

Call to Order

Chair Penney called the meeting to order on February 15, 2006 at 8:35 AM. She presented Merriman with a plaque in appreciation for his term of service and leadership as Chair for 2004/2005.

Approval of Agenda

Barnett moved to approve the agenda as written.

Bridges seconded.

The motion carried unanimously.

Welcome

Penney introduced Dr. Kenneth Minnaert, President of South Puget Sound Community College (SPSCC), who welcomed Commissioners, staff and guests to the campus.

Dr. Minnaert said it was fitting for WSAC to be holding their meeting at the newly constructed arts center. He invited everyone to tour the facility. He said that SPSCC began as a vocational, technical institution in 1962. In 1969 SPSCC moved into the community college system. In the early years of this system, the focus was on the basics of math, science and English courses. In the early 1990s the arts became a more prominent focus, beginning with art, music and then drama. When the new arts center building was completed last fall, it signified an evolution of the college to be fully comprehensive, providing students and the community with an array of opportunities in the fine and performing arts. He referred to the various public art pieces placed throughout the campus.

Cassie Welliver, Host and Executive Director of the Kenneth J. Minnaert Center for the Arts, invited all to a tour of the facility during the lunch break.

Chair's Report

Penney referred to her report included in the packet and on file.

She referred Commissioners to the advocacy breakout group discussion on pages 11 through 15 of the packet. This discussion took place at the Aberdeen Commission meeting in November 2005.

She stated that there was a very low Commissioner turnout at Arts Day and our advocates and partners noticed this. She reiterated that the goal of WSAC is advocacy. WSAC plans on making a significant "ask" and relationship building is essential.

Moore commented that it is also important for Commissioners to build relationships with legislators in their home districts on a regular basis in between sessions. It is difficult to have meaningful discussions only on Arts Day. Legislators are more accessible at home.

Penney stated that an out-of-session visitation schedule across the state before September will give Commissioners an opportunity for a clear presentation and delivery for the new fiscal budget. She said that grass-roots communication is essential.

Director's Report

Tucker referred to her report included in the packet and on file.

She said she was pleased that Commissioners are focused on advocacy as a priority role since that is where the most significant difference is made.

Jonathan Katz, Executive Director of the National Assembly of State Arts Agencies (NASAA) was in Tacoma recently for the national meeting of the Arts Education Partnership. He met with Senator Thibaudeau, Representative Kessler and staff regarding

advocacy and NEA funding initiatives. Katz may be able to attend a Commission meeting in the near future.

Tucker introduced Lou MacMillan who joined WSAC staff in early December as Deputy Director. Lou is responsible for financial, personnel and operations.

The State Quarter Advisory Commission (SQAC) is moving forward. The three design recommendations are back in Washington DC being reviewed by the Office of the US Treasurer and the US Mint. Within the next month or so the design recommendations will be online for the public poll. The SQAC will then forward the public poll results to the Governor who will finalize the recommendation. At the time the recommendations go online, Commissioners will receive an email requesting help to get the word out.

Tucker reviewed the strategic planning and budget process for the 2007-2009 biennium. Claudia Bach will be facilitating a discussion about this process later in the meeting. Every two years the state develops a biennial budget. WSAC's budget request is submitted to the Office of Financial Management (OFM) in August for the next biennium, which starts July 1, 2007 and goes through June 30, 2009. WSAC has to submit the strategic plan to OFM on May 1, 2006. The 2007 session is a long session because of budget deliberations. WSAC's goal is to create a strategic plan that is clear and compelling; identifies resources in a budget request and convinces the Governor that the budget is worth supporting. If WSAC's budget request is not in the Governor's budget, Tucker cannot advocate for it. The strategic plan that is being submitted in May is not a start-over plan. A start-over plan is done every four years. This is the year to look at what was submitted two years ago; refine and refresh it and then submit it again to OFM. At today's meeting a facilitator will help Commissioners look at WSAC's goal and mission to make sure they are aligned with issues, opportunities and trends. The plan revision will be a process led by staff. The Interim Committee will be advising and it will go to OFM before the Commission meets again.

Consent Agenda

Penney called for a motion to approve the minutes of the November 2, 2005 Commission meeting in Aberdeen.

Chacon moved to accept the minutes as written.

Sneed seconded

The motion carried unanimously.

Penney called for a motion to ratify the Professional Development Assistance Program (PDAP).

Moore moved to ratify the PDAP decisions of the Executive Director as submitted.

Smith seconded.

The motion carried unanimously.

Penney called for a motion to approve the ratification of the Project Support Program (PSP) Report - FY2006 - Round 2

Bruce remarked about a correction on page 23, noting the Omak Performing Arts Center totals did not compute with an incorrect amount in NEA funding.

Moore moved to approve the PSP report with the noted correction.

Mandeberg seconded.

The motion carried unanimously.

Arts Education Resources Initiative (AERI)

Lisa Jaret, Arts Education Program Manager introduced Susy Watts, co-evaluator of the Arts Education Resources Initiative and an experienced arts educator with expertise in assessment and research.

Jaret stated that this project began a number of years ago. The goal was to look at what was working in our state and what strategies would best move arts education forward.

Susy Watts and Gerri Spilka were hired as the research team; they worked with the Arts Implementation Task Force (a group of about 30 people) to develop the attributes frameworks. Susy and Gerri distributed a statewide survey to K-12 principals and received a 21% response rate. They then did visits to 32 schools and interviews with arts teams. The AERI booklet is based on their research report; additional sources for the AERI booklet were WSAC's Community Consortium evaluations and the Office of the Superintendent of Public Instruction (OSPI) information.

Watts provided a PowerPoint presentation as an overview to the project and summarized overall findings:

- Evidence of commitment to arts education, state standards, and exemplary instruction
- Arts-committed schools demonstrate ability to find resources and implement creative scheduling strategies
- About ½ the principals report improvement in their abilities to deliver arts education in the last five years
- Documented arts curriculum aligned with the state EALRs is weak
- Reliance on individual catalysts and champions: arts instruction is fragile
- Strong appetite for professional development
- In many communities, the arts are still discretionary

Watts noted that success involves a long list of stakeholders including educators, arts providers, community members, funders and policy members. Of investigation were the elements of effective, sustainable practice in six key areas: curriculum, assessment, teaching capacity, collaboration, scheduling and funding.

Watts suggested that WSAC's role with the AERI is to distribute, partner and provide programs, services and leadership. Commissioners' roles are to apply information to their communities, share with leaders and potential partners, educate local policy makers and to report back any successes and challenges and create a call to action.

Strategic Plan for 2006-2011

Tucker stated that, as she mentioned earlier in the meeting, it is time to update the strategic plan for budget development for the next biennium.

She introduced Claudia Bach, founder of BizArts located in Seattle. Bach is a well-known consultant in the state of Washington. She was also the lead in the Washington Artists Health Insurance Project.

Bach described the process that would capture ideas and began by stating that her goal was to move Commissioners through a process and provide material for staff to use in defining the strategic plan. Bach referred to WSAC's mission as the focus of today's work:

Increase citizen access to and participation in the arts;

Incorporate the arts into the education of every Washington K-12 student;

Increase public support for the arts.

WSAC's five objectives are listed in the Commission packet, beginning on page 25 and included in The Arts Work for Washington section; these identify the measurable results to accomplish in 2005-2011:

- 1) Enhance the ability of arts organizations to improve artistic quality, organizational stability and outreach;
- 2) Increase participation in the arts by traditionally underserved communities;

- 3) Improve teaching and learning by supporting and promoting sustainable arts-based curricula and programs in K-12 public schools;
- 4) Integrate and conserve visual art in public spaces;
- 5) Develop and pursue an agenda to enhance public policy that supports the arts.

Bach stated that the purpose of today's discussion is to focus on the three goals to clarify WSAC's intentions and future direction, specifically looking at the 2007-2009 biennium.

Tucker said that WSAC is not starting from scratch but building on a strategic plan that was developed a few years ago under the leadership of Commissioner Moore and the Futures Committee who worked with the Priorities of Government process. The focus is the 2007-2009 biennium but OFM also requires that the agency look beyond that. The strategic plan goes to OFM on May 1; all Commissioners will have opportunities to weigh in by email and online: Commissioners can review a draft in April, and staff will send a recap of this meeting in early March. At the August Commission meeting, the budget request for the 2007-2009 biennium will be refined and the advocacy plans will be finalized for the next legislative session.

Tucker said staff and guests will observe this discussion.

Bach asked Commissioners to envision accomplishments by the year 2009.

JP: 30% increase to arts education grantees

MN: Second AERI report shows progress

MN: CVI for each area of the state

JM: Have participated in health care reform

CC and MB: CENTRUM is fully accessible as are all cooperative partners

SS: Increased arts participation of underserved communities across the state, not just in WSAC programs

JP: An increase at least 2 FTE at WSAC as per strategic plan

MB: Increased WSAC budget due to successful lobbying

CC: Website fully accessible

CS: Professional and workforce development for artists and arts community statewide

CB: Funding for K-12 transportation to arts events

JM: Maintenance and conservation funded for public art program, per plan

SS: More arts advocates

VC: Human resource bank for professional development/arts education

MG: Increase in awareness/acceptance of value of arts in economic development

JM: Better language around intrinsic value of arts

CB: Identified models (5-10) of success/excellence for each objective

VC: Art education curriculum includes multicultural, speaks to Latino population

CC: 15-member access advisory committee that tracks and reports on statewide issues

MN: Mentoring program for small arts organizations. Clone Bitsy. Partnerships.

Monte: "Arts for every citizen" - resource on arts participation across WA

Ben: Vastly expanded cooperative partnership program. "Coopetition" (compete/cooperation). Work together to help build audiences

CB: Consider Washington Art Consortium coalitions of 7 museums

CS: Arts business training for high school students

Bach asked Commissioners what must align for that 2009 vision to be realized.

Advocacy!

WSAC/WSAA connection

CB: Identifying excellence
CS: Toolkits/roadmaps/checklists
CB: CVI study well distributed statewide
Bill Me: Strong local advocacy ongoing
JM: Working closely with staff; listening to staff
CC: Public event/festival based on principles we've established. Celebration/festival.
MB: Non-traditional alliances - beyond "arts"
MG: Thoughtful resource distribution; careful prioritization (staff, commissioners, time, money).
CF: What are the priorities? Involve and focus everyone; objectives under objectives
VC: Speakers forum/bank of individuals in arts for advocacy (could be local/regional/state). Accomplishments, values, best practices.
Bill Me: Attitudinal shift in advocacy voice - more offensive; less defense, more offense.

Bach asked Commissioners to identify current issues, trends and opportunities for each goal.

GOAL 1: ACCESS AND PARTICIPATION

CB, JM: More assertive/less passive about public art. Get people to see the art. Educational value, publicity for WSAC
JP: Public facilities districts legislation is an opportunity to influence community development. Increase public knowledge. Bring artists in early. Design for accessibility.
SS: Identify and highlight art going on in "underserved" communities. These are also advocates. Grow capacity in different ways, including outside organizations.
JM: Identify and overcome barriers around language, etc.
MG: partnerships to overcome barriers.
VC: Work with commissions linked to "underserved" communities

GOAL 2: ARTS EDUCATION

Bill M: Working with assessment issues already on table
CB: Link WSAC to Board of Education, etc. or others; present to/meet with state board of education, OSPI, HEC board.
CS: Partnership with community colleges
Monte: Increasing concern that WASL is excluding arts, other subjects. Capture and nurture "whole child" value of arts in education discussion
MN: Use AERI tactics as appropriate
MG: Capture teachers' knowledge to build on - don't lose curriculum
Ben: Teachers of art/teaching artists working together effectively
JM: More support for teaching artists - residency opportunity or tech assistance

GOAL 3: PUBLIC POLICY

JM: Partnering in WAHIP with other partners; WSAC role is relevant, Gov is tracking.
CB: Increasing private support? Field trips as inspiring experiences, example of private contribution
Ben: Build public commitment to cultural policy.
SS, Ben, CS: Develop clear message around values/contribution - all of WSAC efforts - all levels.
JM: Approach should be assertive, proactive, proud, clear. Not aggressive.

