

LOUISIANA STATE ARTS COUNCIL QUARTERLY MEETING

Louisiana Municipal Association

700 N. 10th Street, Room 2

April 11, 2008

10:30 a.m.

WELCOME AND INTRODUCTION

Ms. Weeks called the meeting to order at 10:38 a.m.

Louisiana State Arts Council (LSAC) members present:

Christine Weeks

Susan Brunner

Fred Zeagler

Neil Early

Susan Reed

Marion Drennen

Angela Hammerli

Juana Woodard

LeAnne Weill

Louisiana State Arts Council (LSAC) members absent:

Jose Canseco

Anna Ferguson

Mary Joseph

Susan Turner

Cynthia Weirick

Molly Sooter

Louisiana Division of the Arts (LDOA) staff present:

Pearlie Johnson

Kelly Pepper

Dána LaFonta

Ann Russo

Bethany France

Maida Owens

Sparkle Hurst

Pam Breaux, Assistant Secretary, Office of Cultural Development

Robert Collins, Deputy Assistant Secretary, Office of Cultural Development

Joseph Dunn, Senior Advisor to Assistant Secretary, Office of Cultural Development

APPROVAL OF MINUTES

Mr. Early motioned to accept the minutes as presented and Ms. Reed seconded. Minutes accepted as presented.

CHAIRMAN'S REPORT

Ms. Weeks reported Jonathan Katz, Executive Director of the National Assembly of State Arts Agencies (NASAA), occasionally sends out a newsletter, and this month Mr. Katz had a column that related to research conducted by the Dana Foundation regarding the effects of arts education on students relative to academic development. At the end of the newsletter, Mr. Katz offers thoughts for further reflection. These thoughts may spur some discussion in your communities, giving you a tool for advocacy. Ms. Weeks distributed a copy of the newsletter.

Ms. Weeks reported that she spoke with Scott Hutcheson regarding the LPA nominations for Council appointments. 15 members of the Council are appointed from nominations received from the field, including the Louisiana Partnership for the Arts (LPA). The LPA has taken a lead on organizing people to obtain names from throughout the State. Due to the change in regional arts administrators, there is some confusion about who was appointed by whom. The Governor has a couple of appointments/reappointments, the President of the Senate gets an appointment/reappointment, and the Speaker of the House gets an appointment/reappointment.

LPA cannot recommend someone for an appointment or reappointment if someone else has already recommended that person. Governor Jindal's Administration and the Boards and Commissions Office are beginning to move forward on some reappointments. Ms. Breaux reported the Department of CRT is aware that this is a priority, and is encouraging the Boards and Commissions Office to pay special attention, since the last administration never really brought new nominations to fruition.

Ms. Weeks reported that Danny Belanger is Interim Director of the Division. Due to family obligations, he was unable to attend the meeting. Ms. Weeks informed the Council of the Black and Blue Awards invitation honoring Councilmember Ms. Juana Woodard. Ms. Woodard has been a pioneering, driving force for the arts in the Houma region, and the Council is grateful for her regional efforts, as well as her service to the State serving on the Louisiana State Arts Council. The ceremony is scheduled to take place on Sunday, April 20th. Ms. Weeks congratulated Ms. Woodard on this well-deserved honor.

Ms. Breaux and Ms. Weeks will be representing Louisiana at the Spring SAF Meeting in 2 weeks. The Chairs of the state arts councils come together and discuss those things that the Southern Arts Federation might want to be more aware of coming from a different perspective. A sense of what's going on budget wise and activity wise in the Southeastern United States. Ms. Weeks will have a report to share with the Council at the next meeting.

