Minutes of the LOUISIANA STATE ARTS COUNCIL QUARTERLY MEETING

State Capitol Annex – Room 137
Baton Rouge, LA
March 24, 2003
10:00 a.m.

WELCOME/CALL TO ORDER

Christine Weeks, chair, opened the quarterly meeting of the Louisiana State Arts Council (LSAC) quarterly meeting, which was held at the State Capitol Annex in Baton Rouge, at 10:15 a.m. The following members were present.

Anna Brakenridge Mary Joseph
Susan Brunner Susan Reed
Freddie DeCourt Christine Weeks
Marion Drennen LeAnne Weill
Neil Early Juana Woodard
Angela Hammerli Frederick Zeagler

Council members absent from the meeting included:

Brandi Bollinger Molly Sooter
Jose Canseco Susan Turner
Sara Herrington Cynthia Warner
Rosemary Patterson

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

Pam BreauxPearlie JohnsonLisa GreenMaida OwensDee HamiltonAnn Russo

Also in attendance were Laurel Wyckoff, Assistant Secretary, Office of Cultural Development (OCD), Sharon Murphy, Louisiana Partnership for the Arts (LPA) Administrative Staff, and Charlie Smith, LPA Lobbyist.

APPROVAL OF THE MINUTES

One amendment was cited. Ms. Drennen stated that under the Percent for Art Program section (page four, 2nd to last paragraph, last sentence) it should read as "selection committee was made up of *too many non-artists*" instead of "*too many people*."

When will the artworks from the Percent for Art direct purchase be installed? Ms. Breaux commented that the *Claiborne Collection* artwork will be installed during the months of April and May. It was recommended that LSAC be given a tour of the artwork in the Claiborne Building at the next Baton Rouge meeting.

Mr. Early moved to accept the minutes of the December 20th meeting. Ms. Drennen seconded the motion. The motion carried unanimously and the minutes were approved with amendment.

CHAIRMAN'S REPORT

Art is one of the most important expressions of human uncertainty and pain. Perhaps at a later time we can talk about pecific things that can be done relevant to the arts and the healing process.

Ms. Weeks referenced the statewide grants program quarterly Calendar of Events that was provided to LSAC members and encouraged attendance at these events to show their continued support of the arts.

Ms. Weeks also welcomed Laurel Wyckoff, Assistant Secretary of the Office of Cultural Development.

"IRECTOR'S REPORT

FY 2003Budget Update

Ms. Breaux referenced the *Mid-Year Budget Summary*, reviewed at the last LSAC meeting, which gives an idea of where the FY03 budget cuts effected the LDOA programs and services. As of the December 2002 meeting, we were approximately \$500,000 under budget. Some good news is that although LDOA was anticipating another budget cut, it appears as if we will be okay. Pleased to say that LDOA will not have to broach the issue of cutting grants mid-year.

During the course of having to deal with such severe budget cuts, and the threat of having to sustain another, LDOA has been put on alert. If the additional budget cut would have occurred, LDOA would have been looking at cutting grants that were already underway. We do not want to be in this position again and this issue was used as a springboard to discuss how to better position ourselves for the next fiscal year.

At the February LPA Regional Meeting, input was sought from organizations, constituents and other individuals on how to handle this situation. Collectively we have come up with trying to reduce the pots of funds available during the spring 2003 grants round. For example, a discipline panel typically has \$50,000, but we would reduce this amount in an effort to prepare ourselves and grant applicants for future anticipated budget cuts. Basically, grant panels would provide recommendations on smaller pots of money, perhaps 75 to 80 percent of what they normally would have been, allowing us to create a reserve for budget cuts that may be coming. If lucky enough not to receive severe budget cuts, pending remaining contingency funds, LDOA would consider having a Fast Track round for project grants. Other possibilities include ascertaining program needs through assessments, providing professional development opportunities, and broadening the Director's Grant-In-Aid program.

It was recommended that LDOA award the full amount available during the selection process and inform applicants that they would not receive a certain percentage of the award until the end of the fiscal year, pending budget cuts. Ms. Breaux plained that the calendar year puts an unfair spin on this process because funds would only be able to be distributed to those whose programs have not taken place at that time.

