

**Minutes of the
LOUISIANA STATE ARTS COUNCIL
QUARTERLY MEETING
Baton Rouge, Louisiana
Friday, August 23, 2002
10:00 a.m.**

WELCOME/CALL TO ORDER

Christine Weeks, chair, opened the quarterly meeting of the Louisiana State Arts Council (LSAC) which was held at the Claiborne Building in Baton Rouge, at 10:20 a.m. The following members were present:

Susan Brunner
Freddie DeCourt
Neil Early
Mary Joseph

Susan Reed
Christine Weeks
Juana Woodard

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

Brandi Bollinger (proxy to Chair)
Anna Brakenridge
Jose Canseco
Marion Drennen
Angela Hammerli
Sara Herrington (proxy to Chair)

Rosemary Patterson
Molly Sooter
Susan Turner (proxy to Chair)
Cynthia Warner
LeAnne Weill
Frederick Zeagler (proxy to Chair)

APPROVAL OF THE MINUTES

Ms. Reed moved to accept the minutes of the June 18th meeting. Ms. Joseph seconded the motion. The motion carried and the minutes were approved as presented.

CHAIRMAN'S REPORT

Updated Schedule of LSAC Meetings

Ms. Weeks referenced the LSAC Schedule of Meetings. She stated that the next quarterly meeting would be held December 20th in Covington. The Council was also reminded to save the dates March 24th and June 20th for future quarterly meetings. It was noted that the Executive Committee will review appeals – if any – on Thursday, June 19th, prior to the meeting on Friday, June 20th.

Committee Assignments/Officers/Terms of Office

At the June 2002 meeting, LSAC members were asked to review the descriptions for each Committee and complete a Committee Interest Indicator form specifying which Committee one would be interested in serving on.

Ms. Weeks referenced the tentative LSAC Committee list prepared by the Louisiana Division of the Arts (LDOA). Please note that this does not preclude anyone from participating in other committees.

One of the first items needing to be addressed is the Executive Committee. Because actual nominations are needed for assignments to this Committee, LDOA formed a Nomination Committee, which will meet briefly after this meeting to discuss the nomination process. . The Nomination Committee consists of three individuals – Neil Early, Mary Joseph and Susan Reed – representing new and experienced Council members. We anticipate that the Executive Committee will consist of seven members, inclusive of at least two members from each of the other committees. Four people have already shown interest in being on the Executive Committee.

Regarding the Terms of Office, half of the Council will have two-year terms and the other half will have four-year terms (legislative requirement). It was noted that names were pulled from a hat to determine which members would have four and two year terms. If there are reasons why something would need to be changed, please relay this information as soon as possible.

Are members eligible for re-nomination? Yes, members can be re-nominated. As we near the end of a term, members will be asked if they are interested in remaining on the Council. LDOA will submit a nomination and a resume to a nominating entity for consideration of each individual wishing to remain involved.

Mr. Early specified that he would prefer to serve on the Advocacy Committee. Ms. Breaux acknowledged this request and stated that the final Committee assignments will be distributed at the December meeting. It was stated that there would be opportunities for Committee break out sessions at future LSAC meetings. Of course, if Committees feel the need to meet – whether electronically, conference call, or person-to-person – to discuss upcoming events/activities, they may feel free to do so.

Other

Ms. Breaux referenced the LSAC List, which lists all Council members and their contact information. Members were asked to review all information for accuracy. If there are any changes, please inform LDOA.

Also, Ms. Weeks encouraged LSAC members to continue to support and participate in arts events that are in their areas, or wherever they may travel to, especially those events that are funded by LDOA. It's a real affirmation for those working to produce and those participating in these events. Artists and organizations are most appreciative of our support.

It was noted that LDOA staff would compile a quarterly calendar of events (date, location, etc.) for those activities supported by LDOA grants, and provide this information to LSAC members at each meeting. Also, there is a *Louisiana Calendar of Events* listing on the Division's Web site (<http://www.crt.state.la.us/arts>). Events are also listed in *Louisiana Life* magazine, a quarterly publication. Mr. Early requested that the Council be provided with special name badges indicating that they are LSAC members.

In other news, four Louisiana festivals were named in the listing of *Top 100 Fine Arts Festivals in the U.S.* The New Orleans Jazz & Heritage Festival and the Red River Revel Arts Festival were in the top 10. This strengthens the argument for the ongoing positive economic impact of the arts in Louisiana. LSAC was encouraged to attend the upcoming Louisiana Folklife Festival (Sept. 14th – 15th in Monroe) and the Red River Revel Arts Festival (Sept. 28th – Oct. 5th in Shreveport).