Bach asked Commissioners to write on note cards issues, trends or opportunities related to each goal.

GOAL 1 - INCREASE CITIZEN ACCESS TO AND PARTICIPATION IN THE ARTS

- Models of excellence and success - best
- Increased participation by underserved populations
- Increase WSAC staff by 2 full FTE
- Growing participation and capacity of underserved communities
- Cooperative partnerships with other arts organizations
- Cooperative partnership providing technical assistance to small arts organizations
- Improve accessibility for all partners
- Maintenance funding for public art program
- Look to and for nontraditional partners (sing beyond the choir)
- Leadership and professional development
- Technical assistance and mentoring for small and mid-sized arts organizations and commissions
- Encourage multi-cultural or cross-cultural activities/collaborations
- Determine what is working across the state in improving access to the arts for every citizen
- Alignment of existing programs and partnerships
- Demonstrate importance, overall value of the arts in public life
- More money to support business-skills training to artists
- Access to arts for all with emphasis on disability, multi-cultural, underserved
- Arts participation: create and promote non-conventional ways to encourage and support at all levels of community
- Access and inclusion - break down barriers (disabilities/cultural/education/geographic)
- Research report: Arts for All

GOAL 2 - INCORPORATE THE ARTS INTO THE EDUCATION OF EVERY WASHINGTON K-12 STUDENT

- Support access/exposure of K-12 to existing arts events (museums, theaters, etc.)
- 30% increase to arts education grantees
- Value-added: push arts education curriculum statewide
- Small business, entrepreneurial-ship mentorship training for high school and community artists of all ages
- Arts business training - statewide programs
- Building future audiences
- Arts in education! Fuel and fund in deliberate and strategic methods to enhance and progress the AERI
- Partnerships - increased energy around partnerships so funds and human resources can be combined (K-12)
- 2nd or ongoing AERI reports
- Increase the size and number of education grants

GOAL 3 - INCREASE PUBLIC SUPPORT FOR THE ARTS

- 30% increase grant \$\$\$

- Washington artists health insurance project (WAHIP)
- CVI for each area of the state
- Advocacy at the local level
- Increase budget through thorough advocacy. Every day is arts day
- Mentor use of CVI across the state
- Advocating for state support
- Why the state arts commission needs budget increase
- Advocacy! To and beyond state authorities (local community and corporate leaders)
- Restore and ask for more money to WSAC
- Top issues: Coalition building to allow us (WSAC) to focus our agenda on the things we do best
- Increase in budget with lobbying
- Demonstrate wonderful linkage between the arts and corporate/business - economic development
- Identify programs of excellence as examples of WSAC's objectives (what works, what does success look like)
- CVI - increase energy around this activity - try to make it less costly for local area "buy-in"
- Understanding/support by local political, civic, business leaders (better language to discuss intrinsic value of the arts)
- More advocacy tools and support information - more public relations
- Increase in budget
- Access to health insurance for artists (independent workers); addressing from policy to implementation

Advocacy

Johnston, Executive Director of the Washington State Arts Alliance (WSAA) thanked Commissioners for attending Arts Day. She reiterated the fact that advocacy was not just something to do in the brief period of time spent with legislators on Arts Day. Arts Day is an important day not only to see legislators but also to see constituents and make important connections.

The WSAA board will work with Commissioners to achieve work that staff and the Commission cannot do, such as coordinate grass-roots efforts. Once WSAC has the strategic plan in place, Johnston will be traveling around the state holding advocacy training in communities where Commissioners are located. She will be contacting each Commissioner to assist in the trainings and recruit people to attend. The talking points need to be very clear; people need to be trained to make appointments and to be clear about the "ask." She will also be requesting that Commissioners respond to emails regarding advocacy and to spread the word.

Tucker noted that the Senate recognized CREATE, Nichols and other CREATE leaders.

Johnston stated that any bills that the legislature deems essential to implementation of the budget can be raised after cut off. She said to remember that this is an election year and that there will be some turnover in the legislature.

Penney issued a challenge to all Commissioners to achieve 100% membership with WSAA.

Gerth distributed a 2006 legislative report, outlining important session dates and tracking specific bills in the House and the Senate.

Grants to Organizations

Tsutakawa referred to her report on page 26 of the packet and available on file, providing descriptions of the programs, purpose and method of funding and the amount of the actual budgeted grant items. The Grants to Organizations Program assisted in funding over 49,000 events in one year with more than 8.9 million in attendance. The budget for the past year was \$1.16 million in grants just for these four categories (PSP; OSP; ISP; and CP). The program ratified today (PSP) is listed in order of size. PSP is offered twice a year and only for projects and not operating support. February 27 is the deadline for PSP. Guidelines and application forms are found on the WSAC website. Tsutakawa urged Commissioners to call with any questions.

Tsutakawa introduced Fidelma McGinn, the new Executive Director of Artist Trust, a WSAC partner. McGinn, a filmmaker, has been with Artist Trust for 3 months and previously was with a film and media organization in San Francisco.

McGinn distributed brochures about Artist Trust's 2005 WSAC Partner Fellowship Award Recipients. She credited Commissioners for their work over the years. She displayed slides of categories and recipients that were funded last year, awarded in November. The categories were crafts, media, literature and music. There were 359 applications from across the state. The awards were presented at the Northwest Forum Film Festival.

NEA Funding Proposals

Tucker referred to page 37 of the packet.

She said that for many years, the National Endowment for the Arts (NEA) has offered WSAC money in the form of initiatives. The NEA's grant budget, including initiatives is distributed 40% directly to state arts agencies.

Challenge America money has been available for approximately 6 years. Typically, the NEA has given WSAC notice at the end of December to declare the intentions for this money by early January. This time WSAC was given 3 months to develop a proposal.

American Masterpieces is a brand new category of NEA funding. NEA funds for American Masterpieces are to support masterpieces in choral music, dance, musical theater and/or visual arts. The NEA has a separate grant application process in those specific disciplines to apply directly to the NEA. Additionally, 40% of American Masterpieces funding comes to the state arts agencies to support programs in any or all of those four disciplines. WSAC Staff has developed the proposals on page 37 and 38 for Commission support.

For Challenge America, WSAC will receive approximately \$100,000. Staff proposes using \$40,000 of the Challenge America money for project support specifically in underserved communities and \$40,000 to advance the Arts Participation Initiative. That initiative was launched with Wallace funding, which we no longer have, however Tucker stated that she and the Commission believe it is very important work. Another \$20,000 is proposed to provide training and support for WSAC's arts education partners in rural areas.

American Masterpieces includes newer ideas. They are not about grant programs but other initiatives that are very timely and fit in well with the strategic plan. WSAC has a collection of works by Washington artist, Jacob Lawrence, a member of the Washington State Arts Commission in the late 1990s and he passed away in 1999. The state art collection includes his John Brown series. Two of those pieces were lost when the WSAC offices were broken into a year ago. Staff's proposal is to do what they can to purchase or borrow those additional works and also to prepare the series for a touring exhibition and a permanent installation in an appropriate site. \$36,600 would go directly for this series. The remaining \$32,000 would produce some high quality video works on the four

disciplines. Based on preliminary conversations with media experts, we anticipate 5-minute shorts on some of the wonderful artists in Washington State in these four disciplines; the videos would be available to broadcast on TV and also on web-cast, would provide commercial quality video that would be available to include in cultural tourism and international work.

Merriman moved to accept the motion as written.

Greeley seconded.

The motion carried unanimously.

Budget Reports

Tucker introduced Lou MacMillan, WSAC's new Deputy Director.

MacMillan distributed a revised FY 2006 report to replace the report on page 27 in the packet. He stated that this report was through December 2005, which includes all business transactions through the end of December and the mid-point of this fiscal year.

MacMillan discussed key highlights of the budget reports. In revenue, some adjustments were made on the Capitol Budget line, to reflect current estimated costs based on personnel shifts over the last few months.

Under expenditures, MacMillan explained that there was an increase in General Agency Administration expenditures of almost \$22,000 in this category for a variety of reasons. Staffing changes and working with a facilitator on agency assessments are included in these expenditures. A database consultant has also been recently contracted for work with the Grants to Organizations and Arts in Education databases.

MacMillan stated that WSAC is on track with Agency Administration for this point in the fiscal year. Overall, the percentage of total funds expended for administration has gone from 11% to 12%, which is within an acceptable range.

Under Program Grants and Services some costs have been reduced under Program Services to reflect savings due to some vacant positions and delays in filling them. Under Organizational Support and Cooperative Partnerships there were remaining balances of about \$1,290 that were not contracted out and therefore moved into the Project Support category.

The Strategic Planning budget was restored to support strategic planning work.

The costs for the Governor's Arts and Heritage Awards were higher than originally budgeted so an adjustment was made.

Referring to page 29, MacMillan explained the 2005-2007 biennium budget.

Regarding the revenue detail on page 30, a revision was made to update Art in Public Places for FY 2006.

MacMillan added that the NEA Challenge America and American Masterpieces grants are not included in these revenue figures because this is as of the end of December and nothing has been submitted and an award has yet to be granted.

Moore moved to accept the budget reports as written.

Merriman seconded.

The motion carried unanimously.

Access Committee Report

Curtiss reviewed the Access Committee Report located in the packet and on file. She stated that she and Thatcher Bailey of Centrum were working to create an integrated dance workshop at Centrum and hope to make it a pilot project for accessibility programs at Centrum. People will be attending from as far away as New York and Chicago.

Bidwell commended the Kenneth Minnaert Arts Center for the ADA elements that reflect universal design concepts.

The Access Committee will meet again via telephone conversation and will continue discussions with all partners regarding how to work together on compliance. The committee would like to do several workshops before November 2006.

The items (also included in the packet and on file) to be considered for ratification are listed as priorities for next steps:

- 1) Recruit and convene an Access Advisory Committee of people with disabilities and/or expertise.
- 2) Commence a conversation with Cooperative Partners about their self-assessments and how their access needs can be met.
- 3) Provide introductory information about ADA/504 and access issues to arts organizations as a part of all CAD workshops.

Bidwell noted that the committee has identified three additional items to be considered, as listed in the committee report: data collection, complaint procedures, budget for access equipment.

Bruce moved to accept the recommendation to approve the three priorities for action as written.

Moore seconded.

The motion carried unanimously.

Public Art - Collection Care

Huber opened her presentation with a description of the work the Art in Public Places (AIPP) team has done in the last year. The team includes Alice Taylor, Patricia Hamilton, Esther Luttikhuisen and Deane Shellman. She referred to this presentation as a continuation of the presentation at the Commission meeting in Ilwaco in August 2005.

Huber said that the communities where the artworks are sited are relied on to be stewards of the state art collection.

The artwork acquisition process has been refined by practice and by constituent input. It sets the stage for the life of the artwork, which may be 30 or more years old. Without community commitment its care will be compromised.

The 30-year-old collection needs maintenance. WSAC is working on a number of levels to take the best possible care of the artwork in the state art collection, a collection of 4500 artworks located statewide on college and university campuses, state agency sites and in public schools.

Inventories take place every couple of years as the primary tool for gathering information about the artwork in the collection. On average, there are 115 artworks per county across the state.

One of the most recent steps that WSAC has made to improve the care of the collection is in advocating for more funds. With the passage of House Bill 2188 last session, WSAC received additional flexibility to apply capital budget funds to the care of artwork. Over the past fiscal year, WSAC has been developing procedures that will guide the collection and the distribution of these funds for artwork conservation and restoration projects.

Another step was for AIPP to develop a comprehensive, holistic framework for the ongoing care of the collection. The *ArtCare* plan provides for the ongoing care of the collection, integrating into one document care-related policies, procedures, roles and responsibilities.

Taking care of an artwork includes taking care of its records and documentation; making sure the artwork includes an identification plaque, indicating the artist, title and funding source; and responding to reports of condition problems in a timely manner.

WSAC collaborates with partner agencies in numerous ways for conservation by providing financial resources, expertise working with artists and artwork, and information on conservators who may be able to perform the work. Partner agencies contribute funds and in-kind contributions to conservation. WSAC is currently spending \$1 for every \$3 spent by partner agencies on conservation.

