

**CALIFORNIA CULTURAL AND HISTORICAL ENDOWMENT  
BOARD MEETING  
MINUTES**

**Wednesday, January 14, 2004  
1:00 P.M.**

Location: Stanley Mosk Library and Courts Building  
Room 500  
914 Capitol Mall  
Sacramento, California

Members of the Board in attendance:

Dr. Kevin Staff, Chairperson  
Ms. Marie Acosta  
Assemblymember Richard Alarcon  
Ms. Donna Arduin, represented by Ms. Jeannie Oropeza  
Senator John Burton, represented by Ms. Mary Shallenberger  
Mr. Michael Chrisman, represented by Mr. Walter Gray  
Ms. Jennifer DiNapoli  
Senator Marco Firebaugh, represented by Mr. Juan Torres  
Ms. Georgette Imura  
Ms. Melinda Murray  
Ms. Betsy Reeves  
Ms. Gayle Roski  
Mr. James Swinden

Staff in attendance:

Ms. Jennifer Ruffolo, Program Manager  
Ms. Wanda Green, Executive Secretary

Also Present:

Mr. Ken Bernstein, Los Angeles Conservancy  
Ms. Ay Gilreath, Society of California Archaeology  
Mr. Isaac Kos-Read, Townsend Public Affairs  
Ms. Marian Moe, Deputy Attorney General  
Ms. Susan Obrow, Center Theatre Group/Kirk Douglas Theatre  
Mr. John Poimiroo, Advisory Council on Heritage Preservation  
Ms. Michelle Walker, Sacramento Arts Council

**1. Welcome and Introductions**

Dr. Starr, Chair, called the meeting to order at 1:00 p.m. Dr. Starr welcomed everyone and then introduced Deputy Attorney General Marian Moe, to administer the oaths of office to the members of the Board.

**2. Swearing In Ceremony**

Deputy Attorney General Marian Moe performed the swearing in of Board members.

**3. Roll Call**

Ms. Ruffolo called roll and it was established that a quorum was present.

**4. Opening Remarks**

Senator Alacon began the opening remarks by expressing his pleasure that a concerted effort can now be developed in having a dialogue with all parts of California about how to better appreciate and build a system that grows our cultural and historical awareness. He stated that this is an opportunity for Californians to grow in appreciation for arts and culture, and to willingly invest in arts and culture, not only in the forms of proposition money, but also in the form of personal and private investment from the private sector.

Senator Alacon conveyed that the knowledge and wisdom of the history of California, is the fabric that builds a strong economy in California, and he will continue to infuse discussions about why the arts are so critical to California's economy.

Senator Alacon recognized Dr. Starr as having the greatest knowledge and depth of understanding of the history of California, and he feels Dr. Starr is the exact person this Board should have as its Chair. He commended all of the panelists for giving and devoting their personal time and for stimulating and bringing the ideas forward that need to be considered.

At this point in time, Dr. Starr asked Ms. Moe if she might swear in Marie Acosta who just arrived. Thereupon, Ms. Acosta was sworn in as a Board member.

Dr. Starr recognized Assemblyman Firebaugh for playing a pivotal role in this bill. Assemblyman Firebaugh announced that he was eager to get on with the work of this Board and excited to work together for the State of California.

Opening statements were heard by Ms. Oropza, Ms. Imura, Mr. Swinden, Ms. Murray, Ms. Shallenberger, Ms. Roski, Mr. Gray, Ms. Reeves, Ms. DiNapoli, and Ms. Acosta.

Dr. Starr stated that his role as Chair was to keep the Board on schedule. Roberts Rules of Order will be followed. Ms. Moe, from the Attorney General's office, will guide the Board through the legal requirements.

## **5. Program Manager's Report**

Ms. Ruffolo thanked everyone, both internally and externally, for the tremendous contribution they have made in bringing this new entity to realization.

Many external relationships have been established through meetings, discussions, and e-mails. Many people have offered their support and ideas on grants in the arts and culture, and suggestions on how the endowment program might run most effectively. Many working relationships have been established and everyone seems very excited about this Endowment.

