

**MINUTES
FEBRUARY 4, 2009 ARTS COMMISSION MEETING
THE COACH HOUSE, OLYMPIA**

COMMISSIONERS PRESENT

Leann Johnson, Chair
Cindy Hill Finnie, First Vice Chair
Steve Sneed, Second Vice Chair
Monte Bridges
David Brown
Elizabeth Conner
John Fraire
Robert Glatzer
Maureen Greeley
Kate Jones
Jean Mandeberg
Noël Moxley
Rosita Romero
Brom Wikstrom
Shauna Woods

COMMISSIONERS ABSENT

Kent Carlson
Senator Jim Honeyford
Representative Lynn Kessler
Senator Jeanne Kohl-Welles
Bill McKay
Lanie McMullin

STAFF PRESENT

Kris Tucker, Executive Director
Bitsy Bidwell
Mark Gerth
Janae Huber
Lou MacMillan
Leslie Pope
Willie Smyth
Alice Taylor
Mayumi Tsutakawa

GUESTS

Sam Green, Poet Laureate
Mary Langholz, Washington State Arts Alliance
Kjris Lund, Lund Consulting Inc.
David Nicandri, Washington State Historical Society
Dennis Sellin, Lund Consulting Inc.
Ellen Whitlock, graduate student, University of
Washington

MEETING AGENDA - WASHINGTON STATE ARTS COMMISSION WEDNESDAY, FEBRUARY 4, 2009 / COACH HOUSE – OLYMPIA

Note: Public comment for each section will be taken prior to action by Commissioners; schedule and timeline may vary from listed.

CALL TO ORDER

Chair Leann Johnson called the meeting to order at 9 am.

WELCOME

Chair Johnson welcomed Commissioners and led introductions around the room. David Nicandri, Executive Director of Washington State Historical Society (WSHS) since 1987, welcomed Commissioners and extended an invitation to *With Our Hands: World Folk Art Traditions of Washington State*, one example of many successful collaborations between WSAC and WSHS through the years.

Sam Green, Washington State Poet Laureate, read an excerpt from "Wind: Four Letters to Melinda Mueller" published in *Vertebrae: Poems 1972-1996*. Sam said during his first year as Poet Laureate he has met many teachers and students, and sees poetry as a way for students to learn patterns that help them understand how things fit together in their school work.

APPROVE AGENDA

Chair Johnson asked Commissioners to approve the revised agenda sent in the supplemental mailing. A MOTION to approve the revised agenda was made by Commissioner Shauna Woods and seconded by Commissioner Jean Mandeberg. It passed unanimously.

CHAIR'S REPORT

Chair Johnson praised the turnout for Arts Day and thanked Commissioners for their participation. She was impressed by the number of people involved in arts organizations throughout the state. Chair Johnson mentioned several messages she heard throughout the day: that WSAC is well respected, concern about how to support the arts during this economy; and that the arts are now more important than ever. Arts Day provided Chair Johnson with an understanding of what legislators are thinking and why, and what role WSAC has in influencing future direction. She asked Commissioners to send thank you notes to each person they met during Arts Day, including a recap of their discussion. She asked that Commissioners return any feedback forms from legislative meetings to WSAC.

Chair Johnson asked Commissioners to share their impressions of Arts Day. Commissioner Woods stated there were so many people in some legislative meetings that the meetings had to be moved to conference rooms; it was good for legislators to know the number of people coming to lobby on behalf of the arts. She noted legislators focused on information that impacted their constituents. There was positive feedback about the Americans for the Arts (AFTA) Creative Industries report; she suggested this information should be published in color for greater impact.

Commissioner Mandeberg said she was impressed with the number of people participating. The meetings reminded her of the support WSAC has in the legislature and the relationships WSAC has built over the last few years. It was also a very sobering reminder of how daunting this session and WSAC's work will be over the next couple of years. She has read that AFTA is estimating that nationally, ten thousand arts organizations will be at risk of closing in 2009. Commissioner Mandeberg said Rep. Kessler, who is very supportive of WSAC, told her she's never seen a legislative session like this one.

Chair Johnson said the state budget shortfall may be close to \$8.5 billion. WSAC and Commissioners need to understand the urgency of the situation. She asked Commissioners to bring their “best brains” to the table today to discuss what that means for WSAC.

Commissioner Mandeberg said we need to meet with legislators more than once this session. Commissioner Noël Moxley agreed, saying her experience was that legislators were appreciative and receptive to WSAC because WSAC was realistic in not asking for more money than is available.

Commissioner Elizabeth Conner said the learning curve was steep, but Arts Day was enjoyable and worthwhile, and she is looking forward to keeping in touch with legislators she met during Arts Day. She is interested in participating in future legislative meetings, and noted legislators’ appreciation and receptivity for anecdotal storytelling to focus the conversation and keep it positive. Commissioner Moxley said it is important this year to invite legislators to WSAC-funded activities in their districts, to show how the money is being spent. In Yakima, she sees legislators often when they are not in session; she said this provides a way to relate to them about their district-related concerns, and to include them in arts activities in their districts.

Chair Johnson encouraged Commissioners to maintain contacts with legislators. Commissioner Maureen Greeley noted legislators appeared receptive to information that related WSAC accomplishments and goals to mandated programs. Commissioner Woods said the juvenile detention facilities story caught one legislator’s attention, showing the social justice and economic impact of art. She asked WSAC to ask arts organizations to share their stories so WSAC can better discuss the arts.

Commissioner Jones said connecting the arts as part of the economic solution will be valuable to legislators. She suggested bringing art to legislators for Arts Day. Kris Tucker, WSAC Executive Director, said she had recently learned of an arts agency in another state that brings framed artwork from K-12 students within each district to the legislator for that district on Arts Day. Some of those art images were made into tote bags for the following year’s Arts Day activities, so the legislator has art on the wall and art on bags they carry from place to place.

Commissioner Rosita Romero found that legislators are very aware of WSAC and want to know more about its activities. She suggested WSAC work throughout the year to keep legislators informed about WSAC activities and accomplishments. Commissioner Brom Wikstrom asked that Commissioners receive business cards, which would be useful throughout the year and on Arts Day.

Commissioner Conner said she noticed that legislators could relate to statistics about how people are supportive of art itself, but were not necessarily supportive or understanding about artists. She said WSAC should look for ways to increase their understanding. Chair Johnson agreed that it is very easy for arts to be an espoused value, but there is not much understanding of the importance and work of artists.

Commissioner David Brown said the Washington State Arts Alliance (WSAA) plays a primary role in Arts Day, organizing meetings with legislators, providing team captains, and prioritizing arts issues for discussion. Chair Johnson acknowledged the importance and hard work of WSAA not only for Arts Day, but its on-going advocacy efforts. Commissioner Robert Glatzer said more stories or practical

examples of how arts serve juveniles, the community, etc., would be especially helpful to new Commissioners. Chair Johnson said consideration could be given to how Commissioners are paired for these meetings, and whether they are meeting with legislators in their own districts. Commissioner Woods suggested experienced Commissioners should meet with legislators that sponsor bills affecting WSAC.

Commissioner Mandeberg said Rep. Kessler suggested WSAC should focus on the economic value of the arts, which is most important this session. Artists are small business owners that employ other people, and/or are part of the work force.

DIRECTOR'S REPORT

Tucker referred to her report (*packet pages 3-7*) and thanked Commissioners for their participation on Arts Day, which had record attendance in terms of arts advocates and participating Commissioners. Tucker said the Arts Commission has become more effective in advocacy and long-term efforts have paid off. Tucker clarified the role of the Commission includes three things: policy, oversight, and advocacy - all of which came together on Arts Day. The role of oversight involves living and operating within the law, representing issues across the state, and remaining relevant to current times. Tucker said Commissioners are not responsible for tracking legislation closely, as she will keep Commissioners informed. She invited Commissioners to forward their questions, feedback, insights or ideas about legislation.

Tucker noted the recap of 2008 (calendar year) in her report was intended to provide Commissioners with information they might use not only for Arts Day, but to realize what WSAC has accomplished. Legislators appreciate information on tasks accomplished, and this recap focuses on results already achieved, rather than current projects in process.

Tucker mentioned Arts Education Research Initiative (AERI) surveys are due on February 6 and thanked Commissioner Monte Bridges for his role in this project to gather updated data on the state of arts education in Washington. WSAC hopes to double its previous response rate of 21 percent so that WSAC can gain a clear picture of what is happening in arts education, gauge visibility of the work being done, discover issues, and determine leverage for change. Tucker asked Commissioners to encourage principals to respond to the AERI surveys. Commissioner Bridges added that from his perspective, the role of the survey is to dig deeper to find out what is happening in Washington State schools. Survey results will:

- determine staffing levels and arts curriculum currently in place,
- show whether activity and support is taking place at the school or district level,
- inform advocacy work by framing a future agenda for more focused support of arts education, and
- inform principals and school leaders about WSAC's arts education agenda.

Tucker discussed the Creative Vitality Index (*handout*), newly updated with 2007 data, which documents how the arts contribute to the creative economy. The pie chart shows arts participation and arts employment, and the data is organized geographically. She said this is a timely tool to contribute to the understanding of the role of the creative economy. She also noted the streamlined Strategic Plan 2009-2013 publication.

Tucker asked Commissioners to let her know if they need information about WSAC programs. Wallace Foundation is awarding WSAC \$1.6 million to develop learning opportunities in the Seattle region primarily, in addition to direct grants to nine Seattle arts organizations. Tucker recently received confirmation that the Wallace Board continues to be committed to this project. In mid-November, the Wallace grants announcement was made. Congratulations to Commissioner David Brown and the Pacific Northwest Ballet for being one of the nine recipients of a Wallace grant. Several weeks ago, WSAC convened a discussion with those nine recipient organizations to learn more about their needs for training, professional development, and communication within the context of this program, and to get their advice on the convenings that will begin this spring. Next week, WSAC will conduct a roundtable discussion about how technology can be used to advance the arts and the Wallace initiative, such as through social networking, roster applications, art journaling/blogging, and ticketing applications.

BUDGET REPORT: FY09 SECOND QUARTER

Tucker said no action is required on this budget information (*supplemental mailing*) and reminded Commissioners that the Toolkit includes a glossary of terms and a schedule of budget action items. Tucker reviewed the report. Program expenditures are mostly on track, although Commissioner Services has had higher than expected travel costs. Tucker said Lou MacMillan, Deputy Director, would respond to any questions from Commissioners.

Commissioner Brown asked for the percentage cut in the Governor's budget proposal for the 2009-2011 biennium. MacMillan explained the Governor's proposal has a state general fund reduction of \$199,000 (1.3 percent), but WSAC shows an overall budget increase because of additional Wallace and federal funding. Tucker clarified the FY09 budget reduction was \$86,000 in state general funds, which will be reflected in a supplemental budget to be passed soon by the Legislature. She explained \$86,000 is 3 percent of WSAC's entire budget for FY09, and the Governor's budget proposes that an additional \$86,000 or 3 percent be cut each year in the upcoming biennium. Tucker said the 1.3 percent budget reduction figure is calculated only on the state general fund portion of WSAC's budget. Legislators review a budget document that shows only the 1.3 percent cut from the state general fund, and this is the figure WSAC will use in any discussions with legislators.

Commissioner Romero asked if unspent funds could be rolled over to the next fiscal year. MacMillan explained state funds could not be rolled over. At the end of a fiscal year, half the unspent state funds go to OSPI and half go to the agency's savings incentive fund, which can be used only for specific types of one-time expenses. MacMillan said only private funds can be carried between fiscal years, such as from the Wallace and Allen Foundations. Commissioner Greeley asked whether further reductions in the budget might lead the state to eliminate the savings incentive fund, and whether the Executive Director has any say in where program cuts are made. Tucker said we don't know how much say we would have over those funds and future budget cuts.

APPROVE CONSENT AGENDA

Chair Johnson asked Commissioners to identify any conflict of interest with items on the Consent Agenda. Commissioners Mandenberg, Glatzer and Fraire recused themselves.

Consent Agenda items include:

- Minutes of November 6, 2008 Meeting (*packet pages 9-23*) with corrections as requested:

- Commissioner Jones requested change from Methow to Okanogan County in the sentence, “She expressed concern about how these changes might affect Methow, particularly since Methow Arts Alliance is the only arts organization serving Okanogan County ~~the entire Methow Valley~~, and stated it would be a huge loss for the organization and Okanogan County ~~the Valley~~ to lose funding.” (*packet page 22*)
- Correction request by Alice Taylor, Art in Public Places Program Manager, to strike Washington State University from the sentence, “This list was derived from invitations and direct selection by ~~Washington State University and Western Washington University~~” (*packet page 23*)
- Grants to Organizations: Project Support Program FY09 - Round No. 2 (*packet pages 25-31*)
- Community Arts Development: Professional Development Assistance Program FY09 (*packet page 32*)

A MOTION to approve the entire Consent Agenda was made by Commissioner Monte Bridges and seconded by Commissioner Noël Moxley. The motion was approved with three recusals.

UPDATES AND FINDINGS

2009 LEGISLATIVE SESSION

Mark Gerth, Communications Manager, distributed *Legislative Report Update*. Gerth said several bills relating to Boards and Commissions are likely to encourage legislative discussion on what boards and commissions to disband or suspend for the coming biennium. These bills would not disband WSAC, the agency, but would end or suspend the roles of Commissioners. The bills are being closely monitored through the legislative process. The public art bills are also being tracked; none is currently scheduled for hearings. Gerth invited Commissioners to email him with specific questions or concerns about these or other bills as the legislative session continues, or Commissioners can view the progress of bills on the Washington State Legislature web page (www.leg.wa.gov). Gerth answered questions from Commissioners about bills listed on the handout:

- SB 5594 - directs WSAC to work with interested citizens and groups to promote the works of Seattle playwright August Wilson. Currently, there is no funding for this bill and it has not moved.
- SB 5711 - provides for the live performance of Taps at veterans’ funerals. There is only one sponsor to this bill and there are concerns about whether there are enough qualified buglers and money to pay them. At this time, the bill has not moved.
- HB 1276/SB 5046 – establishes a process for collective bargaining for performing arts organizations. Washington State Arts Alliance is actively tracking and responding to this bill.

ECONOMIC PRESSURES ON STATES, STATE ARTS AGENCIES AND THE ARTS

Tucker said she and Chair Johnson agreed to revise the agenda due to the economic downturn. She introduced a PowerPoint presentation (*see handout*) to discuss some of the indicators WSAC is monitoring to determine the context within which WSAC will implement its strategic plan.

Tucker reported that the National Conference of State Legislatures (NCSL) says not one state Legislature in the U.S. is optimistic about their economic future. The four primary revenue streams for state budgets are personal income tax, general sales tax, corporate income tax, and other taxes. The source taking the biggest hit in FY08 was general sales tax, the revenue source on which Washington State and WSAC budgets are most dependent. The NCSL expects the recession is likely to continue through August 2009 and recovery will take at least two years beyond that date. It took 43 months for states to recover from

The Great Depression. After the 2001 bubble, states recovered in eight months. With this current recession, a two-year recovery period might be optimistic.

WSAC is one of 56 state arts agencies (including similar agencies in District of Columbia, Puerto Rico, Guam, and Virgin Islands). Collective legislative appropriations to state art agencies in FY08-09 totaled \$343.1 million; changes to these appropriations in the current year show that 21 are experiencing an increase in legislative appropriations and 24 are experiencing a drop. The appropriations trend is moving downward for state agencies. The aggregate percent of change is a 3.3 percent decline.

Tucker said arts organizations are also experiencing hardships and discussed data from the ArtsFund State of the Arts survey (January 2009). WSAC is participating in additional research to interview arts leaders in depth about how the budget downturn is affecting them, and what arts funders can do, perhaps collaboratively, to help arts organizations recover.

The ArtsFund survey indicates declines in corporate giving. Government grants are not changing immediately because they have already been committed, but arts organizations are very cautious about the future and are experiencing a slight decline in ticket sales. These organizations are approaching “pain management” – not making immediate changes to the workforce, but holding off on expansion plans. Some organizations are considering mergers and others are exploring ways to work together. Forty-eight percent expect to scale back programs. Arts organizations are seeking ways to increase revenue, including marketing, targeted requests to individuals and major donors; 15 percent are considering using a line of credit or other short-term financing.

Tucker said she was part of a briefing recently organized by Philanthropy Northwest to look at how foundations have responded over time to recession activity or budget changes. Overall, giving increased slightly from major funders in each of the previous recessions. Some funders may shift their priorities, but the majority of funders do not.

Commissioner Woods asked how Bernard Madoff’s actions will affect arts organizations and Tucker said she did not know at this time. Tucker said she had heard recently that Americans for the Arts (AFTA) is predicting a large number of arts organizations may close their doors in the next year; WSAC is concerned about the trickle-down effect, but the results have not yet been seen. Invested income has decreased; boards are likely to be cautious about funding decisions. Tucker said this recession may be unlike anything we have seen prior, due to a confluence of events including reduced foundation funding, mortgage foreclosures, rising unemployment, and the nation’s increasing deficit.

Tucker suggested three models for economic recovery:

V = economy quickly bottoms out and then sharply bounces back up

U = economy bottoms out slowly, with a slow recovery

L = economy reaches bottom and does not bounce back up, but stays at a new, lower level

Tucker said WSAC needs to position our work based on where we want the state, communities, and the arts to be when the economy recovers. She quoted The National Governors Association’s 2009 report, *Arts and the Economy*: “Governors increasingly recognize the importance of the creative sector to their states’ economy and ability to compete in the global marketplace.” Tucker said WSAC needs to

determine how to help the Governor position Washington State to compete in the global marketplace using the creative economy.

Tucker reported on the American Recovery and Reinvestment Plan (aka economic stimulus plan). The House of Representatives version includes \$50 million for the NEA to connect arts and culture to revitalize the nation's economy. If this plan passes, some of the money will come to state arts agencies; typically 40 percent.

Tucker noted that WSAC has a new strategic plan that must be used to move forward in unpredictable times. Kjris Lund and Dennis Sellin of Lund Consulting Inc. assisted WSAC in developing the strategic plan and will lead Commissioners through the next part of this meeting.

Tucker asked for questions or comments:

- Commissioner Brown said the ArtsFund survey comments may be understated, because the arts lag behind other indicators of the economy and arts also recover later. He said the real issues and difficulty at Pacific Northwest Ballet are in next year's budget, and that the ArtsFund survey (completed in December 2008) may not have captured the full possibility of what the future might hold. Tucker appreciated the comments, saying that the survey does seem optimistic and that things have not improved.
- Commissioner Mandeberg asked whether there was data about projected population shifts across the country. For example, graduating seniors [from The Evergreen State College] lately have been saying they are moving to the east coast where jobs are, as they don't feel there are jobs in the Pacific Northwest at this time.
- Commissioner Moxley said a recent news segment on "Good Morning America" (ABC) showed homes in the Midwest or the East that can be purchased for the same price as a new car or truck.
- Commissioner Cindy Finnie noted two other shifts: 1. Donations from corporate America are very tight; there is no funding and the projection is that funding will be flat for a long time; 2. Baby boomers are working longer due to loss of retirement funds. The loss of disposable income means a possible reduction in donations to nonprofit arts organizations.
- Commissioner Moxley said a regular supporter, who retired from a prestigious and well-paid position and still works part-time, is unable to contribute approximately \$1,000 to support a chair position with the Yakima Symphony Orchestra, a donation that had been made for years previously without any reservation.
- Commissioner Romero stated that art is getting back to basics, and that a positive attitude typically brings about positive results. She said people are finding that art classes and performances are more rewarding than shopping for goods indiscriminately, although they are asking for discounts on admission and class fees. She encouraged Commissioners to look at the big perspective, that interest in the arts might shift but it won't disappear, and that it is up to WSAC to look for opportunities in these difficult times.
- Commissioner Wikstrom said his gallery in Seattle has been affected by the economic downturn in an interesting way. He and his brother approached an arts group and offered use of the gallery space for meetings. They found that funds are available to pay for rental space to hold meetings and workshops; he said this may be an example of collaboration amongst groups with different needs, and consolidation of one space for multiple uses.

- Commissioner Woods said she found Commissioner Romero’s statement “art is getting back to basics” profound and said WSAC could develop ways to work in this economy to help “art get back to basics,” to turn the elitist concept of art on its ear, and allow WSAC to position itself for new opportunities.
- Commissioner Sneed also responded to Commissioner Romero’s comment. He shared a recent experience from his work with both large and small festivals and organizations. The Vietnamese community almost cancelled their annual Lunar New Year event, but decided to stage the event and reduce the budget by using only local entertainment. Attendance was the biggest ever, primarily because it was a free event, but also because the performers were from the community. The event provided an opportunity for the community to come together in these difficult times.
- Commissioner Glatzer said he notices a trend that art is becoming more direct, not modulated by large organizations.
- Commissioner Conner said the inability to travel compels people to find local activities. This contributes to the success of those local events.
- Commissioner Romero said few public venues provide event announcement in multiple languages. State of the art systems are expensive, so organizations are looking for simple processes that will allow for multiple languages to be broadcast.
- Commissioner Bridges said today’s comments center around bringing people together and WSAC has a unique ability to convene people. The need for this skill is escalating as people and organizations seek solutions and opportunities to deal with these economic times, and WSAC could be part of a great synergy as communities pull together. He said it is time for WSAC to look at our convening role and position WSAC now so that we are in a place of potential for the future. He encouraged Commissioners to focus on WSAC’s role of convening, creating partnerships, and focusing on relationships. WSAC could be seen as a leader for convening and development.

REVIEW OF WSAC’S STRATEGIC PLAN (SESSION #1)

Kris Tucker introduced Kjriss Lund and Dennis Sellin, Lund Consulting Inc. She noted that Lund and Sellin were consultants for WSAC’s recent strategic planning process.

Lund asked Commissioners to form three groups; she asked each group to discuss one of the three pathways in the strategic plan (Education, Communities, Stewardship), and to prepare a sample letter to WSAC constituents about priorities and considerations for allocating funds during this economic crisis, specifically for the next biennium (2009-2011). Lund explained that this discussion will guide staff in preparing budget proposals and anticipating possible decisions in the near future. All groups will present their sample letter or key discussion items to the entire Commission. Lund said after each presentation, there will be discussion of each group’s key points to explore Commissioners’ concurrence or reaction.

Following the break-out sessions, each group reported to the full Commission:

STEWARDSHIP PATHWAY

Chair Johnson identified key points of the group’s discussion:

- Remember the bigger picture and long-term impact of actions.
- Reaffirm commitment to Washington State’s quality of life, which includes art.
- Organize for economic recovery.

- Restate WSAC’s stewardship mission.
- Note WSAC’s role as convener, and its ability to assist local arts organizations during the economic crisis.
- Art in Public Places program and the state art collection create jobs and activities.
- Support underserved populations, including the folk arts program.
- Provide grants to arts organizations; consider temporarily streamlining the grant application process.

Tucker recapped themes of the stewardship pathway discussion:

1. The letter is positive, encouraging, and also straight-forward – investment is a key word.
2. Consider reversibility of the cuts so WSAC is positioned for economic recovery. Don’t assume all current efforts will be continued forever.
3. Focus on what WSAC can uniquely do.

Lund noted the discussion also emphasized WSAC’s core values (“life is short; art is long”).

COMMUNITY PATHWAY

Commissioner Jones identified the main points of the group’s discussion:

- Use an opening message that states WSAC values the arts, whether or not there is funding; embrace the entire scope of art.
- Maintain the quality of what WSAC does to keep from having to rebuild that quality after recovery.
- Show how the arts provide jobs and play a role in economic development.
- Focus on WSAC’s core activities, especially conserving programs.
- Urge people to think differently; different times require different responses.
- Encourage arts organizations to collaborate and focus on common goals, share resources, and seek innovative ways to encourage access and engagement in art.
- Seek innovative ways to encourage access to the arts while maintaining “excellence.”

Commissioners discussed how quality was defined in the strategic plan and through WSAC programs. Commissioner Brown said WSAC should focus on quality and excellence, even if WSAC may not be able to accomplish as wide a scope as in the past. Commissioner Jones said there are innovative ways to expand people’s experiences of art without compromising quality.

Commissioner Woods said the group discussed whether WSAC could collect and share anecdotal information about how organizations are responding to budget constraints. Commissioner Mandenberg said the group discussed whether WSAC could collect successful models of collaboration, merging, or retooling and disseminate this information. Tucker said limited WSAC resources should be considered before taking on new strategies.

Commissioner Woods said she thought innovation should be included in WSAC’s focus, so that WSAC remains open to creativity.

Tucker recapped themes of the community pathway discussion:

1. This community pathway group focused on stewardship and concepts of value, excellence and quality.

2. Innovation is also part of the discussion. Conserve and ensure excellence, even if on a smaller scale.
3. Recognize some arts organizations, despite their excellent work, innovation, and history, will not survive. We are unclear about WSAC's role in assisting troubled organizations, but don't see WSAC as a hotline or provider of bandaids and bailouts.

Commissioner Glatzer noted that it can be expensive to maintain excellence and quality. Commissioner Romero said that people in small or underserved communities may never go to the ballet or symphony, but depend solely on one small local arts organization for arts events and activities.

EDUCATION PATHWAY

Commissioner Bridges identified key themes of the education pathway discussion:

- Remain focused on the strategic plan.
- Commit to focus on partnerships.
- Recognize the reality of a reduced budget.
- Remain optimistic in the power of community and partnerships.
- Create a call to action around partnerships, consortia and communication.
- Outline specifics on consortia grants.

Commissioner Bridges read the education pathway letter as “considerations we have taken into account as a result of the financial crisis” that would state:

In these challenging financial times, WSAC commits to maintaining its strategic focus in building education, community, and stewardship in the arts. Our partnership with you and the partnerships you create together are even more vital to fulfill the mission of conserving and developing artistic resources across Washington State. Times like these compel WSAC to do our work with reduced resources, but we remain optimistic. Our optimism is sparked by our own commitments and our belief in your ability to stimulate a renewed focus on local, grass-roots arts consortia, collaborations, and activities.

Then the draft letter would outline specific calls to action around partnerships and consortia.

Commissioner Greeley said the group's call to action focused on communities and partnerships. WSAC should encourage constituents to look for ways to leverage dollars and partnership efficiencies. WSAC also could identify community resources and be a convener to share and communicate information. She noted that a state organization can communicate broadly and on a large scale, and should document what organizations are doing.

SCENARIOS FOR WSAC'S FUTURE (SESSION #2)

Lund recalled the enthusiasm and excitement of the recent Inauguration Day, and asked Commissioners to connect with that enthusiasm as they proceed with the next small group activity. Commissioners were asked to prepare a letter to Governor Gregoire and President Obama about how the Washington State Arts Commission is responding to new realities. Tucker reminded Commissioners to focus on what WSAC can do with limited resources; she said the results of these discussions will be further discussed by the Interim Committee.

Following the break-out sessions, each group reported to the full Commission.

STEWARDSHIP PATHWAY

Chair Johnson said convening was a key theme of the group's conversation, such as streamlining grant-making or policy (such as arts in the economy or arts education). The group also discussed the "do-it-yourself" economy and how to leverage partnerships. Commissioner Woods suggested following up on successful consortia and partnership models to keep informed and involved in discussions on WASL and early childhood education.

COMMUNITY PATHWAY

Commissioner Moxley said this group suggests starting the letter by saying, "Dear Michelle [Obama]; enclosed please find two tickets to..."

Commissioner Moxley said the group's discussion identified themes for a letter to Gregoire and Obama:

- Explain how WSAC works with local arts organizations to help them better do their work.
- Advocate for the creative workforce.
- Provide leadership and direction about the contribution of arts.
- Highlight arts components of every capital project and economic development efforts similar to those in Connell and Yakima.

The group also noted that technology can be used to diversify, enlarge and enhance audiences.

EDUCATION PATHWAY

Commissioners Sneed and Conner said the group suggested focusing on new and innovative ways arts and arts organizations accomplish goals. The letter should recommend that the arts are involved in efforts to address problems such as transportation, the economy and health care. Other key themes included:

- Art enhances the built environment and esthetic components of civic spaces.
- Communicate with Ron Sims about artists' roles in redoing and restructuring buildings for arts purposes.
- Artists build both psychological and physical bridges; artists are leaders, conveners, and entrepreneurs.
- Art in schools is necessary to prepare students for the work force.
- Artists in our region have been at the forefront of sustainable practices.
- Expand WSAC's Art in Public Places program to include shovel-ready transit projects.
- Artists provide hope and document local stories of this time.

Lund observed that all three pathways of WSAC's strategic plan were represented in compelling messages about why arts really matter at this point in time; the groups also specified how arts fit into the priorities of Washington State and the nation. She noted that the discussions today began and ended with comments about how artists will tell the story of this time. Lund thanked Commissioners for their time and efforts during this discussion.

Tucker explained that the notes from today's discussion may be helpful in upcoming meetings with legislators during the 2009 Legislative session. In consultation with the Interim Committee, staff will distill today's discussion to inform development of budget proposals to be considered at the May Commission meeting.