Huber cited examples of collaboration with WSAC: The Evergreen State College, the Washington State Patrol's crime lab, conservators, craftspeople and facilities staff.

The Gifts and Transfers Policy and the Deaccession Policy are both policies recommended to the Commission by the Public Art Committee, which includes Commissioners Mandeberg, Bruce, Kessler and Leo-Gwin. The proposed policies are in the packet on page 33. The new policy articulates that the state art collection is comprised of artwork acquired through the AIPP program and not through individual gifts.

The Public Art Committee is also requesting revisions of the Deaccession Policy, which was last revised in 1999. The Deaccession Policy provides the stringent guidelines with which WSAC can remove artworks from its collection without making rash or trendy decisions. The changes are outlined in the packet. General edits are made to the language text and text was consolidated to remove items not directly related to deaccession. Some text was redundant once it was part of the *ArtCare* plan. The recommendation is that the deaccession committee be comprised of Commissioners and/or outside experts in conservation. Artwork deaccession recommendations may be brought before the Commission at any of the regular meetings at the discretion of the Executive Director and Commission Chair. Two staff roles have been clarified.

The order of artwork disposition has changed to indicate that trade is a more desirable form of disposition whenever possible. Trade should be considered before other options when feasible.

Merriman moved to accept the Gifts and Transfers and Deaccession Policies for the State Art Collection as written.

Mandeberg seconded.

The motion carried unanimously.

The meeting adjourned at 2:43PM.

Penney reminded Commissioners that the next Commission meeting is May 16, 2006 in Pacso. There are four Commissioners leaving after that meeting: Merriman, Barnett, Smith and Nichols. The meeting is scheduled from 8:00AM to 4:00PM on the 16th. A celebratory event is proposed for the evening of the 15th and more information will become available.

Johnston announced that the Washington State Arts Alliance is holding its 14th annual Washington Cultural Congress, an event that is the only statewide multi-disciplinary arts conference, at the Sleeping Lady Mountain Retreat in Leavenworth April 24, 25 and 26.

Call to Order

Chair Penney called the meeting to order on May 16, 2006 at 8:31 AM. She mentioned that this is *Arts in Education Week*, as declared by the Governor, and said it provides opportunities to spotlight the value of the arts in our communities. Penney thanked Commissioner McKay for his role in hosting the meeting at Columbia Basic College, and arranging the dinner the previous evening at the Hedges Family Estate. She said, "It was just magic."

Welcome

Representative Larry Haler of District 8, welcomed everyone to the Tri-Cities area. He pointed out the rapid growth of the area in recent years (6-7% per year) and stated that the growth builds critical mass and leads to a self-sustaining community where the arts will naturally grow. He expects a flourishing of the arts and the wine industry in the Tri-Cities region.

Richard Cummins, Vice-president of Instruction at Columbia Basin College and a member of the English Department faculty, extended a welcome. He commented on leadership in the area, then read *Archaic Torso of Apollo* by the German poet R. Maria Rilke.

Chair Penney commented on the good discussion at yesterday's two meetings (on the Arts Education Resources Initiative and Creative Vitality Index). The room was filled with thoughtful, articulate people who had much to share. Commissioner McKay echoed that it was a very positive day.

Approval of Agenda

Kessler moved to approve the meeting's agenda as written. Moore seconded. The motion carried unanimously.

Chair's Report

Penney referred to her report included in the packet and on file. She mentioned that Victor Chacon was unable to attend last night's dinner, and she expressed appreciation for his service to the Commission. Chacon has been appointed to the Governor's Commission on Hispanic Affairs. Senators Thibaudeau and Finkbeiner will not be running for re-election, and therefore not continuing as Commissioners. Penney named McKay, Mandeberg and Bridges to the Nominating Committee to prepare nominations for the August meeting. Mandeberg is Chair-elect, so is scheduled to assume duties as Commission Chair in August. McKay confirmed that the phone survey would be repeated with the same questions as in previous years.

Director's Report

Tucker referred to her report included in the packet and on file. She thanked McCurdy for her service on the State Quarter Advisory Committee (SQAC) and related that the Governor had announced her design choice in a dramatic presentation at an elementary school. The US Treasury is expected to approve the design this summer, and the rollout of the minted coin is expected around March/April 2007. The Governor may expect participation by the Arts Commission.

Tucker reported that she received a letter from the organization that hosted her trip to China two years ago, inviting her to return in June 2007 and bring a delegation to continue discussions about opportunities for exchange of artists. Bruce asked if this would be to Beijing. Tucker said the specific destination has not yet been determined, nor is it clear how this fits with other priorities. Moore asked if

there was a ballpark figure on cost. Smith estimated \$4000 per person. Leo-Gwin discussed a plan for a system for Chinese students to get an American education online. Lazo said the president of Mexico is coming to the US, and will visit Yakima; and that other countries could appreciate WSAC attention.

Tucker reported that the Cultural Congress, held in Leavenworth April 24-26, had its best attendance ever. At the Congress, she led a discussion on the public value of the arts, based on Mark Moore's books. McCurdy said the Cultural Congress schedule was full, and it was time well spent. Penney appreciated the level of expertise of the presenters.

Tucker reported that the computation of the Creative Vitality Index (CVI) based on 2005 data is expected by early fall. Conversations about the CVI have been rigorous. It is important to understand that the CVI is an index; it doesn't measure everything. Commissioners may be interested in hosting a discussion in their communities. McKay commented on yesterday's CVI presentation, noting that there were some statisticians in the group with their own ways to interpret the numbers. Tucker emphasized that since only 12 Workforce Development Areas in the state were used, trying to make sense of the numbers can be a challenge, but that the intent is to have a richer conversation; what other studies might complement the CVI. Bruce asked McKay how he had gotten the word out about the CVI presentation. McKay replied that he had invited statisticians from the college, members of Richland and Kennewick arts commissions, someone from the Visitor and Convention Bureau, a gallery owner: he tried to put together a group of 10-15 people who "wear different hats" and can bring different perspectives to the conversation. Smith has hosted a forum about a year ago, inviting people from throughout the county, including the County Executive, whose staff continues to integrate it into their planning. Penney mentioned that timing is important; it's not a controversial thing, not at a critical juncture and a distraction. It's really well laid out.

Tucker reported that yesterday's Arts Education discussion was fruitful. Having the Governor's proclamation for Arts in Education Week seems to have made a difference, increasing visibility. Barnes and Noble supported Arts Education week.

The Arts Ed Washington annual meeting is Thursday, May 18, 2006.

Consent Agenda

Minutes of the February 15, 2006 Commission meeting in Olympia were unanimously accepted as written.

Penney called for a motion to ratify the Professional Development Assistance Program (PDAP). Moore moved to ratify the decisions of the Executive Director as submitted. Kessler seconded. The motion carried unanimously.

Penney called for a motion to deaccession artwork as recommended by the Visual Arts Committee. Kessler asked if the works listed were "lost" versus 'stolen'. Huber explained that sites submit inventory reports. Kessler expressed concern that there are not pictures of all of the artwork. Huber explained that currently there is a process of scanning images of all the art, but some of the artworks in question were acquired long ago, when the technology for images was different. Kessler noticed that most of the works reported lost are from schools. Huber said there is now a new policy for art in schools; small pieces are no longer being purchased, but site-specific works are being commissioned. Staff is working with schools on ways to track the works in their possession, but from her perspective, the quantity reported missing is relatively low and not cause for alarm. Taylor explained that four years ago the purchase program for school artwork was suspended, and there is now a way for schools

with small budgets to pool funds for commissioned works. There is also now an option for a curated program, and a better system of documenting the collections. Leo-Gwin asked if there was any feedback from the artists. Taylor said some are disappointed that the purchase program was discontinued, and some are interested to learn how to transition to being considered for commissioned work.

Merriman moved to accept the recommendations for deaccession. Mandenberg seconded. The motion carried unanimously.

Penney called for a motion to ratify the Project Support Program (PSP) grants. Tsutakawa explained that PSP is the lowest level of support for specific projects. Applicants who were not funded are encouraged to reapply; often it is the applicant's inability to communicate about the project that results in not being funded. Kessler asked if help is provided. Tsutakawa said staff is always available to help applicants by answering questions, reading drafts. Curtiss noted some of the non-funded applications where expenses to revenue did not align, and asked if that is made clear in the grant guidelines. Bidwell reiterated "Bidwell's Three Rules of Grantwriting": 1) Read the guidelines, 2) Read the guidelines, and 3) READ THE GUIDELINES! Finnie asked if Commissioners should encourage people in their communities to apply for the PSP grants. Tucker replied in the affirmative, reminding that it is up to staff to advise about eligibility or assist with applications. Moore asked what kinds of things these grants are for. Tsutakawa said these grants are for a specific event, not an ongoing program, and must be open to the public. Barnett added they may be submitted through a fiscal agent. McCurdy confirmed that staff do encourage those not funded to re-apply and provide them with information about why they weren't selected this time.

Greeley moved to ratify the PSP grant recommendations. Moore seconded. The motion carried unanimously.

Penney called for a motion to ratify the Cooperative Partnership Program (CPP) Contracts. Tsutakawa mentioned that although it will be a challenge to make up cuts in NEA funding, staff felt strongly not to cut CPPs. Curtiss asked for clarification of the percent earned income figure. Moore asked if any of these groups receive other funds from the state. Tucker explained that Artist Trust also received some WSAC funds last year for the Washington Artist Health Insurance project. This is the only regular grant WSAC provides to these four groups. Moore moved to ratify the CPP contracts. Smith seconded. Bruce asked if there was information about how long WSAC has funded these groups. Tsutakawa said there is no promise of continuation; the terms of the contracts always specify if funding is available. Tucker further explained that these are contracts for service initiated by WSAC; it is a cooperative partnership. Some organizations that may be helpful in the future are VSAArts of Washington, Arts Ed Washington, and Washington Lawyers for the Arts. Tsutakawa said the chart shows a very brief description of the services of each organization, that they provide consistent technical services. McCurdy clarified that the services provided are statewide, not limited to the city of the organization's office. Smith mentioned that she had not seen these groups linked to the WSAC website. The vote was then taken, and the motion carried unanimously.

Strategic Plan

Penney thanked the Interim Committee for its work on the Strategic Plan and referred to pages 23-27 and the additional page from the second mailing entitled Budget Highlights. Tucker recapped the timeline: The State approves budgets biennially based on strategic plans, with a full planning process every two years, and

a shape up on the alternate two years. We are now developing the Strategic Plan for the 2007-2009 Biennium. Tucker is seeking the Commission's approval of this Strategic Plan, which will be submitted to the Office of Financial Management (OFM) on June 1. At the August WSAC meeting, the budget request (based on the Strategic Plan) will be presented, and it then goes to the Governor for inclusion in her budget, which is released around December. The separate report, Anticipated Budget Highlights, is not for approval today, but merely for discussion.

Tucker referred to p. 23 of the packet to review the big picture, and then go through the goals one-by-one. She said she is excited about it, realizing it is a good plan based on constituent input. Goal 2 is new; public art was previously within a broader goal. Curtiss asked what built environment means. Taylor said it refers to new buildings and the ½ of 1% designated for art installations in them; the local committees make the decisions. Tucker noted that phrases used in the strategic plan need to make sense to people not in this room, so something confusing to us should be reconsidered.

Considering Goals 3 and 4, Nichols asked if their order indicated priority; Tucker said it does not. Nichols asked what is meant by to improve student achievement. Lazo suggested that it means art should raise awareness of social responsibilities. Greeley believes we should talk about balanced education. Bruce suggests create better citizens. Moore feels this page is very satisfying, and likes the economy of words; he feels all the things mentioned are implicit in what's stated. Curtiss said for her, student achievement seems limited. Bruce said the point is that the arts education helps every student. Kessler wondered if the word 'enrichment' rather than 'achievement' would be better. Moore said the idea is that arts are part of a balanced education. Tucker explained that there's an additional layer not in the packet; there are action steps developed for each goal to help staff determine cost. Mandenberg asked for clarification of the audience now for the Strategic Plan. Tucker explained that it is submitted to OFM and the Governor's Office, but in practical terms its value is for us.

