

**LOUISIANA STATE ARTS COUNCIL
QUARTERLY MEETING
Louisiana Municipal Association
700 N. 10th Street, Room 2
Baton Rouge, LA 70802
October 15, 2007
10:30 a.m.**

WELCOME AND INTRODUCTION

Ms Weeks called the meeting to order at 10:39, and welcomed Scott Hutcheson, Chairman of the Louisiana Partnership for the Arts.

Louisiana State Arts Council (LSAC) members present:

Christine Weeks	Susan Brunner
LeAnne Weill	Neil Early
Fred Zeagler	

Louisiana State Arts Council (LSAC) members absent:

Jose Canseco (proxy to Weeks)	Marion Drennen (proxy to Brunner)
Anna Ferguson (proxy to Weeks)	Angela Hammerli (proxy to Weill)
Mary Joseph (proxy to Brunner)	Susan Reed (proxy to Weeks)
Molly Sooter	Cynthia Weirick
Juana Woodard (proxy to Hammerli)	

Louisiana Division of the Arts (LDOA) staff present:

Veronique Le Melle	Pearlie Johnson
Kelly Pepper	Vanessa Ledbetter
Ann Russo	Kitty Phenev
Dána La Fonta	Bethany France
Sparkle Hurst	

Pam Breaux, Assistant Secretary, Office of Cultural Development
Scott Hutcheson, Chairman, Louisiana Partnership for the Arts

APPROVAL OF MINUTES

Neil Early motioned to approve the minutes, and Susan Brunner seconded. Minutes approved as presented.

CHAIRMAN'S REPORT

Ms. Weeks thanked staff and the Special Events Committee for a successful Governor's Arts Awards Ceremony. She distributed a report on FY2005-2006 of the National Endowment for the Arts (NEA) monies that have been invested in Louisiana. We are aware of grants coming through the Division of the Arts, but there are also individual grants that are made directly by the NEA. The report Ms. Weeks distributed can be referenced and used to answer questions that may come in from constituents.

DIRECTOR'S REPORT

Ms. Le Melle reported on the Special Initiatives grants. On Friday, October 12, 2007, two panels were held for the two RFPs (Request for Proposals). The report and information is included in the packet. One was the Louisiana Masters Program, a Louisiana version of the National Endowment for the Arts' Masters Program. NEA has a special funding category called American Masters where they recognize masters in art in different fields and disciplines. A part of the money is given to the State to conduct state masters programs. Last year the category was visual arts, and the funds were given to a Katrina Exhibit called "Sustained Winds". This year the category is dance, music, or both. We were looking for projects that highlight and educate the rest of the world and the state on Creole or Cajun culture. The second was an Arts-in-Education RFP for professional development. With the passing of SB299 into Act 175, the State has the responsibility to help develop both teaching artists and classroom teachers in integrating art into the curriculum, and using the curriculum being developed by the Department of Education (DOE). This is the first pilot program, and our aim is to elevate arts education. A breakdown of where the grant applications were received from and which region included a total of 6 applications for the Louisiana Masters program and a total of 10 applications for the Arts-in-Education. The panel recommended 3 applicants for funding under the Louisiana Masters Program. 5 Arts-in-Education Professional Development applicants were recommended for funding.

Ms. Le Melle then asked the Council to endorse the Division spending \$4000 on a Special Initiative grant for the National Performance Network (NPN). Ms. Russo gave a brief report regarding the request from NPN. NPN will be holding its National Conference in New Orleans this year. They would like to underwrite 46 Louisiana artists to perform and/or attend the conference. The source of the funds would come from 2 grants in the Stabilization Category that were returned. Those 2 organizations were LaPetite Theatre Terrebonne, and Gilbert and Sullivan, for a total of \$7500 to be returned to the general fund. The remaining \$3000 would be combined with other funds that are in excess for the Council to consider for the Reconsideration Fund, which will be reviewed at the next meeting. Mr. Zeagler asked if the list of people were the ones going to the conference. Ms. Le Melle answered yes, they are the ones who auditioned and are either attending or performing. If they are performing, they will be paid to perform. The NPN attracts agents and presenters nationally, as well as other touring artists. It gives Louisiana artists, who are interested in touring, a chance to perform or network at the national level. Most of our artists are not part of the NPN roster. Ms. Weeks stated there are 60 partners in the National Presenter's Network with 3 being in Louisiana. There will be over 50 presenters from across the country that will be in the booking event. Ms weeks asked for a motion to approve the Masters, AIE, and Special Initiative requests. A motioned by Mr. Early to approve the requests, and seconded by Mr. Zeagler. The motions carried.