How did this issue come about? LDOA came face to face with this issue this year because we were looking at potential budget cuts in January. This gave an advantage to applicants whose projects were completed earlier during the fiscal year. Only those projects that had not taken place would have been affected. It becomes inequitable to do this during the year. Sometimes we know at the beginning of the year what the budget will be, but unfortunately, it will change during the year. Hopefully LDOA can catch this at the forefront. Would prefer to face it head on and be prepared.

Also, during the LPA meeting, emergency needs were mentioned time and time again, as well as professional development opportunities. At this time, LDOA does not offer as many professional development opportunities as we would like. It was also mentioned that sometimes there are last minute projects that come up where short notice is given but the opportunity is there and only a couple of hundred dollars is needed. LDOA will look to set up a system to distribute available funds within a short time frame. In-house panels will be created, consisting of LDOA staff experienced in the various disciplines, to assist in making decisions about these grants.

How will LDOA keep organizations apprised of things that will happen and when? Ms. Breaux replied that through correspondence, *E-mail Forum*, regional meetings, and the LPA, we would be able to inform the public/constituents. We will also be able to spread the word through other organizations' listserves (i.e., Presenter's Network). Available funds will be accessible by everyone.

Spring applicants will be notified of all information. Ms. Breaux mentioned that LDOA has already notified them of what will be coming up. It was noted that many repeat applicants are aware that funds could be cut at anytime. Ultimately LDOA is responsible for getting the word out. Ms. Breaux stated that at the next meeting, there would be a budget update 'FY04 with the distribution of pots of money allocated for each program.

Mr. Early applauded Ms. Breaux and Ms. Wyckoff for keeping the LSAC and constituents and organizations up to date on events that are happening with the budget.

Referencing the *Mid-Year Budget Summary*, under the Budge Cuts FY 2003 section, explain the line item "Division Assessment." Ms. Breaux explained that it's an opportunity to look at our programs and assess how they are doing. "ssessment and planning go together. LDOA had originally anticipated hiring an outside expert to take a long hard look LDOA's programs and services and have a synopsis prepared. We are not able to do this now. Basically, it's a professional services cut. Ms. Breaux noted that perhaps with funds from the National Endowment for the Arts we could recapture some funds for this initiative.

Schedule of Spring Grants Review Panels

Ms. Breaux stated that the spring 2003 grant panel meetings would be held Monday through Friday, April 28th – May 23rd, and invited LSAC members to attend. All panel meetings will be held at the Claiborne Building. For convenience, a listing was provided within the LSAC packet, inclusive of panel name, date, time and room number.

Visual Arts Program Highlights - Ann Russo

Ms. Russo had prepared a PowerPoint presentation to give LSAC an idea of the types of programs that LDOA has funded within the Design Arts, Media Arts, and Visual Arts disciplines.

Design Arts - Architecture, Landscape Architecture, Graphic Design, Interior Design, Historic Preservation & Planning

Ms. Russo referenced two Masterplans by architects:

- Town of Ferriday Christopher Williams, architect, and Jeff Carbo, landscape architect are working with the town/community to develop the master plan.
- A Studio in the Woods, Master Plan for Artists Community—Owned by Lucian and JoAnn Carmichael, a couple setting up a trust for artists to work in all disciplines. The main objective is to preserve the land. Ed Blake, landscape architect, has been employed to do this. In partnership with Tulane University, they had a symposium and addressed the community. Want to work with the environment and create works and designs that will complement the environment. Noted that they are coming in for Phase 2 of the project this year.

A goal of the design arts program is to improve upon graphic design. Visual documentation has become extremely important. Organizations are improving the quality of catalogues and publications by hiring professional graphic designers. Two examples include:

- Baton Rouge Gallery, Paul Dufour Exhibition Catalog The catalog, Collecting Raindrops, Touching Light: The Art of Paul Arthur Dufour, was produced for the Paul Dufour Retrospective exhibition at Baton Rouge Gallery.
- New Orleans Museum of Art (NOMA), Raised to the Trade: Creole Building Arts of New Orleans Approximately 20,000 copies distributed for the exhibition which was on display at NOMA from November 10th January 12th. LDOA did not fund the exhibit, just the catalog. The exhibition had to be mounted and put together. John Hankins at the Museum worked hard on this project. Raised to the Trade: Creole Building Arts of New Orleans received lots of national coverage.