In further discussion, Commissioners expressed interest in tracking the implementation of the plan. It was agreed that the Nominating Committee will ask Commissioners how they'd like to use the Strategic Plan.

GOAL 1: Expand public access to and participation in the arts to increase cultural opportunities and improve community vitality. Commissioners discussed Goal 1 as a strong goal, stated well.

Barnett asked staff to consider how Cooperative Partners help us meet the goals of the strategic plan.

GOAL 2: Integrate public art into the state's built environment to advance community aesthetics and dialogue.

Commissioners saw Goal 2 as well developed and comprehensive. The move to digital technology looks to the future and keeping arts accessible to place-bound citizens.

GOAL 3: Incorporate the arts into the education of every Washington student, kindergarten through grade 12, to improve student achievement.

Commissioners discussed WSAC's role with higher education, and shared concerns that WSAC may be spread too thin. School boards have an important role and can help with Goals 3 and 4. Arts in education are important in addressing/expressing diversity. A roster of teaching artists is envisioned to emphasize relationships with teachers.

GOAL 4: Expand public and private support for the arts to increase resources, improve policies, and enrich understanding and awareness.

Commissioners saw this goal as more loosely framed than other goals. Nichols expressed concern about WSAC's role with international, as the agency has so much to do within the state; Curtiss agreed. Greeley noted that strategic plans are frameworks and living documents and will change.

Moore moved to accept the Strategic Plan. Bruce seconded.

In further discussion, Commissioners asked staff to revise the Arts in Education goal to not use the term student achievement, and to note Commissioner comments regarding higher education and diverse cultures.

Unanimous approval to accept the Strategic Plan.

Anticipated Budget Highlights to the Strategic Plan

Tucker referred to the budget highlights memo distributed and on file, explaining that this reflects anticipated costs to implement the strategic plan just approved. Curtiss noted that there is \$4000 for ADA access compared to \$50,000 for international; Tucker explained that funding for access programs is also included in other programs. Nichols said \$6000 for technical assistance seems low. There was further discussion about how the requests and how to best explain the needs we will be meeting with new funding. At the August meeting, staff will provide charts that show some history and context for the requests.

Advocacy - Meetings with Legislators

Greeley explained that Commissioners are asked to meet with Legislators in the coming months to build relationships and learn more about the legislative process. This will be very helpful as we develop our advocacy efforts. Commissioners will be getting a list of questions to ask Legislators.

Kessler advised Commissioners on meeting with Legislators. She noted that other community leaders are also influential, such as school boards, community colleges, and service groups like Rotary.

Merriman asked if commissioners should be aware of anything to say/not say.

Kessler encouraged commissioners to build support for *what* we do, not to talk about money in visits this summer.

McCurdy mentioned that a regional Chamber of Commerce has convened an arts council.

Tucker differentiated between advocacy and lobbying, providing a memo from NASAA. Also, each Commissioner was given a booklet with photos and contact information about all legislators, and flags indicating which legislators they should visit.

Greeley said the goal is for commissioners to meet with the legislators as assigned by WSAC's August meeting.

Gretchen Johnston mentioned that there will be parallel activities going through Arts Alliance and sharing of information with WSAC.

A breakout session allowed commissioners to talk together about meeting with legislators. A brief discussion followed.

Greeley reminded Commissioners to learn about the legislator prior to the meeting.

Moore asked if it was important to leave something behind.

Kessler said it was optional, but should be kept simple.

Greeley suggested taking something along in case it seemed appropriate to leave it, knowing that you could choose to use it or not.

Curtiss confirmed that leaving behind a postcard of her dance program would not be a conflict of interest.

Kessler pointed out that all legislators have a website with resume, list of committee memberships, etc -- it is a broad look at the individual, but helpful. She reminded commissioners that she is a resource also.

Greeley emphasized that this is a first step in long-term process.

Visitor from Tourism Walla Walla

Michael Davidson, new director of Tourism Walla Walla, informed the Commission about the establishment of a monthly First Friday Arts Walk in the community, and the coming of the Art Train on its national tour.

Consider Grant Panel Recommendations

Arts in Education

Lisa Jaret referred to her reports (pages 32-33 in the packet, two pages in the second mailing, and on file.) She explained that Community Consortia (\$8000 - \$35,000) involve broad involvement with schools, often with established, continuing programs, while First Step Grants (\$1500 - \$4000) are smaller (minimum one school one artist), often new. The panelists read applications in advance, and came with rankings.

Commissioner Bridges commented on the Consortia panel: (Though absent from the meeting, Bridges asked Jaret to convey the following.) The panel members all contributed well. There is still work to do to clarify the First Step grants as related to Consortia grants. One observation was that some grants in the Community Consortia were heavily focused on residencies, as opposed to focusing on long-standing partnerships among key local agencies leading to teacher capacity building in the arts. But there were several incredible examples of comprehensive partnerships in Consortia, some of them where developed partnerships might be able to serve as mentors to the other communities. We're on the right track in strengthening the selection process.

Commissioner Leo-Gwin commented on the First Step panel: Since this was only the second year of the First Step grants, the process is evolving and questions naturally came up -- the first being defining *First Step*. The pool of applicants was tremendous. SEED is a well-established, large program, but they are starting something brand new with their First Step request. On the other end of the spectrum, Shaw Island is a one-room schoolhouse with twelve students. Applicants had differences in resources for grant writing; large communities may have experienced grant writers, while in some smaller communities it appears that no one even proofed the application. Applicants came from small, geographically isolated communities and from large metropolitan communities. We looked at need to help small communities with fewer resources. In the large metropolitan communities, we want to see success for our taxpayer dollars. Panel members wanted me to bring to the Commission that funding for programs or solutions may not fit into the regimented Consortia format. The Commission has previously asked, "Is a \$1,000 grant worth it?" The panel also weighed this. In the end, we decided to just go ahead and give \$1,500 as a minimum grant - and if the applicant didn't want it they could turn it down. I still think the

Commission should consider if there should be a minimum amount that we should award. Are we burdening some of the smaller organizations that don't have the personnel to administer the grant? We decided to fund everybody. This is the first step. What does that first step mean?

Jaret observed that there were some really great policy discussions on both panels. The First Step grant has some more complexities and more things that are difficult to work out about it. There is currently an evaluation process being done by Michael Sykes, who has done a lot of our Consortia evaluations in the past. The original concept behind First Step was to help new partnerships evolve to the point where they could be one of the Consortia programs. We are now trying to determine if that is really the right goal, and if so, if we are setting it up correctly. Or do we want to be able to fund small partnerships that might never be meant to get to that level? And does that change what some of the goals are?

Nichols said she feels that receiving only twelve applications for First Step indicates that we need to look again at this category.

Penney thanked the committee and asked for a motion to approve the recommendations of the Consortium and First Step grants panels.

Barnett moved; Greeley seconded. Moore, Smith, Curtiss and Nichols declared a conflict of interest. The motion carried unanimously.

Folk Arts

Willie Smyth cited a WESTAF report that 70% of people participate in the arts, but that with 48% of the Folk Arts applicants having an income less than \$35,000, it's safe to say they do not attend museums much. The Folk Arts program can provide a balance. This year's applications came from vastly different traditions. Apprenticeship grants support the teaching of traditional heritage arts by master artists to students. Ten grants of approximately \$3,000 each are given. Fellowships are outright grants, no project is required; it is an acknowledgement of community contributions and excellence in traditional arts.

Moore moved to approve the recommendations of the Fellowship Grants panel. Kessler seconded. The motion carried unanimously.

Greeley moved to approve the recommendations of the Apprenticeship Grants panel. Barnett seconded. The motion carried unanimously.

CONSIDER BUDGET

MacMillan referred to his two reports, provided and on file.

Financial Report for Fiscal year 2006 as of 3/31/06

Moore moved to accept the report. McKay seconded. The motion carried unanimously.

2005-2007 Biennium Budget

Discussion revolved around the NEA's awards, and shifting of some funds from the Challenge America to American Masterpieces programs.

Bruce moved to accept the report. Leo-Gwin seconded. The motion carried unanimously.

REPORTS

Access Committee

Curtiss showed a video from a three-day integrated dance workshop held at Centrum May 4-7. There was participation by 19 people from as far as Chicago,

Denver and Portland, and a choreographed dance performance including a wide range of physical abilities. Curtiss reported that the experience was valuable and empowering. Bidwell gave statistics that in the future 17-20% of the population will be disabled in some way, and Washington State has the second largest combination of deaf/blind residents in the US. She announced another workshop (May 23-24) to be held at Fort Worden (Centrum) to train people from around the state to assess the accessibility of cultural facilities. After training, participants will work in teams to do surveys. Nearly fifty people are expected, with nationally recognized trainers coming from Massachusetts.

Bidwell mentioned that the ADA is coming up on its 20th anniversary. The NEA's self-assessment (website) has been done. WSAC is not in a regulatory role. Curtiss stated that it is the law that organizations WSAC funds comply with the ADA. Bidwell said the WA State law is more inclusive than federal law.

PROGRAM NEWS

Arts Participation Initiative - Tsutakawa distributed an article ("State Spotlight," on file) published by the National Assembly of State Arts Agencies (NASAA) describing the highly successful API project in Wapato. She announced the hiring of Saya Moriyasu to conduct special training in capacity building for the grassroots organizations that receive grants.

Arts in Education - Jaret referred to her report (pages 35-36 in the packet and on file.) The Poetry Out Loud competition was sponsored by the NEA. The state winner, Mollie McComb of Rainier, won a trip to Washington DC to participate in the national competition. The contest generated a great deal of interest in the participating schools, and Lisa expects it to be repeated next year, perhaps expanding beyond the capitol area.

Arts in Public Places - Taylor pointed out that the format of the AIPP report, in the packet and on file, has changed to include things planned and a section on conservation. June 9 is the deadline for applications for the artist roster, a list of artists who can then be considered for public school projects.

Penney reminded Commissioners that the next meeting is Aug 1-2 in Ellensburg, and the interim committee will meet before then to polish the budget. She also recalled that at the last meeting she had challenged all Commissioners to join the Washington State Arts Alliance; Gretchen Johnston confirmed that several have done so. Lazo shared a class project done in a college class; she recently graduated with a degree in theatre. Curtiss encouraged new participation on the Access Committee. Penney asked Barnett to end the meeting - she referred to bringing our head, heart, and hands to anything we do.

The meeting was adjourned at 3:20 pm.

Call to Order

First Vice Chair Mandeberg called the meeting to order on August 1, 2006 at 12:35 p.m. She asked everyone in the room to introduce themselves.

Welcome from the Governor's representative

Mr. Oscar Cerda, Governor Gregoire's Central Washington liaison from the Communications and External Operations Office, extended greetings to the Commission and explained his role.

Approval of Agenda

Mandeberg asked for any changes or additions to the published agenda; there being none, the agenda was approved unanimously.

Chair's Report

Mandeberg explained that Chair Penney was unable to attend the meeting because of her duties as Director of the Bellingham Music Festival (August 4-9), but referred to her report (page 1 in the packet). Mandeberg also mentioned that having Interim Committee meetings between the quarterly commission meetings has been extremely helpful, and that will be continued under her chairmanship. Penney's recommendation for the formation of a commissioners' emeriti group will also be followed up.

Mandeberg highlighted some agenda items of particular importance:

- the invitation to WSAA members to join WSAC commissioners around the table today to talk together
- today's discussion on advocacy, led by Greeley, and encouragement for commissioners to talk together about their experiences in meeting with legislators
- Budget Request for 2007-2009

Welcome from CWU President

Dr. Jerilyn McIntyre, President of Central Washington University, welcomed WSAC to the campus. She stated that the impact of public art at CWU is huge. In the last decade, nearly a half million dollars has been invested in wonderful installations, enriching the lives of the community and students. CWU offers masters degrees in music, theatre and visual arts; a minor in dance; and programs that train teachers of art as well as artists. Dr. McIntyre told Commissioners their role is important.

