

**Minutes of the
LOUISIANA STATE ARTS COUNCIL
QUARTERLY MEETING
Baton Rouge, Louisiana
Monday, June 29, 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:

Cynthia Ardoin	Carolyn McLellan
Beverly Covington	Sally Perry
Ken Ferdinand	Charlotte Walter
Dan Henderson	Cynthia Warner
Mary T. Joseph	Laura Jeter Weems
Beth Kaplan	LeAnne Weill

Council members absent from the meeting included:

Leah Chase	Jean Hurley
Marilyn Cox	Kay Kellogg Katz
Colleen C. Fletcher	Raelene S. Pell
Sara Herrington	Christine Weeks
Quincy Hilliard	Beverly Wilson

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

James Borders	Ann Russo
Lisa Green	Jack Warner
Charles Hunt	Mickie Willis
Pearlie Johnson	
Maida Owens	

Also present were Ms. Gerri Hobdy, Assistant Secretary, Office of Cultural Development, and Teri Cober, Administrative Manager, Louisiana Partnership for the Arts.

APPROVAL OF THE MINUTES

A motion to accept the minutes of the March 30, 1998 meeting was proposed by Mary Joseph and seconded by Beverly Covington. The motion carried unanimously.

CHAIRMAN'S REPORT

A. 1998-99 Schedule of LSAC Meetings

Mr. Henderson presented the proposed schedule of Council meetings for the new fiscal year, pointing out that the dates were selected primarily to synchronize with the grants adjudication process.

The FY99 Schedule of Quarterly Meetings will be as follows:

Monday, September 28, 1998

Monday, December 7, 1998

Monday, March 29, 1999

Monday, June 28, 1999

There was extended discussion about the merits of holding some Council meetings in communities around the state. The staff agreed to try and schedule the September 1998 meeting in Alexandria and to submit that recommendation to the Council in 30 days. Other sites suggested for future consideration included Monroe, Hammond, Shreveport and the New Orleans Center for the Creative Arts facility when it opens in fall 1999.

REMARKS BY GERRI HOBODY, ASSISTANT SECRETARY, OFFICE OF CULTURAL DEVELOPMENT

Ms. Hobdy reported on recent developments in the Department of Culture, Recreation and Tourism (DCRT) including a just-completed Strategic Plan, which included a component from the Division of the Arts. (Staff later distributed this document to the Council.) She also reported that the department fared well in the Legislative session, including the Division of the Arts' \$650,000 increase in appropriations for FY99.

Ms. Hobdy also reported that plans for the year-long Francofête '99 were progressing and she urged Council members to encourage their local arts organizations to submit any planned Francofête activities by August to Charlie Fisher at the Office of Tourism or to the local Tourism Commission.

She also reported that the Office of Tourism had contracted cultural tourism consultant Leni Sloan to continue an initiative that was begun in the Office of Cultural Development. Mr. Sloan, she explained, had gone around the state in June meeting jointly with arts folk and tourism folk in an effort to foster local collaborations that could benefit both the arts and tourism industries. The preliminary reports she had received indicated that the meetings had been pretty beneficial. Mr. Sloan's final report to the Office of Tourism is expected to include some recommendations for next steps.

The last thing Ms. Hobdy announced was that there would be a Constituent Meeting, similar to the one held last year with the Lt. Governor, probably in late July. Last year it was held in New Iberia, and this year it may possibly be held at Hemingbough in St. Francisville. The exact date and time will be announced. She asked that Council members and others invited make an effort to attend this year's meeting.

DIRECTOR'S REPORT

Mr. Borders called the Council's attention to two new publications that had been distributed to them. One was the *Louisiana Division of the Arts Touring Directory 1998-2000* and the other was the agency's *1997 Annual Report*.

A. FY99 Budget Update

Mr. Borders reiterated Ms. Hobdy's announcement about the \$650,000 increase in state general funds to the Division of the Arts FY99 budget. He reported that the income and expense projections (\$5.6 million) shared with the Council in March — which also included the \$125,000 increase in National Endowment for the Arts funds — are still accurate and operable. Mr. Borders thanked everyone on the Council for their hard work in helping to secure the state increase and noted a special thanks to the governor's staff and the Legislature as well as Sally Perry, Gerri Hobdy, the Louisiana Partnership for the Arts and other constituents who helped make the case for this increase.

In the discussion that followed, Mr. Borders clarified that though the Division plans to petition the Division of

Administration to reinstate the Public Information Officer position in the Division of the Arts in the near future, none of the increased revenue for FY99 would be used to hire additional permanent staff for the Division of the Arts or to pay for raises for existing staff. The funds were targeted to be invested back into the field with virtually no additional administrative overhead (save for \$25,000 administrative costs for the Regional Folklife Program).