Media Arts - Film, Video, Audio, Screenplay Writing

Ms. Russo noted that funds for media arts have dried up at the regional level. Appalshop has basically been defunded, and at the National level there are no funds available either. It is a very important art form. It is also the discipline that has the most individual artists applying for project assistance through LDOA's grant program. To be eligible to apply they must acquire a fiscal agent. This year we have four artist-initiated grants in the Media Arts category:

<u>Title</u> <u>Artist(s)</u>

Stories from the Faubourg Treme Dawn Logsdon
 A Night in Mississippi – Charles Richard

A Nu' Awlins Jazz Story – R. E. Henry

Youth Documentary Project — Kira Orange-Jones and Elizabeth Masten. Ms. Russo commented that there are two media arts organizations in Louisiana:

New Orleans Video Access Center (NOVAC)

Provides media arts community workshops Produces a Video Shorts Festival (a statewide competition)

New Orleans Film & Video Society
Offers a Film Congress/Master Classes
Provides state of the industry and screenwriters forum

It was also noted that LDOA has worked with the South Carolina Arts Commission, which has a Media Arts Center. Through a grant from the NEA, matched with \$5,000 from LDOA, five Louisiana artists have been able to attend the Southeastern Media Institute this year. This has been done for the past five years.

Visual Arts - Drawing, Painting, Sculpture, Printmaking, Photography, Clay, Fiber, Glass, Wood, Mixed Media

Exhibitions - Mounting, renting, and producing exhibitions are eligible to be funded through LDOA. This year, five were awarded grants:

Exhibition
Paul Dufour Retrospective
Spirit of the Mask
Louisiana Biennial (Statewide call to arts)
FestForAll Visual Arts Invitational
Chasing Napoleon: The Painting of Tony Scherman

Organization
Baton Rouge Gallery
LSU Union Art Gallery
Contemporary Arts Center
Arts Council of Greater Baton Rouge
University Art Museum, Lafayette

Artists in Residence refers to professional artists teaching the elements of their disciplines.

River Oaks Square — Professional Artist in Residence Program — Frank Piskur (ceramic artist)

Arts Council of New Orleans — Louisiana ArtWorks Master Artist Residency — John Scott

Public Art Projects

<u>Jewish Endowment Foundation</u> – New Orleans Holocaust Memorial Project – Yaacov Agam <u>Keep Monroe Beautiful</u> – Trenton Flowers

Artist Fellowships - \$5,000 cash award in recognition of artistic excellence.

Images of the eight 2002-2003 Fellowship Winners were shown:

Matthew Cox
Greg Elliot
Libby Johnson
Bernard Mattox
Anthony Schafermeyer
Ann Schwab
Cliff Tresner
Katherine Amman Vellard

Council members commented on the variety of projects across the various disciplines and how it's representative of great quality. Copies of the catalogs for *Collecting Raindrops, Touching Light* and *Raised to the Trade: Creole Building Arts of New Orleans* were distributed, as well as a copy of an article that appeared in the <u>Times-Picayune</u> about the *Raised to the Trade* exhibition.

- Louisiana Art for Louisiana Places 2002 a statewide traveling exhibition of Louisiana photographers who have been awarded an LDOA Visual Arts Fellowship. This exhibition was made possible through the NEA's Challenge America Initiative and LDOA. It was also noted that LDOA would be purchasing works from these artists to add to the State Arts Collection, compliments of the NEA. This hasn't been done since the late 1980's.
- Louisiana Public Art Coalition A network public art directors, administrators, local arts agency directors, design professionals and visual artists from across the state that meet quarterly to review public art and percent for art programs and exchange policy information. LPAC provides input on the legislation of the Percent for Art Program and continuously works on improving the quality throughout the state. It was noted that there are only two full-time

paid public art administrators in the state and LPAC is working with them to gain more knowledge about implementing public art programs and improving upon the processes.

Ms. Breaux mentioned that thus far we have covered Economic Impact, Folklife, Louisiana Voices, Percent for Art and isual Arts programs. At the next meeting, June 20th, there will be an overview of the Performing Arts Program.

NEW BUSINESS

Approval of Panelists for Spring 2003 Grants Panels

LDOA distributed a listing of proposed panelists for the upcoming grants review process.