Director's Report

Tucker referred to her report (pages 2-4 in the packet). She thanked the Nominating Committee for its work. The survey provides important insight. Responses to the questions show both diverse perspectives and consensus among Commissioners.

There are currently five vacancies on the Arts Commission for citizen members. Tucker expects the Governor to make appointments before the November meeting, and staff will plan an orientation. Current members of the commission are welcome to join that session, and there may be information available online also. Senator

Thibaudeau will continue to serve on the Commission through this year. After elections we may have new legislative members.

Tucker referred to the planned visit by the delegation from Jalisco, Mexico mentioned in her report. It provided an opportunity to see how WSAC could provide service with minimal staff time. A single email notice got good response, and then the group's tour to Washington was cancelled. Moore expressed surprise at how quickly people responded on such a short lead time. Tucker said two great opportunities were identified (Saint Edward State Park and Wenatchee Performance Center). For such opportunities in the future, a local association of Jalisco business leaders could be a potential partner.

Tucker pointed out a state map posted on the wall, indicating the locations of Commissioners' and legislators' home addresses. It will be helpful in visualizing the planned advocacy visits.

Tucker mentioned that the Governor is proceeding with a listening tour of town hall meetings in seven communities across the state. Arts and culture have been mentioned in a least three of the sessions. The final town hall meeting is scheduled for August 14 in Everett.

Tucker thanked staff for their work in preparing for this meeting.

Moore asked about the Global Competition Council Report mentioned in Tucker's written report. Tucker replied that the report was released in March, and could have some potential links with the CVI.

Sen. Thibaudeau explained the process for legislative appointments to the Arts Commission. A message goes out asking for legislators to express interest in serving on the commission, and then the Speaker makes a recommendation to the Lieutenant Governor, who initiates the appointment.

Consent Agenda

Mandeberg asked for a single motion to approve the three items (pages 5-15 in the packet) on the consent agenda: Minutes of the May meeting, PDAP grants, and Folk Arts Community Project funding.

Moore moved, Kessler seconded and the motion carried unanimously.

Folk Arts Program Report by Willie Smyth

Smyth showed a powerpoint presentation and explained the history of the Heritage Tours, which consist of cassette tapes and illustrated booklets providing sequential information and a rich collection of sounds and images to be followed while driving along various heritage corridor routes. The music, stories and pictures from artists of different areas represent an array of traditional expressions of culture. Smyth emphasized that there is a preservation aspect in the Folk Arts program, which works with art forms that are disappearing and cannot compete with products that have mass marketing. There is a sense of urgency to capture the rich and diverse expressions of our cultural heritage by the artists and their living traditions.

The tours began in 1995 in collaboration with the State Department of Transportation to give local heritage information to travelers. The first four tours were on scenic heritage routes designated by the legislature. Tours 5 and 6, funded by the

National Endowment for the Arts (NEA), covered the I-5 corridor. Now the seventh Heritage Tour, for the east-west I-90 corridor, is nearing completion. It will consist of 4 CD's and will be marketed on www.washingtonfolkarts.com, an independent website with Northwest Heritage Resources.

The Arts Commission is engaged in promoting the economic value of traditional arts. The Heritage Tours help do that. They elevate the sense of being somewhere - people can learn something, bring back cultural experiences. The folk arts we look at have an intrinsic community connection.

Smyth emphasized the value of the data collected as the tours were developed. The Folk Arts program is now compiling information about artists from the entire state onto a CD ("Folk Artists of Washington") that will be distributed to schools, along with lesson plans and teacher guides. Also, there will be a database searchable by artist, genre, tour, etc featuring over 150 artists with their picture, bio, and soundtrack. This will go onto a website run by Northwest Heritage Resources.

Smyth concluded his presentation with a clip of music played by Maurice Rouman, an Egyptian lute player. In response to a question, Smyth explained that there are specialist tour agencies and conferences that focus on traditional folk arts. Bidwell added that cultural tourism has become a priority for government as cultural tourists are better educated, stay longer and spend more. Humanities Washington used to do cultural tours, but is not currently doing so. Smyth was asked how many tapes have been sold, and responded sales started rather slowly, but increased with the addition of the I-5 corridor tours, and even more so with use of the internet for sales and publicity. There are no accurate sales records; many tapes, CDs and booklets have been given away.

Public Artist Roster

Mandeberg commented that she enjoyed serving on the panel that met July 11-13 to consider applications for the Public Artist Roster (pages 16-17 in the packet). Patricia Hamilton, AIPP Project Manager, reported to the Commission. Applications were received from 197 artists, and the jury panel recommended 66 for addition to the existing roster. Currently there are about 500 artists on the roster. Competition is held every two years, and is open to artists in six western states and British Columbia, plus nominations from out of the area. To reach artists in all parts of Washington there was a special emphasis on outreach. Staff used nominators and invited artists on other arts rosters. Special care was taken with the prospectus language. An online tutorial was provided; it received over 2,000 hits. It was important to attract a wide range of artists in a variety of media. The jury panel viewed ten slides from each applicant, and was asked to consider:

- Artistic excellence
- Demonstration of technical ability
- Cohesive body of work
- Ability to work in a scale appropriate to the public art, in a durable medium

Hamilton showed the commissioners four slides from each of the 66 artists recommended by the panel. McCurdy asked how to explain why few artists are from eastern Washington. Hamilton and Mandeberg suggested McCurdy encourage artists to apply. This year, nominators and other targeted outreach efforts did not result in many

applications. Tucker stated that outreach sometimes takes years, not weeks and that this effort should continue; staff will follow up. Curtiss asked if photographers are part of this roster. Hamilton said there are some, but relatively few photographers do public art projects. McCurdy asked for a follow-up report about outreach in six months. McKay said he had seen that First Step grants also receive fewer applicants from eastern Washington, and added that it is part of the Commissioners' advocacy role to help encourage better participation. Bruce said repeated invitations and following up may not be fruitful; artists may not want to apply. There was further discussion about how Commissioners can encourage artists to apply. Tsutakawa pointed out that there are other indications of arts activity within a certain area; PSP and other grants do serve eastern Washington. Kessler noted that the Public Artist Roster does include other artists from central and eastern Washington.

Mandeberg called for a motion to add the 66 artists to the Public Artist Roster as recommended by the selection panel. Bruce moved, Sneed seconded; the motion carried unanimously.

Report from Centrum

Mandeberg introduced Thatcher Bailey, Executive Director of Centrum at Fort Worden in Port Townsend. Bailey thanked the Arts Commission for "giving birth" to Centrum in 1973. A turn-of-the-century military fort was converted into Fort Worden State Park and Centrum, whose name refers to a place in the center of a community where trains come in, change direction and go back out in many different ways. Today Centrum is described as a gathering place for artists and creative thinkers from around the world, students of all ages and backgrounds, and audiences seeking extraordinary cultural enrichment. It offers residencies and workshops. People from many places and of many ages and backgrounds come to Fort Worden State Park—united by their love of music, literature, dance, theater and the visual arts—to create, to learn, to perform, to teach and to connect.

Upon becoming Executive Director, Bailey listened to many people and heard two things: 1) Centrum is getting a bit old and tired, and 2) "Centrum changed my life." The Centrum board changed its organizational mission to reflect that Centrum provides creative experiences that change lives. The board has made a commitment to change. In the last year 37,000 individuals "had a Centrum experience." There are fifteen businesses at Fort Worden, but they are not all working and planning together.

Commissioner Bruce said his son was one of the people whose lives were changed at Centrum. Rep. Kessler said that Bailey has taken a good organization and challenged it to change for the better. Bailey said he wants to emphasize that Centrum is WSAC's, and he now wants to find a new, innovative partnership. Tucker visited Centrum during Fiddle Tunes this summer; she said it was remarkable to feel the sense of campus and the integration with community. She said Centrum could serve as an incubator to support small or emerging arts organizations. She also noted Centrum's use of advisory boards. Bailey encouraged WSAC to consider how we respond to what we have seen, and think how we can strengthen the partnership. Sen. Thibaudeau asked if there are other organization partnerships like this. Tucker

said that Centrum is unique in this regard. Bidwell noted the relationship with Centrum has been a jumping off point for our partnership with State Parks, which has grown to include Folk Arts in the Parks. Smyth observed that art and nature are seen to change lives. Bailey said the emerging visual arts program at Fort Worden is in partnership with the Marine Science Center there. The Centrum board has approved a resolution to explore the formation of a separate legal entity to manage Fort Worden. Bailey said the other organizations at Fort Worden are the Marine Science Center, Copper Canyon Press, Synergy Sound Studio, Goddard College, a couple of museums, a friends group, food services, kayak rentals, and Peninsula College. Sneed commented that he has spent time at Centrum and thought of it as one place rather than a group of separate entities - much like the Seattle Center. Bailey acknowledged that others have that impression also. Curtiss commented that Centrum has been a key player in the improvement of accessibility at Fort Worden. Tsutakawa asked about the artist residency program. Bailey said when more funds were available, residencies provided housing, studio space, and training, but now it is just affordable housing and art studios. They are building up a reserve to invite artists to participate in residencies, and a local group has formed to support artist residencies. Moore asked how many artistic directors are on Centrum's roster. Bailey said there are presently five; these are contractors who make hiring choices and provide vision.

Review 2007-2009 Budget Request

Mandeberg stated that the Interim Committee has looked at the budget request (provided in the supplemental mailing). On August 2, commissioners will approve it and prioritize the four major categories of the request. It is due to the governor's Office of Financial Management (OFM) on August 18.

Tucker said she wants to illustrate the budget request to make sure the governor understands our request. We want to think about 1) the strategic plan, 2) the governor's priorities, 3) the legislature's priorities, and 4) the realities of our world. Our role is to clarify how state government and the arts are related.

POWERPOINT PRESENTATION DETAILING BUDGET REQUEST FOR 2007-2009 (handout of all slides on file)

\$910,000 to support more arts programs and projects throughout the state and to increase some grant amounts to better meet growing costs
\$195,000 to support responsible stewardship of the State Art Collection (public art)
\$150,000 for arts education programs and services
\$30,000 to initiate the Poet Laureate program for Washington State

Discussion on the public art request: Taylor explained that routine maintenance is paid by the host agency as specified in the purchase contract. WSAC does major maintenance and conservation. Tucker explained the role of the art conservation technician. Digitizing our artwork records is necessary because slide projectors are obsolete.

Discussion on the arts education request: Research shows that state-level research in Arts Education needs to be on a four-year cycle.

Discussion on the poet laureate request: Kessler explained her initial proposal of a bill for poet laureate in 2003. The current proposal is different in that it establishes a public/private partnership with state money to get the poet laureate program started. Bruce asked about the interest or value of a poet laureate to the average citizen. Tucker explained poetry is growing in popularity as a very accessible, portable, versatile art form. The process of bringing it to the legislature was reviewed.

Mandeberg pointed out that based on commissioner responses to the Nominating Committee survey and deliberations by the Interim Committee, this budget request does not include international issues.

Roundtable Discussion with Constituents

Mandeberg welcomed visitors from the board of Washington State Arts Alliance (WSAA) and WSAA Foundation. She noted the longtime relationship between WSAC and WSAA and invited all around the table to introduce themselves. Present were: Jean Leonard, Susie Tracy, Kate Jones, Greg Miller, Laura Hopkins, Brenda Neinhouse, John Bradshaw, David Brown, Sara Cornell, Gretchen Johnston, Steve Lorian, Josh Labelle, Manuel Cawaling, Daniel Barringer, Mark Hugh and Frances Chapin.

A handout was distributed depicting a comparison table for WSAC, WSAA and WSAAF showing governance funding, mission and constituencies. Chapin mentioned that the Foundation's constituency is broader and includes outreach compared to the Alliance. Johnston explained some terms:

- Advocacy - to speak in favor of a person/cause (okay for anyone at any time)
- Lobbying - when you go to someone with power to make a law and ask them to do something for you
- Grassroots lobbying - 'agitate' people to lobby (WSAA does; WSAC can't in their capacity)
- Political activity - working on elections, fund-raising, campaign work, donating (can do as individual citizen)

Greeley explained the efforts of the commissioners as arts advocates. This summer and fall, commissioners are meeting with legislators to learn what the legislators value, hear their concerns, and look for what leadership role the legislators have in their communities. Part of the discussion is to ask legislators to suggest others with whom commissioners could meet. This is an on-going activity, not a one-time event.