COMMITTEE REPORTS

There had been no formal or official committee meetings, so in lieu of any formal reports, there was a series of informal updates and discussions.

A. Special Events Committee

Mr. Borders thanked Council members for helping make the Governor's Arts Award reception and ceremony a success. The honorees seemed to be delighted. Special thanks to the Governor and his staff, to Mr. Henderson for serving as master of ceremonies, to Ms. Hobdy and Phillip Jones for bringing greetings on behalf of the Lt. Governor and DCRT, to all the people who submitted nominations and to all the people who made the selections.

There then ensued a discussion about opportunities to make the event even better next year, including possibly rescheduling it to some other time of the year and some site other than the Governor's mansion, adding a Legislative Award category and/or finding some other way to publicly acknowledge the substantive commitment and contributions the Foster administration has made to the arts. DOA staff agreed to recommend the language for the development of a Public Service recognition award, and to present it at the next meeting for discussion and review.

B. Ad Hoc Committee on the Cultural Trust Fund

Mr. Borders, Ms. Perry and Ms. Weill had been constituted into an ad hoc committee to investigate state-level cultural trusts/endowment funds. They presented summary information provided by the National Assembly of State Arts Agencies about what was happening in other states regarding these cultural trusts/endowment funds. After an extended discussion on the potential to create such a trust fund in Louisiana, the ad hoc committee was requested to prepare a written report with recommendations for the September meeting.

On a related issue connected to both an earlier suggestion to recognize the governor for his support of the arts and, possibly, to provide a forum to discuss recommendations for the cultural trust fund, DOA staff agreed to try to determine what kind of event is appropriate for the Governor's home in Franklin, what time of the year, and what occasion. The staff agreed to present information to the LSAC before the September meeting, maybe within the next 30 days.

NEW BUSINESS

A. Approval of FY99 Grants and Artist Roster Additions

Prior to the voting to ratify the FY99 grants, there was extended discussion among the representative for the Louisiana Partnership for the Arts, Council members and Division of the Arts staff about the uniform adherence to the computer-recommended funding levels in all the grants panels — a precedent-setting action implemented by the executive director and endorsed by the Executive Committee of the Council to provide a more objective, even-handed and mathematically rational basis for funding decisions.

Despite the advantages afforded by the computer-driven funding recommendations, there was concern expressed in some quarters about applicants and panelists not being given sufficient notice about this process change or being well-informed in general about the adjudication process. There was discussion about the potential impacts this process might have on small, relatively modest proposal requests. There was also discussion about evaluating the preparation and performance of panelists.

In summation, Mr. Borders reminded everyone that the Division of the Arts in collaboration with the Louisiana Partnership for the Arts, other constituents and the State Arts Council would form a committee to look into these and other issues as part of the process for revising grant programs by July 1999 for the 2000-2002 guidelines.

Mr. Borders said we have between now and July of 1999 to review and revise the next set of guidelines, the funding process, evaluation criteria, etc. DOA will put together a timeline and a list of opportunities for review of policies.

After the discussion, the Council then moved on to considering the 163 FY99 grant recommendations adjudicated by the panels.

Approval of FY99 Grants

ARTS IN EDUCATION: BASIC

Sally Perry moved to accept the recommendations for funding.
LeAnne Weill seconded the motion, and the motion carried.
Ken Ferdinand and Cynthia Warner abstained.

ARTS IN EDUCATION: CLASSROOM

Sally Perry moved to accept the recommendations for funding.
Beth Kaplan seconded the motion, and the motion carried.
Ken Ferdinand abstained.

ARTS IN EDUCATION: PROJECTS

Mary Joseph moved to accept the recommendations for funding.
Charlotte Walter seconded the motion, and the motion carried.
Sally Perry abstained.

PROJECTS: DANCE

Mary Joseph moved to accept the recommendations for funding.
Cynthia Warner seconded the motion, and the motion carried.

PROJECTS: DESIGN

Beth Kaplan moved to accept the recommendations for funding.
Ken Ferdinand seconded the motion, and the motion carried.
Cynthia Warner abstained.

PROJECTS: FOLKLIFE

Ken Ferdinand moved to accept the recommendations for funding.
Charlotte Walter seconded the motion, and the motion carried.

PROJECTS: LITERATURE

Beth Kaplan moved to accept the recommendations for funding.
Laura Jeter Weems seconded the motion, and the motion carried.