Final Reports are due on May 1st instead of at the end of the fiscal year. The penalty process of a 1% for every day the final report is late is now the rule. Ms. Le Melle gave a report on all final reports that were received by July 10th, and those that were late and what day they were received. The new policy has been communicated in the grant award letters for this year. It is also in the new guidelines, and online. The grant workshops schedule was included in the packet. Ms. Le Melle invited the Council to attend a workshop if possible.

Ms. Le Melle asked Ms. France and Ms. Russo to give reports on 2 upcoming program opportunities for our constituents. Under the partnership of Ms. Bethany France (Director of the

Division's Arts-in-Education Program) and Dr. Pat Widhalm (Director of the Louisiana School of Math, Science, & the Arts), Louisiana submitted an application to NEA for their Education Leaders Institute. Only 5 states will be selected out of 50 states. The Division created a State team of Arts Education leaders for the application. The team of 6 consists of Dr. Pat Widhalm (team leader); Henry Price, Supervisor of Art for Caddo Parish Schools; Echo Olander, Executive Director for KidsmART; Richard Baker, Louisiana Department of Education's Fine Arts Program Coordinator; Veronique Le Melle, and Bethany France. If Louisiana is selected, we will participate in a 3-day conference in Illinois during the month of March 2008. NEA is attempting to bring together states from across the country to talk about Arts Education on a National level. The State teams will return and create an Arts Education 5-year Plan for each state. The states selected for the program will be announced in early November.

Ms. Ann Russo gave a report on artists support. She traveled to Miami at the end of September and participated in a Creative Capital Professional Development Training Retreat for artists. There were about 15 artists there. The Sessions' subject matter included: strategic planning, business plan fundamentals, targeted marketing, raising artist's profile, and art business and portfolio exchange. The first evening, artists in all disciplines were asked to share and to talk about their work. At the end of the workshop, they were asked to talk a little about what they learned. Ms. Russo has been instrumental in negotiating for Creative Capital to come to Louisiana to do the same program. Creative Capital is a New York City based non-profit founded by Ruby Lerner. It supports artists to pursue innovation in form or content in the performing and visual arts, in film and video, and emerging fields. This is for all disciplines. They will be coming to Baton Rouge January 25-27, 2008. The Division will be mailing invitations to artists that have applied in the past 2 years to our fellowship or artist entrepreneur programs. The goal of the retreat is to provide a structure that will help artists to organize, plan, and sustain their careers. The Miami Dade County sponsored the retreat in Miami. It has been done with Arizona Commission on the Arts, the Maine Arts Commission, and many others. This is a Special Initiative that will affect 20-25 artists, and the Division is hoping to build on that.

Hannah Leatherbury, E-Services Manager for the Southern Arts Federation, will be coming to Baton Rouge on October 26th. She will work with the Division staff on E-marketing and sharing what SAF, in conjunction with Carnegie Mellon, is doing for the artists. She's will be talking about web page design, online promotion, and content maintenance. Ms. Russo distributed a handout on E-marketing. The Division encouraged artists to be on the register. The website includes all states in the southern area, in all disciplines. The website address is www.southernartistry.org. Some artists have reported getting shows and others have gotten bookings as a result of being on the register. Ms. Weeks asked the Council and the Division to encourage people in the field they may come in contact with to be on the registry. She thanked Ms. Russo for her report.

Ms. Le Melle, Ms. Pepper, Ms. Phenev, and Ms. Russo will be traveling to Alexandria this week to spend the day with the Louisiana Presenters Network (LPN). They will be looking at opportunities they can provide for our performing artists and statewide presenters. Ms. Le Melle introduced Ms. Dána La Fonta as the director of the Percent for Art Program. Ms. La Fonta has joined the Division after a long tenure with the St. Tammany Art Commission. She will be working with Ms. Demarest on improvements and enhancements to the Percent for Art Program.

The 2nd Annual RDA (Regional Development Agencies) Directors Retreat is scheduled for November 5 - 7th. The executive directors of the 10 RDAs and their CDCs (Community Development Coordinators) will come to Baton Rouge. Ms. Le Melle will be working closely with RDA executive directors. This year's focus is DAF (Decentralized Arts Funding), its changes, and working on the communication lines between the State and the RDAs. Ms. Pheney will be working very closely with the CDCs. We also found some practices that we as a state agency might want to adopt and model.