Tucker said an online survey will be sent to Commissioners asking their thoughts about the logistics of Arts Day and this Commission meeting. She said notes from this discussion will be included in the meeting minutes to be approved at the May meeting.

Chair Johnson thanked Commissioners for being part of this conversation and to Tucker and Gerth for bringing the reality of the current economic situation to the Commission in clear terms.

ANNOUNCEMENTS

Mary Langholz, Executive Director of the Washington State Arts Alliance (WSAA) spoke about Arts Day, saying today she received positive feedback from the Legislature; legislators felt respected and were impressed with the huge Arts Day turnout; participation helps legislators identify arts supporters in their communities. Langholz announced the Cultural Congress, with *“Survive or Thrive: What are the Artful Solutions?”* as this year’s theme, will be held April 27-29, 2009 at the Sleeping Lady Mountain Retreat in Leavenworth. The Cultural Congress is a state-wide convening of arts organizations to share best practices and network to help each other.

Chair Johnson said yesterday’s Arts Day was an opportunity that helped to shape the work done by the Commission today. Past discussions, such as strategic planning, and future events like Cultural Congress are all part of creating a framework to answer important questions such as determining WSAC’s role in a broader sense than that of being a granter of funds. Chair Johnson reemphasized Tucker’s earlier statement that the Commission’s role is policy, oversight, and advocacy. She said the Commission has had two fantastic days to fulfill that role, involving partnership with each other, other agencies, and WSAC staff. She assured Commissioners their work has given Tucker and WSAC staff valuable information to move forward, and thanked Lund and Sellin for their involvement, noting that a good strategic plan will provide focus regardless of where WSAC finds itself.

Commissioner Greeley asked what WSAC plans as an acknowledgement of Rep. Mary Skinner to her family. Commissioner Moxley said the family of Rep. Skinner plans to hold a memorial service in the spring and hoped the Commission would play some part.

The meeting was adjourned at 2:54 pm.

**WASHINGTON STATE ARTS COMMISSION
MAY 12, 2009 ARTS COMMISSION MEETING
BAINBRIDGE ISLAND**

COMMISSIONERS PRESENT

Leann Johnson, Chair
Cindy Hill Finnie, First Vice Chair
Steve Sneed, Second Vice Chair
Monte Bridges
David Brown
Kent Carlson
Elizabeth Conner
Robert Glatzer
Maureen Greeley
Kate Jones
Representative Lynn Kessler
Jean Mandeberg
Bill McKay
Noël Moxley
Rosita Romero
Shauna Woods

COMMISSIONERS ABSENT

John Fraire
Senator Jim Honeyford
Senator Jeanne Kohl-Welles
Lanie McMullin
Brom Wikstrom

STAFF PRESENT

Kris Tucker, Executive Director
Mark Gerth
Lisa Jaret
Lou MacMillan
Leslie Pope
Alice Taylor
Mayumi Tsutakawa

STAFF BY PHONE

Bitsy Bidwell
Janae Huber

GUESTS

Claudia Anderson, Board President, Bainbridge Island
Arts & Humanities Council (BIAHC)
Ellen Bush, BIAHC
Zon Eastes, Executive Director, BIAHC
Mary Langholz, Washington State Arts Alliance
Ellen Whitlock, graduate student, University of
Washington

CALL TO ORDER

Chair Leann Johnson called the meeting to order at 9:33 am.

WELCOME

Chair Johnson welcomed Commissioners and led introductions around the room. Zon Eastes, Executive Director, Bainbridge Island Arts & Humanities Council (BIAHC) said there is much public support for arts in the Bainbridge Island community including cultural funding for arts organizations, arts and humanities projects, and public art. BIAHC recently updated its strategic plan, and is moving forward in light of budget cuts. Bainbridge Island is perhaps the only city in Washington with a city plan that includes a specified cultural element; BIAHC, an independent, 501(c)3 entity, has responsibility for implementing the cultural element of the city's plan.

Claudia Anderson, Board President, said the city of Bainbridge Island cut its funding to BIAHC by 62 percent, which will reduce BIAHC programs and services, and reduce the Executive Director position to half time; Eastes will soon be leaving. WSAC grants help fund the Bainbridge Island Arts in Education Community Consortium, which grew from two classrooms and 60 students to 4,000 students in Bainbridge Island and North Kitsap County, includes 52 teaching artists, and reaches every public school student on the island. Anderson thanked WSAC for its support of this program.

Eastes reported that BIAHC recently met with local arts leaders and city council members, where at least one City Council member indicated some regret about the funding reductions. Commissioner David Brown asked Eastes what three compelling things played a role in changing council members' opinions about the value of the work of BIAHC. Eastes said at the recent meeting:

1. each organization shared how their work and lives interact with BIAHC,
2. several people spoke on the impact of BIAHC's cuts on their organizations and the community,
3. council members seemed to recognize the impact of the cuts on programs, people, BIAHC, and arts on the island.

Chair Johnson thanked BIAHC for their good stewardship of Arts in Education (AIE) funding. She commended BIAHC for strength in the face of adversity; she said this will encourage WSAC in moving forward

Commissioner Kate Jones noted Eastes was a music teacher at her Massachusetts boarding school. She reported that Methow Arts Alliance was the successful bidder to purchase the 6.5 acre Forest Service complex that many Commissioners visited at last year's August 2008 Commission meeting. Commissioner Jones said the purchase was accomplished through many efforts, including a single donation of \$1 million. This is a community project with the core elements of arts and culture, sustainable agriculture, and education under the umbrella of economic development and sustainability. Commissioner Elizabeth Conner asked what provoked the one major donor to walk in the door; Commissioner Jones said the donor was encouraged by a close friend, who is a local artist and well acquainted with Jones.

Chair Johnson introduced a YouTube presentation showing spontaneous dancing in a subway to illustrate the power of technology to connect people and ideas world-wide in different ways.

APPROVE AGENDA

A MOTION to approve the agenda was made by Commissioner Shauna Woods and seconded by Commissioner Noël Moxley. It passed unanimously.

APPROVE CONSENT AGENDA

Chair Johnson asked Commissioners to identify any conflict of interest with items on the Consent Agenda. Commissioners David Brown, Kate Jones, and Monte Bridges recused themselves.

Consent Agenda items include:

- Minutes of February 2009 Meeting (*packet pp. 33-45*)
- Community Arts Development - Professional Development Assistance – Ratify FY09 Grants (*packet pp. 46-47*)
- Arts in Education - Professional Development Support – Ratify FY09 Grants (*packet p. 48*)

A MOTION to approve the Consent Agenda was made by Commissioner Maureen Greeley and seconded by Commissioner Robert Glatzer. The motion was approved with three recusals.

CHAIR'S REPORT

Chair Johnson said she appointed a Nominating Committee that will conduct the annual survey of Commissioners for input and ideas to improve Commission activities; the Committee will present a slate of officers at the August Commission meeting (*packet p. 1*). The Nominating Committee includes Commissioners Brom Wikstrom (Committee Chair), Kate Jones, Elizabeth Conner, and Steve Sneed.

Chair Johnson acknowledged Commissioner Brown and Mary Langholz, Washington State Arts Alliance, for their leadership and work to put together the Cultural Congress for Washington State. She said it was an incredible event that provided time to learn about and share ideas for the arts community to move forward with a positive sense of cohesiveness.

Chair Johnson said the Interim Committee is meeting by phone on a regular basis due to the landscape of challenges before WSAC; notes from two meetings were included in the packet. She thanked committee members and Kris Tucker, WSAC Executive Director, for their time and participation. She acknowledged the hard work of WSAC staff.

DIRECTOR'S REPORT

Tucker referred to her report (*packet pp. 3-7*) and a 2009 Legislative Report Update (*handout*). She thanked the Commissioners who helped create and implement a strategy to approach the bills related to public art during this last session. The foundation for a successful strategy started last year through meetings with legislators and others; Arts Day was well-intended and included meetings with legislators to discuss a set group of issues. As specific issues arose during the session, very specific messages and targeted contacts using those relationships allowed WSAC to address these issues successfully. This year's session reinforced the importance of building relationships with legislators over the years. Tucker thanked Commissioners Lynn Kessler, Jim Honeyford and Jeanne Kohl-Welles for their work on behalf of WSAC during the Legislative session.

- **Public Art:** Most public art bills were introduced early in the session and were defeated. A last minute amendment was introduced to the Capital Budget bill (ESHB 1216) restricting the Art in Public Places Program to use only Washington state artists. Although WSAC wants more jobs for

Washington artists, this approach would likely result in similar protectionist reactions from other states, meaning less job opportunities for Washington artists nationwide. Tucker received over 20 comments from state arts agency executive directors, who confirmed these states do not engage in this type of protectionism and had adverse responses to this possible limitation in Washington. WSAC is requesting a Governor veto.

- **Boards and Commissions:** The Governor's Boards and Commissions bill (SB 5995) is on the Governor's desk; this bill does not impact the Washington State Arts Commission. All other boards and commissions bills died in Committee.
- **Other Bills:**
 - Tucker thanked Commissioner Kessler and WSAA for their help to achieve success with SB 5680, which allows nonprofit artistic, scientific, historical, and performing arts organizations to rent their facilities for up to 50 days while maintaining their property tax exemption. This bill was signed into law by Governor Gregoire.
 - Tucker asked Commissioner Kent Carlson to explain Uniform Prudent Management of Institutional Funds Act (SBH 1119). Commissioner Carlson said most endowments are at historically low levels due to the economic situation; the new act outlines requirements to manage funds prudently and gives organizations a way to approach smaller endowments that contain restrictions that are no longer applicable. He said the effective date is after the Governor signs the bill; he will send Tucker further information to put on WSAC's website.

Commissioner Brown acknowledged the work of Commissioner Jeanne Kohl-Welles who was instrumental in helping to get the amendment included that would help colleges and arts organizations, as this is a \$600,000 consideration for Pacific Northwest Ballet this year.

Commissioner Carlson said one of the things that differentiate WSAC from a lot of other Boards and Commissions is that an independent Board is a required part of WSAC's ability to receive National Endowment for the Arts (NEA) funding; perhaps that fact played a part in legislators leaving the Arts Commission intact.

Commissioner Bridges explained the State Education System bill (ESHB 2261) which redefines basic education and requires two arts credits for graduation. Commissioner Bridges said it is a complicated plan, but the compromise bill may be a blueprint for future education finance reform. Commissioner Kessler said legislators are working hard to redefine basic education, which is provided primarily by the state and is considered the state's "paramount duty" according to Washington's constitution.

Commissioner Jones asked Commissioner Kessler to share the worst and brightest experiences of this session. Commissioner Kessler said literally every program and agency experienced cuts and it was very emotional for those involved; it was the saddest experience she'd had as a legislator in 17 years. Most agencies, including the Arts Commission, received approximately a 26 percent cut. Fortunately, the federal government gave Washington about \$3 million in stimulus funds, with many rules for its use, and these funds were directed towards programs such as education, medical care, and Medicaid.

Commissioner Jean Mandenberg asked Commissioner Kessler for the name of the federal rebate program that gives money back to students, and Commissioner Kessler said she will find out. Commissioner Conner asked for that information too. Commissioner Mandenberg also asked about the position of the

Democratic leadership regarding tax reform; Commissioner Kessler said this year, reform is constricted under Initiative 960 and taxes cannot be raised without a two-thirds vote. In the House, polling indicated the public would not support more taxes for education; for nursing homes, basic health, and hospice, polls indicated support was just barely over 50 percent, which is not enough support to pass new taxes. Initiating a state income tax takes a constitutional amendment and Senator Lisa Brown is researching this possibility.

Tucker said Representative Larry Haler, Richland, was just appointed to the WSAC Commission and plans to attend the August meeting. He is especially interested in economic development and the arts in the Tri-cities area and statewide. Tucker mentioned that two WSAC Commissioner legislators, Senator Jim Honeyford and Representative Lynn Kessler, co-chaired the Heritage Caucus this session; WSAC and the State Historical Society co-staffed the Heritage Caucus. Senator Jeanne Kohl-Welles provided valuable advice and support, and introduced bills to support the arts. Tucker thanked WSAC Commissioner legislators for their support.

Commissioner Kessler said Sam Green, Washington State's Poet Laureate, wrote and read a poem specifically for the memorial service of Representative Mary Skinner.

Tucker finished her discussion with a few additional items:

- Building for the Arts received \$11.6 million of its original \$12 request for funding from the capital budget.
- Sam Green, Poet Laureate, has been very busy; Tucker will forward to Commissioners the poem he wrote for Representative Skinner's memorial. Tucker acknowledged Representative Skinner's contribution to establish the Poet Laureate in Washington and said it was fitting Green provided a tribute to her.
- Report on Early Learning in the Arts is complete; WSAC will fund a model project with National Endowment for the Arts (NEA) funds in FY2010.
- Americans for the Arts meeting will be held June 17-20 in Seattle; Peter Senge, a business thinker, is a keynote speaker on Fri. June 19. All Commissioners are invited to an executive session on that day, by invitation only, from 3:30 to 5 pm. Senge has a life-long interest in creativity, the arts and sustainability.
- Tucker acknowledged the passing of Peter Donnelly, a mastermind of Building for the Arts and a long-time arts champion, who completely transformed arts funding mechanisms in Seattle.

2009-2011 BIENNIUM: PROPOSALS REGARDING BUDGET, PROGRAMS AND POLICIES

Chair Johnson reminded Commissioners their WSAC role is advocacy, policy, and oversight:

Commissioners are asked to focus on the "what" in policy decision, not the "how." She referred to the Helicon report, *The Economic Recession's Impact on Cultural Organizations in the Puget Sound* (packet pp. 6-29), as relevant to WSAC's mission and calling for WSAC's proactive approach to addressing challenges. Chair Johnson said WSAC's strategic plan, plus leadership and advocacy, are needed.

Chair Johnson asked Tucker to discuss the repositioning proposal (packet #2, DR1-6). Tucker said WSAC is contracting with Helicon Collaborative to survey arts organizations outside the Puget Sound area; Artist Trust has also reported on the recession's impact on artists in Washington. These findings will be

brought to the Commission in August for further discussion on the recession's impact on Washington artists, arts organizations and the effects on WSAC's future.

Tucker said that due to the budget reductions, WSAC must make tough choices to reposition, to do things differently and better, rather than simply downsizing and continuing its current programming with fewer resources. These recommendations are based on the strategic plan and the three pathways of education, community and stewardship. WSAC now faces a state fund reduction of 26 percent in the general fund and expected staffing reductions even while program workloads remain heavy; the public art program is funded by the capital budget; the Wallace Foundation is funding an initiative through FY2013; the NEA is funding a new, one-time grant program to support art jobs.

Tucker said a reduction in staffing will be necessary, but at this point in time, the agency's approved level of full time equivalents (FTEs) is unknown. In the budget passed by the Legislature, agency detail indicates FTEs will be reduced from 17.6 to 11.0; however, the Office of Financial Management (OFM) makes the final FTE determination; Tucker is working with OFM on this. WSAC currently has 16.75 filled FTEs. To balance the budget for 2009-2011, WSAC must expect there will be some staffing loss and some program decisions made today will also influence staffing.

Noting the strategic plan, Tucker asked the Commissioners to consider how WSAC can be successful in a future that is not what we hoped it would be, to position WSAC for excellence, and to fulfill a role no one else is fulfilling to advance the arts across the state; to do some things well, even though we cannot do everything. Tucker identified four priorities for action:

1. Smarter Grants
2. Community Investments
3. Commitment to K-12 Arts Education
4. Public Art Pooling and Conservation

Smarter Grants: With reduced funding, WSAC must "brand" grants to be more relevant and provide clear guidance to those reviewing applications. As WSAC tracks the return on investment, it is important to show that grant funds come from the Legislature and the NEA, and are distributed to benefit the state as a whole. Tucker proposes:

1. Award fewer operating support grants but establish a baseline minimum for general operating support of \$15,000 to \$20,000 per year for large institutions and \$6,000 to \$8,000 per year for midsized organizations.
2. Develop a responsive and flexible Project Support Program with more funding, and consider how this program can provide some "recession response." Currently this program has two application deadlines annually; this may be reconsidered due to staffing reductions.
3. Implement a one-time NEA Art Job Support program.
4. Discontinue the Professional Development Assistance Program (PDAP) grant.

Commissioners discussed how hard it is to get people to understand and grasp the concept of doing less. Although WSAC may be doing less, it needs to focus on seeking excellence and the highest quality in that work. In this way, WSAC can be a model for constituents.

There was discussion about operating support grant minimums and Commissioners considered the impact of funding on large and mid-sized organizations. New grant guidelines require grantees to achieve and show a specific public benefit for funded programs.

Commissioner Carlson said the Interim Committee discussed whether it was the role of the Commission to supply general operating expenses, or if WSAC should require applicants to specify what would be accomplished with WSAC funds, so that WSAC can align grants with our strategic plan.

Commission Moxley noted the importance of general operating support “to keep the lights on and the doors open;” she said this type of funding is difficult to attain, and may be more necessary than ever during these economic times.

Commissioner Greeley said WSAC should “brand” grants not only through the form and format, but also by supporting specific community programs and showing authorizers how WSAC is making a difference in communities. Commissioner Brown noted that WSAC operating support grant contracts require that WSAC be visibly credited for every program given by an organization receiving an operating support grant, not just a single project; branding opportunities exist in large arts organizations as well as small ones.

Community Investments: Tucker proposed three major routes to achieve this priority.

1. Reach all Washington counties: Make an intentional, across the agency effort to reach all counties every year, and track the impact. This will require varied efforts appropriate to each county, including arts in education consortia, a public art program, training teachers, building the teaching artists’ rosters, grants, folk arts programs, perhaps a Poet Laureate event.
2. Establish an initiative that supports significant local collaborative art and cultural projects: Tucker envisions four to six local collaborations as two-year commitments to integrate the arts into local priorities at a level WSAC has not achieved in the past. WSAC would provide funding and professional development. Examples of projects could involve an arts component of an urban renewal effort or a cultural tourism effort, using a partnership approach. Tucker said the idea must be developed further in the first half of FY2010, with funding in FY2010 and FY2011.
3. Provide technology tools to assist organizations in advancing the arts: Use WSAC’s website and other means to provide access and exposure to information and technology. Possible approaches include online tools for recession planning; local data collection for the Creative Vitality Index (CVI) for a select number of cities, and a do-it-yourself technical assistance component, where WSAC provides formats that local arts organizations can personalize and use, such as a website template.

Commissioners noted these proposals need further development, but agreed there is tremendous potential for WSAC. Commissioner Bridges said, “It jumps out at me – this is the future.” Technology could reduce the cost of making an impact, and increase the ability to communicate together. Commissioners had concern about adding more activities to WSAC’s role at a time when there will be fewer resources.

Commissioner Conner asked how community would be defined, and whether one or more of the community projects might be defined by something other than geographic region. Commissioners supported the idea to touch every county, not necessarily with money, but with some sort of activity or

recognition. Commissioner Romero said Commissioners could be ambassadors in their own communities.

Commissioner Sneed suggested WSAC should consider its current work tasks and determine what can be discontinued in order to have resources to pursue technology-based goals.

Commissioner Carlson said that ending the professional development grants will impact artists' access to information. He suggested using the WSAC website to provide information to artists, and to encourage social networking. It might be an interim process, where the focus is more on young artists than established ones and providing important information to support their growth, such as copyright protection, which is something young artists might not yet know.

Commitment to K-12 Arts Education: Tucker said WSAC arts education partnerships have been effective with remarkable results, as shown earlier with stories from BIAHC. The Governor, legislators, and grant recipients recognize this as the right investment at this time. The pilot project in early learning would continue into FY2010, and partnerships with the Office of the Superintendent of Public Instruction (OSPI) and the Education Service Districts would be nurtured.

Commissioners were enthusiastic about continuing the current direction in K-12 Arts Education. In response to a question, Tucker further explained that the early learning pilot program is the result of a decision a year ago to dedicate \$10,000 in NEA funds to projects that explore potential roles for WSAC in early learning. An assessment of opportunities was completed, and a pilot project will be completed this calendar year. WSAC requested a proposal from Arts Impact, which works with the Puget Sound Education Service District to conduct K-12 education programs.

Public Art Pooling and Conservation: Tucker explained that the public art program is funded through the capital budget with the exception of some state money to fund collections management, conservation, and maintenance. Artwork acquisition is funded entirely by the state capital budget.

1. **Pooling:** Smaller capital allocations can be pooled to provide fewer, better, more strategically placed artworks for the State Art Collection. Currently K-12 schools with small capital allocations put their funds into a pool. Through an application process, contributing schools that have a commitment to stewardship and a willingness to work with the Art in Public Places (AIPP) process may receive artwork. Applicants that do not receive artwork through this process can have access to art by choosing from artworks that have been returned to WSAC for various reasons. Staff seek to pool more artwork allocations.
2. **Conservation:** Conservation and restoration, even in a tight budget environment, is more cost effective if addressed from the beginning of the process, and by engaging in preventative maintenance. During development of artwork, a conservator will consider preservation issues to ensure correct installation, accurate and detailed WSAC records related to the piece, and ways to increase the longevity of the artwork. This approach relates to the stewardship pathway.

Commissioners asked for clarification of pooling. Alice Taylor, WSAC Art in Public Places Program Manager, said currently 16 to 20 school districts have pooled their allocations; each had an artwork budget too small to commission an artwork through the AIPP process. Five of those schools applied for pooled funds to allow them to commission artwork. Staff is proposing that all K-12 public school

artwork allocations would be pooled; this is allowed by legislation. Tucker said staff will be working to get support from OSPI for this state-wide pooling approach for smaller allocations.

STRATEGIC APPROACHES

Tucker said discussed five strategic approaches that would focus on efficiencies for WSAC:

1. Rethink Use of Technology
2. Maximize Impact of Wallace Excellence Project
3. Establish a Promotions Plan
4. Internal Efficiencies
5. Commissioner Expenses

Rethink Use of Technology: The recent report on the impact of the economic downturn stated more arts organizations are using technology to distribute information and create other efficiencies; these might include record-keeping and online grant application systems. WSAC will need to contract with outside sources for some of the technology expertise needed.

Maximize Impact of Wallace Excellence Project (WEP): The Wallace Foundation has agreed that the program will be renamed to connect the scope of work to other WSAC projects and ensure the program continues past the funding period. Wallace investments will be repositioned to relate to WSAC priorities. Tucker said Commissioners should expect to get regular briefings on this initiative to keep informed and think about how this information could relate to WSAC goals.

Establish a Promotions Plan: Develop and use documents and data about WSAC investments that effectively promote the arts, develop public understanding of the value of the arts, document return on WSAC investments in the arts, and communicate priorities and investments in Washington communities. The intent is to determine a few projects to pursue that tell the story of the arts in Washington State in a meaningful way. This might include communications about WSAC's arts-based accomplishments and achievements during our 50th anniversary in 2011.

Commissioners offered ideas including:

- activities that focus on multiples of 50 to recognize WSAC's 50th anniversary
- a project modeled on National Public Radio's StoryCorps project
- developing stories about the impact of budget cuts

Internal Efficiencies: Tucker explained that making payments through electronic funds transfers (EFT), not checks or warrants, will save approximately \$15 per transaction; the EFT deposits funds directly into a specified account. Tucker asked Commissioners to consider submitting an electronic funds transfer request form for travel reimbursements. WSAC will make this transition for grant and contract payments where possible to save money, eliminate paper, and reduce staff time requirements.

Commissioner Expenses: Tucker proposed changing the Commission meeting schedule to hold five meetings in the fiscal year; two by phone and three in person. The August 2009 meeting will be held in Yakima as scheduled. The November meeting would be conducted as a two-hour conference call using the phone and computer. The February meeting in Olympia, along with Arts Day, and the May and August meetings would remain in-person meetings. An additional meeting by phone/computer would be held sometime in March. This change will save approximately \$5,000 per year in meeting expenses.

Commissioners discussed the web conference idea and asked the cost. A two-hour web conference will cost approximately \$300 per meeting. Commissioner Mandeberg asked how a phone meeting would be accessible to the public. Tucker said the meeting information would be published and staff would provide opportunities for the public to participate. It was suggested that the February Commission meeting be held the day before Arts Day, so that Commissioners can review issues and prepare for meetings with legislators; Commissioners expressed general agreement with this suggestion. Commissioner Kessler recommended that Arts Day be scheduled in consideration of the Legislative calendar.

Tucker discussed how the repositioning recommendations relate to the strategic plan's three pathways:

- **Education:** With reduced funding, this proposal focuses on K-12 education, not adult learning. It also includes an emphasis on promoting the arts by using WSAC information and data, and linking the arts to local issues. She noted that last year's planning process resulted in several recommendations about adult learning, but the K-12 focus is a higher priority.
- **Communities:** With reduced funding, the emphasis is on diverse quality arts experiences and building local capacity. The Arts Participation Initiative (API) will be discontinued after the FY2010 round of grants, which will use NEA funds. International cultural exchanges will not be actively pursued. Accessibility and other Americans with Disabilities Act issues will be pursued through partnerships where possible, but there will not be a focused strategy.

Chair Johnson suggested technology might be used to pursue the international cultural exchange concept.

- **Stewardship:** With reduced funding, the State Art Collection is the stewardship priority. It is also important to support arts organizations with grants that are relevant, accountable, and efficiently administered. WSAC must support artists through partnerships. The Professional Assistance Development Program (PDAP) will be discontinued in FY2010.

Commissioner Woods asked if WSAC will be criticized for reducing the focus on accessibility. Tucker said in the strategic plan under accessibility, WSAC mentions providing accessibility training and site assessments. While WSAC does not currently have funds to do this, we might accomplish part of this goal through partnerships or with technology. Woods suggested that technology can help WSAC achieve the first point in WSAC's strategic plan that states, "provide training and information to assist cultural organizations in achieving full compliance with ADA regulations." Accessibility policies will be stated in grant guidelines and contracts. Chair Johnson noted that the Commission recently approved an accessibility complaint procedure.

Commissioner Jones asked if WSAC might encourage grantees to invest in professional development or education for their staff. Tucker said that while PDAP will be discontinued, WSAC will support some education opportunities for grantees, such as an AIE consortia grant. WSAC also can use technology to share information, and as a form of training and professional development.

Chair Johnson thanked Tucker for creating this overview and noted there were few issues about the overall direction, except for grant funding levels. WSAC grant guidelines have been published and

distributed for two-year grants; exact funding amounts have not been determined. Chair Johnson said the various grant related comments were valid, although not part of the overall adoption of these recommendations.

A MOTION to approve the 2009-2011 Biennium: Director's Proposal for Repositioning document was made by Commissioner Robert Glatzer and simultaneously seconded by Commissioners Jean Mandenberg and Lynn Kessler. Commissioner David Brown clarified that a vote in favor means Commissioners authorize staff to allocate firm resources to this proposal. Chair Johnson and Tucker agreed. Chair Johnson called for a voice vote. All were in favor. There were no opposed and no abstentions. The motion passed unanimously.

Chair Johnson thanked Commissioners for their good work and candid discussion, recognizing this as a monumental moment in WSAC history.

BUDGET-RELATED ACTIONS

Chair Johnson said there are too many unknown variables (*see packet #2 pp. B1-3*) to allow WSAC staff to prepare a FY2010 budget for Commissioner approval for this meeting. However, there are three specific program related allocations to be approved and she turned the discussion over to Tucker.

Tucker asked Commissioners to approve the distribution of funds as shown on p. B1 for Arts in Education, Project Support and Folk Arts grants based on a preliminary estimate of state funding. The AIE grants include state and federal money (First Step and Consortia). Project Support grants are for the first round of a two-round cycle, so Tucker said the PSP budget for FY2010 could be adjusted in the fall, if needed. The Folk Arts grants are paid entirely with NEA funds. There is a slight increase in NEA funds this year (*see B-2*) due to congressional action, thanks to Congressman Dicks and President Obama. Tucker said WSAC has asked for an extension for use of NEA funds to the end of calendar year 2009 (*see B-3*).

Commissioners are not being asked to approve the allocation of NEA funding at this time. The budget is consistent with earlier discussion today including funding for Project Support grants, a reduction in grants to large and mid-size organizations, and support for local arts agencies and community collaborations. The Cooperative Partnerships category supports Artist Trust, Arts Northwest, Centrum, and Washington State Arts Alliance Foundation. American Masterpieces grants that funded programs in rural communities was completed in FY2009. In FY2009, additional one-time PDAP scholarship funds supported the Americans for the Arts convention in Seattle.

A MOTION to approve the specific allocations outlined on page B-1 was made by Commissioner Shauna Woods and seconded by Commissioner Steve Sneed. The motion passed unanimously.

PROGRAM ACTIONS

ART JOB SUPPORT (NEA STIMULUS FUNDING)

Tucker said the proposed guidelines for NEA funding from the American Recovery and Reinvestment Act of 2009 allows WSAC to establish a one-time initiative to support jobs in the jobs, whether salaried or contracted (*see packet pp. 49-50*). Additionally, Western States Arts Federal (WESTAF) will receive art jobs money that is available to Washington arts organizations through WSAC's application process; WESTAF guidelines and criteria are a little different. WSAC Art Job Support grants will provide up to

\$5,000 for contractor positions and up to \$15,000 for full time positions. Matching funds are not required. WESTAF grants will be up to \$50,000.