Mandeberg said it would be helpful for WSAC to learn from WSAA how they set their agenda for advocacy. Steve Lorian said they meet monthly, or more frequently as the session nears, to look at issues that might have impact. It seems like there are more issues than usual for 2007. The proposal for WSAC budget increase will be supported as a priority. Constituents are asked to meet with legislators and to tell of the impact the arts have had on their lives personally.

Leonard and Tracy, WSAA's lobbyists, explained that they get direction from a WSAA subcommittee. They have a technical advisory role rather than setting an agenda.

Mandeberg asked for a discussion of how to make Arts Day more successful. Comments:

- Improve communication so that WSAC and WSAA are better in tune with each other.

- WSAC share what they are learning in current meetings with legislators.
- Build relationships with legislators through meetings when the legislature is not in session.
- Include a constituent (someone from the district) in meetings with legislators.
- WSAA share findings from annual survey of legislators.
- Know that "magic" sometimes happens during the legislature: things fall in/out of place.

Mandeberg said there was some confusion about commissioners' roles in Arts Day in 2006. David Brown is co-chair of the next Arts Day (February 15, 2007). He said he will work to improve information. Suggestions:

- clarify the role of a team captain
- encourage a systematic exchange of information
- don't schedule Arts Day on a legislative cutoff day
- work to develop relationships with legislators
- schedule performances on Arts Day

Meeting adjourned for the evening at 5:00 p.m.

Call to Order

First Vice Chair Mandeberg reconvened the meeting on August 2, 2006 at 8:36 a.m.

Welcome by Rep. Hinkle

Representative Bill Hinkle, 13th District (Cle Elum) welcomed the commission. He noted that Ellensburg is known for its rodeo and horses, but the arts are bringing the whole community together. The Spirit of the West Project, the Clymer Museum and arts walks are opportunities for the community to show its identity through the arts.

Grants to Organizations Program Overview

Mayumi Tsutakawa, Program Manager, used a powerpoint presentation (on file) to describe the different types of WSAC grants to organizations.

- CPP - Cooperative Partnerships - contracts for statewide arts support services; \$10,000-\$87,000 per organization
- ISP - Institutional Support - operating grants for major (budgets over \$557,000) arts organizations; \$10,000-\$45,000 per organization
- OSP - Organizational Support - operating grants for mid-size (budgets over \$79,000) arts organizations; \$2,750-\$6,000 per organization
- PSP - Project Support - project grants for small arts and community organizations; \$750-\$3,000 per project
- API - Arts Participation Initiative - multiyear support for grassroots organizations to learn skills and increase capacity; thirteen organizations, \$6000 each. Offers grants and training sessions to ethnic, rural, low income or disabled communities. Through API artists, audiences and supporters will broaden, deepen, and diversify. Grant selection is based on three criteria: artistic excellence, management capability, and public benefit.

Action Items

- **Institutional Support Program (ISP)**

Mayumi Tsutakawa distributed a handout detailing two recommendations made by the ISP panel:

- 1) approval of ISP grants for 29 organizations
- 2) formation of a task force to investigate ISP guidelines regarding frequency of audits, formulas to use, etc; to discuss before publication of guidelines for next round of grants

Curtiss moved to approve both recommendations; Bruce seconded. Moore declared a conflict of interest. The motion carried unanimously.

- **Arts Participation Initiative (API)**

Tsutakawa referred to the API report from the supplemental mailing of July 25. There are two recommendations:

- 1) to fund three additional API grantees (The Confluence Project, Brazil Center, and Arab Center of Washington) for one-year grants of \$6000 each
- 2) to extend existing API grants for a second year, and increase the award from \$4000 to \$6000

Bruce moved to approve both recommendations; Johnson seconded. The motion carried unanimously.

Tsutakawa announced that API grantees will gather October 19-20, 2006.

- **Arts in Education Roster**

Lisa Jaret referred to her report (pages 18-21 in the packet.) The last application for the roster of artists developed to support the Artist in Residence Program was in 2002. Since then, funding for that program has been discontinued. Current First Step and Community Consortium grantees are encouraged to use the roster, but it is not a requirement. However, there is still value for having a roster as a resource, a tool to support individual artists, and a way to help advance the field of teaching artists. Jaret seeks the Commission's approval for the concept and direction for revising the AIE roster, including a new name (Roster of Teaching Artists or Teaching Artists Roster), emphasis on educational expertise as much as professional artistry, inclusion of artists best suited to support sequential, standards-based arts education in K-12 public schools. Sixty-eight artists are now on the roster and will be invited to reapply. Jaret reviewed key points of the transition to the Roster of Teaching Artists:

1. Increased focus on the educational expertise of Teaching Artists.
2. Increased alignment with our current grant programs (First Step and Community Consortium).
3. Increased alignment with state learning goals.
4. Increased emphasis on professional development.

Thibaudeau asked how to respond to claims that art can't be taught. Staff and commissioners discussed arts education, inspiration and creativity; teaching other disciplines through the arts; that key concepts must be taught and learned; and need

to develop ways to enhance an artist's ability as an educator. Curtiss said she finds value in teaching the art itself, not EALRs. Jaret explained the EALRs enable tracking effective learning. WSAC has made a strategic decision to support public education guidelines in the arts. Moore said arts organizations must be involved in arts education. Greeley said she had recently visited a WSAC-funded arts education program where she saw all teachers engaged in teaching the arts. Leo-Gwin said arts education is also important to adults, and encouraged partnering with community colleges and continuing this discussion.

Mandeberg asked for a motion to approve the concept and direction proposed on page 21 of the packet. Moore moved; Greeley seconded. The motion was approved with three abstentions (McCurdy, Thibaudeau, Curtiss).

Jaret informed the commission that materials for next year's Poetry Out Loud competition have been received. In 2007 the competition will reach beyond Thurston County, and Jaret hopes it will go to schools that want to participate. Commissioners knowing interested teachers may refer them to Jaret.

Access Report

Bitsy Bidwell referred to her report (pages 38-39 in the packet). She explained that the Access Committee is a committee of the Commission to assist with compliance with the ADA. A transition plan was due in 1994 per the 1992 law. WSAC has not completed this, but there is a policy. At the November 2005 meeting the Commission approved a plan to establish a committee, including 7-9 people with disabilities. This Access Advisory Team will provide input to the Access Committee. Some people have been asked and have agreed to serve on the Advisory Team. They will meet via conference call three times per year, and possibly once a year face-to-face. Bidwell reported that the Access Training session at Centrum in May reached many people. Curtiss asked why there were no applicants for the scholarships for the Cultural Congress. Bidwell said a network for getting the word out is still being developed; also, the Sleeping Lady conference facility was discovered to be not as accessible as hoped. Curtiss said the Access Committee is short of members. Mandeberg said the Governor is expected to appoint new commissioners soon and this may include some potential committee members. Curtiss showed a publication featuring a cover picture of people with disabilities.

Budget Reports

Lou MacMillan reviewed two budget reports. Following Commission discussion, Curtiss moved to accept the Financial Report for Fiscal Year 2006 through 6/30/06. McKay seconded, and it was unanimously approved. Kessler moved to accept the 2005-2007 Biennium Budget; McKay seconded. The motion carried unanimously.

MacMillan referred to the last page of the handout (WSAC Budget Overview), with pie charts to provide some history, context, and comparisons. Curtiss asked what percentage of the state budget the WSAC budget represents. Kessler noted that \$5 million for the arts is "barely a blip" in the state's \$27 billion budget.

Budget Request for 2007-2009 Biennium

Mandeberg referred to the Budget Request for 2007-2009 Biennium, provided in the supplemental mailing, and the slide presentation of August 1. Two actions are required of the Commission: 1) to approve the budget request, and 2) to prioritize the four categories.

Moore moved to approve the budget request as presented; Sneed seconded. It was unanimously approved.

Mandeberg asked for discussion about prioritizing: Greeley wondered if there is any value in prioritizing within the categories. Tucker said this is not necessary now; the Commission will make adjustments as needed later. Moore agrees with the order listed. Curtiss pointed out that taking care of the state art collection is mandated, and this should be the first priority. Bruce said he felt the slide showing the consequences to conservation with or without a new hire makes the issue implicitly scalable. Moore asked for clarification of the mandate to conserve. Tucker read the RCW which says the State Art Collection is 'developed, administered and operated' by the Washington State Arts Commission.

Moore moved to approve the priorities in the order listed; Bruce seconded. Curtiss opposed. Motion carried.

Curtiss clarified that her dissent reflects her belief that it is foolhardy to build a collection and not prioritize its conservation. Moore suggested it might be helpful to elaborate on the technical assistance request, and to explain how the arts education request impacts students and teachers in the material that supports the budget request.

Advocacy

Mandeberg called attention to Section 2 (Advocacy) of the Commissioner's Toolkit notebook, and recommended a review.

Greeley led a discussion on Commissioners' recent efforts to build relationships with legislators. A map posted on the wall identifies the location of homes of commissioners and legislators, and the relationships for visits. She provided a handout listing commissioners, the legislators they will visit and their leadership role in the legislature. The purpose of the first meeting is to listen, not persuade. Kessler reinforced that in building a relationship you start by learning about the person. Greeley encouraged commissioners to talk with one another about their legislator interviews.

Each commissioner was given a notebook with puzzle pieces on which were written quotations from notes summarizing legislative visits. Legislator comments included: "want WSAC to have a long-term plan" "be practical, take small steps" "public art enriches the world" "I didn't expect these kinds of questions" "I didn't realize there was an arts agency" "appreciate the process; love dialog and questions; commend you on approach" "our citizens are somewhat non-conformists" "person-

ally I learned more in choir than math class” “am very interested in how to bring art experience to kids outside the school curriculum” (in answer to a question about concerns and the role of art in economic development). Commissioners discussed their experiences in meeting with legislators, and will continue sharing at each meeting. Commissioners can help legislators become aware of arts opportunities in their district, and invite them to participate in events.

Gretchen Johnston, WSAA, encouraged the commissioners in their advocacy efforts. She said Arts Day 2007 is on Friday, February 15.

Greeley said the next meetings with legislators will be more focused on specific items and will be discussed further at the November commission meeting. Thibaudau encouraged commissioners to learn more about the structure of the legislature and the importance of committees there. Kessler offered to identify legislators who are positive. Greeley asked if someone would like to join her, Gretchen Johnston, and Kris Tucker to meet and discuss plans for Arts Day 2007, and come to the November WSAC meeting with more specifics. McCurdy volunteered.

Kessler returned to the matter of the budget, and the ‘tiny slice of the pie’ that is the WSAC portion of it, saying that it might be beneficial to point out in the budget proposal that for this relatively tiny bit of funding, we get this big benefit (leverage). Hill Finnie mentioned that in Bainbridge one of six households have incomes derived from the arts. Gretchen Johnston said that Americans for the Arts has information like that for each legislative district in their Creative Industries Report. Mark Gerth mentioned the possibility of having a prepared report for Arts Day, and Bitsy Bidwell gave the website www.artsusa.org as a source of information. Tucker said the goal is to have the WSAC budget request included in the Governor’s budget. There will be learning, thinking, and strategizing coming up in the November meeting. Greeley said the legislators interviewed have suggested other people to speak with. Kessler expressed hope that at the November meeting we will plan more how to approach the legislature on Arts Day and work with Arts Alliance.

Nominating Committee

McKay reported that he, Bridges and Mandeborg formed this year’s Nominating Committee. They surveyed commissioners, asking the same questions as last year plus an additional one on advocacy. The results of this year’s survey, as well as last year’s for comparison, were included in the supplemental mailing. All commissioners were nominated as officers, but two have come forward with the most support. McKay asked if commissioners would like to vote by secret ballot. There was unanimous agreement that the recommendation by the Nominating Committee would suffice. McKay announced that the committee recommends Leann Johnson as First Vice Chair and Steve Sneed as Second Vice Chair.