The web site has been developed and is up and running. In addition, an e-mail contact list has been developed and 300 people have been directly notified via e-mail of today's meeting.

Ms. Ruffolo stated that she is looking to secure office space for the staff. Regarding staff, an application has been submitted to the Department of Finance to get the waivers from the hiring freeze and the ban on the travel and contracts through. This should happen soon.

Ms. Ruffolo informed the Board that when Governor Schwarzenegger's budget came out, it had all the positions and all the money the Cultural and Historical Endowment had asked for (for State operations) for this year and for next year.

At this time, Dr. Starr nominated Jennifer Ruffolo to be appointed as Project Director. He then asked Ms. Ruffolo to provide the Board with information about her background.

Ms. Ruffolo described to the Board that she has been working at the State Library for approximately four and a half years in the State Research Bureau. She has been performing much of the deep background research on historical preservation for quite sometime. Previously, she worked with the San Francisco Bay Conservation and Development Commission, where she was a senior planner and a legislative representative. She holds a Master's Degree in Public Policy from the University of Michigan, and a Bachelor of Arts in Political Science from Reed College.

Dr. Starr informed that Board, that should they approve Ms. Ruffolo's appointment, he is prepared according to the protocols of the State, to offer her an appointment as a career Executive Officer, one within the Library, which is the authorized position for this Endowment.

Ms. Murray moved to appoint Jennifer Ruffolo the project manager for this project, with an emphasis on the internal governmental functioning and the

integration of this program into state government; seconded by Mr. Gray. Motion passed unanimously.

## **6. Proposed Endowment Board Meeting Procedures**

Dr. Starr asked Ms. Ruffolo to provide information on the frequency and dates of the Endowment Board meetings and procedural guidelines.

Ms. Ruffolo proposed using the standard operating procedures that are enlisted on the staff report for item 6. Briefly summarized those standards are:

- Consider agenda items in the order listed on the noticed agenda, however, the Chair can occasionally rearrange the agenda sequence.
- The agenda includes an opportunity for public comment on every item. The amount of time available for public comment may be limited at the discretion of the Chair.
- Members of the public who would like to speak should complete the speaker request cards.
- Quorum – the governing statute says that a majority of the authorized membership is a quorum for the purposes of conducting business, so six of the ten authorized appointed members would comprise a quorum.

Dr. Starr interjected for a moment, to introduce Senator McPherson and noted that because of the Senator's rigid schedule he would like to postpone the current discussion to hear from Senator McPherson.

Senator McPherson pronounced the significance of California missions to the historical and cultural values of California. He pointed out that he was aware of some tough decisions the Board had ahead of them, but he feels the missions of California are very important in the regard to the historical and cultural merit they bring to California.

Ms. Ruffolo suggested bimonthly meetings for the Board's regularly scheduled meetings, and if the need for a special meeting transpired it would be accommodated. She asked the members to think about the Board's meeting frequency through the course of this meeting. At the conclusion of today's meeting, they could set the next meeting date and maybe come to general agreement regarding the frequency and meeting dates for the future.

## **7. Delegation of Authority to the Program Manager**

Mr. Swinden moved to delegate executive responsibility for the Endowment, pending the appointment of the Executive Director, to Ms. Ruffolo; seconded by Ms. Acosta.

Dr. Starr asked if there was any discussion regarding this motion.

Ms. Ruffolo mentioned that a resolution had been prepared for the Board's consideration delegating administrative authority to the program manager.

The enacting legislation that created the Endowment gives the Board the authority to appoint an Executive Officer and to appoint staff that is necessary to carry out the Endowment's programs.

This resolution delegates to the program manager most of the authorities that would be necessary for the Executive Officer to conduct, and until the Board hires an Executive Officer, the resolution delegates the authority to the program manager.

Motion carried unanimously.