DIRECTOR'S REPORT

FY09 Budget Projections

Ms. Breaux reported the Division of the Arts' Budget entered the Executive Budget of the Governor's Office with a shortfall of \$60,418 dollars. The shortfall came from Arts-in-Education, which is very odd considering the overwhelming support of the Arts-in-Education legislation during the preceding Legislative Session. There is potential to regain that ground and doing some other things to boost the Division of the Arts' budget. Over the past 24 to 48 hours, a conversation stemming from the House of Representatives is suggesting 5% cuts across the board. The Executive Budget is significantly higher than it has been in past years. We are working through what that might look like within the Office of Cultural Development for the Division of the Arts as well as the other divisions. At this point, it's an exercise, and we don't know that it's a reality for next fiscal year. At the same time this discussion is being generated on the House side, the Senate side is already saying we're not having any of that. We don't know where we are, but we do know that we have to prepare for the eventuality. Mr. Collins has been working with the Division Directors to work out what those projections will look like. There has already been a reaction from LSU. The President of LSU wrote to the House Appropriations Committee stating a 5% cut in the budget would require a 12% increase in tuition at LSU. The Lt. Governor had 2 opportunities to present the Department's Budget to House Appropriations, and both opportunities have been very well met. The Session is in until late June, and we will take it one day at a time.

FY09 Grants Process

Ms. Breaux informed the Council the grants process is underway. Included in the packet is a calendar indicating when the panels are. Also included in the packet is a handout that lists statistical information on grant applications received by the Division. 343 applications have

been received for this particular grant round. Prior to the new Strategic Plan for the Arts Division, that compelled a lot of changes in the grant program, the Division typically received 450-500 plus applications. When a new program is implemented, it takes various organizations and individuals a while to get the swing of things and embrace the new program. We are seeing those numbers trend up, bit by bit each year under the new program. Ms. Breaux gave the following names of the regions to go with the numbers listed in the handout:

- Region 1 – New Orleans Area
- Region 2 – Baton Rouge Area
- Region 3 – Houma Area
- Region 4 – Lafayette Area
- Region 5 – Lake Charles Area
- Region 6 – Alexandria Area
- Region 7 – Shreveport Area
- Region 8 – West Monroe Area

Ms. Breaux gave the names to the following abbreviated grant disciplines:

- ST – Stabilization
- CB – Capacity Building
- AIE – Arts-in-Education
- FIF – Folklife Initiative Fund
- AS – Artist Services
- FE – Fellowships
- FE/AP – Apprenticeships
- SS – Special Initiatives (*Abbreviation should be SI*). *These are the statewide Special Initiatives, such as the Partnership for the Arts.*

Ms. Weill noted the FIF Program received only 2 applications. Ms. Owens reported they had raised the bar on that program, and expected serious impact on the research. Ms. Owens spoke with a few potential applicants this year that would not be applying to the FIF Program. Ms. Owens doesn't want to lower the bar, and she doesn't want to scare off potential applicants. The Grants Review Panels will begin in June.

NEW BUSINESS

Ms. Weeks reported that Ms. Veronique Le Melle, Executive Director of the Division of the Arts, recently resigned. The Council will be engaged in a search for a new executive director. We are grateful for all the work that has been done over the past 2 years. There were remarks from the field that no one likes change, however the feedback received over the past 12 months is very favorable. Regional Distribution Agencies commented that the panels last summer made them take a look at themselves. It made them prioritize things, and it moved them into a more mature position. The new executive director will have lots of work to continue the forward momentum in Louisiana. Ms. Breaux distributed a draft announcement for the new executive director search. Ms. Breaux spoke on how the Council can and should be engaged in the process of getting a new executive director. The Council's role is to make recommendations to the Secretary of the Department of Culture, Recreation, and Tourism for the official appointment. In past years we have counted on the Chair of the Council to appoint a committee of the Council, and that committee became the hub of the process. The Chair has also requested constituency

involvement in the search committee. We traditionally advertise nationally. In past years we have brought in someone from Louisiana Partnership for the Arts to contribute on the constituency. A process is set up where multiple interviews happen allowing us to look at various stakeholders within the Department and with the Council. We look at those opinions and recommendations independently and then jointly. After the Council Committee betted applications and looked at references, the committee worked in partnership with our office to make the selection of final candidates to be interviewed face-to-face by various committees. We have conducted face-to-face interviews with 4 to 6 candidates from within and outside the State of Louisiana. The candidates come in and interview with the Council Committee as the hub. They interview with Ms. Breaux and Mr. Collins. Mr. Collins will be the supervisor of the director of the Arts Division. The candidates also interview with Division staff that will give input to the Council. The candidates also interview with the Secretary of the Department. On some occasions finalists might interview with the Lt. Governor. One of the exciting things that stems from the Lt. Governor's leadership is the way lots of people have come together and raised awareness among the general public of the importance of our cultural economy. Our local arts agencies, regional arts agencies, and organizations have begun learning new ways to advocate for themselves.