McKay moved that the commission accept these nominations; Greeley seconded. The motion carried unanimously.

2007 Meeting Schedule and Locations

A handout was distributed showing a chart of suggested dates and locations for the WSAC meetings in 2007. Tucker asked commissioners to consider this and be prepared to decide at the November meeting.

Sneed noted the value of meeting with artists from the community at last year's meeting in Long Beach; SEED (in Seattle) would provide that also. McCurdy said we had two meetings this year in central Washington, in Pasco and Ellensburg, and wonders if there could be a meeting in a more eastern location in 2007. Tucker said travel costs are a factor. Curtiss noted that Olympia, Bellingham and Port Townsend have lodging options that meet her needs. Bruce said Bellingham has a great public art collection that would be worth the extra time to tour. Tucker mentioned the value of having a greeting by a local legislator.

The meeting was adjourned at 12:22 p.m.

**Minutes
Bellevue Washington
November 2, 2006 Arts Commission Meeting**

Commissioners Present

Jean Mandeberg, Chair
Leann Johnson, First Vice Chair
Monte Bridges
Chris Bruce
Kent Carlson
Charlene Curtiss
Maureen Greeley
Cindy Hill Finnie
Kate Jones
Rep. Lynn Kessler
Silvia Lazo
Bill McKay
Lanie McMullin
Ben Moore
Joan Penney
Sen. Pat Thibaudeau
Rosita Romero
Shauna Woods

Commissioners Absent

Cheryll Leo-Gwin
Mary Ann McCurdy
Steve Sneed

Guests

Stefano Catalani, Bellevue Arts Museum
Karen Hanan, Arts Northwest
Gretchen Johnston, WA State Arts Alliance (WSAA)
Jim Kelly, 4Culture
Dwight Gee, ArtsFund
Cami Smith, Edmonds Community College/ArtsNW
Stephen Elliott, Theatre at Maydenbauer Center
Deb Twersky, 4Culture
Una McAlinden, ArtsEd Washington
Margaret Lowe, 4Culture
Louise Miller, 4 Culture
Mary Pat Byrne, City of Bellevue
George Nunes, Performing Arts Center Eastside (PACE)
Dick Collins, PACE

Staff Present

Kris Tucker, Executive Director	Lisa Jaret
Kristine Bartruff	Lou MacMillan
Bitsy Bidwell	Saya Moriyasu
Mark Gerth	Willie Smyth
Patricia Hopper	Alice Taylor
Janae Huber	Mayumi Tsutakawa

Call to Order

Chair Mandeberg called the meeting to order on November 2, 2006 at 9:48 a.m., weather and traffic conditions having delayed arrival of many attendees.

Welcome and Introductions

Stefano Catalani, Curator at Bellevue Arts Museum, welcomed the group and encouraged everyone to see the current exhibits. After self-introductions by all commissioners and staff, Chair Mandeberg thanked Rep. Kessler for assisting with a recent meeting with the Governor's office about WSAC's budget request. Mandeberg presented a plaque to Commissioner Penney, acknowledging her leadership as WSAC Chair for the year ending August 2006. Senator Pat Thibaudeau's valuable service as a Commissioner since April 2001 was recognized with a gift.

Approve Agenda

Mandeberg asked for any changes or additions to the published agenda; there being none, the agenda was approved unanimously.

Chair's Report

Mandeberg announced that she would regularly like to highlight accomplishments of WSAC members, and asked that commissioners let her know when they are in the midst of professional work, such as a performance or exhibition, that relates to the arts. She called on Commissioner McKay who announced that he will be playing the Mozart piano concerto with the Columbia Symphony on February 17, and added that his performance range is wide, as he also plays for Arthur Duncan, a tap dancer formerly with the Lawrence Welk show.

Director's Report

Tucker referred to her report, beginning on page 2 in the packet at the front of the new Commissioner's Toolkit ring binder. Future meeting packets will be punched for placement in front. An updated commissioner roster and other handouts are on the table.

Tucker reported that Sen. Thibaudeau's office helped arrange an October 30 meeting for Rep. Kessler, Jean Mandeberg and herself with Victor Moore, the Governor's director of the Office of Financial Management (OFM) and Marty Brown, the Governor's Legislative Liaison - two important voices in the Governor's Office who also have connections with the arts and with WSAC. It was an important and well timed meeting. She thanked Sen. Thibaudeau for arranging it, and to Rep. Kessler for asking the tough questions to improve our meeting. The purpose of the meeting was to explain WSAC's request for new funding and for legislation for a Poet Laureate program. The Governor's budget comes out in December, and then goes to the legislature, for approval during the 2007 session. WSAC has asked for a budget increase of \$910,000 to support arts organizations; an increase of \$195,000 for conservation and issues related to the state art collection; an increase of \$150,000 for arts education, and \$30,000 for a new program for a state poet laureate. Powerpoint slides were distributed which explain those asks in more detail. Tucker encouraged commissioners to become familiar with the budget request, to ask questions, and to understand why the money is needed. She explained that in today's environment, the

legislature is less interested in what we used to get and what other states are doing to fund the arts. Rather, the legislature and Governor want to know about *results*. It's a purchase strategy. We have to be clear about the results we are getting, and also realize that our request may be scaled back. If we get the funds requested, we will be developing our grant programs, providing some extensions of current successful programs and also doing some other targeted initiatives to reach the state as a whole. We will be able to provide better stewardship of the state art collection. We will be expending successful arts education programs, and starting a new poet laureate program.

Within an hour of the October 30 meeting, WSAC received a notice that the Governor is going to proceed with legislation for the poet laureate, but not with the \$30,000 requested. There is a fund raising campaign underway by the Washington Poets Association, which we hoped would be to match the state contribution.

Tucker invited questions and further discussion.

Curtiss asked if Moore and Brown indicated whether they would advance WSAC's budget request. Kessler said that Moore and Brown asked tough questions, and that WSAC needs to show results that are meaningful - not just "you can fund more artists." She said Mandeberg and Tucker did an excellent job of putting forward the request in meaningful terms. WSAC has more work to do, especially on our largest request. Brown said the request is scalable; Kessler said we should stay firm with our request.

Woods asked what is meant by results and how this will be quantified. Tucker said Brown had suggested estimates for number of grants to be awarded with the requested funds; staff will work on this. She also noted that staff is analyzing funding distribution per county, and considering how new funding best reach those areas, such as through partnerships with parks, libraries, schools, or others who could provide arts opportunities.

Moore asked if it might be useful to track WSAC investment (in grants for organizations) relative to the budget sizes in aggregate of these organizations. He said most of these organizations are able to earn roughly 50% of their costs, yet the latest round of grants to ISP's amounts to about .3 of 1% of the budget aggregate, which can say WSAC and arts organizations do a lot with a small amount of money. Tucker responded that Moore and Brown responded pretty well to comments that WSAC money leverages other money. She told them that we've seen a slip in foundation giving; corporate giving tends to slide in different ways when there is a crisis; individual contributions take a lot of time and effort on the part of staff to cultivate. She said that WSAC's slice of the budget of these arts organizations is so slim, that some might say, "then it doesn't matter." That's another reason it's important to develop relationships with people like Marty Brown and Victor Moore who are interested in the arts and understand the importance of quality of life. Policymakers may not know an arts organization's budget depends half on earned and half on contributed revenue.

Kessler encouraged further consideration of WSAC role in arts education. She noted the Washington Learns report, and said such efforts to push right-brain thinking for economic development and education offer a new way of describing the value of the arts to our state and to our children.

Sen. Thibaudeau commented that the Governor seeks “evidence-based, outcome-based” decisions, also stressing economic development. Regarding outcome, how has WSAC made a difference? She recalled honoring CREATE, an arts organization in Eastern Washington, and that one of the most conservative members of the Senate from the Republican caucus co-sponsored the bill with her. Such relationships may very well pay off. Thibaudeau asked what is the percentage of the increase in the budget? Tucker said it calculates to 22-28%, depending on what’s included in the formulas.

Mandeberg noted the advocacy work of the Commission, and reminded Commissioners that we are representing the interests of the entire state, and looking out for counties that are not yet served. Bruce suggested that each commissioner sent to Tucker examples of the results of any program that the commission has contributed to. Tucker said she needed stories about WSAC and stories about the arts that help make a case about WSAC investment, about the importance of the arts to the State.

Consent Agenda

Mandeberg directed attention to pages 6-18 in the packet, the minutes of the August WSAC meeting and the PDAP grants, and asked if there were any corrections or additions. Moore noted that the Roundtable Discussion with Constituents included comments about structuring a more integrated approach between all of these agencies (WSAA, WSAC, 4Culture, Mayor’s Office, etc); this is not reflected in the minutes. Mandeberg agreed, and added that we are hoping that WSAC can take a leadership role in getting everybody to the table and working more collaboratively, and being more successful.

Moore moved to approve the Consent Agenda, and the motion was unanimously approved.

Budget Reports

Lou Macmillan referred to the six pages of reports transmitted electronically one week before, and a new handout showing pie charts. The final reports for FY 2006 were presented in table and narrative form. The general fund was reduced and the savings incentive account is carried forward for specific uses. Overall, WSAC spent 99% of general funds.

Greeley moved to approve the Financial Report for FY 2006 and its overview, and the motion was unanimously approved.

Macmillan referred to the 2005-2007 Biennial Budget table and its overview with shaded figures to indicate an adjustment in 2006 and anticipated funding for 2007.

In response to a question about the NEA’s American Masterpieces program, Mark Gerth reported that the video project has received applications from 14 video

production companies to date. After November 9, a company will be chosen to develop 5-minute videos on WA state masters in dance, musical theatre, visual arts, and the various subprograms allowed by the NEA. The project is moving forward and has good energy behind it; and it is expected the videos will be available spring 2007.

Johnson moved to approve the 2005-07 Biennial Budget, the First Quarter Financial Report and its overview narrative. The motion was unanimously approved.

Macmillan explained that the extra handout sheet with the pie charts is a breakdown of our revenue sources and how this has changed in the last five years.

Approve Institutional Support Program (ISP) grants

Mandeberg referred to page 19 in the packet, explaining that staff mistakenly submitted an early calculation of the ISP grant awards approved at the August meeting, and presented now updated calculations for the FY 2007 grants. Tsutakawa said the ISP grants are to the state's largest arts organizations. In the adjusted awards, the total is the same and variance from the incorrect report of the August meeting is small. In response to a question, she said she had learned of the closure of Empty Space Theatre only one week ago, and their award will likely be reviewed and the funds reallocated.

Penney moved to approve the amended calculations for the FY 2007 ISP grants. The motion was unanimously approved.

Program News

ISP Task Force Action Item - Mandeberg referred to page 20 of the packet, and the task force that was discussed at the August meeting. The Interim Committee has suggested that the Task Force not only include two commissioners, but add two representatives from organizations that receive grants, to broaden the scope of this Task Force. Tsutakawa referred to the earlier discussion regarding the need for WSAC to coordinate with other arts funding agencies, and this Task Force activity will include input from 4Culture of King County, the Mayor's Office of Arts and Cultural Affairs in Seattle, and ArtsFund. Staff will work with Commissioners Greeley and Moore and add two more representatives.

Carlson moved to approve the recommendation to expand the ISP Task Force by two members. The motion was unanimously approved.

Arts in Education - Lisa Jaret gave an update about **Washington Learns**, the Governor's task force on the state's education system reform for the next decade. Key committee members are working for inclusion of creativity and the arts as one of the strategies to improve public education. The final report will be released November 13, 2006 with implementation and funding to be determined subsequently, so there is more work ahead. Jaret then referred to pages 22-23 in the packet, and the ongoing process of transitioning to a **Teaching Artist Roster**. She read a quote from "Young Artists" describing a rubric for teaching artists. She is getting a lot of input from educators and artists to help refine the application process, and encouraged commissioners to contact her with questions or comments.