Ms. Weeks introduced Scott Hutcheson, Chair of the Louisiana Partnership for the Arts (LPA). Mr. Hutcheson explained the LPA is made up of 2 organizations, the Louisiana Partnership for the Arts (LPA), which is a 501c3 non-profit; and the Louisiana Partnership for the Arts Advocacy (LPAA), which is a 501c4. LPAA allows us to influence legislations by specifically asking legislators to take an action, which cannot be accomplished through the LPA. The LPA Executive Committee met earlier in the year and decided to focus their efforts through Advocacy to create a plan that they could execute and track. Ms. Brunner serves as the Advocacy Chairman for the State Arts Council, and is also one of LPA's greatest assets to help keep them informed, and how to use the information that we provide in an effective way. One of the ways that was accomplished was the creation of a membership brochure. Mr. Hutcheson distributed the brochure to the Council and Division staff. He encouraged the Council to be members of the LPA, if they weren't already.

Mr. Hutcheson informed the Council that an RFP (Request for Proposal) was released to hire a lobbyist for this coming session. We are inviting lobbyists to address for us certain results that we are looking to achieve with the funds that are raised from the field. By the end of December, a lobbyist will be on board for next year. Mr. Hutcheson will keep the Council informed. Ms. Weeks thanked Mr. Hutcheson for coming and speaking at the Council meeting, and for the ways the LPA has stepped up and become an even stronger partner with the Division and the Council.

Mr. Hutcheson is also the director of the Cultural Economy Foundation. He met with Renee Conley, Board Chairman; and C. J. Blanche, Vice-Chairman to finalize plans for the coming year. They are about to announce their new grant opportunity, the Economic Opportunity Fund. This is a grant pool to assist individual artists, arts businesses, and cultural organizations in their efforts to increase their income. The Economic Opportunity Fund can fund individuals, for-profit businesses, and non-profit organizations that deal in the Cultural Economy. It's privately funded, with additional matching funds coming from the State to do some of the Healthcare Initiative, which is another LCEF program that focuses on the quality of life issues for cultural workers. With the assistance from the Division, and private contributions, the Foundation is unveiling the Cultural Worker Health Initiative. This is using the system of federally qualified health centers around the state to basically serve as air traffic controllers to get cultural workers into the system, and to let them know there is a federal system that works very similar to the way the State Charity Hospital System had worked. Very few people in Louisiana take advantage of these clinics because Louisiana has such a strong Charity Hospital system. The second part of the of the Quality of Life Initiative will be a housing initiative to work with cultural workers on accessing resources that already exist for housing assistance. The Health Care Initiative will make a significant impact on how Louisiana treats its cultural workers. The Cultural Economy Foundation has received significant funding from organizations outside of Louisiana. In the beginning, it was in response to Hurricane Katrina. Although the Foundation was in the

planning stages prior to the storm, The Cultural Economy Foundation has been a vehicle for funds to come to the State that could not go to a governmental entity.

Ms. Weeks introduced and asked Ms. Pam Breaux to give an update on the World Cultural Economic Forum that was held in August. Ms. Breaux informed the Council that in early February The Third World Cultural Economy Summit convened. The Lt. Governor informed the audience of about 800 that he was interested in his new initiative, The World Cultural Economic Forum (WCEF). The State of Louisiana committed approximately \$600,000 to the development of the World Cultural Economic Forum. We anticipate those dollars will be continuing dollars through the end of the Landrieu Administration. About 2 months ago, they embarked on 3 major areas of activities for the WCEF.

- The Louisiana Passport Project is a project that funds artistic and cultural activity related to the WCEF in every region within the State. Every region participated either directly through the WCEF, or through a collaborative galleries project with the Cultural Economy Foundation. We were able to provide seed dollars for enhances and new activities taking place during WCEF's 10-day window of programming at the end of August. Some regions participated by adding value or opportunities to programs that already exist, and some regions participated by creating completely new programs. The \$600,000 resulted in over 55,000 attendees at various arts and cultural events across the state, as well as approximately \$6,000,000 in direct expenditures related to the attendance of those arts and cultural activities.
- The Executive Session was a New Orleans specific event. This session was intended to be a small convening of stakeholders who were specifically hearing from 3 panels of national and international contributors and experts in various components of the Cultural Economy. Panelists included Jonathan Katz from the National Assembly of State Arts Agencies; 3 Ambassadors from countries that have expressed interest in collaborating with Louisiana to do cultural and artistic exchanges in various programs related to the WCEF each year; and Dan Cameron, an international renowned contemporary art curator. They dealt with issues of how to support the Cultural Economy, and how to provide infrastructure beyond dollars, as well as discussion on the importance of arts and culture to some of the major challenges of our world. The Executive Session was recorded by LPB (Louisiana Public Broadcasting). The program will be aired on LPB and will be shared cooperatively with PBS stations across the country.
- The Louisiana Crafts Guild Marketplace is a third component. The Arts Division funded cooperatively with the NEA (National Endowment for the Arts) an opportunity in New Orleans during the WCEF for over 50 members of the Louisiana Crafts Guild to demonstrate, show, and sell their work. It was a great sales opportunity for them. There were 50 Crafts artisans from across the state. The Crafts Guild Marketplace is located on Magazine Street. There was great attendance and great purchases, and lots of foot traffic.