Ms. Breaux pointed out the draft document lists June 15, 2008 as the application deadline, which should allow enough time to seek out the best candidates from inside and outside the State of Louisiana. For in-state advertising, we should use the Arts network as well as newspapers across the State. For nation-wide advertising, we should use the National Endowment for the Arts (NEA), Southern Arts Federation (SAF) as a job bank that is well used, National Assembly of State Arts Agencies (NASAA), and Art Job banks that are on-line. There is a projected 2-month window for getting the advertisement out and giving people a chance to respond. Mr. Collins added if there is someone the Council knows that is a viable candidate, and they may not hear of the search through the means described, mention it to them and tell them to feel free to contact Mr. Collins and he will be happy to speak with them over the telephone. Ms. Weeks commented the work that goes on in the vetting process is relatively thorough. There is a lot of work that goes on prior to any of the candidates being interviewed. It has to be a flexible enough process to look for those qualities that service the best. It's only fair to tell candidates what we are looking for. If there are significant areas where a candidate does not possess experience, they probably will not apply. There is the broad range of qualifications we are looking for. For example, if there is a \$6,000,000 annual budget, and a candidate doesn't do numbers, we need to know that.

Review of Panelists for FY09 Grants Process

Ms. Breaux indicated the handout listing the panelists is pending approval. Mr. Belanger and the team have worked on compiling a list, and she has seen the draft list. Many of the names on the list have served as a panelist before. The Arts Division has tried to do a diligent job to enhance the panelist list with strong people, and new independent reviewers from out-of-state. A list will be e-mailed to the Council upon Mr. Belanger's return. A Council member asked about complaints received on some of the panelists 2 years ago. There were approximately 15 valid complaints, and multiple appeals were received that year. The report from the Appeals Committee defused things. Ms. Breaux assured the Council that this concern would be addressed as the panelist list is finalized.

Proposed 2008-2009 Meeting Dates

Ms. Weeks reported the date for the August meeting is set for Friday, August 8, 2008 to approve FY09 grants. Dates for the fall, winter, and spring meetings have not been set. Mondays and Fridays are the preferred days, and that will be taken into consideration. Mr. Belanger will work with Ms. Weeks on setting the dates. They will coordinate with Division staff and the Division's calendar, and recommendations will be forwarded to the Council via e-mail.

Cultural Grants On-line

Ms. Lafonta reported that research continues with Cultural Grants On-line. Most national organizations are moving to on-line applications to make things easier for their constituents. The constituent completes the forms and submits them to the Division electronically. We are at a point where we are almost ready to proceed. We want to ensure that Cultural Grants On-line is the right method. The completed forms would be handled in-house in whatever manner the Division deems the most sufficient to process the grants faster and reduce the amount of things needing to be sent out and returned. The Division would pilot the program using a few different applications. The Division is expecting to have something on-line in the next couple of months. Mr. Early asked if the supplemental exhibits would be mailed to the Division? The Division is working on that. Currently, supplemental exhibits are mailed in. Once implemented, Ms. Drennen asked if Cultural Grants On-line would be an optional method, and the traditional mail-in method would continue to be available. Ms. Weeks responded as the Division moves in that direction, it would give an additional sense of what sorts of artist development efforts need to be made. We want to encourage people in the field, and to look at ways that we can assist people with moving into this realm. Mr. Early asked if the artists could possibly be assisted through regional arts centers? Ms. Lafonta answered the Division is prepared to do that. Ms. Weeks said that we've raised some interesting questions, and this type of feedback will help us to anticipate things such as assisting people who create art to be able to market and sell it.

