

**Minutes of the  
LOUISIANA STATE ARTS COUNCIL  
QUARTERLY MEETING  
Lafayette, Louisiana  
Monday, December 6, 1999  
10:00 a.m.**

**WELCOME/CALL TO ORDER**

Sara Herrington, vice chairperson, opened the quarterly meeting of the Louisiana State Arts Council, which was held at the Artists' Alliance, at 10:30 a.m. The following members were **present**:

Sara Herrington	Charlotte Walter
Quincy Hilliard	Christine Weeks
Jean Hurley	Laura Jeter Weems
Mary Terrell Joseph	Beverly Wilson
Raelene Pell	

Council members **absent** from the meeting included:

Cynthia Ardoin	Dan Henderson
Leah Chase	Beth Kaplan
Beverly Covington	Carolyn McLellan
Marilyn Cox	Sally Perry
Ken Ferdinand	Cynthia Warner
Colleen Fletcher	LeAnne Weill

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

James Borders  
Lisa Green  
Dee Hamilton  
Charles Hunt  
Pearlie Johnson  
Maida Owens  
Ann Russo

Also present were Teri Cober, Administrative Manager, Louisiana Partnership for the Arts; Buddy Palmer, Executive Director, Acadiana Arts Council; Barbara Conner, President, Rosalind Foley, Conference Director, and Marilyn Contine, Newsletter Editor, all of the Writer's Guild of Acadiana; and Kent and Gwen Hutslar, Artists' Alliance.

**APPROVAL OF THE MINUTES**

Two amendments were recommended to the September 1999 minutes. Ms. Cober noted that the fund raising goal for Louisiana Partnership for the Arts (LPA) for this year is \$50,000, not \$37,000 as listed in the minutes. Ms. Herrington suggested the minutes be amended to include the remarks made by the LSAC regarding how valued and appreciated LPA is and the importance of the relationship between LPA and LDOA.

A motion to accept the minutes of the September 27, 1999, meeting, with aforementioned adjustments, was proposed by Ms. Wilson and seconded by Ms. Weeks. The motion carried unanimously.

## **CHAIRMAN'S REPORT**

Mr. Borders reported that Mr. Henderson sent his apology for not being able to attend the meeting. He sent his appreciation to the LSAC for all the work that they do and he wished everyone a happy holiday season.

## **DIRECTOR'S REPORT**

Mr. Borders informed the council that Kay Kellogg Katz is now the State Representative for District 16, representing the Monroe area, and extended congratulations to her in absentia.

### ***Level Funding for the NEA***

Mr. Borders shared news with the council about the results of the National Endowment for the Arts' (NEA) effort to secure an increase for its budget from Congress for FY 2000, slated to begin October 1. Despite support in the Senate for a \$5 million increase, the budget for the NEA ended up being virtually the same as this year -- \$98 million. There was some discussion about the factors and forces influencing this outcome. Mr. Borders thanked the LSAC for the letters that were sent to the legislators requesting their support for the arts endowment.

### ***Music/Tourism Project***

Mr. Borders noted that in each LSAC meeting packet was a letter from the Office of Tourism requesting letters of interest from nonprofit arts and cultural organizations wishing to develop, produce, and present major tourism-friendly events or activities in the state in 2000 that highlight Louisiana's music. The letter is the result of a partnership created with one of our sister agencies in the Department of Culture, Recreation and Tourism (DCRT). This new initiative is intended to support major cultural tourism events in the state and engage the arts and tourism communities. These activities will be of interest to significant numbers of tourists (10,000 or more).

Notices were sent to the Local Arts Agencies and General Operating Support grantees of the LDOA, and a number of organizations that do not apply to us, along with other presenters and festivals. The idea is to gradually put some kind of structure around Louisiana's marketing campaigns and to engage the arts community with the tourism community. FrancoFete proved to be a success, centering around Louisiana's French culture and heritage. Louisiana's music will be the focus of next year's marketing campaign. Support from the Louisiana Office of Tourism will take the form of marketing assistance.

### ***Capitol Park Plan***

Mr. Borders shared an article from the Baton Rouge Advocate and reported to the council that a \$400 million building campaign will take place in Baton Rouge around the Capitol over the next 10 years. R. Allen Eskew is the key planner/architect for this project. The project is being overseen by the Division of Administration. Under the plan, the Capitol Complex would be renamed Capitol Park and it will feature a visitor's center, a state history museum, a walking tour, and art exhibits in state buildings and historic sites highlighting Louisiana culture. A few elements of the plan will be incorporated over the next few years.

This plan also includes the state's Percent for Art program. A committee of approximately 20 individuals have been involved in the planning process over the past year. The Office of Cultural Development was represented during the planning phase by Eddy Martin, assistant deputy secretary in the Office of Cultural Development, and Elizabeth Moore, a program coordinator and architectural historian in the Division of Historic Preservation.