To date there are over 20 countries that have initially signed on to partner in some way. It's now up to us to turn those good gestures into productive opportunities and results across the state. What are those opportunities?

- Cultural exchanges.
- Having artists from other countries participate in the WCEF as one benefit.
- The opportunity to export art, artists, and touring artist from Louisiana.

We are well positioned to accept goodwill from other countries. We are reaping benefits from the specific mix of people we brought together around the theme of cultural economy and Louisiana's Cultural Economy during WCEF 1.

The work of WCEF 2 has begun because of the partnerships that were created from the World Cultural Economic Forum 1. Louisiana is the newest and only governmental member of a National organization known as the Business Council for International Understanding (BCIU). BCIU is a non-profit organization created in 1955 as a specific outcome initiative of the Eisenhower Administration. The purpose was to create avenues of prosperity, exchange, and opportunity for American multinational corporations. It's a non-profit organization that is designed to help facilitate and broker deals for significant American corporations abroad. Their membership base consists of 150 corporations. These corporations are fortune 500 companies, the largest in this country; and to some extent, in the world. They are America's largest companies doing business in other countries. BCIU is their home base for their international work. It's not BCIU's history to accept a government agency as a member, however, since the storms of 2005, many of BCIU's member corporations have contributed heavily to Louisiana. BCIU is an opportunity, not just for that organization, but also for their member corporations to do something for Louisiana that has the potential for long-term impact. BCIU broker deals internationally for their members, which is exactly what we need as we try to embark upon the World Cultural Economic Forum in a fuller manifestation. The model we are using for WCEF comes from the World Economic Forum in Davos, Switzerland. That is where world leaders go to convene and discuss economics and how to push countries forward each year. That is what we want to do, and that is what we are modeling, only in cultural economy, and issues of culture in a broader sense, and not world economics.

Through BCIU membership, the Lt. Governor was invited to the Global Creative Leadership Summit, a very interesting partnership of the Louise Blouin Foundation and the United Nations Office of Partnerships. It's an international convening where a group of leaders and thinkers, who are the best they could find, have very high level conversations about how to move many of our global challenges forward. They invite only 100 people, and Lt. Governor Landrieu was one of those invited because of our relationship with BCIU. The Foundation and the UN use these convenings to have conversations in a way where recommendations are made and shared with very high-level policy organizations across the globe, the first of which is the United Nations General Assembly. It begins positioning us internationally in an arena where people were listening to the Lt. Governor talk about the arts and culture of Louisiana, and redevelopment in South Louisiana. The panel he participated in was a panel where the participants provoked thought about moving countries and cities forward. It gave us a forum to connect with people from several countries to talk about the possibility of partnerships through WCEF.

Other outcomes include a specific request from the Grace Kelly Foundation asking the Lt. Governor to reach out to universities with performing arts programs around the state. The Grace Kelly Foundation specializes in funding artists, performing artist in particular, and they work a lot through universities. They have asked him to take the lead in having our university's performing arts departments appeal to the Grace Kelly Foundation. They would like to fund more artists from the Louisiana region. Ms. Breaux recently attended BCIU's Annual Meeting, and they made arrangements for her to have initial conversations with organizations such as like Hugh Dugan, who is a part of the United States Mission to the United Nations and founder of The Truce Foundation, a collaborator of the United Nations. We may be able to partner with

them, as well as the International Children's Arts Foundation. Ms. Weeks commented being extremely grateful for the Lt. Governor taking advantage of those opportunities, and having Ms. Breaux's assistance to take what his requests are, and move it on and get results.