STANDING COMMITTEES

Advocacy

Ms. Weeks reported that Ms. Breaux joined Mr. Hutcheson and Mr. Usrey in Washington, D.C. last week at the Annual American For The Arts Advocacy Day. We took a National message and paired it down to what was important for the National message, and what was distinctly a Louisiana message also. We took the American for the Arts material and searched for what's most important for this State, and what to focus on with our Congressional Delegation. We were met with very good responses and some tangible outcomes from a number of our Congressional officers. One of the issues on the agenda was the Artist Deduction Bill. In this Bill an artist can't take a deduction for fair-market value on a work of art, but someone who purchases that artwork and donates it to a non-profit could take fair-market value. To date, Senator Mary Landrieu, Congressman McQuery, Congressman Malancon, and Congressman Alexander have signed on to the Bill supporting the fair-market value for artists' donations to non-profits. They were also very receptive to maintaining NEA funding and looking at opportunities for increases.

The Poverty Point State Historic Site is on the list of United States Properties to be nominated as a World Heritage Site. Members of Cultural Advocacy assisted in getting Poverty Point on the list. It's a 10-year window that Poverty Point has to move forward in a competitive process.

Most of the members were interested in submitting a letter to the National Park Service to help move that along. Across culture, we received very good responses. Mr. Early asked what happens to performing artists if this legislation is past? Compelled by a lot of people in the performing arts circle, Ms. Weeks added that should the legislation pass, the next conversation would be to communicate that concern to Americans for the Arts so that it continues to be raised on their radar.

Ms. Brunner reported the LPA is working closely with CRT and have prepared a legislative request for approximately \$1.3 million. Ms. Brunner asked the Council to make sure they know who their legislators are, as many of them are new. She encouraged the Council to go to the website www.lpaarts.org for the latest information, and also check out Tommy's Tips. He gives tips every month on what we should be doing, and whom we should be contacting. Ms. Brunner reported they are in the planning stage for the Legislative Event. It is planned for May 28th. Ms. Breaux added that on the approximate \$1.3 million legislative request the LPA is making, \$500,000 of that request is for Arts-in-Education funding for the Department of Education. LPA is looking at increases for decentralized and statewide arts funding, as well as ensuring that we can meet our Phase II, Year 2 requirements of the Arts-in-Education Implementation. It is important for us to meet our requirements of professional development for artist in Year 2, and for the Department of Education to meet its requirement of professional development of teachers. The \$500,000 was not included in the Executive Budget for the Department of Education. LPA is joining CRT in advocating Education's piece to stay on track as we work toward the 5-year full implementation of the Arts-in-Education Legislation. Ms. Weeks encouraged the Council to send a letter to the Appropriations Committee.

Policy

Ms. Weeks reported the LPA met in New Orleans, and a meeting of arts educators and other interested people was convened later that afternoon to give people and opportunity to state what they felt the issues and needs were relative to the training of educators and artists for Arts Education (being in an educational setting). They begin prioritizing some of the things that may need to be done to work in partnership with the actual implementation in the school districts. There will be continuing meetings and discussions from that part of the community to arts education. Another important component of the meeting was the constituency coming together to see how communities at the local level can engage in helping to insure that their communities and school systems are ready for the full implementation of the Arts-in-Education Legislation. In Year 1 of the Phase-in, the Division of the Arts has worked very closely with the Department of Education in launching Phase 1, which has been about curriculum development. We have a statewide constituency of Arts-in-Education advocates and arts administrators who are concerned about how they, at the local level, can insure that their school boards are cognizant of what's going on in the implementation and phase-in, are buying in, and are prepared to engage in the full implementation of this work when appropriate.