### ***Percent for Art***

There was a general discussion about the new Percent for Art program and some of the yet-to-be-resolved questions about how it will be governed and operated, i.e., what will be the role of the LDOA and the LSAC in the decision-making process.

Mr. Borders explained that the overall vision is to look at the Capitol building as a signature piece and look at how the other buildings that merge into the complex can complement the Capitol. There isn't a firm process in place at this time

for how the public art components will be integrated into this enterprise. During preliminary discussions with the Office of Facility Planning and Control, we proposed a five-person selection committee, including an outside arts expert, representatives from OCD/LDOA, a key representative of the building the art will be in, a representative from the Department of Administration and Facility Planning, and someone from the architect design team.

It was announced that the Public Art Coalition would meet the next day Dec. 7th, to hear the presentation of the Capitol Park Plan from R. Allen Eskew, and Roger Magendie, director, Office of Facility Planning and Control. At this meeting, discussion will also take place about the Percent for Art program, what buildings will be eligible and the factors for determining that, how the Percent for Art figures in to the overall plan, whether or not to include artistic items that are art and architecture, public art, or just acquisitions, and other issues that need to be addressed. At this point, it has been decided to be open to all possibilities and not try and use one formula for the entire project. Each building project will be looked at as a separate project when determining how to use art in the most effective manner.

## **LDOA PROGRAM REPORTS**

### ***Visual Arts - Ann Russo***

Ms. Russo elaborated on the details of the upcoming Public Art Coalition (PAC) meeting and invited council members to attend. The purpose of the meeting, she added, will be to review the *Strategic Plan 1999-2000*, drafted by PAC and Claire Wickersham, our consultant from last year, and to see where we are with the current plan, set specific goals to develop a plan for the next two years, and schedule the quarterly meetings of the PAC for the upcoming year. Roger Magendie, director, Office of Facility Planning and Control, will be there to share information about the Percent for Art program, separate from the Public Art Program. Percent for Art is funding designated through the Bill that Representative Diane Winston drafted, and the Public Art Program refers to projects that the LDOA funds, as well as other projects around the state. There will also be a reports on public art, updates from representatives from each region of the state. R. Allen Eskew will report on the Capitol Park Plan. The overall goal of the PAC is to continue to support public art in Louisiana.

### ***2000 Decentralized Arts Funding (DAF) Allocation Report - Charles Hunt***

Mr. Hunt noted that a DAF report was included in each LSAC packet. The adjudication process in each region for the upcoming year, for projects that will commence in January, is just about concluded. It was noted that in Region 6, in and around Alexandria, the last DAF panel was held Saturday, Dec. 4th and this information has not yet been compiled to be included in this report. After six years, this is still a relatively new program and LDOA wants to be very careful that we haven't plateaued and that we are still expanding, reaching new audiences and organizations. The grants for grant year 2000 will be the first 12-month DAF grant cycle. Projects will take place Oct. 1st through Dec. 30th. In every region, except Region 1 (in and around New Orleans), we will have a common application deadline of June 30th. Because of the volume of grants that New Orleans has, the deadline needs to be earlier. We are looking forward to the results of the upcoming grants cycle.

Looking at the overall totals, he explained, there are slight decreases in the amount requested and the number of applications submitted. With the 12-month activity period going into effect, we are anticipating increases in the all numbers for the next grants round. Regarding the reduced number of applicants, do we still believe there is lack of knowledge of existence of the program? No, not a lack of anything, just a constant reinvigoration of the process. For instance, a small nonprofit, non-traditional organization, who applies once and does not receive funding may be discouraged and not want to apply the following year. LDOA needs to make sure the applicant understands why they did not receive funding and that they receive the technical assistance they need to be a strong applicant the following year. Also, new nonprofits continue to be formed and LDOA must continue to advertise its programs. Another reason that the numbers are down can be attributed to the fact that people are starting to get a more realistic sense of where the limits are in the program, what the funding levels are, and how many grants are likely to be funded in the area. To accommodate, in some communities organizations are planning and collaborating in advance in order to present consortia applications. Others reasons include organizations dropping off because of the level of competition, and we may be getting fewer applications submitted from the same organization--those who sometimes submitted two and three applications. Although, the numbers have slightly decreased, we are developing a core constituency.

LDOA could always use more money for the program and intends to move forward to request an increase of \$2 million to put more money into our grants programs. The allocation amount may change at some point in discussion, but we are committed to the principle of splitting 50/50 between Decentralized Arts Funding (DAF) and the Statewide Grants Program.