For WSAC's art jobs support funding, application review criteria include:

- Relevance of the position to WSAC priorities (arts education, participation in underserved communities, building capacity, protecting/presenting diverse cultural resources)
- Management of the applicant organization
- Sustainability of the requested position; importance of the requested position to the mission of the organization
- Public participation in the organization's programs and services; evidence of significant support from the public.

Consideration will be given to geography so WSAC can distribute the money throughout the state as much as possible. Organizations can only receive one arts stimulus grant (from the NEA directly, WESTAF, WSAC, or a local arts agency); for this reason, applicants may need to decide among two or more potential awards. The NEA will approve their grants in late June. Both City of Seattle and King County have applied for NEA funds to regrant to arts organizations in their regions and, if either or both entities receive a grant, then organizations in those areas will have another opportunity to apply for funds. WSAC and WESTAF will approve grants in August. WSAC will use the CultureGrants© online grant application system offered to all state arts agencies in the Western region by WESTAF at no charge. Tucker asked Commissioners to spread the word about this initiative.

Commissioners discussed the timing of WSAC or WESTAF grant application decisions, whether grantees will be clearly informed of acceptance deadlines, and if those deadlines will be coordinated among the various organizations offering grants. Tucker said that if Commissioners approve the motion today then the guidelines may be published next week; applications will be due in early July after the NEA announces its decisions, and grants will be reviewed so that panel recommendations can be approved at the August Commission meeting. If King County and/or Seattle receive NEA funds to redistribute, their grant decision timelines will be congruent with WSAC's.

Commissioner Jones said that it is a burden, especially for small organizations, to complete multiple applications for the various granting entities. Tucker clarified that only King County and Seattle organizations may have the option between five grants. In other parts of Washington, only three grants are available (NEA, WSAC and WESTAF); because WSAC and WESTAF will use the same application, there are no more than two different types of applications for most arts organizations.

Tucker clarified the NEA requires that the position be in a nonprofit organization; government entities do not qualify. If an arts organization is part of a city or county government, then it would be considered a government entity and would not be eligible. Mayumi Tsutakawa, WSAC Grants to Organizations Program Manager, asked if a tribal government would be eligible and Tucker said she would check on that.

A MOTION to approve the Art Job Support guidelines as proposed was made by Commissioner Monte Bridges and seconded by Commissioner Shauna Woods. Chair Johnson called for further discussion; none was forthcoming. The motion passed unanimously.

ARTS IN EDUCATION: APPROVE PANEL RECOMMENDATIONS-COMMUNITY CONSORTIA AND FIRST STEP GRANTS
Community Consortia Grants: Lisa Jaret, WSAC Arts in Education (AIE) Program Manager, presented the panel recommendations (*packet #2, pp. AIE1-4*). The panel reached a consensus of percentage funding for each tier and Jaret adjusted grant award amounts in keeping with panel recommendations once the budget had been approved and available state funds were known. All grantees will now begin a two-year cycle. Six applicants from last year were recommended for two-year funding and had to reapply this year in order to align with the new funding cycle, as approved at the November 2008 meeting. Commissioners requested these six applicants be awarded funding for FY2010 based on last year's panel recommendation, since those levels of funding were already approved. Funding for FY2011, however, is based on this year's panel recommendations. Scores for these six organizations varied between the two years and Jaret provided information to show how the Commission's recommendation is being taken into account. (This split applies only to these six applicants who were "off-cycle;" all other applicants are being recommended for funding for both FY2010 and FY2011 based on this year's panel ratings.)

Jaret asked Commissioner Conner, a panelist for Consortia grants, for comments. Commissioner Conner said this process was extraordinarily complicated, and the panel offered diverse perspectives and good discussion. Some applications showed communities are stepping up to address current challenges with specific, well thought-out strategies. The panel looked for applications geared towards sustainability. She said it was hard work, and a revelation to see how complex partnerships can be. She thanked staff for a well facilitated process.

Commissioner Woods asked if smaller requests can help organizations reach their full capacity. Commissioner Conner said there were circumstances where it was obvious that small amounts of money would be used with significant impact.

First Step Grants: Jaret reviewed panel recommendations (*packet #2, pp. AIE1-4*), and said this smaller, one-year grant category had nine applications. The first tier is funded at 100 percent; the second tier at 80 percent. Jaret said Commissioner Lanie McMullin served on the panel, but was not present to speak about the process.

Commissioner Brown asked if WSAC staff provide feedback to organizations that did not score very high. Jaret explained that notes from the panel review include panel comments about how applicants addressed grant criteria; Jaret strives to explain the outcome with a one-on-one discussion with grant managers of organizations not funded, or that receive less funding than requested.

Commissioner Greeley asked if the funding amounts presented were solid, given the unknown state of WSAC's FY2010 budget. Tucker confirmed the numbers are fairly solid. These grants align with WSAC priorities for FY2010 and, if necessary, Tucker said some adjustments to the budget could be made to meet these commitments.

Chair Johnson thanked Commissioner McMullin for serving on the panel and Jaret for a thorough and complete job in making the outcomes clear to the Commission. Commissioners Bridges, Brown, Jones and Woods identified their conflict of interest and intent to abstain from the vote.

A MOTION to approve the FY2010 funding recommendations from the AIE grant panels was made by Commissioner Maureen Greely and seconded by Commissioner Noël Moxley. The motion was approved with four abstentions.

FOLK ARTS: APPROVE PANEL RECOMMENDATIONS FOR FY10 APPRENTICESHIP AND FELLOWSHIP GRANTS
Chair Johnson said she was on this panel; for her, the experience affirmed that WSAC staff and panelists have a high level of content expertise to review these applications, and that the review of applications was thoughtful and well done.

There are two categories to approve, the *Folk Arts Apprenticeship* Awards that support the teaching of traditional heritage arts by master artists to students from the cultural communities from which the art forms originated, and the *Folk Arts Fellowship* Awards that represent “lifetime achievement” awards for community contributions and excellence within a traditional art form (*handout*). A total of \$25,000 was available for the Apprenticeship awards and \$10,000 for the Fellowship awards.

A MOTION to approve the FY2010 Folk Arts Apprenticeship and Fellowship grant funding recommendations was made by Commissioner Shauna Woods and seconded by Commissioner Lynn Kessler. The motion passed unanimously with no abstentions.

ART IN PUBLIC PLACES: DEACCESSION OF ARTWORK

Taylor presented on behalf of Janae Huber, WSAC Collections Manager, who joined the meeting by conference call. The first packet contained an overview (*packet p. 51*) and a more comprehensive handout was sent in the second packet (*packet #2 pp. 51A-C*). Taylor provided an overview of the deaccession process. When the warranty period of a newly commissioned artwork expires, the responsibility for the care of artwork is transferred from the assigned acquisition project manager to Huber.

In 2006, the Commission adopted *ArtCare: A Collections Management Framework for the Washington State Art Collection*, which includes the deaccession policy. Deaccession is the formal name for the process of removing an artwork from a collection, which is a standard aspect of collections management and is anticipated in any collection, especially those with broad public access. *ArtCare* states:

“Deaccession and disposal are legitimate parts of the formation and care of the State Art Collection. These actions help maintain the integrity of the State Art Collection.”

Works of art are removed from the State Art Collection when reasonable cause has been established by one of the following:

- the artwork has been lost or stolen,
- the artwork presents a safety hazard in its present condition;
- conservation and restoration of the artwork’s structural integrity is
 - technically infeasible (beyond repair);
 - disproportionate to the value of the artwork;
- the environment or architectural support (on which a site-specific artwork depends) is to be destroyed or modified as to compromise the artist’s intentions.

Commissioners Brown, Carlson, Conner, and Jones served on the Deaccession panel and unanimously recommend the deaccession of three works from the State Art Collection:

1. **Lee Kelly, *Gate I, 1969-70***: removed and destroyed during a construction project
2. **Thomas Lindsey, *Landed Bridge Series, 1979***: significant corrosive damage throughout the piece
3. **Elizabeth Franko, *Salish Symbols: Images of Life on Earth, 1978***: an artwork permanently on a wall that will be destroyed in a construction project

Commissioner Brown said the situation surrounding the Lee Kelly work was most interesting; no one at the Evergreen School District could discover what really happened to the artwork. WSAC staff involved the artist in the process of providing replacement art. The school district now requires someone from their capital projects office to sit on the art selection committee to increase awareness and avoid repeating this type of situation.

Commissioner Conner said this process takes a significant amount of staff time, and that investment played a role in steering the Kelly artwork situation toward a positive outcome. Taylor said Huber takes the deaccession process seriously and is committed to the process to ensure thorough recommendations to the panel.

Commissioner Glatzer asked why a Commission vote was necessary; Huber explained the significance of this decision and the importance of the panel recommendation.

Commissioner Romero asked why a school that lost artwork would be given another artwork and Huber said this was negotiated with the school district. The interagency agreement has since been revised with a focus on stewardship. Commissioner Conner said because of the nature of public art being in the public realm, it is not unusual to lose public art.

A MOTION to accept the recommendation of the Deaccession Committee to deaccession the three cited artworks by Lee Kelly, Thomas Lindsey, and Elizabeth Franko was made by Commissioner David Brown and seconded by Commissioner Rosita Romero. The motion passed with no abstentions.

PROGRAM UPDATES

GOVERNOR'S ARTS & HERITAGE AWARDS

Commissioner Woods reported that a committee including herself, Commissioner Mandenberg and Mark Gerth, WSAC Communications Manager has discussed the Governor's Arts and Heritage Awards for FY2010. Several key discussion points include:

- The Governor's mansion is the preferred location for an invitation-only reception for recipients and a small number of their friends and family. Attendance must be limited for this venue due to capacity issues. The Rotunda or Columbia Room in the Legislative building may be used for a separate, larger, public awards ceremony and performance.
- In addition to the Poet Laureate doing a reading, a former GAHA recipient will be asked to perform; current recipients will also be given the opportunity to perform or display artworks.
- The WACs establish eligibility criteria: a nominee must be 1) a current resident of the state of Washington, or have been a resident of the state of Washington during the time the contributions were made, and 2) not have been a previous recipient. The committee discussed changing the WACs to allow organizations who received an award more than 20 years previously to be nominated again.

- Eligibility criteria will remain the same as previous; added consideration for the impact of the contribution of an artist or organization. For artists, an additional consideration of the quality of the artworks produced was added.
- Geographic diversity is a consideration, though not a requirement.

To review nominations, the panel will include three Commissioners (Woods, Mandeberg and McKay) and two citizens chosen to represent a broad geographic distribution of Washington State.

This year, awards will be considered in the following categories: Individual Artist, Individual Heritage, Arts Organization, Heritage Organization, Arts Education (individual or organization), and Supporter (individual or organization). Commissioners who are not on the panel are encouraged to make nominations and actively solicit nominations. A nomination form will be available on the WSAC website at a future date, based on the GAHA timeline.

Commissioner Greeley suggested that GAHA nominations be opened to past recipients next year, for WSAC's 50th year anniversary. Past applicants should be invited to the ceremony. Commissioner Mandeberg agreed GAHA could be linked with WSAC's promotions plan, and suggested previous and future recipients could be asked or required to list the WSAC logo on their websites. Gerth said he plans to provide a more complete picture of the GAHA recipients' accomplishments on the WSAC website.

Chair Johnson thanked Commissioners Woods and Mandeberg, and Gerth for their responsiveness to last year's feedback.

A MOTION was made by Commissioner Elizabeth Conner and seconded by Commissioner Noël Moxley. The motion passed unanimously.

ANNOUNCEMENTS

Chair Johnson thanked Commissioners for their work during the last several months; WSAC is on the right path regarding advocacy.

The next meeting will be August 4 and 5 in Yakima; Commissioner Moxley has promised hot weather, a good meeting location, and arts-centered entertainment for Tuesday night, August 4. Tucker said the Washington State Arts Alliance/Foundation board will participate in part of the Yakima meeting.

The meeting was adjourned at 3:17 pm.

WASHINGTON STATE ARTS COMMISSION
AUGUST 4-5, 2009 / ARTS COMMISSION MEETING - YAKIMA

COMMISSIONERS PRESENT

Leann Johnson, Chair
Cindy Hill Finnie, First Vice Chair
Steve Sneed, Second Vice Chair
Monte Bridges
David Brown
Kent Carlson
Elizabeth Conner
John Fraire
Robert Glatzer
Representative Larry Haler
Senator Jim Honeyford
Kate Jones
Representative Lynn Kessler
Senator Jeanne Kohl-Welles
Jean Mandeberg
Bill McKay
Lanie McMullin
Noël Moxley
Rosita Romero
Brom Wikstrom

COMMISSIONERS ABSENT

Maureen Greeley
Shauna Woods

STAFF PRESENT

Kris Tucker, Executive Director
Bitsy Bidwell
Lisa Jaret (also by phone)
Leslie Pope
Mike Sweney
Mayumi Tsutakawa

STAFF BY PHONE

Lou MacMillan

GUESTS

John Baule, Executive Director, Yakima Valley Museum
Manuel Cawaling, Youth Theatre Northwest, WSAA/F
Board
Kathy Coffey, Councilwoman, Yakima City Council,
District 4
Andrew Fife, Shunpike
Kelly Hart, Allied Arts of Whatcom County, WSAA
Board
Laura Hopkins, Seattle Art Museum, WSAA/F Board
Kathleen Langenheim, Spokane Public Radio, WSAA/F
Mary Langholz, Executive Director, WSAA/F
Una McAlinden, ArtsEd Washington, WSAA Board
Fidelma McGinn, Artist Trust, WSAA Board
Jessica Moskwa, Allied Arts of Yakima, WSAA member
Kim Thomas, staff, WSAA/F
TVW (Washington State Public Affairs TV Network)

**WSAA= Washington State Arts Alliance/Alliance Foundation*

CALL TO ORDER

Chair Johnson called the meeting to order at 12:35 pm on August 4, 2009.

Chair Johnson welcomed Commissioners to Yakima and led introductions around the room. Kathy Coffey, Councilwoman, Yakima City Council, welcomed Commissioners. As Councilwoman, she is developing an arts commission in Yakima, and said the city is committed to installing more public art. Jessica Moskwa, Executive Director, Allied Arts of Yakima Valley, said Allied Arts was established in 1962, and operates a variety of arts programs including Arts Van, a mobile arts education program that brings arts activities directly to children in a variety of settings. John Baule, Executive Director, Yakima Valley Museum, described the museum as an institution highlighting the richness of art and culture in the community since 1951.

APPROVE AGENDA

Chair Johnson requested two changes to the agenda due to logistical considerations:

1. Tuesday, August 4 - Move the Chair's and Director's reports to 1 pm, and proceed with research findings at 1:30 pm, beginning with Arts Education Research.
2. Wednesday, August 5 – Move the appeals hearing to after the business meeting adjourns.

Johnson explained that the Assistant Attorney General for WSAC clarified Commissioners are serving in an adjudicative capacity during an appeals hearing, which should take place after adjournment of the business meeting. The appeals hearing will include a staff report followed by discussion among Commissioners. After the hearing, Chair Johnson will email to Commissioners a proposed written decision, and request review and comment.

A MOTION to approve the agenda with changes proposed by the Chair was made by Commissioner Monte Bridges. It was seconded by Commissioner Robert Glatzer. It passed unanimously.

CHAIR'S REPORT

Chair Johnson focused on the Commission's role at this time (*packet p. 1*), and the significance of the recent strategic plan development. The Commission must continue to expand the advocacy and leadership roles. Chair Johnson commented on the Americans for the Arts Conference (AFTA) conference which she attended in June. She noted that the Vancouver School of Arts and Academics has a four-year curriculum that integrates art with academics so that the arts are part of the mainstream and define the school's norm. Chair Johnson encouraged Commissioners to continue to have deeper conversations about the role of arts throughout the state, to bring art into the mainstream in Washington.

DIRECTOR'S REPORT

Kris Tucker, WSAC Executive Director, said there are fewer WSAC staff present at this meeting because of budget reductions. She noted that Commission Meetings have been an important time for staff to interact with Commissioners and the communities visited, and to understand the work of the arts in the state as a whole.

The Director's Report (*packet pp. 3-6*) begins with a reminder of the strategic work completed over the last three years. There is pressure to do less because of fewer resources. "Repositioning" decisions made in May relate to tough decisions before the Commission tomorrow.

Arts Leadership Initiative, or "ALI," is the new name for The Wallace Excellence Program, a four-year initiative. The Wallace Foundation prefers funded initiatives adopt a new name to encourage the initiative to outlive the lifespan of the funding period. WSAC has contracted with MeaningMatters, LLC, to develop the learning framework and topics for this initiative. Through the Arts Leadership Initiative, WSAC is working with ArtsEd Washington to sponsor a free arts leadership symposium in Seattle on August 20 with Michael Kaiser, President of the Kennedy Center in Washington DC.

WSAC is updating its Washington Administrative Codes (WACs), in two phases:

1. Technical changes, such as updating the address and references to RCW codes: the information is out of date, yet not debatable, and will be updated according to the required process.
2. Policy changes include updating the conflict of interest rules, clarifying the appeals procedure, and rewriting rules to be less program-specific and more flexible. Policy changes to the WACs require a public meeting for comments.

Tucker encouraged Commissioners to initiate, submit and/or support nominations for the Governor's Arts and Heritage awards. She said the Interim Committee met July 7, 2009; notes from that meeting are included in the packet (*packet pp. 5-6*).

POET LAUREATE

Tucker explained that the State Poet Laureate selection process will proceed in partnership with Humanities Washington. A selection committee, to include one Commissioner, will convene to define the selection process and follow the process to completion. Options include:

- Opening the application process, and
 - Inviting the current poet laureate to apply for a second term, or
 - Not allowing the current poet laureate to apply for a second term.
- Selecting Sam Green for a second term without opening the application process.

FY 2009 BUDGET REPORT - FOURTH QUARTER (PRELIMINARY)

Tucker reviewed the report (*packet pp. 6B1-2*). She noted that the capital budget numbers were higher due to the pace of activity in that program. Program grants and services show actual and anticipated actual figures, with an anticipated ending balance of approximately \$89,000, most of which is National Endowment for the Arts (NEA) or private funds that will carry over into FY 2010.

RESEARCH FINDINGS

ARTS EDUCATION RESEARCH INITIATIVE (AERI)

Lisa Jaret, WSAC Arts in Education Program Manager, presented findings from the Arts Education Research Initiative (AERI) entitled, *Measuring the Status of Arts Education in Washington State Public Schools*. While the State has sound arts education policy, there is a gap between policy and practice.

Jaret said the AERI 2006 report, *Arts for Every Student*, is used by OSPI, ArtsEd Washington, Seattle Foundation, and legislators, and others. The 2009 update will use a similar approach as that in 2005; reports are scheduled for publication and distribution by early 2010.

Research areas of inquiry included curriculum, assessment, teaching capacity, collaboration, scheduling, and funding. Music is the art form most frequently taught in schools, followed by visual arts, theatre, and then dance in fourth place. Similar findings have been made across the nation. Music curriculum is also more aligned with state standards than is curriculum for other art forms, and is more likely to be adopted by the local school board. Jaret said professional development and staffing are critical issues during these times. The survey shows schools are striving to find time to schedule arts education.

Commissioners discussed research findings, including funding for arts education, teacher training, and WSAC's Roster of Teaching Artists.

Commissioner Bridges noted that research shows an increase in the use of the arts assessments. Subjects that are assessed are more likely to be taught. He said one of the unintended consequences of high-stakes testing across our nation is that there may be "blindness" to certain subject areas.

Commissioners discussed why music instruction is more available than other arts disciplines; Commissioner McKay said that principals may be able to form a choir at little expense in comparison to other arts programming.

Jaret concluded that the AERI demonstrates WSAC's commitment to arts education, and our partners share the benefit of this commitment. Jaret asked Commissioners to share this information with leaders and potential partners in their communities, figure out what ideas seem most relevant to them, educate local policy makers, and help to create a call to action. Jaret introduced Una McAlinden, Executive Director, ArtsEd Washington.

McAlinden said that the first priority for ArtsEd Washington was to develop relationships with state-wide entities, including the State Board of Education, Washington State School Directors Association, and the Washington Teacher's Union. ArtsEd's agenda is to make the arts part of the mainstream education conversation.

She said ArtsEd Washington has used the previous AERI extensively. ArtsEd Washington works with WSAC to convene groups of emerging leaders in local communities and train them to advance arts education. ArtsEd Washington also helps to frame policy, find the local policy makers, and build the arts education leadership of school principals.

Chair Johnson said the AERI provides a starting point for conversations with local leaders to develop partnerships, and can be used by each Commissioner to find available opportunities to integrate the arts into their communities.

Commissioner Glatzer asked if organizations can advance arts education without a great deal of money or shifting teaching assets to arts from other areas. Jaret said the research shows some such examples, such as arts education integration in K-6 schools.

HELICON COLLABORATIVE RESEARCH

Chair Johnson referred to the Helicon Collaborative report, *The Economic Recession's Impact on Cultural Organizations in Washington State (distributed via email)*, noting comparisons with other reports. She noted that priorities are changing and leadership is important.

Tucker said this research was commissioned to look at the impact of the recession across the state, and funded by WSAC's NEA and The Wallace Foundation funds. Tucker introduced Marcy Cady, Helicon Collaborative, project lead, to conduct this presentation via phone from California. Cady noted that Helicon was commissioned by WSAC to build on earlier research that involved a survey of 81 arts organizations in King and Pierce counties (by ArtsFund, December 2008) and interviews with 28 cultural organizations in the Puget Sound region (March 2009), funded by 4Culture, The Allen Foundation, Seattle Mayor's Office of Arts and Culture, and the Seattle Foundation.

Cady said WSAC commissioned Helicon to conduct interviews with 11 cultural organizations across Washington state, excluding King and Pierce counties. These organizations fell within a specific budget range, represented various disciplines and regions, and had paid staff. Simultaneously, an on-line survey was conducted using a revised protocol from that developed by ArtsFund. Synthesis and recommendations are based on this data. Cady compared WSAC's state-wide study with findings of the Puget Sound-specific report:

- The recession has progressed in the last six months; it has become more severe. Many participating organizations expect declines to continue over the next two years.
- Fewer organizations are in denial about the impacts of the recession. Most now acknowledge that future success will require different, adaptive thinking. It became apparent that cultural organizations believe adapting a different way of working and thinking will determine survival.
- Most WSAC respondents expect attendance to rise and participation to increase over the next two years. ArtsFund respondents expect attendance to drop. This may be the single most interesting result of this research, and it holds up to other research around the country.

Cady said it is unclear if more arts organizations are offering free programming due to the hard economics, or whether there is more demand as people look for things to do close to home. Another unknown is whether cultural organizations have stepped up their service to fulfill a need or new role for audiences. Cady noted that WSAC surveyed small organizations (less than five employees) through Washington state, most of whom were self-identified as arts agencies and/or non-profit organizations. The ArtsFund report surveyed mostly large organizations in and around the urban areas of Puget Sound.

Cady summarized the findings:

- The recession is exaggerating pre-existing strengths and weaknesses within organizations.
- Adaptability and leadership distinguish organizations who are navigating the recession successfully.
- The most pro-active organizations are reconsidering basic assumptions; how to align their mission with broader community goals and current constituent issues.
- Most organizations saw declines in income last year (2008) and expect further declines in the future; some are predicting a decline of more than 30 percent.

- Attendance is expected to stay steady or increase, though ticket income will not necessarily increase.
- Technology holds potential for saving costs and realizing efficiencies in marketing, research development, etc., using social networks and going paper-free. What was missing was how to use technology to deliver services to constituents.
- Boards, key volunteers, and core constituents are stepping up to support their organizations in new ways.
- Collaborations and networks are desirable, but putting them together takes precious time and resources, which are in short supply at this time.
- Efforts to convene networks received mixed reviews because the process is time-consuming and organizations feel they need to spend most of their time meeting their own needs.
- Organizations expect to make difficult programming and staff cuts over the next two years. The first cuts of the recession were focused on administrative and service areas.

Cady reviewed other findings regarding revenue, expenses, participation, programming, and board engagement. Suggestions for funders include:

- Modify grant making policies and guidelines to respond to organizations' current needs.
- Link Washington State cultural organizations to national programs and models, such as WSAC with The Wallace Foundation and the ALI program.
- Join boards of directors, and provide firsthand financial and organizational expertise that cultural organizations need at this time.
- Increase advocacy for arts in Washington State, and provide guidance on how to access and use recovery funds.

Cady explained that approximately 80 percent of survey respondents think this is a time of opportunity to rethink and adjust what they do, how they do it, and how their artistic product is delivered to their audience. However, almost half of the respondents think this economic situation is a storm that needs to be weathered, until things return to normal. Even those who realize that they need to re-think their business are not clear what "doing things differently" really means or what effective planning for post-recovery entails.

Commissioner Jones commended Cady and the survey process. She said she is continually assessing the changing climate. Cady noted related research is happening across the country. Commissioner Elizabeth Conner said WSAC might consider providing opportunities for reflection, strategic thinking, and collaborative effort. Cady noted that this research tracks impressions and is not a financial analysis. People see external environmental issues from the last several years, including a change in how people consume products, the role of the internet, and changing demographics. They know this must impact cultural organizations and how they deliver art to people, but it is hard to make related changes. These trends are reflected in the contradictions of this report.

Commissioner Romero said the report captures what arts leaders have been experiencing, and reflects her experience.

Commissioner Kohl-Welles asked Cady for observations about attendance at films. Cady said interview questions did not target specific art categories and the data would have to be reexamined to

see if she could answer that specific question. In hard economic times, commercial film industry revenues typically rise, as people look for entertainment and films may be less costly to attend than other arts and cultural events. Arts organizations need to consider how to price arts events at a similar price point.

Tucker recognized ArtsFund for allowing WSAC to adapt their survey instrument for the Helicon report. There are many opportunities to connect all these reports, to create a richer conversation about the state of the arts in Washington. Dwight Gee, Executive Vice President, ArtsFund, said they are grateful for collaboration on the survey protocol, and for an opportunity to coordinate release of the data. ArtsFund is now reviewing data for their second survey, but initial findings correlate roughly with Helicon findings: declines of income of up to 30 percent for the current year; declines in attendance; related cuts in expenses and workforce. Roughly half plan to make changes in service by reducing the size and/or number of program offerings. Perceptions seem to be somewhat better than in December 2008. Gee predicts a smaller inventory of cultural organizations in the future.

Commissioner Conner asked about science groups participating in the survey; Gee provided a partial list. Commissioner Wikstrom asked about cuts to staffing, outreach, and programs. Gee said organizations are reducing the number and size of programs.

Commissioner Mandeberg referred to a recent survey of artists, and asked if larger organizations are doing more experimentation. Gee said organizations are collaborating on certain projects or ways of doing business, although they are not taking risks with new or inventive programming. Cady said organizations are presenting familiar favorites that more likely guarantee an audience.

Commissioner Kessler asked if either survey explored marketing the arts as escape or as part of a "stay-cation." Gee said most arts organizations plan to expend more funds on marketing next year, and some responses may indicate these trends. Cady agreed.

Chair Johnson introduced Fidelma McGinn, Executive Director of Artist Trust, to present *Artists and the Economy (Spring 2009)* (www.artisttrust.org). The survey indicates changes in external economic conditions and changes in personal economic conditions and outlook; these factors appear to be having an impact on the work and personal well-being of artists. Artists are selling fewer artworks, making fewer bookings, experiencing fewer opportunities to receive income revenue from their art making; 43 percent see decreased demand for their work, and 34 percent have less personal time to make their art because they are moving to other forms of income outside of their artwork to support themselves. Areas of change include increased use of technology; creating more saleable work and/or more functional art; mental health concerns; lack of access to health care; and pursuing non-arts jobs.

Respondents requested Artist Trust continue providing small grants. McGinn noted that Artist Trust is partnering with Washington Community Alliance for Self-Help (CASH) to develop small micro-loans for artisan based businesses. In addition, artists requested:

- Business training to develop small business entrepreneur skills; Artist Trust will continue its workshops on these topics.
- Access to low cost supplies and materials; Artist Trust will assume a broker with organizations to attempt to fulfill this request.

- Access to affordable space; Artist Trust continues to work with organizations such as ArtSpace and Mighty Tieton.
- Convening and networking to create a broader, more connected community for artists.

Helicon is conducting a national survey on the impact the economy is having on artists. McGinn said Artist Trust will conduct another state-wide survey next year to determine how things are evolving over time.

Commissioner Glatzer said filmmakers face different challenges from sculptors or painters. McGinn said the Artist Trust survey tracked media arts as the category for filmmakers. McGinn announced an all-day film event as a partnership between Artist Trust and Mighty Tieton on August 22-23, 2009.