Ms. Weeks referenced the report she distributed by Jonathan Katz, Executive Director of NASAA. There's a link in the NASAA website where the entire Rand Report can be downloaded. We can pull out bullet items as we work with people on the local level who may not be aware of the strong correlation between arts education and other academic achievements. Mr. Richard Baker also sends out links to publications with the National Association of School

Administrators that also has good things in it about general academics. Every student is not going to become an artist, but they are going to become consumers, set on boards, and those sorts of things, creating a huge ripple effect. Ms. Woodard added that their local newspaper is doing an in-depth article on the economic impact of arts to a community, and asked where to obtain a copy of that article. The Division of the Arts engaged in an Economic Impact of the non-profit arts industry in the State in 2002. The link can be found on the Division's website www.crt.state.la.us/arts under Publications. When linked to the publication called "The House that Art Built", there are a number of things that can be downloaded. There's a fast facts sheet, quotes, PowerPoint presentations, and the full report. Americans for the Arts has been doing work corporately with specific municipalities across the country. Shreveport engaged in that economic impact study, and they have information as current as last year, but it is Shreveport specific. The website is www.shrevearts.org. Ms. Breaux also recommended the report "Louisiana: Where Culture Means Business" also located on the Division's website. This report quantifies the workforce, discipline by discipline across culture. Culture is the second largest workforce in the State.

Special Events

Governor's Arts Awards

The Art's Division is targeting an October date to coincide with the World Cultural Economic Forum, which is during the entire month of October. This would give it some advantages including promotions paid for through the Department and the Office of Tourism as a part of the package of cultural activities. This would also give the Governor's Arts Awards greater press and awareness.

OLD BUSINESS

Ms. Breaux announced the Cultural Districts Legislation is about to become a reality in the form of a program. We've been through the process of promulgating rules, creating guidelines, and applications in partnership with arts constituents and arts municipalities across the State over the past few months. The rules are in line for complete promulgation April 20 with a start date of May 1. There are approximately 24 municipalities that have been following the rule making process and contributing to it. The first deadline for applications for Cultural Districts is in August. There will be 2 applications a year. Every 6 months municipalities and their arts constituents would be able to apply for Cultural District status, which allows varying levels of income tax and sales tax incentives to stimulate activity in cultural districts. Specific information regarding the legislation can be found on the Office of Cultural Development's website www.crt.state.la.us/culture. There are up-to-date draft rules and guidelines online to be finalized April 20th. We've been incorporating constituent input from across the State. The final draft of the guidelines and applications is expected in a few days to proceed with the print deadlines.

ANNOUNCEMENTS

Ms. Brunner announced that at the LPA meeting in New Orleans, one of the most responded to questions from artists regarding what could be done to make our lives better, was the need for health insurance for individual artists. During that meeting, Mr. Hutcheson announced 2 websites that offer group insurance for working artists. Those website addresses are

www.fracturedatlas.org and www.humana-one.com . Through Fractured Atlas, an artist can join for a fee of \$40 with a low rate and no deductible. Humana One has the information on their website on how to apply. Ms. Breaux announced the Louisiana Cultural Economy Foundation is working with Fractured Atlas, and is prepared to give a grant to them, to do a pilot project. The Foundation will pay for 200 memberships to Fractured Atlas to bring in 200 cultural workers from across Louisiana into that affordable health insurance program. As that is piloted, they will expand and provide more grants to cover more cultural economy workers.

Ms. Hammerli announced the Jubilee Festival is at Nicholls State on Friday, April 18th. They will be having Nicholls Culinary Day. Join the chefs of The John Folse Culinary Institute for a day of informative culinary demonstrations including:

- The Principles of Making Cream Soups. The Institute reveals the art of cooking delicious cream-based soups.
- The Seafood Paella Party. The Institute demonstrates how to create seafood paella valenciana.
- Flambé Cooking. The Institute presents the guiding principles behind flambé cooking.
- Sweet Tarts. The Institute teaches how to prepare tarts.

Ms. Weeks reminded the Council of the upcoming Division of the Arts Grants Review Panels and encouraged the Council to attend and observe a panel if possible.

Ms. Lafonta announced that after lunch they would start the tour of completed Capitol Park Percent For Art Projects at the Claiborne Building. Ms. Lafonta distributed a packet of updated projects and a copy of the Public Art Handbook.

Ms. Weeks announced the next Council meeting is scheduled for Friday, August 8, 2008 in Baton Rouge.

ADJOURN

Ms. Woodard motioned to adjourn, and Ms. Brunner seconded. The meeting adjourned at 12:00.