions be addressed.

Special Events

The State Conference on the Arts will be Wednesday, May 18th. Ms. Liebke passed out a copy of conference input from the LPA and from staff meeting conversations. Ms. Breaux commented that people really liked the one-day conference. They felt like it was jammed with a lot of important stuff and the content's good, we can make it through the day and it was sensitive to their time. It's going to be a two-day extravaganza. It will start with LPA meetings and the LPA Legislative Event, that's day 1. Day 2, the conference and then the governor's arts awards. It's 48 hours of arts at the Capitol.

Mr. Early pointed out that Baton Rouge Magnet High was recognized at the Arts Education Award. It was selected from the Alliance for Arts Education to submit to the Kennedy Center. For the third year in a row, a school submitted from the Alliance for Arts Education has been granted a national recognition as being an outstanding education program

OLD BUSINESS

None.

ANNOUNCEMENTS

None.

ADJOURN

Christine Weeks adjourned the meeting at 11:45 am.