ADVOCACY

Mary Langholz, Executive Director of Washington State Arts Alliance and Foundation (WSAA/F) said WSAA/F began over 33 years ago to lobby for the arts and to promote public policy at the local, state and regional level. Langholz participates in a national arts advocacy network, facilitated by Americans for the Arts, that meets by phone monthly. WSAA's Advocacy Committee strategizes with an arts lobbyist in Olympia to develop a legislative agenda, and works throughout the session to coordinate goals. Action Alerts are sent to WSAA members during the legislative session. Commissioners can join WSAA and receive these action alerts to stay informed. WSAA organizes trips to Olympia for hearings and testimony on arts related bills. WSAA also organizes:

- An annual Arts Day in Olympia.
- A Washington contingency to attend National Arts Advocacy Day in Washington DC.
- Arts advocacy meetings in King County and Spokane between September and June; meetings are beginning this fall in Pierce County.
- Educational programming for arts professionals, including the annual Washington Cultural Congress.
- Arts advocacy training sessions including a new National Endowment for the Arts (NEA) peer coaching leadership circle to develop new arts leaders.

Langholz invited Commissioners to become active members of WSAA and encouraged them to establish relationships with public officials on local, state, and national levels through meetings, invitations to arts events and festivals, and keeping them informed of arts related events.

Commissioner Carlson, WSAC Advocacy Committee Chair, discussed advocacy roles and praised last year's Commissioner participation in Arts Day. In the coming year, WSAC advocacy must recognize the impact of budget reductions. It will be important for Commissioners to emphasize how these difficult decisions were made based on strategic planning priorities, especially when constituents begin to talk with legislators about the impact of these cuts. The Advocacy Committee is working on messages to distribute to Commissioners, hopefully in the fall, that build on the Helicon and ArtsFund reports. Commissioners must show constituents that WSAC understands the challenges, and develop a message to explain to legislators how important the arts are to Washington.

Commissioner Carlson asked Commissioner McKay to share a presentation he made to the Tri-Cities Chamber of Commerce. Commissioner McKay said his presentation focused on thriving arts

communities and the current status of arts in their area, rather than approaching the organization for money. He included a shortened version of the Creative Vitality Index (CVI). Commissioner Carlson encouraged Commissioners to speak to organizations about arts-related issues. Staff may be available to assist in preparing such a presentation.

2009-2011 BIENNIUM BUDGET: RATIFY APPROVAL

Tucker said decisions on tomorrow's agenda reflect the reduced budget. Although the Interim Committee approved the 2009-2011 biennium budget on the Commissioner's behalf, ratification by the full Commission is required (*packet pp 9-14*).

Tucker reviewed graphics showing WSAC funding since the 2001-2003 biennium. She reviewed the 2009-2011 biennium budget as submitted, and noted that the budget report has been reformatted to reflect the newly defined three categories of Art in Public Places (public art), Community Services, and Operations. Administration funds were grouped within Operations; one staff position moved from Program Services to Operations. Commissioner Carlson said the graphics and reformatted budget information are good improvements.

Commissioner Kessler explained that the recent State budget update shows inadequate balances. Legislators are trying to avoid a special session and additional budget cuts. Commissioner Kohl-Welles noted the impact of the weather: the snow storm in the Puget Sound region in December 2008/January 2009 reduced attendance at cultural events during the holidays.

After general discussion, a MOTION to ratify the July 7, 2009 decision of the Interim Committee to approve the 2009-2011 biennium budget was made by Commissioner David Brown and seconded by Commissioner Lynn Kessler. It passed unanimously. There were no recusals and no abstentions.

ANNOUNCEMENTS

The meeting was adjourned at 4:47 pm for a tour of artisan businesses housed in buildings that previously served as fruit warehouses. Located in the town of Tieton, the project is called Mighty Tieton. Dinner at the home of Rob and Michelle Wyles will follow the tour, as arranged by Commissioner Noël Moxley and John Baule, Executive Director, Yakima Valley Museum.

CALL TO ORDER - AUGUST 6

Chair Johnson reconvened the meeting at 8:39 am on August 5, 2008. She introduced Mike Sweney, WSAC Art in Public Places Project Manager. She thanked Commissioner Moxley for arranging yesterday's tour and dinner.

NATIONAL ENDOWMENT FOR THE ARTS PARTNERSHIP

Tucker shared a presentation to explain the NEA Partnership grant. The NEA awards more than \$100 million per year in grants, investing in every state and congressional district, and estimates that each dollar awarded by grants generates \$7 total in the local community.

Tucker reviewed recent grants directly from the NEA to Washington communities, including \$1.2 million for Art Jobs Support. The NEA partners with state arts agencies to foster excellence through support of arts organizations and artists, provide arts education programs and services, and implement

national initiatives such as Poetry Out Loud. Forty percent of the NEA's grant budget goes directly to state and regional arts agencies. The NEA requires state arts agencies to have a commission or council to be eligible for this funding.

WSAC is required to submit an application to the NEA every three years and an update annually. The application focuses on the agency's strategic plan. WSAC must demonstrate fair decision-making, leadership in arts education, and have a record for reporting on our accomplishments according to our strategic plan and NEA standards. Funding is calculated on a formula that considers state population as well as the panel's review of the application submitted. A portion of the NEA grant is designated for arts education; another portion is for underserved communities. Each state defines the term "underserved" in a different way; WSAC defines underserved as rural, ethnic, low income, and people with disabilities.

WSAC can compete for folk arts infrastructure money, which WSAC has received for projects including our partnership with Washington State Parks and Recreation Commission and creating a series of heritage tours. The NEA also provides money for special initiatives, such as Poetry Out Loud, an annual poetry recitation contest for high school students. WSAC is a member of the National Assembly of State Arts Agencies. Tucker said WSAC is submitting a full application to the NEA this year, and is pleased to have a great strategic plan as the basis for this year's submittal.

Commissioner Brown said advocating for NEA funding is a high priority for Commissioners' advocacy work. Tucker said that US Congressman Norm Dicks serves as Chair of the US House Interior Appropriations Committee, has been an important champion for boosting the NEA's budget. His goal is to increase the NEA's budget to the level it reached in the mid-90s. His district includes Tacoma, Bremerton and Port Townsend. Commissioner Mandeberg asked about the status for a new NEA chairman. Tucker said Rocco Landesman has been nominating by President Obama and is awaiting Senate confirmation.

APPROVE CONSENT AGENDA

Chair Johnson asked Commissioners to approve Consent Agenda items, which include:

- Minutes of May 2009 Meeting (*packet pp. 15-30*).
- Grants to Organizations: Project Support Program-FY 2010-Round No. 1 (*packet pp. 31-35*).
- Arts in Education: Professional Development Support-FY 2010 (*packet p. 36*).

Commissioners McKay and Sneed recused themselves due to conflicts with the Project Support Program grants.

A MOTION to approve the Consent Agenda was made by Commissioner Robert Glatzer and seconded by Commissioner Noël Moxley. The motion was approved unanimously with two recusals. There were no additions or corrections to the minutes of the May, 2009 meeting.

PROGRAM ACTIONS: APPROVE PANEL RECOMMENDATIONS

Chair Johnson asked Commissioners to turn to the Program Action section of the packet.

Commissioner Mandeberg asked for a review of the panel process. Tucker explained there is a panel process for review of all grants: staff selects and convenes a panel, including one Commissioner, to

review applications. Panel members receive all application materials and grant guidelines to review in advance of the panel. Panelists are typically requested to complete a preliminary scoring prior to the panel meeting. Many applications require a work sample, which is viewed by the panel during the panel process. WSAC staff run the meeting, record panelists' comments and scores. Scoring is tallied to determine how many of the applications will be funded. Following the panel meeting, staff contact applicants regarding results. At the beginning of the panel meeting, WSAC's conflict of interest rules are explained.

The Project Support Program (PSP) panel is convened in a similar way, however the Executive Director approves PSP grants, and WSAC staff form the panel for reviewing applications. The Director's decision must be ratified at the next meeting of the Commission.

Commissioner Cindy Hill Finnie asked Tucker to describe the role of Commissioners in explaining grant funding decisions. Tucker said she hoped Commissioners have confidence in the process by which applications are developed and reviewed. WSAC does not have nearly enough money to fund all the applications received. Application forms and grant guidelines are available online. If Commissioners are asked to help constituents to apply for grants, Tucker suggested Commissioners defer that process to WSAC staff.

Commissioner Kessler asked if letters are mailed to applicants before Commissioners ratify the panel recommendations. Tucker said the panel recommendations are not final until they receive Commission ratification. Staff will contact applicants next week about today's grant decisions; staff will ask the Governor to announce the Art Jobs Support grants because they are stimulus funds that may receive greater attention.

ART JOBS SUPPORT GRANTS

Bitsy Bidwell, WSAC Community Arts Development Program Manager, presented recommendations to the Commission (*handout*). The American Recovery and Reinvestment Act (ARRA) provided these funds to the NEA to preserve and support existing arts jobs within Washington. Bidwell reviewed the panel recommendation.

Commissioner Brown participated in the panel process and commented that many of these organizations have only two or three staff members, only one of which might be full time. In these cases, the funding would literally keep the organization alive. That is true for all the arts organizations recommended for funding. Many are in rural and less well served areas, and may be facing other decisions regarding reductions to budgets and activities. Bidwell said preliminary review of the 98 applications shows that 18 organizations predict no change in their budgets, 41 predict budget reductions, and 39 predicted increases.

Commissioners Sneed, Finnie, Woods, Jones, Brown, Romero, Moxley, and Glatzer recused themselves as having conflicts of interest. Mayumi Tsutakawa, WSAC Grants to Organizations Program Manager, clarified that Commissioners are not voting on the grants that are listed as being directly funded by the NEA (*second packet page 36F*).

Commissioner Kohl-Welles asked for further explanation of the review process and criteria. Bidwell explained the matrix of criteria used by the panel to rate applications. Commissioner Romero asked what factors determined that two organizations were ineligible. Bidwell said one entity did not provide the required proof of non-profit status, as they are a government agency. The other did not provide required evidence that the application was to support and preserve an existing paid position.

Chair Johnson noted the value of coordination between various agencies to streamline the process for arts organizations, and make funding more accessible state-wide.

A MOTION to approve the panel recommendations for funding Art Jobs Support grants was made by Commissioner Jean Mandeberg and seconded by Commissioner Lanie McMullin. No other discussion ensued. The voice motion passed unanimously with eight recusals and no abstentions.

Commissioner Brown said these grants represent a significant percentage of the annual budget of some of these small organizations. He suggested staff encourage the funded organizations to leverage these funds as stamp of considerable approval for other local funding sources.

ARTS IN EDUCATION: ROSTER OF TEACHING ARTISTS

Tucker reviewed the panel recommendations (*packet pp. 37-38*). Jaret participated by phone.

Commissioner Moxley served on the panel and commented that the criteria for this roster has changed as teaching artists are teachers as well as artists.

Commissioner Mandeberg asked if there was discussion of professional development opportunities for artists and the need for training/mentoring. Commissioner Moxley said the panel had a brief discussion about how WSAC could provide professional development but did not reach any conclusions. Jaret said there are no current specific plans to provide this; although there is a clear need and a strong interest, resources are limited. WSAC has supported an effort by Seattle Repertory Theatre to develop a model for teaching artists, first in theater and eventually for all disciplines. That project is currently in the development stage.

Commissioners discussed the small number of applications and the potential for further outreach and assistance with the application process. The purpose of the roster was clarified, as stated in the panel recommendations as submitted.

A MOTION to approve the panel recommendations for the Roster of Teaching Artists was made by Commissioner Elizabeth Conner and seconded by Commissioner Lynn Kessler. There were no conflicts of interest; all voted in favor unanimously, with no abstentions.

GRANTS TO ORGANIZATIONS: LARGE ARTS INSTITUTIONS PROGRAM - FY 2010-FY 2011

Mayumi Tsutakawa, WSAC Grants to Organizations Program Manager, reviewed the changes to these funding programs, including the Commission's decision a year ago to discontinue the Institutional Support Program as a closed category (*packet p. 39-44*).

Tsutakawa said Commissioner Finnie had planned to participate on the panel, but cancelled due to a family emergency. Andy Fife, Executive Director, Shunpike, served in her place on the panel. Fife

explained that Shunpike assists small and mid-sized organizations in and around Seattle. Fife commented on the limited funds available for this group of applicants.

Commissioners Brown, Carlson, Woods, Romero, Sneed, McMullin, Jones, Moxley, and Bridges stated conflicts of interest and recused themselves.

Commissioners noted this category shows the impact of budget cuts and changes to WSAC grant guidelines.

A MOTION to approve the Large Arts Institutions Program grant panel recommendations was made by Commissioner Robert Glatzer and seconded by Commissioner Larry Haler. It passed unanimously with no abstentions and nine recusals.

GRANTS TO ORGANIZATIONS: MIDSIZED ARTS ORGANIZATIONS PROGRAM - FY 2010-FY 2011

Bidwell reviewed the new guidelines and review criteria for this category and said the newly defined mid-sized organizations category provides funding to established organizations, with new criteria identified in the panel recommendation (*packet pp. 45-50*).

Commissioner Jones served on the panel and commented that this was a painful process because there are so many well qualified organizations and so little money. WSAC grants express a message of confidence about the organizations that receive funding, and she wonders if WSAC can express such a message in another way. She is concerned about the message these non-funded organizations will receive, or those who will receive funding at a significantly lower level. Commissioners discussed the amounts of the grants and the geographic criteria.

Commissioners Sneed, Woods, Fraire, Moxley, Mandenberg, Jones, Conner, and McMullin identified conflicts of interest and recused themselves.

A MOTION to approve the Mid-sized Arts Organizations Program grant panel recommendations was made by Commissioner David Brown and seconded by Commissioner Monte Bridges. It passed unanimously, with no abstentions, no opposed, and eight recusals.

ARTS PARTICIPATION INITIATIVE – FY 2010

Tsutakawa reviewed the history of the Arts Participation Initiative and the panel recommendations (*handout*). Commissioner Sneed served on the panel and commented on the value of the training provided through this program.

Commissioners identified no conflicts of interest.

A MOTION to approve the Arts Participation Initiative panel recommendations was made by Commissioner Rosita Romero and seconded by Commissioner Brom Wikstrom. It passed unanimously.

PROGRAM ACTIONS: APPROVE CONTRACTS FOR SERVICES

FOLK ARTS: COMMUNITY PROJECT FUNDING – FY 2010

Tucker reviewed this community project funding contract (*packet p. 51*) to continue WSAC support in partnership with Washington State Parks and Recreation Commission (WSPRC) for the Folk and Traditional Arts in the Parks program through this summer (FY 2010). She noted that this partnership is also discussed in the packet under Program News (*second packet p. 69*). Summer 2009 programs include an Asian concert series at Peace Arch State Park in Blaine and the Hip Nic Hip Hop Picnic at Saint Edward State Park in the Seattle area.

No conflicts of interest were identified.

A MOTION to approve \$10,000 in FY 2010 state funding for the WSAC-WSPRC Folk and Traditional Arts in the Parks program was made by Commissioner Kent Carlson and seconded by Commissioner Lynn Kessler. It passed unanimously.

ARTS IN EDUCATION: COOPERATIVE PARTNERSHIP – FY 2010

Tucker reviewed this contract (*packet p. 52*) for a cooperative partnership with ArtsEd Washington. Jaret said she serves as an ex officio board member for ArtsEd Washington and works directly and collaboratively on a variety of projects. WSAC's funding for ArtsEd Washington was \$7,500 in FY 2009.

No conflicts of interest were identified.

A MOTION to approve \$6,400 in FY 2010 funding for ArtsEd Washington as a Cooperative Partner was made by Commissioner Noël Moxley and seconded by Commissioner Jean Mandeborg. It passed unanimously.

GRANTS TO ORGANIZATIONS: COOPERATIVE PARTNERSHIPS – FY 2010

Tsutakawa said the proposed four partners have been under contract with WSAC for many years (*packet p. 53*). The recommended funding amounts for each partnership reflect the 26 percent cut in WSAC's grant funding. As a direct result of this cut, Artist Trust's contracted services will change to reflect this funding reduction, and focus on fellowship grants.

Commissioners Brown, Finnie, and Romero stated conflicts of interest and recused themselves.

A MOTION to approve \$133,000 in FY 2010-FY 2011 funding for four Cooperative Partnerships as two-year contracts for services was made by Commissioner Elizabeth Conner and seconded by Commissioner Lynn Kessler. It passed unanimously with three recusals.

NOMINATING COMMITTEE

Tucker said the WSAC Nominating Committee serves two functions: to provide a forum for Commissioners to provide feedback on leadership and effectiveness of the Commission, and to present a slate of officers. This year's committee consisted of Commissioner Wikstrom as Committee Chair, and Commissioners Conner, Jones, and Sneed.

REPORT OF SURVEY OF COMMISSIONERS

Commissioner Wikstrom reviewed the results of the Commissioner Survey conducted by the Nominating Committee (*handout*). A more detailed report will be provided to Commissioners later. Most interviews were conducted by phone with a few by email. Survey responses reinforced the importance of state-wide representation, and Commissioners' interest in having more time for discussion of arts issues.

Commissioners discussed their roles with advocacy and in representing WSAC locally. Because some upcoming Commission Meetings will be held by phone, there is interest in establishing guidelines so these meetings work well.

ELECTION OF OFFICERS

Commissioner Wikstrom presented the Nominating Committee's slate of officers:

- Chair – Leann Johnson
- First Vice Chair – Cindy Hill Finnie
- Second Vice Chair – Noël Moxley (Commissioner Sneed is rotating out of office; Commissioners thanked him for his efforts in this role.)

Because Chair Johnson was on the slate as presented, Commissioner Steve Sneed called for a motion and vote. A MOTION to accept the nominating committee's recommendation was made by Commissioner Robert Glatzer and seconded by Commissioner Kent Carlson; it carried unanimously.

Chair Johnson thanked Commissioner Sneed for his role as First Vice Chair, and welcomed Commissioner Moxley to her new role. She thanked the Nominating Committee for their work, and the Commissioners for their vote of confidence.

2010 MEETING SCHEDULE AND LOCATIONS

Tucker reviewed the proposed 2010 meeting dates and locations (*packet p. 7*); these will be finalized at the November 2009 Commission meeting. Tucker asked Commissioners for their thoughts and suggestions. Commissioner Kessler suggested the March meeting be held later in the month so legislators can participate after the session ends.

The next Commission meeting will be Thursday, November 5 from 9:30 to 11:30 am by phone and internet connection.

Commissioners discussed the costs of conducting Commission Meetings. Tucker said the largest expenses are for travel and meals; room rental costs are minimal. Commissioners discussed various options for meeting locations.

Chair Johnson thanked WSAC staff, Commissioner Moxley, and the TVW crew for all their work to make this meeting successful.

Chair Johnson adjourned the meeting at 11:10 am; the Commission subsequently reconvened in their adjudicative capacity to consider an appeal from Dr. Jerry McKellar regarding the Art in Public Places Artist Roster.

WASHINGTON STATE ARTS COMMISSION

NOVEMBER 5, 2009 / ARTS COMMISSION MEETING BY PHONE/INTERNET

COMMISSIONERS PRESENT

Leann Johnson, Chair
Cindy Hill Finnie, First Vice Chair
Noël Moxley, Second Vice Chair
Monte Bridges
Elizabeth Conner
John Fraire
Robert Glatzer
Kate Jones
Representative Lynn Kessler
Jean Mandeberg
Lanie McMullin
Rosita Romero
Beth Takekawa
Brom Wikstrom

STAFF PRESENT

Kris Tucker, Executive Director
Mark Gerth
Lisa Jaret
Lou MacMillan
Leslie Pope
Willie Smyth
Mike Sweney
Alice Taylor
Mayumi Tsutakawa

GUESTS

Mary Langholz, Executive Director, Washington State
Arts Alliance/Alliance Foundation
Una McAlinden, ArtsEd Washington

COMMISSIONERS ABSENT

Steve Sneed
David Brown
Kent Carlson
Maureen Greeley
Representative Larry Haler
Senator Jim Honeyford
Senator Jeanne Kohl-Welles
Bill McKay
Shauna Woods

CALL TO ORDER

Chair Leann Johnson called the meeting to order at 9:38 am and conducted roll call to verify attendance. She welcomed Commissioners to the webinar and introduced Beth Takekawa, Executive Director of The Wing Luke Asian Museum, as a new Arts Commissioner. Mark Gerth, Communications Manager, provided webinar participation instructions.

APPROVE AGENDA

A MOTION to approve the agenda was made by Commissioner Lynn Kessler. It was seconded by Commissioner Robert Glatzer. It passed unanimously by voice vote.

CHAIR'S REPORT

Chair Johnson (*packet p. 1*) said the Interim Committee recently met in Olympia. The Interim Committee helps develop the meeting agenda, discusses important issues, and has the authority to act on behalf of the Commission between meetings. Any decisions made by the Interim Committee need to be ratified by the Commission at the next quarterly meeting. The Commission is an oversight body acting in a leadership role, with focus on aspects of WSAC's strategic plan, vision, and policy. The role of WSAC staff is to carry out daily operations based upon policy decisions made by the Commission.

The Interim Committee discussed events of the August 2009 Commission Meeting, noting the importance of keeping in touch with partners, sharing information, and maintaining a coalition of arts leaders throughout the state. The Interim Committee discussed the concerns and role of Commissioners in relationship to the appeals process. Kris Tucker, WSAC Executive Director, is working with the Assistant Attorney General to review WSAC's appeals process; proposed changes will be presented to the Commission at the February or March 2010 meeting for review and approval. Chair Johnson will form a subcommittee of Commissioners to assist Tucker in this task. Commissioner Glatzer asked how members of the subcommittee will be chosen. Chair Johnson invited Commissioners to indicate their interest. Commissioner Kessler asked that the subcommittee membership configuration reflect the diverse perspectives expressed in the August discussion. Chair Johnson will keep the Commission informed of the subcommittee appointment process.

2010 WSAC MEETING SCHEDULE AND LOCATIONS

Tucker reviewed the proposed 2010 meeting dates and locations (*packet p. 2*), which will include two conference call meetings and three in-person meetings. Tucker asked Commissioners to mark their calendars with these dates and let her know via email of any challenges to attend these meetings. Tucker emphasized it is important to ensure a quorum of 12 is present at each meeting. Commissioner Kessler asked that the March 2010 meeting be held after March 13, so that she can attend.

DIRECTOR'S REPORT

Tucker (*packet pp. 3-5*) said the National Endowment for the Arts (NEA) budget increased for the next year to \$167.5 million (an increase of \$12.5 million). She recognized the efforts of Washington's Congressman Norm Dicks, Sixth Congressional District. WSAC will directly benefit from this increase through our state partnership grant. Tucker is working with Congressman Dicks' office and the NEA to invite Chairman Rocco Landesman to visit Washington State. In October, WSAC submitted its State Partnership application to the NEA; the application is available on the website at www.arts.wa.gov.

Tucker thanked Commissioner Lanie McMullin for her participation in a presentation at the Workforce Economic Development Conference 2009 in Spokane. Tucker and Commissioner McMullin were joined by Brenda Nienhouse, Director of the Spokane Symphony and Fox Theatre.

Tucker reported that the Creative Vitality Index (CVI) is undergoing some revisions to refine measures. She hopes to have this information for Commissioners at the February 2010 Commission meeting.

Eleven applications were received for the 2010-2011 Poet Laureate, a program undertaken in partnership with Humanities Washington. Commissioner John Fraire serves on the selection committee. Commissioners will approve the committee's selection via conference call before the end of December.

Arts Participation Leadership Initiative (APLI) (*packet page 4*) is a multi-year investment of Wallace Foundation funds, with WSAC playing a leadership role to train arts leaders in the area. A recent contract with MeaningMatters, LLC, will assist WSAC to develop specific opportunities for forums, workshops, and other training sessions.

A WSAC public art project was written up by newspapers in the Tri-Cities, Tacoma and Seattle; the art project is in Connell, Franklin County, as part of a large corrections facility remodel.

Tucker said it is a challenging time, with layoffs and the reorganization of staff responsibilities. She is proud of WSAC staff for their hard work, creative thinking, and reorganization of resources. Specifics are outlined in the Director's Report. Tucker appreciates Commissioners' support and confidence in her as the Executive Director, as WSAC moves through these changes.

Commissioner Glatzer asked Commissioner Kohl-Welles how Commissioners can best participate in Arts Day to increase their impact. Chair Johnson requested this question be held until the advocacy portion of the meeting.

Commissioner Kessler commented on the positive press WSAC is receiving about the public art installation in Connell, and asked to be notified if there are any negative comments. Tucker said press comments are being tracked and there has been no negative press yet. Gerth said the article was picked up by five other papers; it was well received, and includes eloquent comments in support of public art.

Commissioner Rosita Romero asked how best to send a personal note to staff affected by recent changes. Tucker said to send correspondence marked personal to the WSAC office and it will be forwarded to former staff; however, WSAC cannot give out personal contact information.

Commissioner Elizabeth Conner asked what conversations were generated by the recent APLI facilitated event. Tucker said MeaningMatters develops collaborative skills in the arts field through a focus group and workshop method. The focus group included an overview and discussion of arts participation, how it is understood and tracked, and current trends. The workshop presented a variety of tools, focused on technology. This is a challenging time for arts organizations, but arts leaders are interested in thinking about and learning how to conduct business in new and different ways.

Commissioner Fraire said he has been reviewing Poet Laureate applications, which represent a very impressive, diverse group, and he is looking forward to the selection committee panel.

BUDGET REPORT

Tucker reviewed two budget reports: the Final FY 2009 report and the First Quarter FY 2010 report. Both reports are for information only; no action is required by the Commission.

APPROVE CONSENT AGENDA

Chair Johnson asked Commissioners to approve the Consent Agenda comprised of the Minutes of August 4-5, 2009 Meeting (*packet pp. 11-25*). She asked for comments or corrections from Commissioners or the public; none were forthcoming.

A MOTION to approve the Consent Agenda was made by Commissioner Noël Moxley and seconded by Commissioner Robert Glatzer. It was approved unanimously by voice vote with no additions or corrections to the minutes of the August 4-5, 2009 meeting.

ARTS IN EDUCATION

Lisa Jaret, WSAC Arts in Education Program Manager, (*packet pp. 27-28*), said Arts Education Research Initiative findings show the status of arts education in K-12 schools in Washington. Data was collected through surveys and site visits with responses from all across the state, in all nine Educational Service Districts (ESDs), and from schools representing 25 percent of the student population. The report will be published in January 2010 in three forms: the full research report will be on WSAC's website, and a 28-page booklet and a smaller pamphlet will be printed in hard copy. The full report has quantitative and qualitative findings, is approximately 80 pages long, and includes charts and graphs. Jaret reviewed key findings.

Commissioner Beth Takekawa asked whether literary arts were considered part of the core curriculum. Jaret said the Office of Superintendent of Public Instruction (OSPI) tracks only dance, music, theatre, and visual arts, and does not formally track literary arts as a separate discipline.

Jaret explained that AERI findings will be shared across the state, possibly through community conversations, in partnership with ArtsEd Washington. This would encourage local conversations about arts education issues. Jaret asked Commissioners to send her an email if they want to be involved in this process.

Commissioner Kate Jones asked whether community conversations would begin with baseline information from research in each community, and how this would tie in with already existing community programs. Jaret said the conversation would start with an overview of state research and would engage participants in discussions of local programs and experiences, as well as exploring ideas or possibilities for arts education as stimulated by the research findings. Commissioner Jones said this is a great and exciting way to involve communities in arts education in a more committed way.

Commissioner Moxley requested information to present to her community leaders. Commissioner Romero said that even though Seattle area arts education is well covered, she feels the Latino community in her area does not have much chance to be involved in these types of conversations. Commissioner Glatzer asked to discuss with Jaret what can be done to further arts education in Spokane and the surrounding rural areas.

Chair Johnson said this is great information to support arts education efforts as part of the core curriculum in our state, and Commissioners clearly have a role to play to move this information "off the

shelf” and into Washington communities. She thanked Jaret, and ArtsEd Washington for their work as a cooperative partner.

ART IN PUBLIC PLACES

Alice Taylor, Art in Public Places Program Manager, (*packet pp. 29-32*) said the best public art advocate is either an expert in the field or someone deeply impacted by personal experience. With a few exceptions, most Commissioners will rely on personal experiences and stories to strengthen their advocacy efforts. Taylor invited Commissioners to experience the public art process as part of an art selection committee. Commissioners need to live in the area where the public art will be located in order to participate in this process. She reviewed the three types of art selection committees.

1. Site-responsive commission - six meetings
2. Re-siting artwork - two meetings
3. Curated existing works - two to three meetings

Taylor provided an overview of the process to install an artwork by Etsuko Ichikawa, entitled *Aurora*, at Covington Middle School in the Evergreen School District in 2007. The selection committee had conversations about what they valued and what they wanted art to do for their community. The committee identified the primary and secondary audiences for the artwork, and possible site locations. Emphasis was placed on school students, and their pride and involvement in education. The artist visited the school and studied the traffic patterns of students on the school campus, then developed artwork based on the committees’ desire to encourage students to reach for the stars. The artist proposed to create the aurora borealis using brightly painted aluminum mesh moving through the school lobby, and the committee accepted her proposal. A five-minute news video about the installation included interviews of middle school children and their interaction with the art. Taylor asked Commissioners to send her an email if they are interested in committee opportunities in their areas.