Ms. Weeks thanked LSAC members for their efforts in their local areas and for their efforts to attend the quarterly LSAC meetings.

DIRECTOR'S REPORT

FY2003 Budget Update

LDOA had hoped to be able to provide some very finite budget figures for this meeting. Referencing the budget page in the packets provided (the same that was inside the *LSAC Handbook*), Ms. Breaux stated that unfortunately, due to several issues, these numbers are not finite. LDOA is anticipating one, possibly two, budget cuts during this fiscal year. The first cut will be announced at the end of this month. Typically, over the last few years, any decrease in the budget has not impacted the statewide grants programs. Ms. Breaux explained that there are discretionary funds within the Special Initiatives category and LDOA normally absorbs budget cuts here. It was noted that the Louisiana Partnership for the Arts (LPA), the Louisiana Presenters Network (LPN), and the Louisiana Alliance for Arts Education are important initiatives that LDOA always funds. Also, the Governor's Arts Awards and the State Arts Conference (held every other year) are supported through Special Initiatives.

LDOA has already brainstormed having a quality, cost-effective two-day State Arts Conference, instead of the normal 2 ½ days. This would save a little money. The overall goal is to still have a quality product and be able to absorb budget cuts presently unnamed. LDOA received information a couple of weeks ago from the Budget Office Administration Tracking System (BOATS). It was then that the Department of Culture, Recreation and Tourism (DCRT) encouraged that we try and set aside about 4% for potential cuts. This is a very hard task, considering most of our money is distributed through statewide grants. In another week or so, LDOA will be able to determine what exactly can be spent and where. If there are any questions about any aspect of the budget, please do not hesitate to ask.

Separate from the general appropriation, LDOA is approximating that \$660,000 will be available for the Percent for Art Program's first year. In part, this would be done through an interagency transfer from the Office of Facility Planning and Control. Ms. Breaux also stated that LDOA is looking at approximately \$661,000 from the National Endowment for the Arts (NEA) for various grants – Arts-in-Education, Challenge America, and Folklife. In addition, LDOA has an \$80,000 pass through, but this isn't for our use. These funds pass from the legislature to a constituent organization; for instance, the Creole Heritage Foundation in Opelousas.

Ms. Breaux also noted that there are funds for the Bicentennial Project that LDOA will not have to flow through its budget to get to the grantee. The money will be wired from Housing and Urban Development (HUD) to the Office of Tourism and then to the grantee. This will not be reflected in cash in our budget.

Percent for Art Program Update

The Percent for Art Program is a new program for us and it places public art in and around state buildings. LDOA was able to start the Percent for Art Program last Fiscal Year through a contract with Don Marshall, a long-time arts administrator. Marshall was able to get the first three projects underway. LDOA is presently entering into contracts with the artists selected for commissions for these three projects – Robert Warrens, Alan Gerson and Michael Cain. All three pieces will be in two different buildings at Baton Rouge Community College (the Louisiana Building and the Student Center).

The program can now be moved in-house. LDOA worked with Human Resources, Civil Service and the Division of Administration to be able to hire two people to administer the program – a Manager and a Director. It was stated that Kitty Pheny, executive director for Baton Rouge Gallery for the past eight years, will begin Sept. 3rd as the Program Manager. The manager will report to the director. The next step will be to conduct interviews for the Director position.

Commissioner Mark Drennen was acknowledged for his efforts with the program. Drennen has been an incredible partner in this process, making it possible for us to really get the program underway. He is excited about the program and committed to earmarking funds for public art for this building, the Claiborne Building. At present it looks like \$100,000 has been earmarked.

It was noted that the program does include renovation, but the total project cost has to be \$2 million or more for the Percent for Art law to be enforced on a particular capitol outlay project. Issues such as this will be considered on a case by case basis.

Additions to the LSAC Handbook

There are two additions for inclusion in the back of your *LSAC Handbook*:

- Rules and Regulations – The version that you now have was adopted in 1979, is no longer reality based, and needs serious updating. This will be the first job of the Policy Committee. This is an excellent way for the Council to have a stake in how it's managed. Of course, changes will have to be made within legislative authority. The goal is to make this a more meaningful document, something that can be used as a resource for your activities within the Council.
- Frequently Asked Questions - A handy reference guide for LSAC members.