PROJECTS: MEDIA

Mary Joseph moved to accept the recommendations for funding.
Cynthia Warner seconded the motion, and the motion carried.

PROJECTS: MULTI-DISCIPLINE

Ken Ferdinand moved to accept the recommendations for funding.
Laura Jeter Weems seconded the motion, and the motion carried.
Sally Perry abstained.

PROJECTS: MUSIC

Mr. Borders noted that this category had an appeal registered by the Banners Series of McNeese University. The Banner Series submitted two applications, one in the folklife project category and one in the music project category. After initial review by DOA staff, they were asked to send in additional information on one of the applications, the Blues & Zydeco Festival. The staff inadvertently attached this additional piece of information, a Provider of Services form (for their request

to present an Irish music group), to the wrong application. This created confusion for the panel reviewing the music application (they questioned how the projected expenses for the folklorist were reconciled in the project budget for the grant) and the staff moderator did not inform the panel that this form was mistakenly attached to the application. The panel then ranked the application too low for funding, but the misjudgment was not the fault of the applicant. The LDOA was recommending, therefore, that the applicant receive funding at the average request-to-award ratio for the music panel, which was 23%. They requested \$5,000, therefore their recommended grant would be \$1,150. Rather than readjusting the disbursement of the \$50,000 that was allocated for the music projects, the DOA proposed to pay for the Banners Series grant out of funds that were set aside originally for the Director's Grant-in-Aid.

Cynthia Warner moved to accept the recommendations for funding.
Charlotte Walter seconded the motion, and the motion carried.

PROJECTS: THEATRE

Mary Joseph moved to accept the recommendations for funding.
Sally Parry seconded the motion, and the motion carried.

PROJECTS: VISUAL ARTS & CRAFTS

Ken Ferdinand moved to accept the recommendations for funding.
Cynthia Ardoin seconded the motion, and the motion carried.

FOLKLIFE APPRENTICESHIPS

Charlotte Walter moved to accept the recommendations for funding.
Beth Kaplan seconded the motion, and the motion carried.

GENERAL OPERATING SUPPORT LEVELS 1 AND 2

Mary Joseph moved to accept the funding recommendations.
Cynthia Warner seconded the motion, and the motion carried.
Sally Perry abstained.

LOCAL ARTS AGENCIES LEVELS 1 AND 2

Beth Kaplan moved to accept the recommendations for funding.
Ken Ferdinand seconded the motion, and the motion carried.

Approval of the Artist Roster Additions ARTIST ROSTER

LeAnne Weill moved to accept the recommendations for additions to the roster.
Beth Kaplan seconded the motion, and the motion carried.

B. Year-Long Special Initiatives for FY99

A synopsis of the Year-Long Special Initiatives for FY99 was provided for Council review and approval.

Renewing Initiatives

The Louisiana Alliance for Arts Education, \$15,000.

The Louisiana Partnership for the Arts, \$50,000.

The Louisiana Presenters Network, \$15,000.

New Initiatives

The Louisiana Craftsmen's Guild, \$25,000.

The Louisiana Opera Initiative, \$10,000.

It was also noted that there would be other budgeted initiatives presented to the Council later in the fiscal year.

Ken Ferdinand moved to accept the Special Initiatives as presented.
Sally Perry seconded the motion, and the motion carried.

C. Endorsement of the Division of the Arts Strategic Plan

Mr. Borders explained that the "abridged" version of the Division of the Arts strategic plan being presented to them was condensed from the earlier draft in an effort to meet the needs of the Department of Culture, Recreation and Tourism's requirement to submit a plan to the Legislature. A more expanded Division of the Arts plan, incorporating a broader range of input from constituents will be presented to the Council at a later date.

For now, the Council was being asked to endorse this "abridged" version.

A discussion then ensued in which more details about the plan were shared.

Ken Ferdinand moved to accept the Abridged Version of the Strategic Plan.
Cynthia Ardoin and Cynthia Warner seconded the motion, and the motion carried.

OTHER COMMENTS/ANNOUNCEMENTS

A Louisiana Life Magazine, Summer 1998 was distributed to each Council member and an announcement was made regarding the new partnership that has been developed between *Louisiana Life Magazine* and the Department of Culture, Recreation & Tourism. In the next year, all four issues of the magazine will carry 16 pages of information from the Department, and will have 40,000 copies circulated statewide.

In addition, announcements were made about Division of the Arts summer grants workshops, a grants program for museums that will be operated by the State Museum, and public meetings on rebuilding downtown Baton Rouge and the potential for the arts to have a role in this process.

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 1:30 p.m.