Taylor then invited Commissioners to experience one or more pieces of the state art collection. WSAC Art in Public Places staff will send an email to each Commissioner with images of artwork in their local areas, including a statement by each artist. Taylor and Mike Sweney, AIPP Project Manager, will manage this process and answer any questions Commissioners have; with advance notice of a Commissioner visit, they can check whether the artist is available.

Taylor recommended Commissioners visit the artwork with someone else, because stimulating conversation is a large part of the public art experience. Viewing the artwork, spending time in personal reflection, and discussing it with others who are experiencing the artwork, is a process through which you develop your own story to share. It is not necessary to be an expert to recognize how the art affects you and your community. Taylor outlined tips for Commissioners to develop their own ability to appreciate public art.

- Space: In public art, the artist designs art in response to either the physical location or function. Does the artwork enliven the space and is the size appropriate?
- Personal Interpretation: Does the work say something to your head or your heart? Do you and the person with you experience the art in the same or a different way?
- Materials and Fabrication: Consider the media and the approach used, whether the art is well fabricated and the style well represented.

Taylor asked for comments or questions. Commissioner Moxley asked to be informed of committee meetings held in Sunnyside. Commissioner Moxley is working with her community regarding public art issues and is interested in learning more. Taylor said many of AIPP's tools for committee work are available as resources on the WSAC website.

Commissioner Cindy Finnie said she participated on the Fort Worden art selection committee and found the process to be a great learning experience. She said it takes time to develop a comfort level, an eye for the art, and the other skills Taylor mentioned. The more exposure Commissioners have, the more comfortable they will be with public art.

Chair Johnson said she has learned a great deal by serving on public art panels. The experiences taught her about the public art process and the significance of the Public Artist Roster. While the time commitment can be substantial, WSAC staff leadership and the roster help to make the process more streamlined. She encouraged Commissioners to increase their experience of public art as a way to add to their advocacy stories.

ART JOBS SUPPORT PROGRAM

Tucker said the NEA provided funding for Art Jobs Support grants for the specific purpose of saving jobs in the arts. Contracts began October 1, 2009 for this one-time funding. WSAC has begun to receive monthly reports from these grantees and WSAC is required to provide a quarterly federal report, in addition to state reporting requirements that are being developed. Tucker asked for Commission approval of two adjustments to original panel recommendations (*packet pp. 33-35*). One change is an error in the original funding amount. The other change is to approve the prioritized list of organizations to receive grants as funds allow.

A MOTION to approve the staff recommendation was made by Commissioner Robert Glatzer and seconded by Commissioner Elizabeth Conner. Chair Johnson asked for any conflicts of interest and Commissioners Mandeberg, Moxley, and Jones recused themselves. Chair Johnson called for public comments. Commissioner Romero asked for Commissioners to be informed as the funding list changes due to these pending decisions and Tucker confirmed they would be informed. Chair Johnson called for a voice vote. The motion passed with no opposition or abstentions and three recusals.

GOVERNOR'S ARTS AND HERITAGE AWARDS

Mark Gerth, WSAC Communications Manager, (*packet pp. 36-38*) said the Governor's Arts and Heritage Awards ceremony will be held in late March/early April 2010 in Olympia, after the legislative session, so WSAC has extended the nomination period to January 30, 2010. Commissioners are strongly encouraged to nominate artists and arts organizations for recognition of their good work, who have not yet received this honor. Gerth will send Commissioners a list of current nominees; previous recipients are listed on the website. Commissioner Conner said she is involved in the nomination process and finds it really inspiring to think about what people have contributed to Washington State.

ADVOCACY: 2010 LEGISLATIVE SESSION AND BEYOND

Commissioner Noël Moxley said this morning's Yakima newspaper featured a story about a marimba artist from Mexico who came to Yakima as part of their sister city connection, to perform at schools and other venues. Commissioner Moxley said there are bright spots in the arts picture throughout the state. Commissioner Moxley asked Commissioners to remember a few things about advocacy (*packet pp. 39-43*)

and referred to packet page 39 for definitions of advocacy for Commissioners to remember, along with the “do’s and don’ts.”

Commissioner Kessler said there is concern that arts funding will receive more cuts in this next legislative session; Washington is facing another \$2 billion in cuts not even six months into this new biennium. She said it would be unwise to request an increase in arts funding. Chair Johnson said strategies and messaging for the 2010 legislative session have not been fully developed. Chair Johnson acknowledged the wisdom of Commissioner Kessler’s advice for shaping the 2010 legislative agenda, which will be shared with Commissioners at a later date. Commissioner Moxley asked Commissioners to return their completed advocacy questionnaires to the WSAC office by November 9.

Tucker reviewed arts issues for the 2010 legislative session.

- WSAC Budget – Tucker agrees it is unrealistic and inappropriate to ask for an increase right now; the situation will be monitored, hoping for little or no additional cut to the WSAC budget.
- Public Art – bills introduced last session are still viable in 2010; will monitor and act if needed.
- Boards and Commissions bills – WSAC expects some bills introduced or reintroduced relating to reducing boards and commissions. NEA funding requires WSAC to have a board or commission.
- 4 Culture/Arts & Heritage Funding/King County Lodging Tax – these bills are still alive and will be monitored.
- Cultural Access Funds – introduced in the 2009 legislative session; bills will be monitored.

Commissioner Kessler emphasized that all bills introduced in the 2009 legislative session are viable; they return to their house of origin, and possibly back to the original committees. The future success of these bills depends on how aggressive the legislators who proposed the bills plan to be during this session.

Commissioner Glatzer asked Commissioner Kessler how Commissioners can best make use of Arts Day 2010. Commissioner Kessler said she and Tucker have discussed the approach for 2010. The budget revenue situation is very serious. The 2009-2011 state budget included \$4 billion in one-time federal funds that Washington will not receive again; those funds have been spent. Commissioner Kessler is not sure how visible WSAC should be next year. Hopefully, the amount of Commissioner time spent with legislators in the past, and their presentation of WSAC achievements, will provide a positive impact on next year’s proceedings. She suggested Commissioners focus on local contributions and conversations, and avoid asking for money. The story should be that arts jobs are real jobs and artists have families too. The cuts made to WSAC look pretty substantial; WSAC can explain how federal dollars have been used to keep the arts from being victims of this economic situation. She suggested Commissioners show where WSAC is tightening its belt, such as switching to Commission meetings by phone to save funds.

Commissioner Romero said she agrees that asking for money would be a tough approach right now. It is important to tell legislators how we identify with their challenges, and continue the conversation of how important the arts are to Washington State. We need to say that in difficult times, the arts are appreciated; and be prepared to show what we have done for the arts.

Chair Johnson said there will continue to be an advocacy role for Commissioners, although it may be strained in 2010. The Advocacy Committee will get together to engage in further discussion, and information from the questionnaire is very important for this process. She thanked Commissioner Romero for her comment about how important our stories are at this juncture. Commissioner

Mandeberg underscored Commissioner Kessler's message that when Commissioners speak to legislators in January, we need to have our eyes on the 2011 session and think long-term in regard to advocacy more than we ever have before.

Tucker asked Mary Langholz, Executive Director, Washington State Arts Alliance (WSAA), to discuss Arts Day. Langholz said strategic planning is underway, and it is very important for WSAC Commissioners to be effective and involved in advocacy, especially on Arts Day. Commissioner participation shows legislators how active Commissioners are; it impresses legislators when a large number of Commissioners stand up in chambers on Arts Day to show their participation and support. Langholz offered suggestions for Arts Day meetings:

- Outline the issues on paper to hand to legislators with a request for their review.
- Acknowledge this is a tough legislative session; ask how WSAC Commissioners, who are cultural and opinion leaders in their districts, can best help legislators with the issues they are handling.
- Discuss the infrastructure of arts organizations and artists, and the value they bring to communities.
- Explain the role of arts and cultural organizations to stabilize a community, as do police and public safety organizations.
- Explain how art helps improve student test scores and lower the dropout rate.
- Talk about how art is one of the values shared by citizens of Washington.

Chair Johnson said several strong themes were shared during this meeting, such as the value of art to our society, and that art jobs are real jobs. The ideas presented by Langholz outline an approach to share these thoughts and use Arts Day as an opportunity to continue to shape the discussion of art in Washington State in a proactive way for years to come. Langholz said this might be the year to share with legislators what specific activities are occurring in their districts, placing less emphasis on particular issues in the community and more on how the presence of art positively impacts the districts in which legislators reside and work to support.

Commissioner Glatzer commented that people who visit or relocate to Washington State are drawn by recreational and artist opportunities to enhance how they spend their free time. The arts become part of the draw or force behind whether a community does or does not grow.

Langholz said the strength of Commissioner visits on Arts Day lies in the stories and messages shared with legislators about the impact of the arts on the citizens of Washington. She asked Commissioners to consider letting professional lobbyists handle other details of the process. Chair Johnson explained that the Commission will meet on February 1, 2010, the day before Arts Day, to develop WSAC's message and plans for the participation of Commissioners in Arts Day events.

ANNOUNCEMENTS

Chair Johnson thanked Commissioners for their adventurous nature in trying this new way of meeting by phone/internet; she felt it worked very well. She reminded Commissioners to email Gerth with GAHA nominations. She said the work accomplished by the Commission in the last several months shows that WSAC is on the right path regarding advocacy.

The meeting was adjourned at 11:30 am.

WASHINGTON STATE ARTS COMMISSION

NOVEMBER 5, 2009 | PHONE/INTERNET MEETING



WASHINGTON STATE
ARTS COMMISSION

MEETING AGENDA - WASHINGTON STATE ARTS COMMISSION THURSDAY, NOVEMBER 5, 2009 – PHONE/INTERNET

Note: Public comment for each section will be taken prior to action by Commissioners. Schedule and timeline may vary from that listed.

- 9:30 am Call to Order – Leann Johnson, Chair
- Roll Call
 - Webinar instructions – Mark Gerth, Communications Manager
- Approve Agenda
- Chair's Report – Leann Johnson – p. 1
- 2010 WSAC Meeting Schedule and Locations – p. 2
- Director's Report – Kris Tucker – p. 3-5
- Budget Reports: FY 2009 Final and FY 2010 First Quarter – p. 6-9
- 10:00 am Approve Consent Agenda: Minutes of August 2009 WSAC Meeting – p. 11-25
- 10:05 am Arts in Education – p. 27-28
- 10:20 am Art in Public Places – p. 29-32
- 10:35 am Art Jobs Support Program
- Approve Panel Recommendations (Revised) – p. 33-35
- 10:50 am Governor's Arts and Heritage Awards – p. 36-38
- 11:00 am Advocacy: 2010 Legislative Session and Beyond – p. 39-43
- WSAC Advocacy Roles and Responsibilities
 - Arts Day 2010 – Tuesday, February 2
 - WSAC Commission Meeting – Monday, February 1
- 11:30 am ADJOURN

CHAIR'S REPORT WHAT MATTERS MOST

As I reflect upon recent events impacting the Washington State Arts Commission, it seems important to discuss what it is that matters most in our work. What matters most are *the arts*. After all, we are the Washington State Arts Commission and "*We envision a Washington where the arts are thriving and celebrated throughout the state – woven into the fabric of vital and vibrant communities*" (WSAC Vision).

That said we must then pose the question of, "What matters most in the work that we are charged to do as Commissioners, as it relates to the arts? What is it that constitutes our *content*?"

Our content is vision. Our content is policy. Our content is strategy. Relating to that content, our role is oversight, advocacy and leadership.

As we approach this upcoming year and this pending legislative session, we must anticipate not only this session, but those to come; and determine how is it that the Washington State Arts Commission and we as Commissioners can be of the greatest service to the state of Washington and its communities of people.

This was the focus of the Interim Committee's recent meeting, and has resulted in a reshaped agenda for our November 5 Commission Meeting. This will be our first meeting conducted by phone and internet. Staff will be briefing the Commission on some key program areas, and we will be preparing for the upcoming legislative session and related advocacy roles.

Be sure to review the instructions for participating in this webinar meeting.



Leann Johnson
October 2009

WASHINGTON STATE ARTS COMMISSION

PROPOSED 2010 Meeting Schedule and Locations

DATES	TIMES (ANTICIPATED)	LOCATION
<p>Monday, February 1</p> <p>(Note: Arts Day is Tuesday, February 2)</p>	9 am to 4 pm	<p>Olympia</p> <p>Coach House at the State Capitol Museum</p> <p>211-21st Avenue SW</p> <p>Olympia, WA 98501</p>
<p>March</p> <p><i>date to be determined</i></p>	9:30 to 11:30 am	Conference Call
Wednesday, May 12	9 am to 4 pm	Seattle
<p>Wednesday, August 4 and Thursday, August 5</p>	<p>Wednesday: Noon to 5 pm</p> <p>Thursday: 8:30 am to 12:30 pm</p>	<p>Maryhill Museum,</p> <p>Goldendale</p>
<p>Thursday,</p> <p>November 4</p>	9:30 to 11:30 am	Conference Call

DIRECTOR'S REPORT

The Washington State Arts Commission cultivates a thriving environment for creative expression and appreciation of the arts for the benefit of all.

NATIONAL ENDOWMENT FOR THE ARTS

Once every three years, WSAC is required by the National Endowment for the Arts (NEA) to submit an application for the State Partnership Agreement; this is the basis for our NEA grant. Our application was submitted this month and will be reviewed by an NEA panel in early 2010. This year, we posted our entire application packet on our website (www.arts.wa.gov).

Congress is now negotiating the NEA budget for fiscal year 2010. The US House has approved a proposal to fund the NEA at \$170 million; the Senate has approved a proposed \$161 million (the level sought in President Obama's proposed budget). Currently, the NEA budget is \$155 million.

NEA Chairman Rocco Landesman was confirmed by the Senate in August. He recently announced a national "Art Works" tour that includes a visit to Washington state.

UPDATING WASHINGTON ADMINISTRATIVE CODE FOR WSAC

Technical changes to WSAC's WACs should be finalized soon; these include minor corrections and updates (addresses, typos, etc). We are now working with our Assistant Attorney General on policy changes, and have asked her to begin by researching WSAC's appeals procedure, including review of similar procedures used by other state agencies. This and other changes will come before the Commission in 2010; the process includes an opportunity for public comment.

CREATIVE VITALITY INDEX

"Arts, culture and creativity as strategies for economic development and community vitality" will be the topic of a session I am facilitating at the state's 2009 Workforce and Economic Development Conference, October 27-29, in Spokane. The session will provide information and advice for communities seeking to use arts and culture to recruit workers, improve downtowns, enhance the business environment and provide jobs; I also will be sharing the Creative Vitality Index as a tool for tracking how the arts contribute to the creative economy. Also participating in this session are WSAC Commissioner Lanie McMullin, and Brenda Nienhouse, Executive Director of the Spokane Symphony and Fox Theater Spokane.

POET LAUREATE

We received 11 applications by the October 23 deadline. These will be reviewed by the Selection Committee. Their recommendation will be forwarded to the Commission by email, and approved via conference call or an email ballot.

GRANT APPEALS

The following appeals were received and denied:

- Giant Magnet, appealing the decision regarding their eligibility for Large Arts Institutions funding: the organization does not meet the minimum budget requirement. There is no appeal of eligibility determinations.
- University of Washington/UW World Series at Meany Hall, appealing the decision to deny funding in the Large Arts Institutions category.
- BRAVO! Vancouver, appealing the decision to deny funding in the Midsized Arts Organization category.
- Jomarie Carlson, appealing the decision to deny her application for the Roster of Teaching Artists.

In addition, Bellevue Arts Museum contacted us regarding their eligibility for Large Arts Institutions funding: the organization does not have the required years of service. There is no appeal of eligibility determinations.

ART IN PUBLIC PLACES: ARTWORK CONSERVATION

The State Art Collection includes two glass murals at Spokane Falls Community College, acquired in 1979, by artists Robert and Jill Hill. Due to a major remodeling project that commenced in July 2009 at the College, these artworks have lost their sites and their integrity. The interim committee was informed about this construction. In accordance with the WSAC Deaccession Policy, staff will establish a deaccession committee to prepare a recommendation for the February 2010 WSAC Commission Meeting.

ARTS PARTICIPATION LEADERSHIP INITIATIVE

We are now in the planning stage to create a *Regional Learning Framework*, funded by The Wallace Foundation, to increase participation in the arts, particularly participation of youth and young adults from the diverse populations of the changing demographics of the Puget Sound region. We also hope to build the capacity of arts organizations to expand access to the arts through new technology. During this planning process, we are seeking the input of a wide range of arts organizations, arts service organizations and funders.

We recently held four facilitated focus groups, with 38 persons, in Seattle and Tacoma to hear directly from arts organizations regarding efforts to increase arts participation. Through our consultant, MeaningMatters, we heard much information on the type of knowledge that would be valuable to organizations as well as the best ways to communicate that information/knowledge. These sessions were described as Reciprocal Forums/Focus Groups: an *Arts Participation Workshop* was presented for the first half of the meeting, followed by the Focus Group. An online survey will capture additional information to shape our efforts.

STAFFING UPDATE

In mid-October, we welcomed Laura Becker as our new Art in Public Places project manager (a three-quarter time position). The position has been vacant nearly a full year. Laura was previously Operations Director at the Youngstown Cultural Arts Center in Seattle, and had held other arts

management roles in Kirkland, Redmond and Seattle, as well as serving as Associate Curator of Programs and Outreach at the Bellevue Art Museum. She has an MA in Arts Education, with an emphasis on Museum Education, from the Rhode Island School of Design, and a BA in Art History from the University of Washington.

In late August, I announced other staffing changes. WSAC policies and procedures specify that the Executive Director, not the Commission, has responsibility for agency administration – including personnel and program management. I appreciate the support and sensitivity of Commissioners, staff and constituents as we move through these transitions. Here's the recap:

Effective October 1, three current positions were eliminated:

- Financial Analyst 2. *WSAC's financial services are now provided by a division of the Office of Financial Management.*
- Community Arts Development program manager. *WSAC is no longer providing professional development assistance program grants, or community arts development workshops and technical assistance.*
- Folk Arts program manager. *WSAC maintains a commitment to folk arts as part of a new half-time project manager position; see below.*

As a result, we said a fond farewell to two long-time WSAC staff:

- Mike Yonker has been a Financial Analyst for WSAC since 1992. His steadfast work ethic and attention to detail have ensured timely payments, accurate records, and clean audits. We are deeply grateful for Mike's good nature and attention to detail.
- Bitsy Bidwell served as manager of the Community Arts Development Program since 1987. She also served as the Accessibility Coordinator, as well as nonprofit management workshop maven and de facto advice columnist for arts organizations throughout the state. As a repository of arts management how-to, institutional memory, candid advice, and good cheer, Bitsy strengthened countless arts organizations and left a legacy beyond measure. We are deeply grateful for her service, expertise, friendship and boundless energy.

Willie Smyth (WSAC Folk Arts Program Manager since 1991) assumed a part-time Community Projects Manager position, effective October 1, 2009, with responsibilities including a scaled-back folk arts role, plus responsibilities for other WSAC programs and projects.

A new position has been established as Community Services Manager, a supervisory role that includes launching a new project to serve local communities through targeted investments and new technologies. We hope to have this position filled in December 2009.



Kris Tucker, Executive Director
October 2009

FY 2009 BUDGET REPORT - 4th Quarter (FINAL)

For the period July 1, 2008 - June 30, 2009

REVENUES	Budget *	Expended	% Expended
State - General Fund	2,434,000	2,432,510	100%
State - Poet Laureate Account	13,500	13,909	103%
State - Parking Account	5,400	5,400	100%
State - Savings Incentive Account	11,900	0	0%
State - Capital Budget (Projected)	2,043,646	2,048,142	100%
Federal - NEA Grants	809,500	694,572	86%
Private - Wallace Foundation	100,000	43,883	44%
Private - Allen Foundation	17,000	5,326	31%
TOTAL REVENUES	5,434,946	5,243,743	96%
EXPENDITURES	Revised	Expended	% Expended
Agency Administration	566,181	556,874	98%
<i>As percentage of total revenues</i>	<i>10%</i>	<i>11%</i>	
PROGRAM GRANTS & SERVICES:			
Commissioner Services	24,825	25,209	102%
Program Services	1,132,145	956,596	84%
Artwork Conservation (Capital)	50,000	53,352	107%
State Art Collection (Capital)	1,570,000	1,723,929	110%
American Masterpieces Projects	22,500	12,183	54%
Arts In Education Consortia & First Step	631,130	627,432	99%
Arts In Education Cooperative Partnership	7,500	7,500	100%
Arts in Education Professional Development	5,000	3,970	79%
Poetry Out Loud	20,000	20,000	100%
Institutional Support	466,114	466,115	100%
Organizational Support	358,350	356,600	100%
Project Support	137,817	135,837	99%
Grants to Organizations Cooperative Partnerships	175,200	175,200	100%
Professional Development Assistance	9,000	9,129	101%
Folk Arts Apprenticeships	33,000	33,000	100%
Folk Arts Fellowships	10,000	10,000	100%
Folk Arts Infrastructure	30,000	30,000	100%
Community Projects	25,060	24,723	99%
Strategic Planning Process	0	0	0%
Arts Participation Initiative	57,000	2,000	4%
Misc Contracts & Awards	0	0	0%
Accessibility	1,500	185	12%
Poet Laureate	13,500	13,909	103%
Grant Appeals	0	0	0%
TOTAL PROGRAM GRANTS & SERVICES	4,779,641	4,686,869	98%
TOTAL EXPENDITURES	5,345,822	5,243,743	98%
ENDING BALANCE (Revenue - Expenditures)	89,124	0	
FULL TIME EQUIVALENTS (Staff)	17.6	16.1	

* As reported at the August 4-5, 2009 Commission meeting.

FY 2009 BUDGET REPORT – FOURTH QUARTER (FINAL)

OVERVIEW

This Fourth Quarter Budget Report shows the agency's final year-end budget, expenditures, and staffing level (shown as Full Time Equivalents, or FTE) for the period July 1, 2008 through June 30, 2009. Shaded figures on the report are discussed below.

DETAILS

REVENUES

- Savings Incentive Account – WSAC determined general fund dollars could be used to make purchases of artwork conservation equipment, technology and audio visual equipment upgrades, and renewal or upgrades to agency and network software.
- Capital Budget – Adjusted to reflect the final artwork acquisition, program administration, and conservation costs.
- Federal National Endowment for the Arts (NEA) Grants – Unspent balance is carried forward in FY 2010 to complete American Masterpieces promotions, Arts Participation Initiative, arts education research, and an early learning project.
- Private - Wallace and Allen Foundations – Unspent balances of \$56,117 in Wallace funds and \$11,674 in Allen funds are carried forward, and will be expended in FY 2010.

EXPENDITURES

- Program Services – The unspent balance includes the carry forward amounts in FY 2010 for NEA and privately funded initiatives and projects.
- Artwork Conservation – Funded by the capital budget, conservation activities are capped at \$100,000 of capital expenditures per biennium. While slightly over budget for FY 2009, the program was under its spending cap for the 2007-2009 biennium.
- State Art Collection – Artwork acquisitions are adjusted to the year-end actual.
- Staffing level ran well below budgeted authority of 17.6 FTE due to the hiring freeze in effect for most of FY 2009.

Submitted by:

Lou MacMillan, Deputy Director

October 27, 2009

FY 2010 BUDGET REPORT - FIRST QUARTER

For the period of July 1, 2009 - September 30, 2009

FUNDING SOURCES	General Fund - State		Capital Funds - State		NEA - Federal		Private Funds		All Funds		
	Budget	Expended	Budget	Expended	Budget	Expended	Budget	Expended	Budget	Expended	% Expended
	1,878,000	286,033	2,141,014	385,294	1,140,500	57,148	554,000	27,171	5,713,514	755,646	13%
EXPENDITURES											
Art in Public Places											
Artwork Acquisitions	n/a	n/a	1,774,000	286,614	n/a	n/a	n/a	n/a	1,774,000	286,614	16%
Artwork Conservation	4,000	0	50,000	19,229	n/a	n/a	n/a	n/a	54,000	19,229	36%
Staffing	74,524	19,117	272,814	74,434	n/a	n/a	n/a	n/a	347,338	93,551	27%
Program Expenses	12,000	4,347	44,200	5,017	n/a	n/a	n/a	n/a	56,200	9,364	17%
Sub-Total	90,524	23,464	2,141,014	385,294	n/a	n/a	n/a	n/a	2,231,538	408,758	18%
Community Services											
Arts Education Grants	444,600	4,118	n/a	n/a	87,000	0	n/a	n/a	531,600	4,118	1%
Operating Support Grants	277,700	0	n/a	n/a	360,000	0	n/a	n/a	637,700	0	0%
Project Support Grants	19,000	4,000	n/a	n/a	110,000	13,600	n/a	n/a	129,000	17,600	14%
Art Jobs Support Grants	n/a	n/a	n/a	n/a	285,000	0	n/a	n/a	285,000	0	0%
Poetry Initiatives	16,000	1,787	n/a	n/a	20,000	548	n/a	n/a	36,000	2,335	6%
Arts Leadership Initiative	n/a	n/a	n/a	n/a	n/a	n/a	386,747	8,702	386,747	8,702	2%
Local Investments	1,500	0	n/a	n/a	150,500	0	n/a	n/a	152,000	0	0%
Folk Arts	10,000	0	n/a	n/a	45,000	23,000	n/a	n/a	55,000	23,000	42%
Regional & National Alliances	26,448	26,098	n/a	n/a	n/a	n/a	n/a	n/a	26,448	26,098	99%
Technology Tools	16,200	0	n/a	n/a	20,000	0	n/a	n/a	36,200	0	0%
Staffing	313,153	60,635	n/a	n/a	18,000	18,000	61,462	15,320	392,615	93,955	24%
Program Expenses	50,300	5,635	n/a	n/a	25,000	2,000	35,068	3,149	110,368	10,784	10%
Sub-Total	1,174,901	102,273	n/a	n/a	1,120,500	57,148	483,277	27,171	2,778,678	186,592	7%
Operations											
Public Relations/Promotions	23,400	0	n/a	n/a	20,000	0	n/a	n/a	43,400	0	0%
Commission Support	12,000	4,415	n/a	n/a	n/a	n/a	n/a	n/a	12,000	4,415	37%
Staffing	391,099	109,521	n/a	n/a	n/a	n/a	n/a	n/a	391,099	109,521	28%
Administrative Expenses	186,076	46,360	n/a	n/a	n/a	n/a	70,723	0	256,799	46,360	18%
Sub-Total	612,575	160,296	n/a	n/a	20,000	0	70,723	0	703,298	160,296	23%
TOTAL EXPENDITURES	1,878,000	286,033	2,141,014	385,294	1,140,500	57,148	554,000	27,171	5,713,514	755,646	13%
BALANCE (Funding Less Expenditures)	0		0		0		0		0		
STAFFING (Full Time Equivalents)	9.9	2.6	4.0	1.1	0.0	0.0	1.0	0.3	14.9	4.0	27%

FY 2010 BUDGET REPORT – FIRST QUARTER

OVERVIEW

This Budget Report for the First Quarter of FY 2010 shows annual budget and agency expenditures to date by funding source in three categories: Art in Public Places, Community Services, and Agency Operations. Expenditures and staffing level (as Full Time Equivalents, or FTE) are for the fiscal quarter from July 1 through September 30, 2009. The shaded items on the report are discussed below.

DETAILS

FUNDING SOURCES

Funding sources from the 2009-11 biennium budget report presented to the Commission on August 4, 2009 were adjusted as follows:

- General Fund – State includes small amounts from non-appropriated funds, primarily the Poet Laureate account. This report shows a reduction of \$8,400 from two non-appropriated funds consistent with FY 2009 closing balances.
- Capital – State was reduced to reflect recent changes in staffing level, program expenses and a revised artwork acquisition estimate.
- Federal – NEA was reduced to current budget authority for ARRA funds. WSAC under spent the administrative portion of these funds in FY 2009, and has submitted a supplemental budget request to increase budget authority by \$20,000 to allow full utilization of funds from this federal stimulus grant in the 2009-2011 biennium.

EXPENDITURES

- Artwork Conservation spending is higher for this quarter than in past years as a result of the half-time Conservation Technician position; the budget will be fully spent in FY 2010.
- Arts Education and Operating Support grants will see increased spending in the Second Quarter, especially for Large and Midsize Arts Organizations; contracts are signed and expenditures are proceeding accordingly.
- Art Jobs Support contracts are signed and expenditures will begin in November.
- Regional & National Alliances reflects \$26,098 spent for the agency's FY 2010 WESTAF membership.

Overall spending (13% of budget) will pick up with Second Quarter grant disbursements.