Ethics Commission Update/Handling of Conflicts

This is an update on a conversation from the last LSAC meeting. As you may recall, the Council voted on the grants in the same manner the LDOA grant panels normally do. At grants panels, we hold panelists to a high standard for handling conflicts. According to the ethics commission, Council members will "volunteer" commitments to non-profit applicants do not have a conflict of interest in the approval of grants. Since there is no personal gain to the Council members, LSAC members do not have a defined conflict of interest and are allowed to vote during final approval of grants. LSAC is an official, publicly appointed body. As such, LSAC is required to uphold open meetings laws, which dictate that members are required to vote (either in person or by proxy). The reason Council members can stay and vote is because of the nature of the commitment to the organization getting funded. If the Council member (or immediate family member) has financial gain in the Division's programs, there is not a conflict of interest. If members are volunteers on the boards of our funded organizations, there is still no conflict of interest because they are volunteering and not profiting from the organization or from the Division of the Arts.

This does not hold true for everything that LDOA does, but it does for the Council because it is officially appointed by the government. Panelists, on the other hand, are not public officials (appointed by a governing body). Panelists reviewing applications are asked to recuse themselves due to conflicts, and we can continue to ask them to do so. Even if their conflict is strictly volunteer, it has a bearing on how the funding is awarded, and LDOA chooses this higher ethical standard.

Ms. Breaux pointed out that a specific exemption applies to Ms. Hammerli because she is a university professor and there are professional activity requirements, but the rules apply to arts boards and not arts faculty. For instance, she is in the field of physical education, but her position includes the arts, then there wouldn't be a conflict of interest. Hammerli would not have a conflict serving as a Provider of Service for the Decentralized Arts Funding (DAF) program either. DAF program grants are approved within each region.

Joint Committee on Grants/Panel Process Review

LDOA will soon be convening meetings for the Joint Committee on Grants (JCOG). This group periodically assesses the program and retrieves focused, high level public input for our grants panel process. In particular, JCOG will look at other model panel processes to see how we can best improve our panel structure. LDOA has a good process in place, but we think we can learn from other models and improve upon existing policy. Policy Committee members are not required to serve on JCOG, but should feel free to participate in the process. Recommendations and information will be forwarded to LSAC members throughout the revision process.

State Arts Conference/Governor's Arts Awards

Tentative dates have been set for the State Arts Conference. In the past this event was held in May and it created problems for the staff because it coincided with the grants panel review. Grant panels are scheduled each day from late April through late May. At the same time, LDOA must hold the State Arts Conference and the Governor's Arts Awards before the end of the fiscal year. LDOA is looking at tentative dates of June 12th and 13th, with the Governor's Arts Awards being held the evening of June 12th.

A Special Events Committee breakout session will be held in December to try and solidify these dates and get underway with planning for the events. Ms. Joseph felt that the dates recommended would be sufficient and that LDOA should make the final decision.

It was recommended that LDOA provide a some sort of flyer announcing "Save the Date" to start promoting these events as soon as possible. Perhaps even have a Web page on the Division's Web site as a reference. Ms. Breaux stated that LDOA will try to have information available by the next LPA meeting.

Program Highlights

To give LSAC an in-depth idea and a more tangible experience of what the Division of the Arts does, over the next couple of LSAC meetings, beginning today, LDOA will give short presentations and overviews of each program. Today, Maida Owens, Folklife and Crafts Marketing Director, will speak to you about the *Louisiana Voices: Folklife in Education Project*. This program gets a lot of national attention and is a substantial success. Afterward, Dabne Liebke, Community Development Director, will present the Economic Impact Study of the arts for the state of Louisiana.

LSAC was provided with several publications:

- *Louisiana Voices: Folklife in Education Project* (brochure and CD)
- *Louisiana Art for Louisiana Places* - a statewide traveling exhibit
- *The House That Art Built* - marketing brochure for Economic Impact Study
- *The AIE Handbook: A Guide to Planning and Implementing Quality Arts-In-Education Programs*
- *1981-1998 Artist Fellowship Invitational Catalog* - highlights Division of the Arts visual art Fellows
- *Touring Directory 2002-2004* - used to promote Louisiana performing artists
- *Public Art Handbook for Louisiana Communities* - for those interested in engaging in public art

Folklife Program Update - Maida Owens

The *Louisiana Voices: Folklife in Education Project* brochure is sent to educators with the intent of helping them use the Folklife resources in their community and then build strategies to utilize in the classroom. It was noted that folklorists in Louisiana are very active and incredibly productive, more so than other states. There is an amazing amount of

documentation of traditional culture, but originally this information was not very accessible by the teachers and the public. This project makes it more easily accessible.