Ms. Breaux mentioned that the grant deadline was March 1st. Referencing the FY04 Spring 2003 Grants Synopsis/Comparison sheet within the LSAC packet, it was noted that LDOA received a total of 327 grant applications with a total amount of \$3,216,060 in grant requests. The numbers in some categories have decreased, as well as the total number of parishes represented. A demographics sheet was also provided within the LSAC packet illustrating the regional breakdown for all categories. The eight regions include: 1 - New Orleans; 2 - Baton Rouge; 3 - Houma; 4 - Lafayette; 5 - Lake Charles; 6 - Alexandria; 7 - Shreveport; and 8 - Monroe.

Ms. Wyckoff noticed that there weren't many applications from the Houma area. Ms. Woodard commented that they need some direction. Ms. Breaux commented on how the Decentralized Arts Funding (DAF) program has been used as a catalyst to promote up to the Statewide program, especially in Region 8. Region 7 and Region 8 have worked diligently with their constituents to specifically do this. Ms. Woodard stated that Region 3 needs encouragement from the state level. It was noted that in the Northeast region, some of their consortia are now competitive at the national level. They took it one step at a time – DAF, Statewide, Regional, then NEA.

Ms. Drennen stated that looking at the population of the state, isn't Houma a little smaller than all of the others. Ms. Woodard indicated that Houma's population is approximately 45,000 and the area served is over 100,000. With all six parishes, there are over 450,000. Ms. Breaux commented that Region 5 is the smallest region, population wise. Perhaps a ecial effort needs to be made for Regions 3 and 5, taking it beyond the normal DAF and Statewide workshops. Ms. Wyckoff noted that Region 8's work has been labor intensive – going to potential applicants individually, meeting with constituents and helping them with proposals, grantwriting, etc.

Ms. Weeks commented that LDOA has paid attention to this in the past and has worked with the arts councils and organizations throughout the state to zero in and target potential applicants. After this effort, the numbers did increase and the fruits of labor are apparent. These efforts need to be reinforced.

Ms. Breaux stated that reducing the grant funds available was not the only place LDOA looked in order to offset budget cuts. LDOA is also taking a long, hard look at the size of our panels and the expenses associated with them. Although we are looking at utilizing panels of 5 individuals instead of 9, LDOA will still be sensitive to demographics and areas of specific expertise.

Ms. Joseph moved to approve panel pool as presented. Ms. Reed seconded the motion. The motion passed unanimously to accept the recommended panelists and pool of panelists.

Remarks by Laurel Wyckoff, Assistant Secretary, Office of Cultural Development

Ms. Wyckoff stated that we expect this to be a tough legislative session. It may require being there everyday. At this time, we have received word that there are people that will target arts funding. It's a pot that they always look at even though it is only seven-tenths (7/10) of 1 percent of the overall budget. We greatly need your support. It was recommended that LSAC members take their area legislators out to lunch and take the opportunity to brag on our programs, make reference to the Economic Impact study and the number of jobs provided as well as the money generated (dollars generated per dollars invested). Ms. Wyckoff asked for full support from LSAC and LPA. It was noted that Ms. Breaux and Ms. Wyckoff would be spending a great deal of personal time working on this effort.

states where funding has been recommended to be zeroed out, and five states have been recommended for at least a 50% cut.

Mr. Early stated that everywhere they did a presentation, comments were made that funding should be put into education. Ms. Wyckoff stated that bar charts were made for distribution and it is outstanding to see that kids who have had four ears of arts or more have much higher scores. The scores of children who have none are a lot less. Apparently, the No hild Left Behind act requires this to be a component. This will be a big issue during the election. It was commented that it is very hard to test the arts (National Performance Act). "Studying the arts increases scores" issue will help to sustain the arts in the school. We are here to supplement not supplant. We want arts teachers to stay in schools, but also send artists into the schools.

What is the Governor's position on the arts? The Governor's budget is asking OCD to cut four staff positions and approximately \$400,000 across the board, but this is not final. It was stated that the Executive Budget is available online. Mr. Smith mentioned that the Governor's Budget is where we are right now. It's important to know that the Department of Culture, Recreation and Tourism is funded, but Ms. Breaux stated that two Arts positions are in jeopardy. We are being directly targeted due to the fact that we administer grants on behalf of the state.