Submitted by:

Lou MacMillan, Deputy Director

October 27, 2009

WASHINGTON STATE ARTS COMMISSION
AUGUST 4-5, 2009 / ARTS COMMISSION MEETING - YAKIMA

COMMISSIONERS PRESENT

Leann Johnson, Chair
Cindy Hill Finnie, First Vice Chair
Steve Sneed, Second Vice Chair
Monte Bridges
David Brown
Kent Carlson
Elizabeth Conner
John Fraire
Robert Glatzer
Representative Larry Haler
Senator Jim Honeyford
Kate Jones
Representative Lynn Kessler
Senator Jeanne Kohl-Welles
Jean Mandeberg
Bill McKay
Lanie McMullin
Noël Moxley
Rosita Romero
Brom Wikstrom

COMMISSIONERS ABSENT

Maureen Greeley
Shauna Woods

STAFF PRESENT

Kris Tucker, Executive Director
Bitsy Bidwell
Lisa Jaret (also by phone)
Leslie Pope
Mike Sweney
Mayumi Tsutakawa

STAFF BY PHONE

Lou MacMillan

GUESTS

John Baule, Executive Director, Yakima Valley Museum
Manuel Cawaling, Youth Theatre Northwest, WSAA/F
Board
Kathy Coffey, Councilwoman, Yakima City Council,
District 4
Andrew Fife, Shunpike
Kelly Hart, Allied Arts of Whatcom County, WSAA
Board
Laura Hopkins, Seattle Art Museum, WSAA/F Board
Kathleen Langenheim, Spokane Public Radio, WSAA/F
Mary Langholz, Executive Director, WSAA/F
Una McAlinden, ArtsEd Washington, WSAA Board
Fidelma McGinn, Artist Trust, WSAA Board
Jessica Moskwa, Allied Arts of Yakima, WSAA member
Kim Thomas, staff, WSAA/F
TVW (Washington State Public Affairs TV Network)

**WSAA= Washington State Arts Alliance/Alliance Foundation*

CALL TO ORDER

Chair Johnson called the meeting to order at 12:35 pm on August 4, 2009.

Chair Johnson welcomed Commissioners to Yakima and led introductions around the room. Kathy Coffey, Councilwoman, Yakima City Council, welcomed Commissioners. As Councilwoman, she is developing an arts commission in Yakima, and said the city is committed to installing more public art. Jessica Moskwa, Executive Director, Allied Arts of Yakima Valley, said Allied Arts was established in 1962, and operates a variety of arts programs including Arts Van, a mobile arts education program that brings arts activities directly to children in a variety of settings. John Baule, Executive Director, Yakima Valley Museum, described the museum as an institution highlighting the richness of art and culture in the community since 1951.

APPROVE AGENDA

Chair Johnson requested two changes to the agenda due to logistical considerations:

1. Tuesday, August 4 - Move the Chair's and Director's reports to 1 pm, and proceed with research findings at 1:30 pm, beginning with Arts Education Research.
2. Wednesday, August 5 – Move the appeals hearing to after the business meeting adjourns.

Johnson explained that the Assistant Attorney General for WSAC clarified Commissioners are serving in an adjudicative capacity during an appeals hearing, which should take place after adjournment of the business meeting. The appeals hearing will include a staff report followed by discussion among Commissioners. After the hearing, Chair Johnson will email to Commissioners a proposed written decision, and request review and comment.

A MOTION to approve the agenda with changes proposed by the Chair was made by Commissioner Monte Bridges. It was seconded by Commissioner Robert Glatzer. It passed unanimously.

CHAIR'S REPORT

Chair Johnson focused on the Commission's role at this time (*packet p. 1*), and the significance of the recent strategic plan development. The Commission must continue to expand the advocacy and leadership roles. Chair Johnson commented on the Americans for the Arts Conference (AFTA) conference which she attended in June. She noted that the Vancouver School of Arts and Academics has a four-year curriculum that integrates art with academics so that the arts are part of the mainstream and define the school's norm. Chair Johnson encouraged Commissioners to continue to have deeper conversations about the role of arts throughout the state, to bring art into the mainstream in Washington.

DIRECTOR'S REPORT

Kris Tucker, WSAC Executive Director, said there are fewer WSAC staff present at this meeting because of budget reductions. She noted that Commission Meetings have been an important time for staff to interact with Commissioners and the communities visited, and to understand the work of the arts in the state as a whole.

The Director's Report (*packet pp. 3-6*) begins with a reminder of the strategic work completed over the last three years. There is pressure to do less because of fewer resources. "Repositioning" decisions made in May relate to tough decisions before the Commission tomorrow.

Arts Leadership Initiative, or "ALI," is the new name for The Wallace Excellence Program, a four-year initiative. The Wallace Foundation prefers funded initiatives adopt a new name to encourage the initiative to outlive the lifespan of the funding period. WSAC has contracted with MeaningMatters, LLC, to develop the learning framework and topics for this initiative. Through the Arts Leadership Initiative, WSAC is working with ArtsEd Washington to sponsor a free arts leadership symposium in Seattle on August 20 with Michael Kaiser, President of the Kennedy Center in Washington DC.

WSAC is updating its Washington Administrative Codes (WACs), in two phases:

1. Technical changes, such as updating the address and references to RCW codes: the information is out of date, yet not debatable, and will be updated according to the required process.
2. Policy changes include updating the conflict of interest rules, clarifying the appeals procedure, and rewriting rules to be less program-specific and more flexible. Policy changes to the WACs require a public meeting for comments.

Tucker encouraged Commissioners to initiate, submit and/or support nominations for the Governor's Arts and Heritage awards. She said the Interim Committee met July 7, 2009; notes from that meeting are included in the packet (*packet pp. 5-6*).

POET LAUREATE

Tucker explained that the State Poet Laureate selection process will proceed in partnership with Humanities Washington. A selection committee, to include one Commissioner, will convene to define the selection process and follow the process to completion. Options include:

- Opening the application process, and
 - Inviting the current poet laureate to apply for a second term, or
 - Not allowing the current poet laureate to apply for a second term.
- Selecting Sam Green for a second term without opening the application process.

FY 2009 BUDGET REPORT - FOURTH QUARTER (PRELIMINARY)

Tucker reviewed the report (*packet pp. 6B1-2*). She noted that the capital budget numbers were higher due to the pace of activity in that program. Program grants and services show actual and anticipated actual figures, with an anticipated ending balance of approximately \$89,000, most of which is National Endowment for the Arts (NEA) or private funds that will carry over into FY 2010.

RESEARCH FINDINGS

ARTS EDUCATION RESEARCH INITIATIVE (AERI)

Lisa Jaret, WSAC Arts in Education Program Manager, presented findings from the Arts Education Research Initiative (AERI) entitled, *Measuring the Status of Arts Education in Washington State Public Schools*. While the State has sound arts education policy, there is a gap between policy and practice.

Jaret said the AERI 2006 report, *Arts for Every Student*, is used by OSPI, ArtsEd Washington, Seattle Foundation, and legislators, and others. The 2009 update will use a similar approach as that in 2005; reports are scheduled for publication and distribution by early 2010.

Research areas of inquiry included curriculum, assessment, teaching capacity, collaboration, scheduling, and funding. Music is the art form most frequently taught in schools, followed by visual arts, theatre, and then dance in fourth place. Similar findings have been made across the nation. Music curriculum is also more aligned with state standards than is curriculum for other art forms, and is more likely to be adopted by the local school board. Jaret said professional development and staffing are critical issues during these times. The survey shows schools are striving to find time to schedule arts education.

Commissioners discussed research findings, including funding for arts education, teacher training, and WSAC's Roster of Teaching Artists.

Commissioner Bridges noted that research shows an increase in the use of the arts assessments. Subjects that are assessed are more likely to be taught. He said one of the unintended consequences of high-stakes testing across our nation is that there may be "blindness" to certain subject areas.

Commissioners discussed why music instruction is more available than other arts disciplines; Commissioner McKay said that principals may be able to form a choir at little expense in comparison to other arts programming.

Jaret concluded that the AERI demonstrates WSAC's commitment to arts education, and our partners share the benefit of this commitment. Jaret asked Commissioners to share this information with leaders and potential partners in their communities, figure out what ideas seem most relevant to them, educate local policy makers, and help to create a call to action. Jaret introduced Una McAlinden, Executive Director, ArtsEd Washington.

McAlinden said that the first priority for ArtsEd Washington was to develop relationships with state-wide entities, including the State Board of Education, Washington State School Directors Association, and the Washington Teacher's Union. ArtsEd's agenda is to make the arts part of the mainstream education conversation.

She said ArtsEd Washington has used the previous AERI extensively. ArtsEd Washington works with WSAC to convene groups of emerging leaders in local communities and train them to advance arts education. ArtsEd Washington also helps to frame policy, find the local policy makers, and build the arts education leadership of school principals.

Chair Johnson said the AERI provides a starting point for conversations with local leaders to develop partnerships, and can be used by each Commissioner to find available opportunities to integrate the arts into their communities.

Commissioner Glatzer asked if organizations can advance arts education without a great deal of money or shifting teaching assets to arts from other areas. Jaret said the research shows some such examples, such as arts education integration in K-6 schools.

HELICON COLLABORATIVE RESEARCH

Chair Johnson referred to the Helicon Collaborative report, *The Economic Recession's Impact on Cultural Organizations in Washington State (distributed via email)*, noting comparisons with other reports. She noted that priorities are changing and leadership is important.

Tucker said this research was commissioned to look at the impact of the recession across the state, and funded by WSAC's NEA and The Wallace Foundation funds. Tucker introduced Marcy Cady, Helicon Collaborative, project lead, to conduct this presentation via phone from California. Cady noted that Helicon was commissioned by WSAC to build on earlier research that involved a survey of 81 arts organizations in King and Pierce counties (by ArtsFund, December 2008) and interviews with 28 cultural organizations in the Puget Sound region (March 2009), funded by 4Culture, The Allen Foundation, Seattle Mayor's Office of Arts and Culture, and the Seattle Foundation.

Cady said WSAC commissioned Helicon to conduct interviews with 11 cultural organizations across Washington state, excluding King and Pierce counties. These organizations fell within a specific budget range, represented various disciplines and regions, and had paid staff. Simultaneously, an on-line survey was conducted using a revised protocol from that developed by ArtsFund. Synthesis and recommendations are based on this data. Cady compared WSAC's state-wide study with findings of the Puget Sound-specific report:

- The recession has progressed in the last six months; it has become more severe. Many participating organizations expect declines to continue over the next two years.
- Fewer organizations are in denial about the impacts of the recession. Most now acknowledge that future success will require different, adaptive thinking. It became apparent that cultural organizations believe adapting a different way of working and thinking will determine survival.
- Most WSAC respondents expect attendance to rise and participation to increase over the next two years. ArtsFund respondents expect attendance to drop. This may be the single most interesting result of this research, and it holds up to other research around the country.

Cady said it is unclear if more arts organizations are offering free programming due to the hard economics, or whether there is more demand as people look for things to do close to home. Another unknown is whether cultural organizations have stepped up their service to fulfill a need or new role for audiences. Cady noted that WSAC surveyed small organizations (less than five employees) through Washington state, most of whom were self-identified as arts agencies and/or non-profit organizations. The ArtsFund report surveyed mostly large organizations in and around the urban areas of Puget Sound.

Cady summarized the findings:

- The recession is exaggerating pre-existing strengths and weaknesses within organizations.
- Adaptability and leadership distinguish organizations who are navigating the recession successfully.
- The most pro-active organizations are reconsidering basic assumptions; how to align their mission with broader community goals and current constituent issues.
- Most organizations saw declines in income last year (2008) and expect further declines in the future; some are predicting a decline of more than 30 percent.

- Attendance is expected to stay steady or increase, though ticket income will not necessarily increase.
- Technology holds potential for saving costs and realizing efficiencies in marketing, research development, etc., using social networks and going paper-free. What was missing was how to use technology to deliver services to constituents.
- Boards, key volunteers, and core constituents are stepping up to support their organizations in new ways.
- Collaborations and networks are desirable, but putting them together takes precious time and resources, which are in short supply at this time.
- Efforts to convene networks received mixed reviews because the process is time-consuming and organizations feel they need to spend most of their time meeting their own needs.
- Organizations expect to make difficult programming and staff cuts over the next two years. The first cuts of the recession were focused on administrative and service areas.

Cady reviewed other findings regarding revenue, expenses, participation, programming, and board engagement. Suggestions for funders include:

- Modify grant making policies and guidelines to respond to organizations' current needs.
- Link Washington State cultural organizations to national programs and models, such as WSAC with The Wallace Foundation and the ALI program.
- Join boards of directors, and provide firsthand financial and organizational expertise that cultural organizations need at this time.
- Increase advocacy for arts in Washington State, and provide guidance on how to access and use recovery funds.

Cady explained that approximately 80 percent of survey respondents think this is a time of opportunity to rethink and adjust what they do, how they do it, and how their artistic product is delivered to their audience. However, almost half of the respondents think this economic situation is a storm that needs to be weathered, until things return to normal. Even those who realize that they need to re-think their business are not clear what "doing things differently" really means or what effective planning for post-recovery entails.

Commissioner Jones commended Cady and the survey process. She said she is continually assessing the changing climate. Cady noted related research is happening across the country. Commissioner Elizabeth Conner said WSAC might consider providing opportunities for reflection, strategic thinking, and collaborative effort. Cady noted that this research tracks impressions and is not a financial analysis. People see external environmental issues from the last several years, including a change in how people consume products, the role of the internet, and changing demographics. They know this must impact cultural organizations and how they deliver art to people, but it is hard to make related changes. These trends are reflected in the contradictions of this report.

Commissioner Romero said the report captures what arts leaders have been experiencing, and reflects her experience.

Commissioner Kohl-Welles asked Cady for observations about attendance at films. Cady said interview questions did not target specific art categories and the data would have to be reexamined to

see if she could answer that specific question. In hard economic times, commercial film industry revenues typically rise, as people look for entertainment and films may be less costly to attend than other arts and cultural events. Arts organizations need to consider how to price arts events at a similar price point.

Tucker recognized ArtsFund for allowing WSAC to adapt their survey instrument for the Helicon report. There are many opportunities to connect all these reports, to create a richer conversation about the state of the arts in Washington. Dwight Gee, Executive Vice President, ArtsFund, said they are grateful for collaboration on the survey protocol, and for an opportunity to coordinate release of the data. ArtsFund is now reviewing data for their second survey, but initial findings correlate roughly with Helicon findings: declines of income of up to 30 percent for the current year; declines in attendance; related cuts in expenses and workforce. Roughly half plan to make changes in service by reducing the size and/or number of program offerings. Perceptions seem to be somewhat better than in December 2008. Gee predicts a smaller inventory of cultural organizations in the future.

Commissioner Conner asked about science groups participating in the survey; Gee provided a partial list. Commissioner Wikstrom asked about cuts to staffing, outreach, and programs. Gee said organizations are reducing the number and size of programs.

Commissioner Mandeberg referred to a recent survey of artists, and asked if larger organizations are doing more experimentation. Gee said organizations are collaborating on certain projects or ways of doing business, although they are not taking risks with new or inventive programming. Cady said organizations are presenting familiar favorites that more likely guarantee an audience.

Commissioner Kessler asked if either survey explored marketing the arts as escape or as part of a "stay-cation." Gee said most arts organizations plan to expend more funds on marketing next year, and some responses may indicate these trends. Cady agreed.

Chair Johnson introduced Fidelma McGinn, Executive Director of Artist Trust, to present *Artists and the Economy (Spring 2009)* (www.artisttrust.org). The survey indicates changes in external economic conditions and changes in personal economic conditions and outlook; these factors appear to be having an impact on the work and personal well-being of artists. Artists are selling fewer artworks, making fewer bookings, experiencing fewer opportunities to receive income revenue from their art making; 43 percent see decreased demand for their work, and 34 percent have less personal time to make their art because they are moving to other forms of income outside of their artwork to support themselves. Areas of change include increased use of technology; creating more saleable work and/or more functional art; mental health concerns; lack of access to health care; and pursuing non-arts jobs.

Respondents requested Artist Trust continue providing small grants. McGinn noted that Artist Trust is partnering with Washington Community Alliance for Self-Help (CASH) to develop small micro-loans for artisan based businesses. In addition, artists requested:

- Business training to develop small business entrepreneur skills; Artist Trust will continue its workshops on these topics.
- Access to low cost supplies and materials; Artist Trust will assume a broker with organizations to attempt to fulfill this request.

- Access to affordable space; Artist Trust continues to work with organizations such as ArtSpace and Mighty Tieton.
- Convening and networking to create a broader, more connected community for artists.

Helicon is conducting a national survey on the impact the economy is having on artists. McGinn said Artist Trust will conduct another state-wide survey next year to determine how things are evolving over time.

Commissioner Glatzer said filmmakers face different challenges from sculptors or painters. McGinn said the Artist Trust survey tracked media arts as the category for filmmakers. McGinn announced an all-day film event as a partnership between Artist Trust and Mighty Tieton on August 22-23, 2009.

ADVOCACY

Mary Langholz, Executive Director of Washington State Arts Alliance and Foundation (WSAA/F) said WSAA/F began over 33 years ago to lobby for the arts and to promote public policy at the local, state and regional level. Langholz participates in a national arts advocacy network, facilitated by Americans for the Arts, that meets by phone monthly. WSAA's Advocacy Committee strategizes with an arts lobbyist in Olympia to develop a legislative agenda, and works throughout the session to coordinate goals. Action Alerts are sent to WSAA members during the legislative session. Commissioners can join WSAA and receive these action alerts to stay informed. WSAA organizes trips to Olympia for hearings and testimony on arts related bills. WSAA also organizes:

- An annual Arts Day in Olympia.
- A Washington contingency to attend National Arts Advocacy Day in Washington DC.
- Arts advocacy meetings in King County and Spokane between September and June; meetings are beginning this fall in Pierce County.
- Educational programming for arts professionals, including the annual Washington Cultural Congress.
- Arts advocacy training sessions including a new National Endowment for the Arts (NEA) peer coaching leadership circle to develop new arts leaders.

Langholz invited Commissioners to become active members of WSAA and encouraged them to establish relationships with public officials on local, state, and national levels through meetings, invitations to arts events and festivals, and keeping them informed of arts related events.

Commissioner Carlson, WSAC Advocacy Committee Chair, discussed advocacy roles and praised last year's Commissioner participation in Arts Day. In the coming year, WSAC advocacy must recognize the impact of budget reductions. It will be important for Commissioners to emphasize how these difficult decisions were made based on strategic planning priorities, especially when constituents begin to talk with legislators about the impact of these cuts. The Advocacy Committee is working on messages to distribute to Commissioners, hopefully in the fall, that build on the Helicon and ArtsFund reports. Commissioners must show constituents that WSAC understands the challenges, and develop a message to explain to legislators how important the arts are to Washington.

Commissioner Carlson asked Commissioner McKay to share a presentation he made to the Tri-Cities Chamber of Commerce. Commissioner McKay said his presentation focused on thriving arts

communities and the current status of arts in their area, rather than approaching the organization for money. He included a shortened version of the Creative Vitality Index (CVI). Commissioner Carlson encouraged Commissioners to speak to organizations about arts-related issues. Staff may be available to assist in preparing such a presentation.

2009-2011 BIENNIUM BUDGET: RATIFY APPROVAL

Tucker said decisions on tomorrow's agenda reflect the reduced budget. Although the Interim Committee approved the 2009-2011 biennium budget on the Commissioner's behalf, ratification by the full Commission is required (*packet pp 9-14*).

Tucker reviewed graphics showing WSAC funding since the 2001-2003 biennium. She reviewed the 2009-2011 biennium budget as submitted, and noted that the budget report has been reformatted to reflect the newly defined three categories of Art in Public Places (public art), Community Services, and Operations. Administration funds were grouped within Operations; one staff position moved from Program Services to Operations. Commissioner Carlson said the graphics and reformatted budget information are good improvements.

Commissioner Kessler explained that the recent State budget update shows inadequate balances. Legislators are trying to avoid a special session and additional budget cuts. Commissioner Kohl-Welles noted the impact of the weather: the snow storm in the Puget Sound region in December 2008/January 2009 reduced attendance at cultural events during the holidays.

After general discussion, a MOTION to ratify the July 7, 2009 decision of the Interim Committee to approve the 2009-2011 biennium budget was made by Commissioner David Brown and seconded by Commissioner Lynn Kessler. It passed unanimously. There were no recusals and no abstentions.

ANNOUNCEMENTS

The meeting was adjourned at 4:47 pm for a tour of artisan businesses housed in buildings that previously served as fruit warehouses. Located in the town of Tieton, the project is called Mighty Tieton. Dinner at the home of Rob and Michelle Wyles will follow the tour, as arranged by Commissioner Noël Moxley and John Baule, Executive Director, Yakima Valley Museum.

CALL TO ORDER - AUGUST 6

Chair Johnson reconvened the meeting at 8:39 am on August 5, 2008. She introduced Mike Sweney, WSAC Art in Public Places Project Manager. She thanked Commissioner Moxley for arranging yesterday's tour and dinner.

NATIONAL ENDOWMENT FOR THE ARTS PARTNERSHIP

Tucker shared a presentation to explain the NEA Partnership grant. The NEA awards more than \$100 million per year in grants, investing in every state and congressional district, and estimates that each dollar awarded by grants generates \$7 total in the local community.

Tucker reviewed recent grants directly from the NEA to Washington communities, including \$1.2 million for Art Jobs Support. The NEA partners with state arts agencies to foster excellence through support of arts organizations and artists, provide arts education programs and services, and implement

national initiatives such as Poetry Out Loud. Forty percent of the NEA's grant budget goes directly to state and regional arts agencies. The NEA requires state arts agencies to have a commission or council to be eligible for this funding.

WSAC is required to submit an application to the NEA every three years and an update annually. The application focuses on the agency's strategic plan. WSAC must demonstrate fair decision-making, leadership in arts education, and have a record for reporting on our accomplishments according to our strategic plan and NEA standards. Funding is calculated on a formula that considers state population as well as the panel's review of the application submitted. A portion of the NEA grant is designated for arts education; another portion is for underserved communities. Each state defines the term "underserved" in a different way; WSAC defines underserved as rural, ethnic, low income, and people with disabilities.

WSAC can compete for folk arts infrastructure money, which WSAC has received for projects including our partnership with Washington State Parks and Recreation Commission and creating a series of heritage tours. The NEA also provides money for special initiatives, such as Poetry Out Loud, an annual poetry recitation contest for high school students. WSAC is a member of the National Assembly of State Arts Agencies. Tucker said WSAC is submitting a full application to the NEA this year, and is pleased to have a great strategic plan as the basis for this year's submittal.

Commissioner Brown said advocating for NEA funding is a high priority for Commissioners' advocacy work. Tucker said that US Congressman Norm Dicks serves as Chair of the US House Interior Appropriations Committee, has been an important champion for boosting the NEA's budget. His goal is to increase the NEA's budget to the level it reached in the mid-90s. His district includes Tacoma, Bremerton and Port Townsend. Commissioner Mandeberg asked about the status for a new NEA chairman. Tucker said Rocco Landesman has been nominating by President Obama and is awaiting Senate confirmation.

APPROVE CONSENT AGENDA

Chair Johnson asked Commissioners to approve Consent Agenda items, which include:

- Minutes of May 2009 Meeting (*packet pp. 15-30*).
- Grants to Organizations: Project Support Program-FY 2010-Round No. 1 (*packet pp. 31-35*).
- Arts in Education: Professional Development Support-FY 2010 (*packet p. 36*).

Commissioners McKay and Sneed recused themselves due to conflicts with the Project Support Program grants.

A MOTION to approve the Consent Agenda was made by Commissioner Robert Glatzer and seconded by Commissioner Noël Moxley. The motion was approved unanimously with two recusals. There were no additions or corrections to the minutes of the May, 2009 meeting.

PROGRAM ACTIONS: APPROVE PANEL RECOMMENDATIONS

Chair Johnson asked Commissioners to turn to the Program Action section of the packet.

Commissioner Mandeberg asked for a review of the panel process. Tucker explained there is a panel process for review of all grants: staff selects and convenes a panel, including one Commissioner, to

review applications. Panel members receive all application materials and grant guidelines to review in advance of the panel. Panelists are typically requested to complete a preliminary scoring prior to the panel meeting. Many applications require a work sample, which is viewed by the panel during the panel process. WSAC staff run the meeting, record panelists' comments and scores. Scoring is tallied to determine how many of the applications will be funded. Following the panel meeting, staff contact applicants regarding results. At the beginning of the panel meeting, WSAC's conflict of interest rules are explained.

The Project Support Program (PSP) panel is convened in a similar way, however the Executive Director approves PSP grants, and WSAC staff form the panel for reviewing applications. The Director's decision must be ratified at the next meeting of the Commission.

Commissioner Cindy Hill Finnie asked Tucker to describe the role of Commissioners in explaining grant funding decisions. Tucker said she hoped Commissioners have confidence in the process by which applications are developed and reviewed. WSAC does not have nearly enough money to fund all the applications received. Application forms and grant guidelines are available online. If Commissioners are asked to help constituents to apply for grants, Tucker suggested Commissioners defer that process to WSAC staff.

Commissioner Kessler asked if letters are mailed to applicants before Commissioners ratify the panel recommendations. Tucker said the panel recommendations are not final until they receive Commission ratification. Staff will contact applicants next week about today's grant decisions; staff will ask the Governor to announce the Art Jobs Support grants because they are stimulus funds that may receive greater attention.

ART JOBS SUPPORT GRANTS

Bitsy Bidwell, WSAC Community Arts Development Program Manager, presented recommendations to the Commission (*handout*). The American Recovery and Reinvestment Act (ARRA) provided these funds to the NEA to preserve and support existing arts jobs within Washington. Bidwell reviewed the panel recommendation.

Commissioner Brown participated in the panel process and commented that many of these organizations have only two or three staff members, only one of which might be full time. In these cases, the funding would literally keep the organization alive. That is true for all the arts organizations recommended for funding. Many are in rural and less well served areas, and may be facing other decisions regarding reductions to budgets and activities. Bidwell said preliminary review of the 98 applications shows that 18 organizations predict no change in their budgets, 41 predict budget reductions, and 39 predicted increases.

Commissioners Sneed, Finnie, Woods, Jones, Brown, Romero, Moxley, and Glatzer recused themselves as having conflicts of interest. Mayumi Tsutakawa, WSAC Grants to Organizations Program Manager, clarified that Commissioners are not voting on the grants that are listed as being directly funded by the NEA (*second packet page 36F*).

Commissioner Kohl-Welles asked for further explanation of the review process and criteria. Bidwell explained the matrix of criteria used by the panel to rate applications. Commissioner Romero asked what factors determined that two organizations were ineligible. Bidwell said one entity did not provide the required proof of non-profit status, as they are a government agency. The other did not provide required evidence that the application was to support and preserve an existing paid position.

Chair Johnson noted the value of coordination between various agencies to streamline the process for arts organizations, and make funding more accessible state-wide.

A MOTION to approve the panel recommendations for funding Art Jobs Support grants was made by Commissioner Jean Mandenberg and seconded by Commissioner Lanie McMullin. No other discussion ensued. The voice motion passed unanimously with eight recusals and no abstentions.

Commissioner Brown said these grants represent a significant percentage of the annual budget of some of these small organizations. He suggested staff encourage the funded organizations to leverage these funds as stamp of considerable approval for other local funding sources.

ARTS IN EDUCATION: ROSTER OF TEACHING ARTISTS

Tucker reviewed the panel recommendations (*packet pp. 37-38*). Jaret participated by phone.

Commissioner Moxley served on the panel and commented that the criteria for this roster has changed as teaching artists are teachers as well as artists.

Commissioner Mandenberg asked if there was discussion of professional development opportunities for artists and the need for training/mentoring. Commissioner Moxley said the panel had a brief discussion about how WSAC could provide professional development but did not reach any conclusions. Jaret said there are no current specific plans to provide this; although there is a clear need and a strong interest, resources are limited. WSAC has supported an effort by Seattle Repertory Theatre to develop a model for teaching artists, first in theater and eventually for all disciplines. That project is currently in the development stage.

Commissioners discussed the small number of applications and the potential for further outreach and assistance with the application process. The purpose of the roster was clarified, as stated in the panel recommendations as submitted.

A MOTION to approve the panel recommendations for the Roster of Teaching Artists was made by Commissioner Elizabeth Conner and seconded by Commissioner Lynn Kessler. There were no conflicts of interest; all voted in favor unanimously, with no abstentions.

GRANTS TO ORGANIZATIONS: LARGE ARTS INSTITUTIONS PROGRAM - FY 2010-FY 2011

Mayumi Tsutakawa, WSAC Grants to Organizations Program Manager, reviewed the changes to these funding programs, including the Commission's decision a year ago to discontinue the Institutional Support Program as a closed category (*packet p. 39-44*).

Tsutakawa said Commissioner Finnie had planned to participate on the panel, but cancelled due to a family emergency. Andy Fife, Executive Director, Shunpike, served in her place on the panel. Fife

explained that Shunpike assists small and mid-sized organizations in and around Seattle. Fife commented on the limited funds available for this group of applicants.

Commissioners Brown, Carlson, Woods, Romero, Sneed, McMullin, Jones, Moxley, and Bridges stated conflicts of interest and recused themselves.