A special funding opportunity became available through the National Endowment for the Arts (NEA) in 1998, for which only the Folklife program was eligible. A nice pool of funding was now available and the project was implemented. Basically, it's two fold: 1) Develop a Web site to put resources online, along with study guides; and 2) Conduct workshops to teach educators how to utilize those resources. Ms. Owens noted that she and Tamika Edwards, Folklife Program Assistant, maintain the Web site, and that contracts were entered into with individuals to do the writing for the study guides. Nalini Raghavan, who is very key to this process, is responsible for outreach and development. Raghavan is primarily active working with the Department of Education. Jane Vidrine, Educational Coordinator, develops workshops and makes sure that they address the teachers' needs. Vidrine also trains the workshop presenters. In addition to Ms. Vidrine, there are four other leaders who are available to go around the state and conduct workshops.

Getting workshops scheduled has been much more of a challenge and it's getting more and more difficult. Since the study guides on the Web incorporate a lot of technology, the first strategy was to partner with a technology institute. LDOA partnered with the Louisiana Center for Educational Technology, which is mandated to put computers in classrooms and train teachers to use them. The overall goal was to not position ourselves where we are searching for individuals to attend the workshops, but rather partner with others that are already conducting workshops and title them. This has proven to be a rather successful strategy and we now conduct *Folklife and Technology* workshops.

Unfortunately, some workshops have had to be cancelled because teachers have more difficulty getting out of the classrooms and this has been very discouraging. When they are committed to professional development, we go to them. This has been addressed through two statewide projects: 1) English Language Arts - Supporting Academic Growth of Educators (SAGE); and 2) Links - providing professional development at low performing schools. We go to their workshops and specifically target what their needs and expectations are and these have been very successful. We are always looking for partners and we are still identifying schools that want us to work more intensely with them. The program is open to public and private schools and has received lots of national recognition. There are four states modeling our program. Ms. Owen stated that the program continuously grows and evolves, and that it's a very rewarding and challenging project.

It was also mentioned that almost \$25,000 was received from the National Endowment for the Humanities (NEH) to do in-depth training with twelve teachers (meet four times during the year, focusing on really upgrading the skills of teachers over a period of time). This humanities model is more of an academic seminar.

LDOA can give free workshops up to a certain point. The first one is free, and future workshops will have to be negotiated due to financial restraints. Regarding partners in terms of funding, LDOA used to get \$45,000 - \$50,000 from the NEA (matched by LDOA). Currently, LDOA receives \$35,000 and funds could continue to decrease. Efforts to go to foundations for financial support have not been successful. The local network is not developed enough to become enticing to foundations. Also, some national foundations state that the program is too local and that they want to support programs that have more outreach.

Economic Impact Study - Dabne Liebke

Toolkits were distributed inclusive of: CD and notes, Press Kit, Billboard Art, the full 200-page report, and TV and Radio Script examples. We are ready to spearhead an effort to get billboards, radio coverage, newspaper coverage, etc. Toolkits were sent to legislators, state arts agencies, major arts agencies, local arts agencies and anyone who requested it. We are relying on local communities to utilize the information and promote it. This project has the same potential of being a model, along with the Louisiana Voices project. Georgia is interested in using our model.

Economic Impact Study *The House That Art Built* Building the House:

■ **Structural Integrity**

- Arts in Louisiana have a Total Economic Impact of **\$934 Million**.
- Arts organizations and nonprofit organizations sponsoring arts activities have a direct effect of **\$202 Million** with a total impact of **\$315 Million**.

- Arts participants who spend off-site in concert with arts event attendance have a direct effect of **\$410 Million**, with a total impact of **\$619 Million**.
- Off-site spending by arts participants in Louisiana averages **\$48** per person in food and drink spending, **\$143** for hotels and **\$78** for shopping.
- Louisiana's nonprofit Arts activities generate **\$195 Million** in Revenue.
- Individuals, corporations, foundations and endowments contributed **\$89 million** (41%) of total revenue.
- **90%** of all money spent on arts programming stays in Louisiana.