Louisiana Partnership for the Arts

Ms. Murphy mentioned the Peer Assistance Network (PAN) and the initiation of a new program entitled *PAN on the Road*, a series of three-hour technical assistance workshops designed to enhance the knowledge and skills of arts professionals and novices. Two topics will be offered: *Everything You Need to Know About Planning a Project...From A-Z*, presented by Pam Atchison, Executive Director, Shreveport Regional Arts Council; and *Arts Marketing*, presented by Richard Read, Director of Grants and Technology, The New Orleans Center for Creative Arts (NOCCA) Institute.

Ms. Murphy also noted that LPA holds at least six meetings a year to network with other organizations throughout the state. The next meeting will be held Tuesday, April 15th in Baton Rouge at the Arts Council of Greater Baton Rouge. It was also stated that legislative advocacy is very important to LPA and this year there will be a crawfish boil honoring Louisiana legislators which will be held April 15th at 5:00 p.m. at Longview (1465 Ted Dunham Ave., Baton Rouge). The cost is \$40 per person and all reservations must be received by Friday, April 11th.

3. Weeks encouraged LSAC to continue to support the LPA and also consider making a personal contribution to become LPA members.

Remarks by Charlie Smith, Louisiana Partnership for the Arts Lobbyist

Mr. Smith can be reached at (504) 481-1492, or via e-mail at artzlobbyist@aol.com. Mr. Smith commented that Louisiana is doing much better than other states nationwide and that our focus should be on holding the line. Our job is Economic Development and Education. They are both tied together; without education, we cannot have economic development. Emphasis should be placed on pointing out that the arts are economic development. Noted that we have excellent relations in the newspapers when we have events, but what we do not have is those same newspapers saying that the arts are Economic Development. We need arts for the economy's sake. It's been proven time and time again, where you have arts education, and students exposed to arts, there is an impact. Survey after survey indicates that where you have art you have increased learning skills, especially in reading and math. We have a mandate from the Board of Elementary and Secondary Education (BESE) that states there is supposed to be arts in education, and people utilize DAF to bring arts programs to the schools and communities throughout the state.

The key is for us to keep our budget in tact in the Appropriations Committee. Representative Hunt Downer is a heavy voice here. It was also mentioned that Senators Jay Dardenne and Diana Bajoie spoke up for the Arts as well. There is a Hearing tomorrow, Tuesday, May 25th at 9:30 a.m. Mr. Smith, Ms. Wyckoff, and Mr. Phillip Jones, DCRT Secretary, will be there. It was noted that there is an opportunity for public testimony for each piece of the budget when presented. Ms. Wyckoff commented that if others could attend it would be most appreciated. Even if you do not want to speak, please complete the card. They notice the audience and the bodies that are there. Ms. Drennen stated that if there are people in attendance, recognize those that are there by saying "these are the people here to support the arts."

Ms. Brunner commented that she is on the Advocacy Committee and that they will discuss how to work together to smote advocacy for the arts in their meeting later today. How can the Committee best support the efforts of the LPA?

Mr. Smith stated that politicians have two agendas -1) Election and 2) Re-Election. Everything that happens in between the two is to promote two. What we want to explain is that re-election is enhanced by supporting the arts. Let legislators know about arts programming in their area. Show your face. Write letters. They listen to their constituents.

was noted that Senator Noble Ellington has spoken on the arts' behalf, mostly due to the fact that the constituents in his area have brought arts to the forefront and made him fully aware of arts programming in the area. Should e-mails be sent today? No. E-mail is what you do if you can't do anything else. First thing, if you have the opportunity, meet with them face to face. Second would be snail mail, then phone calls and then e-mail.

Mr. Smith explained the process the budget actually goes through. The Governor first prepares the budget, and then it goes before the Appropriations Committee. Afterward it goes before the Floor and is then voted on by the Floor. It's almost impossible to change any budget bill on the Floor. Note that if you put more money in the budget, you have to specifically explain where it comes from. The budget then goes to the House and on to the Senate Finance Committee. He commented that they always find money between the House and Senate Finance Committee. Senators then send it back to the House, and every year the House rejects the Bill, which puts it into Committee. Six members control the final decision. The important thing is to maintain relations with the Governor and his staff, the Division of Administration, and members of the House Appropriations Committee and Senate Finance Committee. It's great that they are there and can influence decisions, but they can't do much more than that. We're a small part of the budget. Part of our message should be "You don't want to mess with the arts because it's not worth it."