Arts Participation Initiative (API) - Saya Moriyasu presented a briefing about API, and distributed calendars showing photos from API projects around the state. API has been a temporary program, funded by the Wallace Foundation, the Paul G. Allen Foundation and the NEA Challenge America Program. API provides multi-year funding and training for organizations that support arts in ethnic, low-income, rural and disabled communities. A grantee gathering was held in Seattle in October for training. Saya is documenting and gathering results of the API projects in stories and photos. She displayed the website (API News Online), which she has developed for the use of the thirteen API grantees, to help them network and share. In the planning stages are another gathering of grantees in April, and a youth congress in June. API grantees are located throughout Washington. The speaker at the October training encouraged grantees to capture their stories, and the website provides a way for them to do it. In response to a question, Tsutakawa confirmed that in the most recent round of funding there were no grant applications received from projects directly serving disabled communities. She said participation by organizations that support disabled artist projects is wanted, and there may be funding to support special initiatives later in the year.

Access Committee - Bitsy Bidwell, Community Arts Development Program Manager and ADA Access Coordinator for WSAC, referred to two handouts: the Access Committee Report and a letter from the Access Advisory Team. She provided background on the ADA of 1992 and its requirement for a transition plan, and addressed ways the Commission is working towards compliance with the ADA, especially the formation of the Access Advisory Team for further input regarding issues of disability advocacy. The Team advises the Committee which in turn advises the Commission. A grant has been received to fund a one-day workshop in the spring about practical tools for artists with disabilities that will allow them to enter the arts market. Commissioner Curtiss stressed the value of the input from Access Team members, who are highly motivated and knowledgeable about issues of access. She encouraged new commissioners to consider serving on the Access Committee. In response to a question about an estimate of the budget needed for ADA implementation, Bidwell said the Access Committee and Team are looking at what can be done with existing staff and budget at this point in time. This is a double responsibility: to make our own offices and meetings accessible, and to provide training to our grantees. Some changes are very simple; raising awareness is key.

International - Mandeberg referred to the paragraph on page 4 of the Director's Report, and said international programs will be on the agenda of the February meeting.

Report from Arts Northwest

Executive Director Karen Hanan gave a presentation about Arts Northwest, one of WSAC's four cooperative partner grantees. Membership in Arts Northwest is strong and growing. Arts Northwest maintains a communications network among performing arts presenters in the western tri-state region (WA, OR, ID), sponsors an annual booking conference, and is seeking support for and implementation of a certification program for professional performing arts administrators.

Understanding the Legislative Process

Rep. Kessler gave a brief outline of the legislative process. The "Five Corners of Government" are: Governor, Senate-D, Senate-R, House-D and House-R. Meetings may involve various combinations of the five corners. Decisions tend to be made in the Senate or House leadership, and there is much power in the committee chairs. There are 19 standing committees in the House. There can be over 3,000 bills before the House in one session. As majority leader, Kessler reads the bills and decides whether to refer them to an appropriate committee. Then the committee chair decides if the bill will have a hearing, and subsequently whether it will be voted out of the committee. If voted out, the House Rules Committee then determines if bills actually come to the floor for a vote. She told about the "50-25-1 rule" regarding passing legislation -- meaning a proposed bill would need approval by 50 members of the House, 25 Senators, and then be signed by the Governor to become law.

Regarding commissioners' advocacy and visits with legislators, Kessler emphasized the important of establishing relationships before the session begins. Once in session, their days are tightly scheduled and attention is pulled in many directions. In response to a question about Arts Day, Kessler said she would like to see an arts presence in the rotunda during the whole week, as well as a presentation on the house floor. When visiting legislators, she advised telling them a story about their district that demonstrates how the arts have made a difference, avoid asking for more money, acknowledge their busy schedule and express appreciation for their time.

Tucker said it is unusual for state arts agencies to have legislators as part of the commission, that WSAC is fortunate to have this. There are now four legislative member commission positions rather than just two because of work by Rep. Kessler several years ago. For us to have the House majority leader as a very vital part of the commission, and to have both Rep. Kessler and Sen. Thibaudeau regularly attend the WSAC meetings and provide good voice and advice is especially fortunate. In addition, Rep. Kessler was elected to the national board for the National Assembly of State Arts Agencies, so she represents the state and our commission with our national peers and takes a Washington perspective to the national organization.

Report on King County Hotel-Motel Tax Extension Proposal

Commissioner Penney introduced Jim Kelly, director of 4Culture, as well as 4Culture board members Louise Miller and Margaret Lowe. Miller, the namesake of the arts advocacy award presented annually by Washington State Arts Alliance, is also a former state representative and WSAC member, and former chair of the King County Council. Lowe is the Board Chair of 4Culture.

Kelly's presentation first described 4Culture, King County's cultural services agency that integrates the four programs of arts, heritage, preservation, and public art, and also provides consulting services to others. Kelly described the impact of 4Culture programs within the community. He provided handouts (a brochure about 4Culture, a Public Art Guide for King County, and a pack of trading cards from the 2006 site-specific art happenings) and explained the growth of 4Culture programs paralleling the growth of lodging tax revenue. He explained how 4Culture's funding is linked to

Kingdome and Qwest field bonds, and the proposal for amending existing state legislation to permit 4Culture to use its endowment fund beginning in 2013 and be continued as a recipient of lodging tax revenues.

Commissioners commented that Kelly's presentation was clear and compelling. Discussion after the presentation centered on the need to be able to talk about the requests of both WSAC and 4Culture in an integrated fashion so they don't collide or interfere with one another, and to identify and describe to legislators how the requests differ. Some commissioners would like to see people from WSAC, 4Culture and other agencies talk together to craft a united message before the legislative session.

Report on Prosperity Partnership Proposal

Dwight Gee gave a presentation about Prosperity Partnership, a coalition of over 200 government, business, labor and community organizations from King, Kitsap, Pierce, and Snohomish counties dedicated to developing and implementing a common economic strategy. A cultural taxing district task force is exploring options for funding, and studying similar programs throughout the US. Gee's Powerpoint presentation outlined a proposal for a four county region (Snohomish, Kitsap, King and Pierce counties) to use a small percentage of sales tax revenue to fund arts and culture through a two-tier distribution mechanism. This is modeled after Denver's Scientific and Cultural Facilities District. Gee said the task force will not suggest legislation for the 2007 session, but seeks discussions with other arts agencies as it begins to develop a plan and opportunities to inform legislators. Eventually it would take legislation to form a taxing district, and likely a vote of the people to approve taxing. Mandenberg suggested continued dialog, and noted WSAC's role to consider the arts for the whole state.

Commissioner Penney led an open discussion based on three questions developed by the Interim Committee:

- 1) Are commissioners clear about the proposals presented?
- 2) What's the statewide impact of these proposals?
- 3) What's WSAC's best role with these proposals?

Rep. Kessler said coordination of arts funding proposals is imperative or we're heading for a collision course.

Moore said leadership is needed. Commissioners need to know how to respond if the subject comes up in legislator visits.

McMullin said she was on the Prosperity Partnership task force and there were both good and bad things about the recognition of the value of the arts as an element in economic development. Those who have no experience in the arts now recognize the arts' importance and economic impact, even included as a clustered interest. Some other industry sectors are extremely broken, like transportation or education. There is a need for more coordination not only among ourselves (arts agencies), but also with the other industry clusters.

Kelly said 4Culture has the same concerns about their issue: if too many ideas are going down to Olympia at the same time, all may be sent back to the drawing board. There also are questions about seeking a sales tax increase to support the arts.

Johnston suggested a meeting of WSAC, Arts Alliance, 4Culture and Prosperity Partnership to talk about these issues and how to move forward.

Moore noted that 4Culture has been working the hotel-motel tax extension for years. The Prosperity Partnership has a wonderful idea but it is going to take a lot more work. WSAC's immediate ask deals with a statewide initiative; the 4Culture initiative is much more long term and is a little bit more regionally focused.

Romero noted that there are large corporations looking for ways to support the arts. The Downtown Merchants Association is a strong constituency that wants to be recognized as the cultural center of the city; a lot of people who make decisions about the taxes in hotels and restaurants are there.

Kessler said the Prosperity Partnership people have been briefing legislators one by one. She stressed the importance of pulling together as a united front. Washington Learns, health care, and transportation are all major issues with big budget impacts. The legislature is going to be inundated with requests.

Sen. Thibaudeau said she would like to see more emphasis on communities and more evidence of public support in communities around the state, not just Seattle area.

Tucker said she was concerned that the big ask of the Prosperity Partnership could be seen as an excuse to not fund the WSAC request. She said funding for the Colorado Arts Council was decimated five years ago; funding in the 7-county Denver area was taken care of by SCFD, but then the state arts commission had limited role in the metro area and no resources to serve the rest of the state, or to advance the state-wide role in arts education, public art, or other policies and programs. We have to give some thought to the statewide impact so there is a positive impact on cultural policy and opportunities to participate in the arts. WSAC really needs to be part of these conversations. We can learn from what's happened in Denver and Colorado. She said she sees the 4Culture proposal is very well prepared.

McMullin reflected on when she had participated in an effort to establish King County's Cultural Arts Facilities Program. With leadership, many diverse arts groups ordered all their projects and facilities and went forward as a unified group. She suggested that the next step is for WSAC to convene all the parties, and communicate inter-agency about how to present a unified front.

Finnie suggested that preservation and heritage need to be part of the discussion.

Johnson said she wants some further clarification of the mechanics of bringing people into a discussion and asked if the Interim Committee has that role.

Moore agreed that a meeting would be important.

Penney thanked everyone for the healthy discussion.

Tucker said she will take the next step in consultation with the Interim Committee and others around this table.

Penney said WSAC's statewide mission includes bringing such efforts together.

WSAC Strategies for the 2007 Legislative Session

Greeley referred to handouts "Arts Futures, Investing in Tomorrow" and a spreadsheet of area team captains for Arts Day 2007. She thanked everyone, and commented that the Commission agreed in May to a new focus on advocacy by meeting with legislators to build relationships prior to the 2007 session. She asked Commissioners to write down examples of how the arts make a difference.

She said the Commissioners' job included helping legislators, communities, our neighbors and our families understand how the arts play a role in education, health and economic vitality. Arts advocacy must be ongoing; it doesn't stop when the legislature is not in session. Each commissioner will be asked to meet with at least one legislator between now and December 20. The Arts Alliance is also meeting with legislators, and Greeley will coordinate with their staff.

Arts Day is Thursday, February 15, 2007; Arts Day's tentative schedule was handed out. During the week of February 12 there will be a focus on the arts on capitol campus and specifically in the Senate and House chambers. Rep. Kessler is helping to identify opportunities, and to include poetry because of our hope for the poet laureate legislation. The Arts Alliance reports that about 90% of legislators get a visit from a constituent on Arts Day. Greeley reviewed the handout addressing Arts Day roles and responsibilities, as defined by the Arts Alliance. WSAC staff will prepare clear talking points to make it easy for everyone to represent the issues in a way that is knowledgeable and understandable. There will be some opportunities for tours of the art of the capitol that day. Greeley said she hopes all commissioners will fully participate in Arts Day. At the WSAC meeting the next day at the Evergreen Longhouse, we will debrief and recap Arts Day - what went right, what we'll work on for the future.

Johnston said that Arts Alliance is really committed to working with WSAC on this, and to presenting a unified voice. Commissioners will be the primary contact for legislators they have met with this year. Mandenberg said there are tentative plans for a dinner and an evening of poetry on February 15 for commissioners.

Sen. Thibaudeau said Artist Trust contacted her about health insurance for individual artists.

Mandenberg said Greeley and Johnston inform commissioners about assignments, training and other information. Greeley will contact each commissioner by phone. Mandenberg acknowledged that it is a lot to ask for commissioners to come to Olympia for two days, but it is important not only because of the budget request, but to support the Arts Alliance and Arts Day as an important part of moving advocacy forward.

Meeting schedule for 2007

Mandeberg referred to page 40 of the packet, the finalized list of 2007 meetings for WSAC: Friday, February 16 in Olympia (and Arts Day on February 15); Tuesday, May 15 in Seattle; Tuesday and Wednesday, July 31 and August 1 in Port Townsend; and Thursday, November 1 in Bellingham.

The meeting was adjourned at 3:50 p.m.