■ **Building Labor**

- Arts in Louisiana create **18,220 jobs** in nonprofit sector.
- **14,447 jobs** are sustained by off-site spending at arts events.
- Arts in Louisiana generate over **\$65 Million** in employment and wages, salaries and benefits for **12,000** Louisiana residents in nonprofit Arts sector.
- Over **\$59 million** was paid to artists.
- **85,000** individuals volunteered for the arts

■ **Open House**

- Arts events in Louisiana garner over **23 Million** attendees.
- **46%** of Louisiana residents attend arts events.
- More than **31%** attend visual and performing arts events.
- More than **17%** of attendees travel more than 50 miles to attend arts events.
- **30%** of residents surveyed said they would attend arts events in other states, if they were not available in LA

■ **Home Equity**

- Federal, state and local government investment in the arts of **\$55 Million** results in **\$150 Million** in government tax revenue (**2.7 times** as much as invested): **\$63 Million** in state and local taxes **\$87 Million** in federal taxes
- Every dollar in state support leverages **\$7** in earned and contributed revenue.

- **Home Improvements**

- **3.5 Million** students of all ages are reached by **12,235** art education opportunities.
- State of Louisiana Division of the Arts (LDOA) supported over **700** arts projects throughout the state in FY2000, but had to decline more than **500** due to lack of funds.

HOW CAN YOU HELP

- Volunteer for—or organize—arts events and programs in your community.
- Choose a local arts organization that you're interested in and would like to support by serving on the board or on a committee. If you can, choose more than one.
- Find a type of giving that suits you; sponsorships, program ads, gifts, named endowments are just a few examples.
- Support legislation that supports the arts.
- Have your company sponsor arts events. It's good business.

Disclaimer: This study does not include data on the economic impact of for-profit cultural industries, such as art galleries, dinner theaters, commercial music venues, etc. Numbers do not include the New Orleans Jazz and Heritage Festival, which is sponsored by the New Orleans Jazz & Heritage Foundation, Inc., a 501(c)3 nonprofit organization. This study pertains to fiscal year 2000.

NEW BUSINESS

APPROVAL OF FY2003 MINI GRANT AND ARTIST ROSTER RECOMMENDATIONS

Ms. Breaux briefly discussed the Artist Mini-Grant program, as listed in the *Guide to Arts Programs*. **Artist Mini-Grants** are designed to encourage artistic development, to support the realization of specific artistic ideas and to recognize the significant contribution artists make to the creative environment of our state. These grants are available for Louisiana individual artists with unique professional development needs. They are designed to support specific activities relevant to the artist's work and career.

The purpose behind the Mini-Grant program was to create something user-friendly for individual artists that had a quick turn-around. This program is very popular. If there is a special opportunity that presents itself, artists are able to apply for these small pots of money to help their career at a particular time.

Each year LDOA awards approximately 70 non-matching \$500 grants to individual artists. Today, there are 36 awards being recommended for approval.

The State Artist Roster is a list of artists and folklorists whose qualifications have been reviewed by the Division director and program staff, and are recommended as outstanding representatives of their artistic disciplines. Appointment to the Roster is for a period of five years. A listing on the State Artist Roster is a designation only. Neither a grant award nor a guarantee of employment is associated with the listing. Any number of artists (no minimum or maximum number) may be added to the Roster.

It was noted that there are two deadlines for these programs: **August 1** and **December 1**. The biggest difference is that we do not have outside panelists for this process. With a three-week turn-around, this is impossible. These applications are reviewed in-house by 3-member staff panels. It was mentioned that the LDOA staff has a variety of artistic expertise. Each staff member reviews each application separately and at a later date they come together as a group to discuss and determine who should be recommended for a mini-grant and who should be accepted to the Artist Roster.

Ms. Breaux referenced the synopsis within the LSAC packets and stated that LDOA had received a total of 93 mini-grant applications and 23 roster applications. This synopsis shows a breakdown by artistic discipline. It also provides demographic and regional information. It was noted that the state is divided into eight economic development regions: 1-New Orleans, 2-Baton Rouge, 3-Houma, 4-Acadiana, 5-Lake Charles, 6-Alexandria/Central, 7-Shreveport/Northwest, and 8-Monroe/Northeast. LDOA will provide LSAC with a map highlighting the parishes in each region and listing contact information for the Regional and Local Distributing Agencies in each area.

Of the applications received, 36 are recommended for funding, and 16 artists are recommended for acceptance to the Roster. Ms. Joseph moved to accept these recommendations. Mr. DeCourt seconded the motion. The motion carried unanimously.

OLD BUSINESS

NONE

OTHER

Ms. Weeks requested that the three members of the Nominating Committee remain to convene briefly.

LSAC members were reminded that the next meeting would be held Friday, December 20th in Covington. LDOA will forward directions, a map, and other information at a later date.

ADJOURN

There being no further business, the meeting was adjourned at 12:50 p.m.