### ***Performing Arts - Dee Hamilton***

Ms. Hamilton reported that the *Louisiana Touring Directory* was published to promote quality professional Louisiana touring artists. The first edition, *Louisiana Touring Directory 1998-2000*, included 59 artists. We are now up to 84 artists, an increase of 25, to be included in the second edition, *Louisiana Touring Directory 2000-2002*. LDOA anticipates having the directory available in February. All artists in the directory currently tour and have been adjudicated by the Louisiana Presenters Network and/or discipline-specific panels on the basis of artistic merit and touring history as evidenced by samples of work and the quality of their press materials.

Two upcoming projects of the Louisiana Presenters Network:

1. ***Tour of Louisiana Artists*** - Presenters will meet with artists and bid for various services provided by the artists for the purpose of developing a tour for the year 2000; somewhat of a bidding and auction process.
2. ***Opera Initiative*** for the year 2003 - an extension of the LDOA's Opera Initiative. There are no additional funds available for this project, but the plan is to raise funds, utilize LDOA fellowship winners and develop a tour to present Opera.

Southern Arts Federation (SAF) Regional Performing Arts meeting was held recently and Ms. Hamilton reported that she attended along with other performing arts program directors from the South and Southeast. It was mentioned that there was a session on advocacy and one of the items discussed that may be of value to the LSAC is that SAF requires their grantees to write their legislators. The grantees shape the letter themselves, and the responses from the legislator, along with the grantee letters, are turned in with the final report. Over time this has proved to change opinions. Another item mentioned during the session is that some states charter buses and take their constituents to Arts Advocacy Day in Washington, DC. With respect to a State Arts Advocacy Day, one of the states has their constituents convene a meeting and appoint individuals to legislators at various times of the day to introduce them to the arts. Perhaps this can be done in our state.

Ms. Hamilton also invited the LSAC to attend a Theater Meeting, Friday, Feb. 11th in Baton Rouge, in conjunction with the opening of The Reilly Theater, the new home of Swine Palace Productions.

### ***Folklife Program - Maida Owens***

Ms. Owens distributed the *Louisiana Voices: Folklife in Education Project* brochure and explained that it is a multi-year project that is finally starting to have a public presence. The *Louisiana Voices: Folklife in Education* project has many phases:

1. **Writing study units for utilization of existing folklife resources** - After 20 years of having a Folklife program, a lot of information has been accumulated and documented, but either teachers didn't know about these resources or they were not structured in a user-friendly manner.
2. ***Louisiana Living Traditions*** - information about Louisiana Folklife. Includes excerpts from *Swapping Stories*, festival program booklet articles, the Creole State Exhibit, maps, and photographs.
3. ***Louisiana Voices*** - the actual study units; an online education guide that provides rich teaching resources on Louisiana folk and traditional arts and culture while integrating the newly created Louisiana Education Content Standards for Social Studies and English Language Arts. The guide targets 4th and 8th graders.

Ms. Owens also announced that the Louisiana Voices Web site is partially up, with four of the nine study units available online. This information is accessible through the LDOA Website under the Folklife in Louisiana section.

Four more study units are in the final stages of development.

The next phase is to go out and teach the teachers how to use the guide. The first Folklife and Technology Institute was held last summer, a collaboration between the LDOA's Folklife Program and the Department of Education's Center for Education and Technology. Two institutes are scheduled for this coming summer:

1. **Louisiana Folklife and Technology Institute**, June 12th - 16th, Baton Rouge
2. **Louisiana Voices: Folklife in Education Institute**, June 26th - 30th, Lafayette - funded through the National Endowment for the Humanities (one of two institutes in the country that NEH is funding this year).

Several workshops will be held this spring regarding folklife technology and education. The brochure will be distributed to educators and various lists provided from the Department of Education. It will also be distributed with the Folklife Update in January.

One of the council members asked if there was monetary support for the project from the Department of Education. No cash outlay, Ms. Owens replied, but the Center for Education and Technology has donated personnel and facilities. Is the program in a position to offer stipends to teachers? No, but that's an issue that will have to be addressed and perhaps the Department of Education can step up in this area. The way it is currently being handled is that it is an honor to be chosen to participate.

Discussion continued regarding training teachers to teach folklife technology and education. It was also noted that there is also a component of training trainers to teach the teachers and that this seems to be harder than anticipated.

### ***Arts Education***

Mr. Borders noted that Dr. Willis, arts education director, could not attend the meeting but that an Arts Education Planning Summit was held a couple of weeks ago, the beginning of a long-range planning process for arts education. This initial meeting of the Superintendent's Task Force for Arts Education consisted of 40-50 participants. The Superintendent's Task Force for Arts Education is a joint venture of the Louisiana Alliance of Arts Education, the State Department of Education, the Governor's Office, and the Louisiana Division of the Arts, with the Alliance serving as the lead coordinating agency.