Commissioners noted this category shows the impact of budget cuts and changes to WSAC grant guidelines.

A MOTION to approve the Large Arts Institutions Program grant panel recommendations was made by Commissioner Robert Glatzer and seconded by Commissioner Larry Haler. It passed unanimously with no abstentions and nine recusals.

GRANTS TO ORGANIZATIONS: MIDSIZED ARTS ORGANIZATIONS PROGRAM - FY 2010-FY 2011

Bidwell reviewed the new guidelines and review criteria for this category and said the newly defined mid-sized organizations category provides funding to established organizations, with new criteria identified in the panel recommendation (*packet pp. 45-50*).

Commissioner Jones served on the panel and commented that this was a painful process because there are so many well qualified organizations and so little money. WSAC grants express a message of confidence about the organizations that receive funding, and she wonders if WSAC can express such a message in another way. She is concerned about the message these non-funded organizations will receive, or those who will receive funding at a significantly lower level. Commissioners discussed the amounts of the grants and the geographic criteria.

Commissioners Sneed, Woods, Fraire, Moxley, Mandenberg, Jones, Conner, and McMullin identified conflicts of interest and recused themselves.

A MOTION to approve the Midsized Arts Organizations Program grant panel recommendations was made by Commissioner David Brown and seconded by Commissioner Monte Bridges. It passed unanimously, with no abstentions, no opposed, and eight recusals.

ARTS PARTICIPATION INITIATIVE – FY 2010

Tsutakawa reviewed the history of the Arts Participation Initiative and the panel recommendations (*handout*). Commissioner Sneed served on the panel and commented on the value of the training provided through this program.

Commissioners identified no conflicts of interest.

A MOTION to approve the Arts Participation Initiative panel recommendations was made by Commissioner Rosita Romero and seconded by Commissioner Brom Wikstrom. It passed unanimously.

PROGRAM ACTIONS: APPROVE CONTRACTS FOR SERVICES

FOLK ARTS: COMMUNITY PROJECT FUNDING – FY 2010

Tucker reviewed this community project funding contract (*packet p. 51*) to continue WSAC support in partnership with Washington State Parks and Recreation Commission (WSPRC) for the Folk and Traditional Arts in the Parks program through this summer (FY 2010). She noted that this partnership is also discussed in the packet under Program News (*second packet p. 69*). Summer 2009 programs include an Asian concert series at Peace Arch State Park in Blaine and the Hip Nic Hip Hop Picnic at Saint Edward State Park in the Seattle area.

No conflicts of interest were identified.

A MOTION to approve \$10,000 in FY 2010 state funding for the WSAC-WSPRC Folk and Traditional Arts in the Parks program was made by Commissioner Kent Carlson and seconded by Commissioner Lynn Kessler. It passed unanimously.

ARTS IN EDUCATION: COOPERATIVE PARTNERSHIP – FY 2010

Tucker reviewed this contract (*packet p. 52*) for a cooperative partnership with ArtsEd Washington. Jaret said she serves as an ex officio board member for ArtsEd Washington and works directly and collaboratively on a variety of projects. WSAC's funding for ArtsEd Washington was \$7,500 in FY 2009.

No conflicts of interest were identified.

A MOTION to approve \$6,400 in FY 2010 funding for ArtsEd Washington as a Cooperative Partner was made by Commissioner Noël Moxley and seconded by Commissioner Jean Mandeberg. It passed unanimously.

GRANTS TO ORGANIZATIONS: COOPERATIVE PARTNERSHIPS – FY 2010

Tsutakawa said the proposed four partners have been under contract with WSAC for many years (*packet p. 53*). The recommended funding amounts for each partnership reflect the 26 percent cut in WSAC's grant funding. As a direct result of this cut, Artist Trust's contracted services will change to reflect this funding reduction, and focus on fellowship grants.

Commissioners Brown, Finnie, and Romero stated conflicts of interest and recused themselves.

A MOTION to approve \$133,000 in FY 2010-FY 2011 funding for four Cooperative Partnerships as two-year contracts for services was made by Commissioner Elizabeth Conner and seconded by Commissioner Lynn Kessler. It passed unanimously with three recusals.

NOMINATING COMMITTEE

Tucker said the WSAC Nominating Committee serves two functions: to provide a forum for Commissioners to provide feedback on leadership and effectiveness of the Commission, and to present a slate of officers. This year's committee consisted of Commissioner Wikstrom as Committee Chair, and Commissioners Conner, Jones, and Sneed.

REPORT OF SURVEY OF COMMISSIONERS

Commissioner Wikstrom reviewed the results of the Commissioner Survey conducted by the Nominating Committee (*handout*). A more detailed report will be provided to Commissioners later. Most interviews were conducted by phone with a few by email. Survey responses reinforced the importance of state-wide representation, and Commissioners' interest in having more time for discussion of arts issues.

Commissioners discussed their roles with advocacy and in representing WSAC locally. Because some upcoming Commission Meetings will be held by phone, there is interest in establishing guidelines so these meetings work well.

ELECTION OF OFFICERS

Commissioner Wikstrom presented the Nominating Committee's slate of officers:

- Chair – Leann Johnson
- First Vice Chair – Cindy Hill Finnie
- Second Vice Chair – Noël Moxley (Commissioner Sneed is rotating out of office; Commissioners thanked him for his efforts in this role.)

Because Chair Johnson was on the slate as presented, Commissioner Steve Sneed called for a motion and vote. A MOTION to accept the nominating committee's recommendation was made by Commissioner Robert Glatzer and seconded by Commissioner Kent Carlson; it carried unanimously.

Chair Johnson thanked Commissioner Sneed for his role as First Vice Chair, and welcomed Commissioner Moxley to her new role. She thanked the Nominating Committee for their work, and the Commissioners for their vote of confidence.

2010 MEETING SCHEDULE AND LOCATIONS

Tucker reviewed the proposed 2010 meeting dates and locations (*packet p. 7*); these will be finalized at the November 2009 Commission meeting. Tucker asked Commissioners for their thoughts and suggestions. Commissioner Kessler suggested the March meeting be held later in the month so legislators can participate after the session ends.

The next Commission meeting will be Thursday, November 5 from 9:30 to 11:30 am by phone and internet connection.

Commissioners discussed the costs of conducting Commission Meetings. Tucker said the largest expenses are for travel and meals; room rental costs are minimal. Commissioners discussed various options for meeting locations.

Chair Johnson thanked WSAC staff, Commissioner Moxley, and the TVW crew for all their work to make this meeting successful.

Chair Johnson adjourned the meeting at 11:10 am; the Commission subsequently reconvened in their adjudicative capacity to consider an appeal from Dr. Jerry McKellar regarding the Art in Public Places Artist Roster.

ARTS IN EDUCATION - NEWS YOU CAN USE

COMMUNITY CONSORTIUM CONVENING

Research shows that K-12 arts education is most likely to be supported and sustained long term when there are many partners working together to ensure continued and consistent focus. And partnerships work best when all of the partners “have some skin in the game.”

This notion about true partnerships, about stakeholders really having a “stake” in the outcomes of the programs in which they are involved, was a core focus of our annual convening for Arts in Education (AIE) grantees, held October 20 at the Seattle Repertory Theatre. With the help of a nationally recognized arts education consultant, Hollis Headrick, 60 individuals representing 28 AIE grant programs participated in conversations about shared values, communication strategies, documenting success, and other issues that are central to developing strong arts education partnerships between schools and arts organizations.

The purpose of this annual grantee meeting is to support and extend our arts education investments through professional development and knowledge exchange. To strengthen these partnerships and deepen their arts education skills, a variety of resources were shared with attendees, including:

- Interview questions and a sample retreat agenda designed to strengthen partnerships.
- A PowerPoint tool for documenting and sharing arts learning.
- A “tuning protocol” discussion tool that helps groups refine approaches and takes advantage of the wisdom available in grantee peer groups.
- Opportunities to discuss key partnership issues related to communication, expressing the value of arts learning, and maintaining momentum within partnerships.
- Lists of strengths and sample documents from more experienced arts education consortia, made available to help all grantees improve their practices.

ARTS EDUCATION RESEARCH INITIATIVE

Are the Arts considered a core academic subject area? Yes, they are, as determined by both state and federal law. Do all students in Washington receive education in the arts in a meaningful, consistent way throughout their K-12 education? Unfortunately, the answer is no.

The Arts Education Research Initiative (AERI) is a project through which we gather both quantitative and qualitative data about arts education in our schools. With this information, we aim to help decision makers at all levels better understand arts education needs, as well as strategies for improvement.

In January, we’ll have two new AERI publications ready for distribution around the state. In conjunction with ArtsEd Washington, we want to engage local communities in discussions

around this material, and could use the assistance of several Commissioners who are interested in hosting a meeting in their community sometime in the first half of 2010. Local hosts would invite key local leaders in education and arts, and other opinion leaders; and we would organize a workshop that is more of an “engaged conversation” than a standard talking-heads presentation. The goal is to get local leaders invested in adopting “action agenda” items proposed in the AERI publications, and developing local plans to pursue change.

The “action agendas” in the AERI include suggestions about curriculum, collaboration, staffing, funding, and more. For example:

- **Curriculum:** align curriculum with state learning standards in the arts, coordinate curriculum development efforts and share resources, work to have arts curriculum adopted by local school boards and used consistently district-wide.
- **Assessments:** develop student-focused assessments, track and report data, use results to inform curriculum approaches and teaching practice.
- **Collaboration:** develop shared educational goals and approaches between arts and education partners; capitalize on local resources and invest in cross-training and mentoring opportunities to strengthen arts teaching and arts learning.

The complete lists of Markers of Quality and Action Agendas will be part of the AERI release, and are designed to help communities identify and address different areas of arts education practice. We hope that you will be able to use this information in your work, and if you have specific ideas about moving the AERI work forward – and/or might host an arts education workshop in your community – please let us know.

Submitted by:

Lisa Jaret, Program Manager
October 2009

ART IN PUBLIC PLACES PROVIDING A FOUNDATION FOR THE 2010 LEGISLATIVE SESSION

OVERVIEW

Public Art is often part of the conversation during a legislative session. Our best public art advocate is someone with knowledge of the program AND a personal story. At our meeting, I will suggest a public art experience for each Commissioner so each of you will have your own story this legislative session.

To provide the public artist's point of view, I have included an open letter from Seattle artist, Juan Alonso written in response to proposed public art legislation during the 2009 session. I hope you find it helpful as you develop language around the important community contributions made by public artists.

And finally, the information below provides a background of the Art in Public Places program (AIPP). I hope it provides a foundation to understand our continued value for community input and our desire to implement best practices in the public art field. At the February 1, 2010 Commission Meeting, I will present this information and fill in the details.

BACKGROUND

During an AIPP staff retreat six years ago, Kris Tucker challenged our team to dream - to think about what an exemplary public art program would look like for WSAC. Today much of what we envisioned has become reality. The following are highlights of improvements made.

2003 – We confirmed our stance that **local decision making** and the use of a **roster, juried by professionals** in the visual arts field, is paramount to our success in placing artwork in communities. Lay individuals from local communities determine the direction of the artwork while the roster helps ensure a conceptually enduring, well-fabricated outcome.

2004 – We implemented the **Office of the Superintendent of Public Schools (OSPI) Pooling Fund**, a method of acquiring artwork for public schools. It allows school districts with artwork budgets under \$25,000 to pool funds. By focusing on high-quality commissions instead of non site-responsive direct artwork purchases, we reduced the number of acquisitions and in turn increased our ability to care for the State Art Collection.

2005 – We implemented a directive from Department of Corrections to **place artwork, funded by corrections capital projects, in the community** rather than within the corrections center.

2006/2007 – We **strengthened stewardship**. We implemented our Collection Care Plan, received legislative approval to spend up to \$100,000 per biennium on conservation with capital budget funds, and received legislative approval to fund a half-time Conservation Technician.

2008 – We **continued to strengthen stewardship**. We updated our Commission Contract with artists and our Interagency Agreement with hosting site partners. We purchased a collection database system that enables us to digitally integrate and project roster portfolios, track acquisitions, and care for objects in the State Art Collection.

2009 – We **continue our stewardship direction** by instituting a comprehensive process for permanently re-siting artworks and incorporating a Conservation Review in the acquisition process that analyzes materials, fabrication, and installation techniques. We are in conversations with OSPI to further expand the OSPI Pooling Fund to include all public school art allocations. This would place significant, impactful artworks with school districts that are committed to providing routine care throughout the life of the artwork.

2009 – We make **more information available to the public** by including artist statements on identification plaques and providing resources on the WSAC website. We are committed to digitizing our existing library of images of the State Art Collection and making them available on our website by 2012.

SUMMARY

Over the last six years we have:

- Changed our public school acquisition process through pooling funds, resulting in better stewardship of the State Art Collection.
- Provided more community involvement through engaged participation for acquisitions and resitings.
- Increased staff to provide better acquisition methods and stewardship oversight – both leading to increased quality and durability of the State Art Collection.
- Increased the quality of the Public Artist Roster through the professional review and refreshing of the portfolios.
- Increased public art knowledge through identification plaques and website utilization.

Submitted by:

Alice Taylor, Program Manager

October 2009

JUAN ALONSO STUDIO

Grand Central Arcade - 214 1st Ave S. Suite B15, Seattle, WA 98104 ph. 206-390-4882
www.juanalonso.info www.juan-alonso.blogspot.com

May 14, 2009

(An open letter to WA Senator Steve Hobbs)

Dear Senator Hobbs,

Since you introduced Bill 5693 to suspend the ½ of 1% for art program in Washington State (which failed), I nevertheless would like to bring up some points that may or may not have been discussed in defense of keeping the public art program going.

Art always seems to be the last priority in communities all over the country until we start bragging about where we live and how wonderful our museums are and how much public art we have in our cities. Then we're glad we have it, we just don't like paying for it, but that's not really the focus of my letter.

You say that freeing up this "money could have been used to invest in valuable public works projects that will grow our economy and put people back to work" and you are concerned with the "message are we sending to struggling middle-class families across our state".

I can see how it's easy for the general public to have an antiquated image of artists, perhaps films depicting Toulouse Lautrec drunk on absinthe at the Moulin Rouge but the reality is quite different.

We (artists in Washington State), *are* part of the middle class you talk about, with families to feed and support. Many of us live below the poverty level, making do with very small incomes. *We* are also struggling and *we* also want to be put back to work.

I am fortunate to receive spousal health care benefits but it is a luxury to many of us. It is probably harder to see how an artist contributes to society than say, a teacher, but many of us take teaching jobs to supplement our income, so many of us are both. Although I have benefitted very little from the public art program, these jobs (and yes, they *are* jobs) come in very handy, especially in a bad economy where people are more concerned putting food on their tables than purchasing art and rightfully so. We also have those concerns.

When I have received a commission to create a public work, I have benefitted my community as well as myself. I pay rent for a studio, I purchase materials, I pay for a business license and am obligated to buy liability insurance. I pay self-employment tax and when my work sells at a gallery, sales tax is collected bringing revenue to the state as well. The gallery receives 50% of the sale price which in turn pays for their overhead, employees, insurance, etc. Many public works require fabrication by someone other than the artist, so a metal smith or a mosaic artisan, etc is employed with money that comes out of the amount allotted to the artist for the project. We contribute, not just in cultural value to our state, but monetarily as well, apparently unnoticed.

We support our communities. When funds need to be raised for the arts or just about any other cause, the art auction with artwork donated by individual artists (without even the benefit of a tax deduction) is the biggest source of funds. I recently had to rethink my donations when I discovered I had donated more than I had sold in one year.

Many of us have learned to do a lot with very little and it doesn't seem fair to target a group that is already at a very low rung of the financial ladder. I would prefer that politicians whose job it is to balance the state budget suspend their own salaries for two years, but I know that's not going to happen.

As far as keeping public art purchases to Washington State, even though it may lessen my chances of receiving a commission to create, I believe is a terrible idea for artists and for our state as well. Besides the fear of retaliation by other states' art programs, the fact is that we in the far corner of the Pacific Northwest have been struggling for a long time to be on a more level, national playing field artistically. Limiting purchases to Washington State artists will not only hurt us when applying for jobs out of state but will also re-affirm the provincial image that local artists and art professionals have been trying to shed for many, many years.

Respectfully,
Juan Alonso

ART JOBS SUPPORT PROGRAM – FY 2010-FY 2011

BACKGROUND

The Art Jobs Support program is a one-time grant funded by the National Endowment for the Arts (NEA) through monies made available under the American Recovery and Reinvestment Act (ARRA). These funds are intended to preserve and support existing arts jobs within Washington. The Commission approved funding guidelines at its meeting in May 2009; in August, the Commission approved panel recommendations to fund 24 arts organizations for a total of \$285,000. We now anticipate that WESTAF will fund one or more of the organizations on WSAC's list; because federal rules allow a grantee to receive ARRA art jobs funding from only one source, WSAC may be able to fund organizations in addition to those approved by the Commission. We also anticipate the possibility that an organization may be unable to fulfill the WSAC Art Jobs Support contract.

The Commission is asked to approve a revised list of grantees to receive Art Jobs Support; the prioritized list will provide funds to additional organizations, as funding is available. The list is based on scores provided by the review panel (convened July 2009), and corrects one error (Living Voices, previously listed at \$11,195).

UPDATE ON WSAC INVESTMENTS

The following two organizations are among those receiving WSAC Art Jobs Support grants:

Community Cultural Project of Tonasket (DBA Community Cultural Center) received \$8,140 in WSAC/ARRA Art Jobs Support to support their Executive Director and After-School Program Coordinator positions. This award helps to offset the effects of the economic downturn on the only arts organization in this small North Central Washington town. The grant allows the Executive Director to work at .75 FTE instead of .5 FTE and supports the After-School Program Coordinator at .1 FTE.



Bainbridge Island Art and Humanities Council received \$13,000 to support their Executive Director position. BIAHC is responsible for a full range of programs including Public Art, Currents magazine, Operations Support Fund (which re-grants to other island organizations), and a Project Support Fund. The ED position was vacant at the time of this application and will be filled at a .5 FTE level with the help of WSAC/ARRA funds.

RECOMMENDATION

That the Commission approve the revised recommendations for Art Jobs Support grants, including the prioritized list of organizations to receive grants, as funds allow.

Submitted by:

Kris Tucker, Executive Director
October 27, 2009

ART JOBS SUPPORT PROGRAM - FUNDED APPLICATIONS - FY 2010-FY2011

Applicant	City	Award
Arts Corps	Seattle	\$13,000
Bainbridge Island Arts and Humanities Council	Bainbridge Island	\$13,000
Book-It Repertory Theater	Seattle	\$14,000
Broadway Center for the Performing Arts	Tacoma	\$13,000
Capitol Theater Committee	Yakima	\$13,000
Cascadia Methow Music Association	Twisp	\$ 5,000
Central District Forum for Arts and Ideas	Seattle	\$14,000
Community Cultural Project of Tonasket	Tonasket	\$ 8,140
Confluence Gallery and Art Center	Twisp	\$13,000
Gallery One	Ellensburg	\$14,000
Juan de Fuca Festival	Port Angeles	\$11,450
Living Voices	Seattle	\$11,430
Methow Arts Alliance	Twisp	\$14,000
Northwest Sinfonietta	Seattle	\$14,000
Omak Performing Arts Center	Omak	\$12,000
Seattle Shakespeare Company	Seattle	\$14,000
Skagit Opera	Mount Vernon	\$ 5,000
Stone Soup	Republic	\$13,000
The Jazz Project	Bellingham	\$13,000
The Cutter Theater	Metaline Falls	\$12,980
Uniontown Community Development Association/Artisans Center at the Dahmen Barn	Uniontown	\$ 5,000
Wenatchee Valley Museum and Cultural Center	Wenatchee	\$13,000
Whatcom Museum Foundation	Bellingham	\$13,000
Yakima Youth Symphony Orchestra	Yakima	\$13,000
	TOTAL	\$285,000
Prioritized for support as funds allow		
Allied Arts of Whatcom County	Bellingham	\$13,000
Olympia Symphony Orchestra	Olympia	\$11,000
Pratt Fine Art Center	Seattle	\$13,000

GOVERNOR'S ARTS AND HERITAGE AWARDS - 2010

OVERVIEW

Due to the anticipated intensity of the upcoming legislative session, we are delaying the Governor's Arts and Heritage Awards until after session. We'll work closely with the Governor's office to determine an optimal time in late March or early April, 2010.

DETAILS

As this creates additional time to gather nominations, we are strongly encouraging Commissioners to initiate, submit and/or support nominations for the Governor's Arts and Heritage awards. Nominations are now due **January 30, 2010**. The nomination form is available online at www.arts.wa.gov/projects/awards.shtml.

The GAHA panel, which includes Commissioners Shauna Woods and Jean Mandenberg, will meet in February 2010 to review the nominations and make a recommendation to the Commission for approval during our March 2010 web-based meeting.

Since 1966, over 150 individuals, artists, and organizations have received arts awards, and 51 individuals and organizations have been honored with a heritage award. Past recipients include sculptors Philip McCracken and George Tsutakawa, supporting organizations like Artist Trust and the Eastern Washington Historical Society, glass artist Dale Chihuly, and Skokomish ceremonial leader Bruce subiyay Miller. A list of previous arts awards recipients is available at www.arts.wa.gov/projects/awards-arts.shtml; previous heritage award recipients can be found at www.arts.wa.gov/projects/awards-heritage.shtml.

Submitted by:

Mark Gerth, Program Manager
October 2009



GOVERNOR'S ARTS & HERITAGE AWARDS

WASHINGTON STATE ARTS COMMISSION

The Washington State Arts Commission (WSAC) invites you to help recognize and honor outstanding artists, arts organizations, and cultural leaders in our state. **We've extended the deadline: Nominations are due January 30, 2010.**

The Arts and Heritage Awards are among the most prestigious honors bestowed by the Governor; 150 individuals, artists, and organizations have received Arts Awards, and 51 individuals and organizations have been honored with a Heritage Award. Awards will be presented in the spring of 2010.

The GOVERNOR'S ARTS AWARDS were established in 1966 to recognize individuals and artists for their significant contributions to the creative vitality of Washington State. Arts Award nominees worthy of state recognition will be evaluated on the following: the nature of their contributions to the state or to a specific community within the state; the continuity of their contributions over time and/or the impact of their contributions; if an artist or arts producing group, the quality of the artworks produced and the level community of participation; and if a financial supporter, the range of support provided.

Established in 1989, the GOVERNOR'S HERITAGE AWARDS honor outstanding individuals and organizations whose dedication to preserving and promoting traditions and cultural heritage are worthy of state recognition. Heritage Award nominees worthy of state recognition will be evaluated on the following: active participation in their community as a master traditional artist, community scholar, or traditional community historian; representative of significant folk art or cultural traditions; tradition bearers within their community and recognized as such by the community; a record of accomplishments and excellence; and significant contribution to the cultural heritage and diversity of Washington State.

To be eligible for either the Arts or Heritage Awards, individuals or organizations must be current Washington residents or have resided in the state during the time the contributions were made, and not be a previous Governor's Award recipient. For more information and to view a list of past recipients, visit www.arts.wa.gov/projects/awards.shtml.

A selection committee will evaluate both the Arts and Heritage Awards and forward its recommendation to the Arts Commission. The Commission will then make its recommendation to the Governor, who reviews the nominees and announces the final award recipients.

You may nominate more than one candidate, completing a full application for each. Do not make multiple nominations of the same person/group; awards are based on the significance of achievements and contributions, not the number of nominations received. For more information contact Mark Gerth at 360-586-8093 or mark.gerth@arts.wa.gov.

GOVERNOR'S ARTS & HERITAGE AWARDS - 2009 NOMINATION FORM

Select a category below:		
<input type="checkbox"/> Individual Arts Award	<input type="checkbox"/> Individual Heritage Award	
<input type="checkbox"/> Organizational Arts Award	<input type="checkbox"/> Organizational Heritage Award	
<input type="checkbox"/> Arts Education Award	<input type="checkbox"/> Arts or Heritage Supporter Award	
Name of Nominee - Individual or Organization:		
Name of Contact if Organization:	Home Phone	Business Phone
Address	City	Zip
Email	Website	
Your Name	Email	Phone

Submit this form with a nomination letter - type or print legibly the significant accomplishments and contributions of the person or organization you are nominating. Be specific about the nominee's achievements and document their impact. Include: why the efforts, achievements, and accomplishments of this nominee are noteworthy; how their efforts have been recognized by their community; and a brief biography detailing the career and/or the history of the nominee. For Heritage nominees also include how their actions preserve and promote ethnic and/or cultural heritage.

In addition, gather and submit supporting materials which may include:

- additional letters of support;
- a complete biography of the individual or history of the organization;
- clearly labeled samples of their work (CDs, DVD, slides, photos, or published works);
- copies of articles written by or about the nominee;
- lists of public appearances by nominee;
- promotional material from events produced by the nominee, etc.

Nominations must be received or postmarked by January 30, 2010. Deliver the nomination form, nomination letter and all supporting materials to our office at 711 Capitol Way S. Suite 600 in Olympia, or mail to: Governor's Arts and Heritage Awards, Washington State Arts Commission, PO Box 42675, Olympia, WA 98504-2675.

ADVOCACY

Advocacy is central to the Commission's job. As stated in RCW 43.46.050, the Commission "shall meet, study, plan, and advise the governor, the various departments of the state and the state legislature and shall make such recommendations as it deems proper for the cultural development of the state of Washington."

DEFINITIONS

Advocacy – To influence legislative decision-making about the arts by building relationships with state elected officials. Inform them of the public benefit of the arts and of WSAC by providing meaningful information about funding and program impacts. Encourage legislators to participate in the arts in their community.

Lobby – To ask a state elected official to take a specific action on an issue (example: request that a legislator vote for an increase in state funding for the arts).

Grassroots lobbying – To ask anyone besides state elected officials to take a specific action on an issue. (Example: ask a neighbor to contact legislators to vote for an increase in state funding for the arts.)

Educate/Inform - provide information about an issue or program without asking for action. (Example: write a letter to the editor of your local newspaper citing WSAC's impacts in the community.)

ADVOCACY GOALS

- Increase the funding for and awareness of WSAC programs and activities by our authorizers (the Governor and Legislature).
- Communicate the public value of the arts to the public, elected officials, and other policy leaders.

DO'S AND DON'TS

As a Commissioner, you CAN:

- Directly lobby the Governor, state legislators, and state agencies while on official WSAC business. This includes placing phone calls, writing letters, and meeting in person with these elected officials and state agency directors.
- Educate and inform anyone.

As a Commissioner, you CANNOT:

- Do grassroots lobbying. This means asking someone else to lobby about WSAC or arts issues in general. You cannot encourage others to take action on an arts issue, for example at a speaking engagement for a community group or by urging local school board members to include arts in the curriculum.
- Lobby United States Congress or local governments.
- Campaign for or endorse any elected official.

As a citizen, you CAN:

- Do all of those things you cannot as a Commissioner, however you must not be on official WSAC business, must not represent yourself as a commissioner, and must not wear your WSAC name badge.
- Be a member of the Washington State Arts Alliance and/or other advocacy organizations.

ADVOCACY QUESTIONNAIRE FOR THE 2010 LEGISLATIVE SESSION

Advocacy is central to the Commission's job. To be effective advocates, we want to build good relationships with the Governor, Legislators, and other policy makers as well as develop clear and compelling messages regarding WSAC and the importance of the arts and arts education to the State of Washington. As we organize our advocacy efforts for the 2010 Legislature and beyond, we want to identify who we already know, then develop a strategy for building effective relationships. We also want to refine our messages in these challenging budget times.

Our focus is both top down and bottom up. It's very important that we continue to develop our relationships and convey our messages to key members of the legislature. We also want to develop our message and to reach out for resources to aid us in constructing our presentations, including specific examples where art and WSAC support have made real differences in the lives of Washington citizens.

We have found that understanding the local impact of the arts, whether in terms of arts performances, exhibitions, or education is very important in building our advocacy as well as our message. Consequently this year's questionnaire has additional local focus. We anticipate that bills regarding the reduction/exclusion of public art could be introduced and want a good understanding of recent experiences so we can have a robust and detailed response.

Consequently it's important to know about matters such as public art recently installed in your area as well as stories about such art – positive and negative. We need to understand the "lay of the land" in your area as you see it. Data on the local successes of WSAC investments and challenges from decreased WSAC funding are also very important in building our message.

Please complete this survey and return to WSAC by Monday, November 9. Your answers to the questions below will help WSAC develop a strong advocacy strategy. In your response please use the following scale on the questions (1=best friends, 5=not at all) regarding names of the individuals you list.

Thanks for your input.

Submitted by:

Kent Carlson & the WSAC Advocacy Committee

October 26, 2009

ADVOCACY QUESTIONNAIRE

NAME:

ABOUT STATE OFFICIALS

- How well do you know your home legislators?
 - a. Senate:

 - b. House:

- Do you know members well of either house from other districts?

- Do you know someone on the staff of the above listed members, or committee staff members?

- Do you know the Governor?