## **8. Fair Political Practices Act Requirements**

Ms. Moe explained that the Board, as public officials, is subject to a series of conflict of interest and ethical legal requirements. The Attorney General's "Conflicts of Interest" book is a good source towards helping members work their way through the Fair Political Practices Commission's regulations.

A financial disclosure form known as Form 700 should have been received by all Board members and alternate members. As a member of a newly created State agency, Board members and alternate members are required to file Form 700 within 30 days of being sworn in. Ms. Moe urged members to review this early on because it may take some time to complete.

As new Board members there is the requirement of completing an ethics training and it must be done within six months of taking office.

The meetings of this Board are open public meetings.

There was no public comment.

## **9. Selection and Hiring of Executive Officer**

Ms. Ruffolo noted that one of the main priorities for the Board is to hire an Executive Officer as quickly as possible. She informed members that she has received a few applications, however it is important to announce the position in a formal fashion. Ms. Ruffolo suggested:

- Issuing a job announcement and distribute it to major newspapers in California, to all State agencies, and all individuals and organizations who have expressed interest in the Endowment.
- Place the announcement on the web sites, and possibly newsletters of organizations that have expressed interest in the Endowment.
- Establish a deadline for candidates to submit their resumes.
- Establish a subcommittee of three or four Board members to review the qualifications of the candidates and to conduct preliminary interviews.
- The full Board would meet in a publicly noticed meeting and conduct the final interview of the finalists. Typically, boards go into closed session for this, in which members of the public are not allowed to participate, but the decision would be announced in open session.

It was suggested that a description of the Board's expectations relative to this position and a duty statement be drafted. This would allow potential candidates to determine their suitability to meet the Endowment's objectives.

A recommendation was made to conduct a broader search for the Executive Director position. Dr. Starr proposed placing advertisements in the national and preservationist world, the art world, museum world, New York Times, etc.

At this point Mr. Chrisman was sworn in as a Board member.

The following Board members volunteered to sit on the subcommittee for the search and interview process of the Executive Director:

- Ms. Acosta
- Ms. Reeves
- Ms. Roski
- Mr. Swinden
- Assemblymember Alarcon
- Senator Firebaugh

Mr. Swinden moved to have Ms. Acosta be the Chair of the Subcommittee for the search of an Executive Director; seconded by Ms. Imura. Motion passed unanimously.

There was no public comment.

Mr. Gray moved that it is the intent of the California Cultural and Historical Endowment Board to hire an Executive Director, and based on the direction of the Board provided and substantially in accordance with the staff report labeled Item 9, that a subcommittee be established and that the subcommittee and endowment staff proceed; seconded by Ms. Murray. Motion passed unanimously.

## **10. Draft Program Guidelines**

Ms. Ruffolo described a proposed process to adopt the program guidelines:

- Staff will conduct informal workshops throughout the State as a way of listening to the interested public and get their input on the policies.
- After the workshops, staff will prepare a complete draft of the regulations, along with the application forms, issue the draft, and post it on the web site.
- Staff will conduct public hearings on the draft regulations throughout the State.
- At the close of the public hearings, staff will make revisions to the draft regulations, post them on the web site and at the same time, submit them to the Department of Finance for their review.

- The full Board would review and consider adopting the final regulations at its regularly scheduled meeting at the end of the 30-day comment period.

Dr. Starr announced that there was comment from the public on this issue.

Mr. Ken Bernstein of the Los Angeles Conservancy asked the Board to give some consideration to putting into place a process to address emergency or imminent preservation or demolition or imminent threats that might be forthcoming.

The next public comment was from Amy Gilreath, with Society of California Archaeology, who asked that as the Board develops the competitive grant guidelines, that they clearly include pre-historic Native American sites and resources, historic archeological sites and projects that relate to their study, interpretations and conservation.

Ms Ruffolo said staff will proceed in scheduling workshops and will keep the Board apprised of dates and times for the workshops.

#### **11. Proposed Interagency Agreement with UCLA**

Mr. Swinden excused himself from this discussion because he serves as a Trustee of the University of California at Irvine.