Ms. Wilson reported on the meeting and mentioned that it provided a special opportunity to bring together people from all over the state, in all areas of the arts, and focus on arts education for the purpose of goal setting, dealing with a number of areas including assessments. There will be a total of four meetings culminating in a final presentation, the 2000 Summit, *Arts Literacy: Success for Louisiana*, scheduled for May 10th -11th in Baton Rouge at the Pennington Conference Center.

### **ADDENDUM TO DIRECTOR'S REPORT**

#### ***LPA Peer Assistance Network***

Mr. Borders asked Ms. Cober to provide an update to the council on the Louisiana Partnership for the Arts (LPA) *Peer Assistance Network (PAN) Program*. Ms. Cober distributed the the PAN Program Guide and reported that PAN has been operating consistently for the past two years. This year PAN has completely restructured the way the program works. In the past, LPA has tried to identify groups that had a certain need and structured training specifically for that need. What has been discovered is that they are having difficulty identifying needs. With this in mind, the structure of the program has been geared toward helping organizations access the experience of arts administrators in the field who work with organizational development. Applications are now being taken on a first-come, first-serve basis, still allocated geographically, as long as the LPA panel is confident of the consultancy's success and funds for the program are available. There will be 16 funded grants this year, she said, four more than last year. The deadline for applications is June 15th.

### **NEW BUSINESS**

**A. Approval of Artist Fellowship Recommendations**

Mr. Borders reported that overall, the Division of the Arts received 160 artist fellowship applications and the grants review panels recommended funding for 24 of them, divided up into eight panels: Dance, Design Arts, Folklife, Literature, Media, Music, Theater and Visual Arts & Crafts.

In addition, for non-monetary considerations, out of 15 total applications received, 14 people were recommended for the Louisiana State Artist Roster. The artist roster gives people designation of being professional artists who can represent themselves in the school system.

In the Crafts Marketing program there were six individuals who applied and one applicant was recommended by the panel for acceptance. Selection gives these artisans the right to place the "Handmade in Louisiana" seal on their work.

Ms. Pell moved to accept the recommendations.

Ms. Walter seconded the motion and the motion carried by acclamation.

**STATE ARTS COLLECTION UPDATE**

Ms. Russo reported that Taylor Clark has appraised approximately 95% of the State Art Collection. The total amount at this time is \$174,895, not including the eight pieces that have not yet been appraised. The appraisal for the entire collection, 120 pieces total, will be complete over the next couple of weeks.

LDOA has contracted with Owen Murphy, a freelance photographer and LDOA fellowship recipient, to photograph the State Arts Collection for archival purposes. At this time, 50% of the slides have been done. A slide presentation will be given at the next LSAC meeting.

At a previous meeting in August, the history of the collection was discussed and issues of policy and procedure were addressed. Regarding the long term loan of the State Art Collection, it was recommended by Mark Tullos, executive director, Alexandria Museum of Art, that LDOA draft a formal management statement about the collection, a Collection Management Policy.

A brief beginning draft of the statement was distributed stating:

"The Collections Management Policy, as adopted by the Louisiana State Arts Council, is intended to serve as policy on all matters related to the Collection of the State. The Alexandria Museum of Art shall act as steward of the State's Permanent Art Collection and shall in conjunction with the professional staff have charge of the conservation, enhancement, management and development of the Collection. Selected works from the collection will be on long term loan to the Alexandria Museum of Art for three years for exhibition, conservation, and storage."

The amount of time for the long term loan has been limited to three years just in case space for the Collection becomes available in the new State Museum. Preliminary conversations have taken place with James Sefcik, assistant secretary, Office of State Museum, and he is very interested in helping to create a permanent home for the State Art Collection.

**Addendum to Previous Public Art Coalition Report**

Ms. Russo also noted that the Public Art Coalition is looking to work with Peer Assistant Network Program to identify people who would be available as consultants for public art and making them available through the Decentralized Arts Funding program. There is a lot of interest in public art, but not a lot of knowledge about how to go about doing it. Also, the LDOA has contracted Lake Douglas, former public art director in New Orleans, to develop a Public Art Guide to Louisiana, *Public Art 101*. This guide will be available and published by the end of the fiscal year, focusing on artist selection, forming selection committees, insurance issues, etc.

**OTHER COMMENTS**

Ms. Cober announced that the Louisiana Partnership for the Arts Retreat will be held Jan. 30th - Feb. 1st in New Orleans, LA.

The next LSAC meeting is scheduled for Monday, March 27<sup>th</sup> in Baton Rouge at the State Library of Louisiana.

**ADJOURNMENT**

There being no further business, a motion was made to adjourn. It was seconded and adopted. The meeting was adjourned at 12:00 p.m.