- Do you have contacts with the Governor's key staff?

- Do you know the Superintendent of the Office of Public Instruction?

ABOUT YOUR COMMUNITY

- Are there effective arts organizations and or artists in your community that have received WSAC support, or are you aware of those that have applied and been denied support?

- Please describe WSAC investments that you are familiar with in your community. Do you have any stories about the impact of such investments or the impact of the reduction in investments because of the budget cuts?

- Do you know some great stories about the impact of arts generally in your community? (give the quick version here; we'll follow up later)

- Have there been recent installations of public art in your area? Any stories positive or negative?

WHO ELSE DO YOU KNOW?

- Do you know leaders in business, education, economic development, local government, or others who may be good resources as WSAC builds its advocacy messages?

- Do you know members of your school board or arts education leaders within the school districts?

WHAT ELSE DO YOU KNOW? ANY SUGGESTIONS FOR OUR ADVOCACY MESSAGE?

- What other facts, stories, suggestions and/or questions can you share as WSAC builds its advocacy messages?

Please complete this survey and return to WSAC by Monday, November 9. Email to LeslieP@arts.wa.gov or send to Leslie Pope at WSAC, PO Box 42675, Olympia, WA 98504-2675.

WASHINGTON STATE ARTS COMMISSION

COMMISSION MEETING NOVEMBER 5, 2009



We envision a Washington where arts and culture are thriving and celebrated throughout the state.



WASHINGTON STATE
ARTS COMMISSION

AGENDA



- 9:30 am Call to Order – Leann Johnson, Chair
 Webinar Instructions
Approve Agenda
Chair's Report
Director's Report
- 10:00 ***Approve Consent Agenda***
- 10:05 Arts in Education
- 10:20 Art in Public Places
- 10:35 Art Jobs Support Program – ***Approve Revisions***
- 10:50 Governor's Arts and Heritage Awards
- 11:00 Advocacy: 2010 Legislative Session and Beyond
- 11:30 Adjourn

WEBINAR INSTRUCTIONS



- ❖ Panelists (commissioners) please mute your phones during presentations to avoid background noise interfering with the call
 - You can unmute yourself anytime to ask a question
- ❖ Audience members (staff, constituents, etc.) will be automatically muted
 - We will unmute **audience members** at appropriate moments
- ❖ PSST is an instant messaging feature that allows messages to be sent during the webinar.
 - Send technical support questions to Mark
 - Please **do not** use this feature for meeting related questions. The messages are not saved and cannot be made part of the public record



What Matters Most

- ❖ Vision, policy, strategy
- ❖ Oversight, advocacy, leadership

Interim Committee

- ❖ Roles and responsibilities
- ❖ Recent activities

2010 Meeting Schedule

DIRECTOR'S REPORT – P.3-5

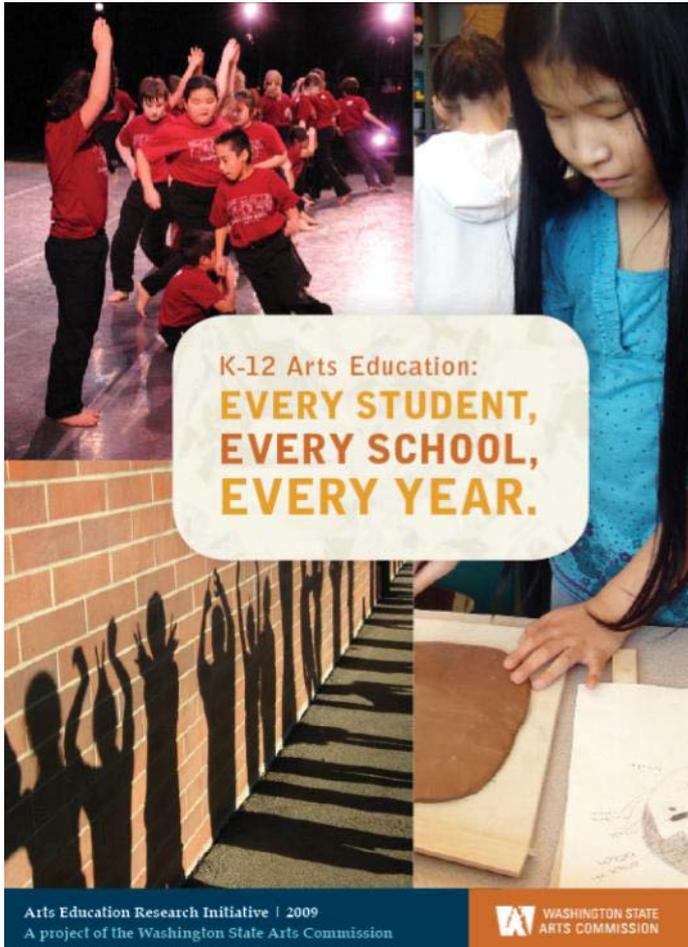


- ❖ National Endowment for the Arts
- ❖ Creative Vitality Index
- ❖ Poet Laureate
- ❖ Arts Participation Leadership Initiative
- ❖ Staffing update
- ❖ Budget reports (no action needed)

CONSENT AGENDA – P. 11-25



Approve Minutes of August 2009 WSAC Meeting



Status of Arts Education in K-12 Schools in Washington

New research to be released January 2010

Three components:

- ❖ Research Report
- ❖ Booklet
- ❖ Pamphlet

AERI DATA HIGHLIGHTS

- ❖ 9 percent of schools are offering no formal arts instruction at all
- ❖ 33 percent of elementary students are getting an average of less than one hour of arts instruction per week.
- ❖ 63 percent of principals are dissatisfied with the quantity of arts education in their schools.
- ❖ 47 percent of schools offer instruction in only one of the four primary arts disciplines (most often music)
- ❖ 25 percent more schools use criteria-based assessments than in 2005

AERI MARKERS OF QUALITY / ACTION AGENDA

- ❖ **Curriculum:** align curriculum with state learning standards in the arts, coordinate curriculum development efforts and share resources, work to have arts curriculum adopted by local school boards and used consistently district-wide.
- ❖ **Assessments:** develop student-focused assessments, track and report data, use results to inform curriculum approaches and teaching practice.
- ❖ **Collaboration:** develop shared educational goals and approaches between arts and education partners; capitalize on local resources and invest in cross-training and mentoring opportunities to strengthen arts teaching and arts learning.

AERI IN THE COMMUNITY

Community Conversations*

- ❖ Get AERI off the shelf; make it useful
- ❖ Community level as well as state level
- ❖ Local leaders host local meetings
- ❖ Gather local arts and education and other opinion leaders
- ❖ Meeting facilitated by WSAC/ArtsEd Washington
- ❖ Participatory, conversational meeting
 - To get at local arts education issues, not just a presentation about findings
- ❖ Local hosts follow-up through messaging, meetings, action

** If you are interested in having an AERI meeting in your community, contact Lisa Jaret.*

PUBLIC ART EXPERIENCES AND ADVOCACY – P. 29-32



Mauricio Robalino, Big World, 2009,
Jason Lee Elementary, Richland.

Public Art is often part of the conversation during legislative session.

Our best advocate is someone with knowledge of the public art program AND a personal story.

ROLE OF PUBLIC ART

Washington's public art program was established in 1974 to:

- ❖ Enliven public spaces
- ❖ Stimulate exchanges
- ❖ Bring communities together
- ❖ Honor place
- ❖ And acknowledge artists and skilled workers



Linda Beaumont, *After Image*, 2007, Pierce College, Puyallup.

PARTICIPATE IN LOCAL COMMITTEES

Art Selection Committees

- ❖ Site-responsive commission – 6 meetings
- ❖ Re-siting artwork – 2 meetings
- ❖ Curated existing works – 2 or 3 meetings

There are upcoming committees in Auburn, Bellingham, Burien, Kennewick, Mukilteo, Seattle, Spokane, Sunnyside, and Vancouver.

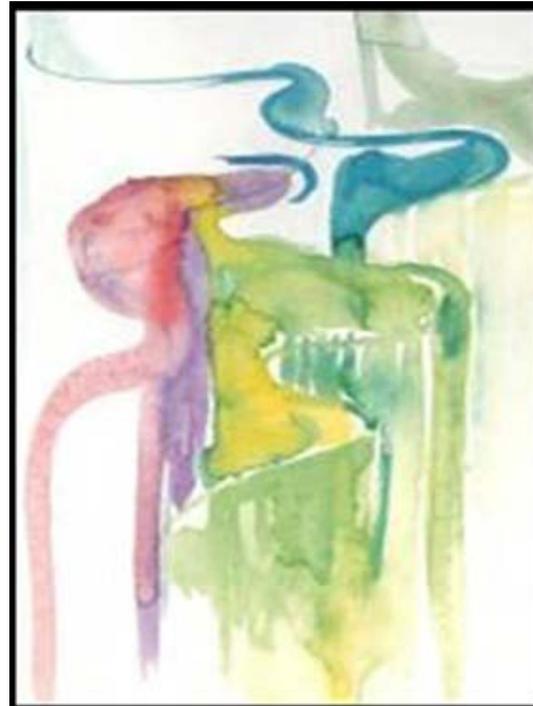
PUBLIC ART CASE STUDY

Etsuko Ichikawa, *Aurora*
Covington Middle School
Evergreen School District
2007

COMMITTEE CRITERIA AND OUTCOMES

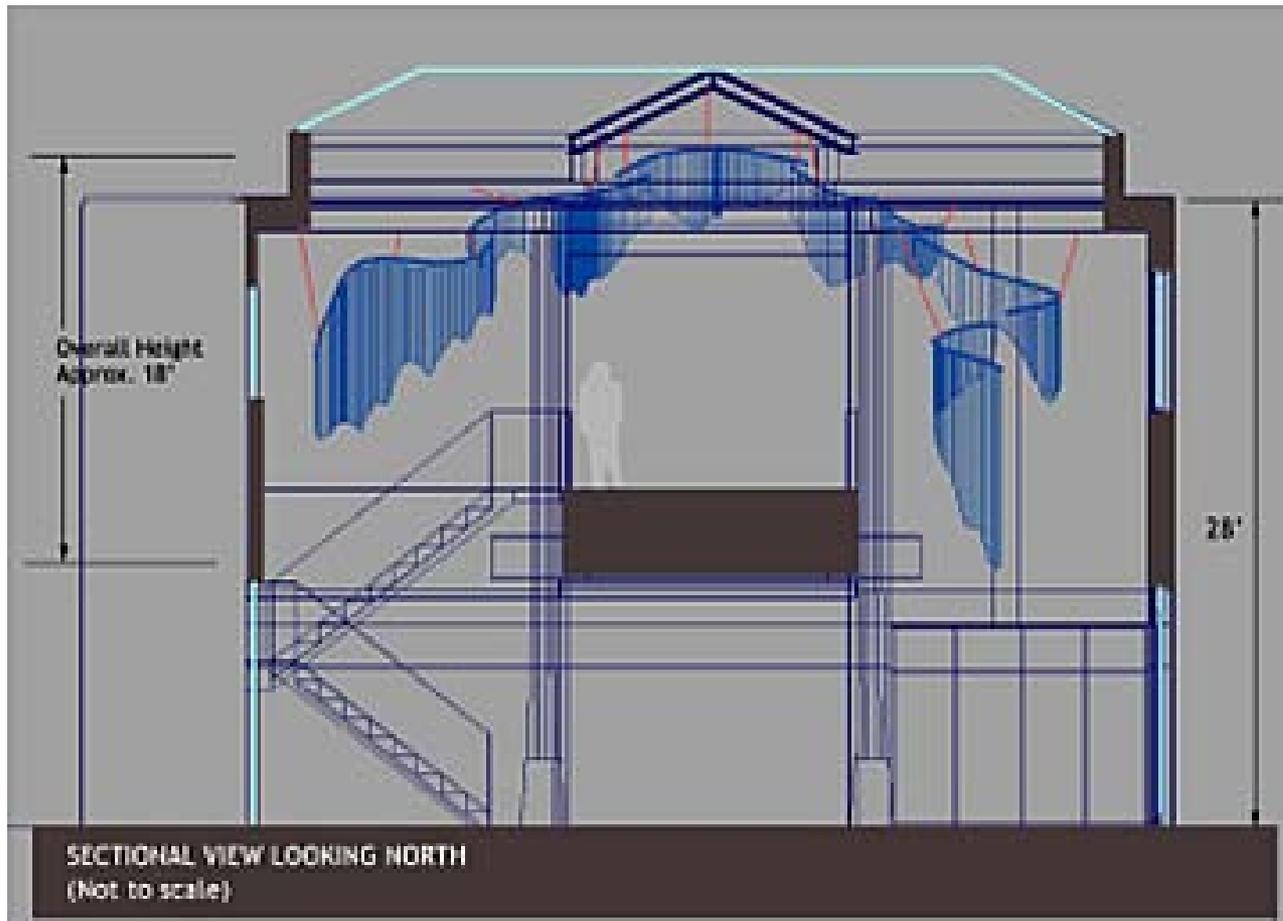
1. Cause the viewer to think, internalize in a positive way, inspire, be experienced on different levels, interpreted over time
2. Cause students to reach, stretch, dream, strive
3. Reflect the individual student achievement goal of self fulfillment
4. Cultural pride and diversity
5. Happy ending, uplifting, warm, makes viewer smile, colorful, responds to light

PRELIMINARY CONCEPT

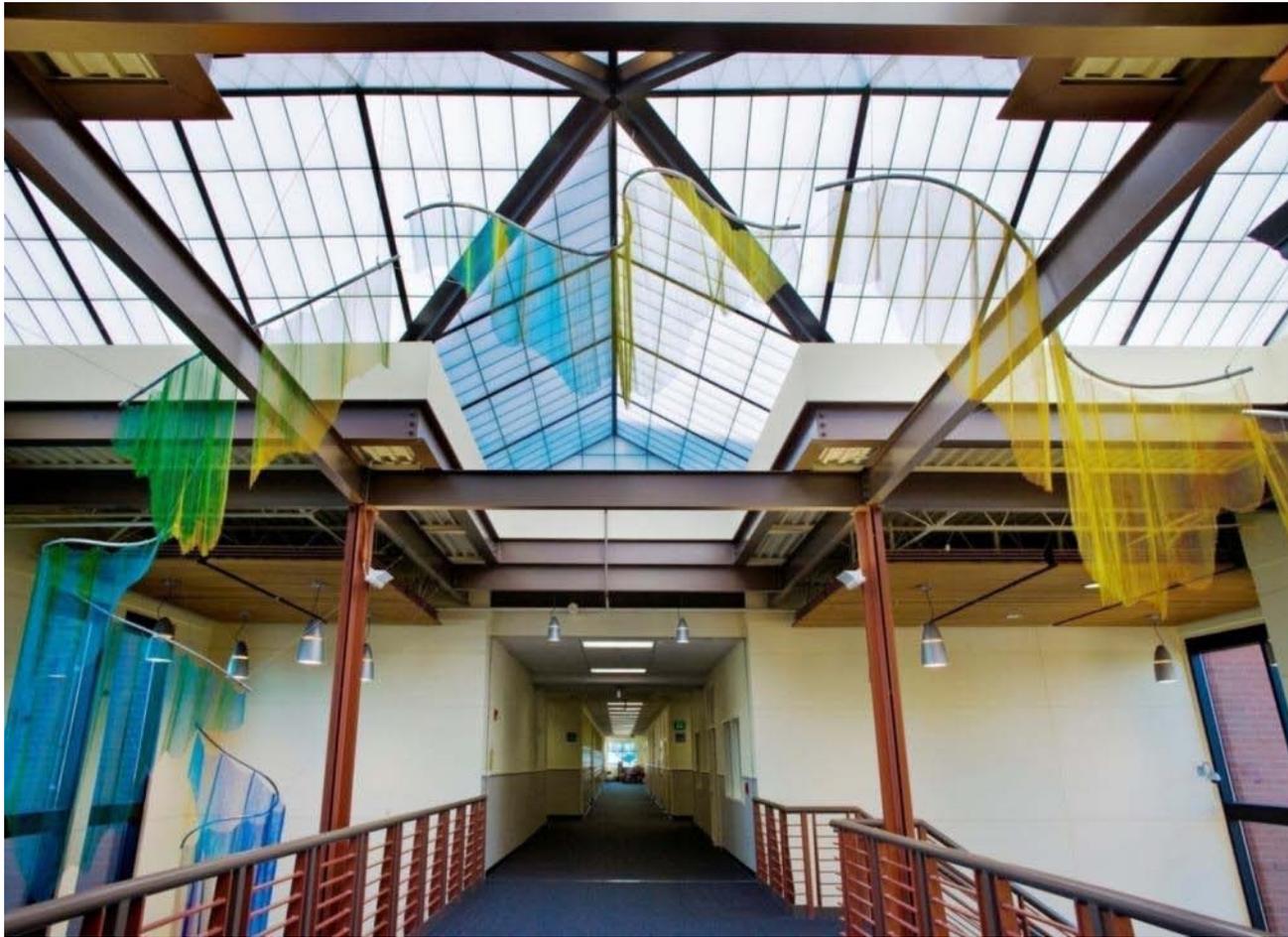


Concept drawing.

FINAL PROPOSAL



INSTALLED ARTWORK



Experience the State Art Collection

- ❖ Location address
- ❖ Image
- ❖ Artist statement
- ❖ Artist contact information
- ❖ Project manager contact information

PUBLIC ART EXPERIENCE FOR REP. KESSLER



David Franklin, *Chinookan Sunset*, 2007,
Grays Harbor College, Aberdeen.

PUBLIC ART EXPERIENCE FOR NOEL



Steve Gardner, *Three Allegories of Learning*, 2007, Yakima Valley Community College.

PUBLIC ART EXPERIENCE FOR ELIZABETH



Brad Rude, *Trailblazing*, 2008,
Tacoma Community College.

PUBLIC ART EXPERIENCES FOR STEVE AND SEN. HONEYFORD



Gary Bates, *Rain Scale*, 2009, Green River Community College, Auburn.



Julie Prather, *Learning and Growing*, 2004, McClure Elementary School, Granger

PUBLIC ART EXPERIENCES FOR REP. HALER, LANIE, AND BOB...



Mauricio Robalino, *Big World*, 2009,
Jason Lee Elementary, Richland



Beliz Brother, *Bloom*, 2009,
Everett Community College



Kelly McLain, *Commerce*, 2007,
Spokane Falls Community College.

PUBLIC ART EXPERIENCE FOR ROSITA



Annie Han and Daniel Milhaljo, *Endless*, 2009, Bellevue College.

ROLE OF PUBLIC ART

Washington's public art program was established in 1974 to:

- ❖ Enliven public spaces
- ❖ Stimulate exchanges
- ❖ Bring communities together
- ❖ Honor place
- ❖ And acknowledge artists and skilled workers



Linda Beaumont, *After Image*, 2007, Pierce College, Puyallup.



“This funding will help arts organizations minimize layoffs during this economic downturn,” said Gov. Gregoire. *“Jobs in the arts are important to the health of our communities and to the economic future of our state.”*

One-time funding from the NEA and ARRA to support jobs in non-profit cultural organizations.

ACTION: Approve the revised recommendations for Art Jobs Support grants, including the prioritized list of organizations to receive grants, as funds allow.



Due to the anticipated intensity of the upcoming legislative session, we are delaying the Governor's Arts and Heritage Awards until after session. We'll work closely with the Governor's office to determine an optimal time in spring 2010.

As this creates additional time to gather nominations, we are strongly encouraging Commissioners to initiate, submit and/or support nominations for the Governor's Arts and Heritage awards. Nominations are now due **January 30, 2010**. Visit www.arts.wa.gov/projects/awards.shtml to download a nomination form and review lists of past recipients.

ADVOCACY – P. 39-43



- ❖ Do's and don'ts
 - Advocacy is central to Commissioner role
 - Build relationships with decision-makers
 - No grassroots lobbying as a Commissioner
- ❖ Complete advocacy survey by November 9
- ❖ Build your awareness and understanding of WSAC
- ❖ Arts Day 2010 – Tuesday, February 2
- ❖ WSAC Commission Meeting – Monday, February 1

ANTICIPATING THE 2010 LEGISLATIVE SESSION: ARTS ISSUES

- ❖ WSAC Budget
- ❖ Public Art
- ❖ Boards & Commissions
- ❖ 4 Culture/Arts & Heritage Funding/King County Lodging Tax
- ❖ Cultural Access Funds

ADJOURN

Thank you for joining us today.

A copy of this presentation is available online at www.arts.wa.gov/about/meetings.shtml.

WASHINGTON STATE ARTS COMMISSION
DECEMBER 17, 2009 / ARTS COMMISSION MEETING BY PHONE/INTERNET

COMMISSIONERS PRESENT

Leann Johnson, Chair
Cindy Hill Finnie, First Vice Chair
Noël Moxley, Second Vice Chair
Monte Bridges
David Brown
Kent Carlson
Elizabeth Conner
John Fraire
Robert Glatzer
Kate Jones
Representative Lynn Kessler
Jean Mandeberg
Bill McKay
Lanie McMullin
Rosita Romero
Steve Sneed
Beth Takekawa
Brom Wikstrom
Shauna Woods

STAFF PRESENT

Kris Tucker, Executive Director
Laura Becker
Mark Gerth
Lisa Jaret
Lou MacMillan
Leslie Pope
Willie Smyth
Mike Sweney
Alice Taylor
Mayumi Tsutakawa

GUESTS

Sam Green, Poet Laureate

COMMISSIONERS ABSENT

Maureen Greeley
Representative Larry Haler
Senator Jim Honeyford
Senator Jeanne Kohl-Welles

MEETING AGENDA - WASHINGTON STATE ARTS COMMISSION DECEMBER 17, 2009 / ARTS COMMISSION MEETING BY PHONE/INTERNET

Note: Public comment for each section will be taken prior to action by Commissioners; schedule and timeline may vary from listed.

CALL TO ORDER

Chair Leann Johnson called the meeting to order at 11:01 am and conducted roll call to verify attendance.

APPROVE AGENDA

A MOTION to approve the agenda was made by Commissioner Robert Glatzer and seconded by Commissioner Brom Wikstrom. It passed unanimously.

UPDATE: 2009-2011 BIENNIUM BUDGET

Chair Johnson asked Kris Tucker, WSAC Executive Director, to review information sent to Commissioners via email on December 8, 2009, regarding Governor Gregoire's proposed 2010 budget. Tucker said related information was presented in the December eNews posted on the WSAC website (www.arts.wa.gov). She explained that the Governor's proposed budget is a starting point for 2010 legislative budget negotiations; the biennium continues through June 30, 2011. The Governor is expected to introduce a second budget proposal next month to include tax increases. WSAC's budget may change with the second budget proposal and legislative actions.

The budget proposed last week shows a 15 percent cut to WSAC funding for the remainder of the biennium, in addition to the 26 percent cut already enacted. Tucker noted that this additional cut will greatly impact the next fiscal year. Tucker compared the previous biennium (FY 2007-2009) with the current biennium (FY 2010-2011), noting these cuts.

The Governor expects to announce a second budget proposal in early January 2010 to include revenue enhancements or taxes, and lesser cuts. WSAC may or may not be on the "buy back" list in that budget. The Governor's second budget will be followed by legislative budget proposals made during the session which ends March 12. At the February 1, 2010 Commission meeting, Commissioners will be presented with some options to absorb the additional FY 2011 cuts. Tucker said she has been told to anticipate that WSAC will have a lower level of budget authority through the next three years. Commissioner Shauna Woods said Tucker provided a good explanation of a bleak situation.

Commissioner Lynn Kessler said the Governor is considering raising approximately \$700 to \$800 million in funds to buy back some of the cuts she had to propose in her December 2009 balanced budget. Commissioner Kessler noted that the Governor has been reviewing major cuts including hospice, dental care for low income adults, support for HIV patients, and grants for students. The economy is fragile; yet some revenue will need to be raised. She noted that WSAC faces a daunting task.

Commissioner Jones asked if there was any additional federal stimulus money coming to Washington State. Commissioner Kessler said Washington is not eligible for education money, but there may be some additional stimulus money for health care.

Commissioner Kessler advised WSAC Commissioners to develop a sensitive strategy in their approach to legislators this session. Chair Johnson Leann said Commissioners will get an overview of the planned advocacy strategy later in this meeting. WSAC will not visit with all legislators, but plans to be highly strategic in its approach, given the current budget circumstances.

POET LAUREATE

Chair Johnson reported that the Governor has asked WSAC to suspend the Poet Laureate program due to the budget. The Selection Committee worked diligently to find the next candidate, but at this point, the program is suspended. Chair Johnson asked Commissioner John Fraire, a member of the Selection Committee, for his comments.

Commissioner Fraire said it was an honor to participate in the selection process; he learned about the program suspension this morning from Tucker. He said it was a fine selection process with many great candidates, all of whom are very talented. The Selection Committee considered many issues including the quality and quantity of outreach plans each poet proposed. He noted the wealth of poets in this state, and said it was a great process, and the work presented by all the candidates was outstanding.

Commissioner Kessler said the Commission, although disappointed, should consider the suspension, and not elimination, of the poet laureate program a good sign. As long as the program is suspended, it can be reinstated at some future time. If eliminated, WSAC and Humanities Washington would have to go through the entire process of establishing the program again.

Commissioner Romero asked how the Poet Laureate program was funded. Tucker said it is partially funded by Humanities Washington, which had pledged funding for the 2010-2011 Poet Laureate. The Governor made her decision to suspend the program regardless of the funding source.

Chair Johnson thanked the Selection Committee and Commissioner Fraire, and restated that it is important to remember the distinction between program suspension versus being eliminated.

2010 LEGISLATIVE SESSION

Chair Johnson said WSAC does not yet have a specific advocacy strategy for the 2010 legislative session, and asked Tucker if she had any comments. Tucker said Commissioner Kent Carlson will present an outline of ideas, followed by Commissioner Kate Jones.

Commissioner Kessler commented that she needed to leave the meeting, but asked if Tucker could brief her on the planned strategy at a later date.

Chair Johnson said WSAC must use a strategic, low profile, and highly targeted approach in our advocacy efforts. Commissioner Carlson said he and Tucker have been reviewing anticipated 2010 legislative session issues; the 2010 session is very short and focused. Meetings will focus on a small number of members of the House and Senate. He outlined three messages:

1. Minimize impact of budget cuts. We understand the state's burden, yet seek to achieve a more proportionate cut.
2. Protect public art and discuss the capital budget versus operating budget.
3. Keep the role of the Commission. National Endowment for the Arts (NEA) funding requires an independent board or commission.

Tucker confirmed a list of commissions has been eliminated by executive order; the Governor has announced a longer list of over 70 that will be part of a bill to be introduced to the Legislature. WSAC is not on either list. Commissioner Carlson said the work of Commissioners is to explain the importance of Commissioners to the direction of culture in the state and also to retain NEA funding.

Chair Johnson said Commissioner Jones, Mary Langholz of Washington State Arts Alliance, and Tucker attended a two-day meeting in Denver sponsored by Western States Arts Federation (WESTAF). Commissioner Jones said the meeting included dire budget forecasts by the National Conference of State Legislatures. The next day, Steven Tepper, associate director of the Curb Center for Art, Enterprise, and Public Policy and assistant professor in the Department of Sociology at Vanderbilt University, gave a presentation on how to effectively frame messages for the arts. He said there will be less and less money for the arts in the future. Commissioner Jones said she feels there is an immediate need to gently approach legislators in this current budget cycle, but a larger need to find a message for why it is important to maintain funding for the arts.

Tucker said she appreciated Commissioner Jones' participation in the session. Arts funding is down in almost all states in the west, and participation levels are changing. WSAC needs to develop important messages on the value of the arts in this environment. Chair Johnson said a clear message will make a big difference in our advocacy work with the Legislature. The Interim Committee will discuss this and develop a strategy to bring to the Commissioners.

Commissioner Elizabeth Conner asked what information from the WESTAF meeting would be helpful for Commissioners to know now, to begin thinking in this direction. Tucker said WSAC is working to develop a small menu of clear and focused messages to be delivered at a select few legislative meetings during the 2010 legislative session. Tucker encouraged Commissioners to continuously check the WSAC website and eNews for information and updates. She asked that Commissioners consider contacting her for updated information, whenever they have an opportunity to meet with a legislator.

Commissioner Jean Mandeborg asked how news of the Poet Laureate program suspension will be distributed. She said this is a moment when people are getting big views and big budget shortage numbers, but the specifics of particular losses need to be put in front of people. Tucker said the Selection Committee, the three finalists, and the Commission have been informed to date.

Commissioner Romero asked how Commissioners might respond to inquiries about this program suspension. Chair Johnson said Commissioners can explain that the Poet Laureate program is suspended. For more complex inquiries, Commissioners are encouraged to call or email Tucker, and let WSAC staff¹ engage in their role of daily operations, and to provide response and insight. It is critical that Commissioners remain focused on their role, and not venture outside their role.

The meeting was adjourned at 11:27am.

¹ The word, "staff" was requested to be added by Chair Leann Johnson as a correction to the meeting minutes, at the February 1, 2010 Commission Meeting.