Ms. Ruffolo stated that this item is for the Board to consider approving a resolution that would authorize her to negotiate and sign an interagency agreement between the Endowment and UCLA. AB 716 requires that the Endowment conduct policy research and cultural surveys.

It was noted that the Board needs to adopt criteria to help identify those underserved communities or those communities that lack the current culture and historical resources, because under the competitive grant program the Board needs to give those projects priority.

Discussion ensued and Ms. Ruffolo advised members that she will take care of any administrative language as deemed necessary by the Board and she will search out other potential researchers for the Board to choose from.

Dr. Starr asked for public comment and Mr. Jim Quay, Director of California Council of the Humanities, advised the Board to move forward with the research. He advised the Board that Melanie Bean, arts consultant, will be conducting a survey looking at the California Cultural landscape, not in terms of need, but in terms of comparison.

Mr. Isaac Kos-Read from Townsend Public Affairs suggested that accepting applications would be the best way to receive information of who are the under-represented cultures of California.

Ms. Michelle Walker from the Sacramento Arts Commission suggested that the Board might want to look at some of the cultural organizations in the

state that have done plans to provide a “jump start” for whomever is going to be doing the research.

Ms. Acosta moved to have the Board authorize staff to go forth to enter into an MOU with a cultural planning organization that the staff deems best to do this work; seconded by Dr. Starr. Motion passed unanimously.

## **12. Proposed Interagency Agreement with Teale Data Center**

Ms. Ruffolo explained that Teale Data Center is a part of State government that provides a lot of technology services to State agencies. They run and host the Library’s Office of Library construction web site and they have abilities that the Endowment does not have. They have programming expertise, and it is the recommendation that the Board approve to enter into an interagency agreement with them to help prepare a database of contacts. The database would also be used to create labels for mailings, as well as electronic distribution. Teale would also host the Endowment’s web site and perform all the updates.

Mr. Gray encouraged that the design of the applications that Teale Data Center uses for this project, comply with the State Library’s developing standards for persistence of electronic records, so they are durable and findable 20 or 50 years from now.

Ms. Imura moved to enter into the interagency agreement; seconded by Ms. Reeves. Motion passed.

Dr. Starr recognized Mr. Cameron Robertson, Deputy State Librarian for all the work he has put into the system and procedures for the Endowment.

## **13. Public Comments**

Mr. John Poimiroo, representative of the Advisory Council on Historic Preservation, which is appointed by Congress and the White House, and its Chair, John Nau wanted to express congratulations to the Endowment Board and best wishes for success. Additionally, Laura Bush will be announcing the first eight Preserve America Grants and other initiatives that will be of interest to the Endowment. Mr. Poimiroo encouraged the Board to take note of these and offered his assistance to the Board should they have a need.

Ms. Susan Obrow, with the Center Theatre Group of Los Angeles County, a nonprofit organization that has been under the artistic direction of Gordon Davidson. The organization will be opening the Kirk Douglas Theatre in Culver City in the fall of 2004 and is on the site of the landmark Culver Movie Theatre, an old mid-20<sup>th</sup> century movie palace. Mr. Davidson wanted to send his best wishes and to thank the Board for the very important work that they are about to embark on.

Mr. John McKinnon, with the John Marsh Historic Trust, stated that in the very near future he will be presenting a proposal to the Board to restore the house that Marsh built.



**14. Set next meeting date**

Ms. Ruffolo explained that at the next full Board meeting, the interviews of the finalists for the Executive Officer position would take place. In addition, she will report on the progress with the interagency agreements with the cultural planner and with Teale. She will report on the workshops that have met getting input on the program guidelines, and she may possibly be able to report if additional staff has been hired.

The consensus of the Board was to have the next full Board meeting on the afternoon of March 3, 2004 and the Subcommittee will meet on the afternoon of February 25, 2004.

**15. Adjourn**

Mr. Gray moved to adjourn the meeting; seconded by Ms. Reeves. Motion carried.

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