NEW BUSINESS

Ms. Weeks informed the Council that appointments/reappointments would be made for Council Committees. Within the packet is a list of current committees and membership, and a brief description of the purpose and services of that committee. Ms. Weeks distributed a form for Council members to complete that gave them an opportunity to serve on a different committee, or affirm their desire to continue to serve on committee/committees they currently serve on. Those members not present today will be mailed the form for an opportunity to serve on the Advocacy, Policy, or Special Events Committees. Other than the Chair, the members of the Executive Committee are either appointed or elected. Ms. Weeks thanked those who served on a committee for the service they've given to date.

STANDING COMMITTEES

Advocacy

Ms. Brunner thanked Ms. Breaux, Mr. Hutcheson, and Ms. Le Melle for the successes we've had during the year through the Louisiana Partnership for the Arts, the Cultural Economy Foundation, the Department of Culture, Recreation and Tourism.

It is important, as we move into the second year after Katrina, that we start looking for some new data, especially considering the legislature is changing. We are trying to convince candidates that they need to be onboard with arts funding and Arts-in-Education Initiatives. Using this data and encouraging other State Arts Council members to go to their local arts council organizations to get the data needed to pass the message on to candidates and businesses. Ms. Brunner also thanked Pam Breaux, Scott Hutcheson, and Dána La Fonta for their input. In January St. Tammany Parish started a Cultural Economy Awareness Committee in the Chamber of Commerce to bring these messages to the private sector. They were gracious enough to come to St. Tammany Parish along with the Lt. Governor, who spoke at the luncheon. Ms. Breaux and Mr. Hutcheson spoke in Slidell. At a dinner held that evening, the Parish President declared the week of August 8th, Cultural Economy Awareness Week, which will happen annually.

With the election close, there are a lot of candidates on the list. If we can get a candidate to say yes to supporting the arts in a public venue, or in writing, we've got the platform that we've been using through the LPA. If you go to a debate, ask a question and ensure the topic of the Cultural Economy comes up. Mr. Hutcheson has been speaking with arts council directors and people who have communicated with the LPA. They have had a lot of candidates who contacted them asking what the LPA's position is. They wanted to know what platforms they could start creating. With term limits just beginning, this is an opportunity to inform incoming candidates on what is expected of them when they come to Baton Rouge. Ms. Weill offered to work with Mr. Hutcheson and Ms. Brunner on information the candidates need to know. Ms. Weeks said to have a list with 3 or 4 pertinent questions to ask the candidates who are running. They will need the information to be able to answer questions. It's important to know how many constituents support the arts. Constituents are one thing they will listen to, and the quality of life in Louisiana is another.

Ms. Weeks informed the Council, Division Staff, and guest that Ms. Brunner serves as the Council's appointed liaison to the LPA. Northwest Louisiana recently took part in an Economic Impact Study. Ms. Weeks will try to have Pam Atchison, Executive Director of the Shreveport Regional Arts Council, come to the next Council meeting. It was an American for the Arts Initiative. LSU/Shreveport's Business Department helped them do it. It was well designed, and yielded some very critical data that turned heads and opened eyes in Northwest Louisiana. We can leverage that data as much as we can throughout the state.

Policy

Policy changes were discussed relative to the reporting and continued emphasis on accountability of state dollars that are granted to organizations. We need to be able to go to our legislators and say these dollars are tracked, and we know what's happening with them. People don't get the remainder of their money until we have seen that the money is spent as was indicated.

Special Events

Governor's Arts Awards

Ms. Weeks commented on the successful Governor's Arts Awards Ceremony on Thursday, October 11th at the Old State Capitol. Ms. Pepper was the Division's staff leader on the Governor's Arts Awards. John McConnell was MC; Representative Michael Jackson was among the invited presenters from the Lt. Governor's Office. The entertainers were Hadley Castille, Javier Olondo, and Michael Foster. A video and photographs of the event is expected to be available next week, and will be online. Ms. Pepper thanked everyone for his or her support and assistance.

Fats Domino was given a special recognition. His daughter came in his behalf, and gave an autographed picture thanking the Louisiana State Arts Council. Ms. Weeks will give the photograph to Ms. Hammerli, Chair of the Governor's Arts Award Committee.

OLD BUSINESS

None

ANNOUNCEMENTS

The January meeting will be held in Baton Rouge. The April meeting will be in another city. Notice will be sent to Council when location has been decided.

ADJOURN

LeAnne Weill motioned to adjourn. The meeting adjourned at 12:30.