Following up regarding someone specifically targeting us, Mr. Smith noted that he was informed that it was merely a statement about the arts being an easy target. Ms. Drennen and Ms. Brunner commented that Senator John Hainkel is a major problem for the arts at this time. Also, having trouble getting support in Covington. It was stated that Representative Diane Winston is having trouble with Mr. Hainkel as well. Mr. Smith indicated that he would investigate this later this afternoon.

Mr. Smith mentioned a Long-Range Arts Plan with a questionnaire for candidates. He noted that it's available for anyone who wants to use one. It was indicated that all gubernatorial candidates, Senate Finance Committee, etc. will receive one f these. We need to get someone to hand deliver the questionnaire to the legislators and let them know that their responses will appear on the Internet.

Information will be available for distribution – talking points, bullets, fill in the blank, etc. Ms. Joseph indicated that all LSAC members would like to receive the information. It was recommended that information be sent from the LDOA office. Noted that LDOA can not do this, but Ms. Breaux would send information from her personal e-mail account. Commented that it's legal for LDOA staff to educate, but there is a fine line when it comes to advocating.

Mr. Early was asked to approach the three legislators in his area. Legislators need to know that there are those waiting to hear their response to the arts and that those responses have a great impact on decisions to be made. Note that it enhances their ability to be re-elected when they support the arts.

As far as education goes, we've spent money on target and experimental programs. Arts may not be on the LEAP test, but if you don't stretch your mind, then it easily gets filled with other things. Mr. Early stated that it is a component of the LEAP test. For example, story problems draw inferences, asking to visualize, use rationale, write responses, etc. Noted that many students did much better because of new ways of teaching. Perhaps the job is not so much one of lobbying, but arts education. All legislators need to know that this is a good thing and that it is not that much money. Very small part of the overall budget which does a lot of enormous good.

Ms. Breaux noted that two Committees would be selecting Chairpersons today. Committee members need to set up an email structure, attend LPA meetings, send information to date about the status of the arts budget and give recommendations of what needs to be done.

Ms. Wyckoff stated that if people have a story to tell, this works better than spouting statistics. It makes for a more angible argument when someone explains how the arts have impacted their lives/community.

Advocacy Committee Discussion (interfacing with LPA)

Susan Brunner was elected Chair of the Advocacy Committee. Members met to begin discussion on how they can work to communicate with key persons, interact with the LPA and establish good communication.

blicy Committee Discussion (re: Council rules)

It was noted that Susan Reed would contact Jose Canseco to see if he would chair the Policy Committee. It was noted that the first task would be to look at the LSAC Rules and Regulations that have not been updated since 1979 (available within the LSAC packet). Commented that we would like to have interaction with local arts agencies about this as well.

The two Committees were asked to determine how they will communicate between now and the next meeting to be able to make a report at the June 20th meeting. A report will be made to the entire LSAC after lunch at each quarterly meeting. Mr. Early made a suggestion for the Policy Committee to build in the statement "this should be reviewed every" so many "years."

OLD BUSINESS

Ms. Weill referenced a discussion held at a previous meeting regarding insurance for artists. Ms. Wyckoff noted that this has been discussed, and is an issue across the nation. It was mentioned that artists can acquire insurance through the Entergy Arts Business Center in New Orleans, but have to be a member. Membership is \$50. For more information, contact the Arts Council of New Orleans.

Ms. Breaux mentioned ArtDocs, which is specifically designed for artists to receive health care. Is this something that can be developed for our state? Ms. Drennen commented that lots of different groups are having this same problem and that the groups should get together on this initiative. It was noted that we are trying to negotiate something that nonprofits across the state can buy into. Ms. Wyckoff noted that there is also a national organization that one can join to receive coverage.

OTHER

LSAC members were reminded that the next meeting would be Friday, June 20th in Baton Rouge, and that the Executive emmittee meeting would be held the afternoon before, Thursday, June 19th, to address any appeals.

ADJOURN

There being no further business, the meeting was adjourned at 1:30 p.m.