

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

**Wednesday, June 2, 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:

Cameron Robertson, Chairperson
Ms. Marie Acosta
Ms. Donna Arduin, represented by Robert Campbell
Senator John Burton, represented by Ms. Mary Shallenberger
Ms. Cynthia Campoy Brophy
Mr. Michael Chrisman, represented by Mr. Walter Gray
Ms. Suzanne Deal Booth
Senator Marco Firebaugh, represented by Ms. Diane Rud
Ms. Georgette Imura
Mr. Bobby McDonald
Ms. Betsy Reeves
Mr. James Swinden

Staff in attendance:

Ms. Diane Matsuda, Executive Officer
Jennifer Ruffolo, Program Manager
Ms. Wanda Green, Executive Secretary

Also Present:

Ms. Pamela Arnold, North Park Theatre Restoration
Ms. Karen Bosch-Cobb, Fresno County Library
Mr. Bruce Conklin, North Star House
Ms. Kathleen Farren, The Trust for Public Land
Mr. Joseph Guida, Historical Mount St. Mary's Preservation Committee
Mr. Henry S. Delaware, Historian, City of Marysville
Ms. Celeste DeWald, California Association of Museums
Ms. Vorin Dornan, City of Oroville
Mr. Mark Kasky, NTC Foundation, San Diego
Ms. Mary Knapp, Friends of Bok Kai
Mr. Isaac Kos-Reed, Townsend Public Affairs Incorporated
Ms. Donna Landerman, Friends for the Preservation of Yuba County History
Mr. Bob Mendelsohn, San Francisco Museum and Historical Society

Ms. Marin Moe, Deputy Attorney General
Ms. Jane Przybysz, San Jose Museum of Quilts and Textiles
Mr. Anthony Veerkamp, National Trust for Historic Preservation
Ms. Michelle Walker, Sacramento Arts Committee and Cultural Alliance
Mr. Kenneth Zadwick, Mare Island Historic Park Foundation
Mr. Alan Zitzer, NTC Foundation

1. Roll Call

Chairperson Robertson called the meeting to order at 1:00 p.m. and as an alternate to roll call, requested the members introduce themselves.

2. Approval of April 7, 2004 Minutes

Mr. Robertson entertained a motion to approve the minutes of April 7, 2004. Ms. Acosta moved approval of the April 7, 2004 Board minutes; seconded by Mr. McDonald; motion carried unanimously

3. Chairman's Report

The Governor has not yet made an appointment for the replacement of Dr. Staff.

Mr. Robertson advised that the State Library budget, as a whole, is the same budget as last year. The Bond act funding is appropriated without respect to fiscal year, which means they are not subject to the annual state budget process.

Mr. Robertson introduced Diane Matsuda, the new Executive Officer for the Endowment.

4. Executive Officer's Report

Ms. Matsuda reported on the following items:

- Ms. Matsuda introduced Mr. Emir Ahiai as the new point person in tracking and monitoring all of the Endowment's fiscal information.
- Ms. Rachel Magana will be joining the endowment staff on June 7, 2004.
- Jennifer Ruffolo will serve as the Assistant Director for the Endowment.
- Job descriptions, classifications and an organizational chart are included in the Board packet for review.
- A hiring freeze has been placed on the state government, so at this time only employees from a select pool of individuals who are already employed by the state government and working within certain classifications can be hired.
- At the April 7, 2004 Board meeting the item regarding the interagency agreement to retain Ms. Carol Goldstein at the University of

California was tabled. Since the Endowment is in the stage of receiving public comment on issues and items to be considered for the Endowment guidelines, the purpose of the original interagency agreement is no longer needed. Ms. Matsuda suggested that this contract not be pursued at this time.

- Ms. Matsuda suggested creating a competition to select a logo for the Endowment. She would like to offer the opportunity to all California residents to participate in the logo competition. It is her hope that the outcome from the competition will be a logo image that will represent the program now and for decades to come. She would like to announce the logo competition at, or around, the same time as the Endowment's final guidelines are approved.
- Ms. Matsuda would like to organize, by the end of the calendar year, a meeting to begin to plan and strategize ways to implement future goals and programs. It may be a good idea to retain a professional facilitator to assist with this meeting.

Ms. Acosta questioned whether the job descriptions and classifications allowed the endowment to look at the breadth of experience in State Government. Mr. Robertson recommended that Ms. Acosta send her suggestions in writing for review and possible incorporation.

The suggestion was made to include Redding, Santa Barbara, Inglewood and maybe a place in the desert community for the logo competition public hearing schedule. The question was asked if a map of California, showing the locations where the hearings will be held could be developed.

Deputy Attorney General Moe advised that Board members could attend the public hearings, however if a majority happened at the same meeting, then there would be a Bagley-Keene issue. He recommended that members who plan to attend hearings let Ms. Matsuda, or her staff know.

Delegate Shallenberger asked if comments and/or changes occurring from this meeting, to the Concept Paper would be included before it goes out to the public hearings. Chairperson Robertson said that they would be incorporated.

5. Grant Program Concept Paper

Ms. Matsuda provided an overview of the process for the Concept Paper. It is the hope that the Concept Paper will be the first phase of a guideline development stage.

Delegate Shallenberger explained that the original intent, and it is still the intent, to do outreach and recognize those underrepresented peoples, their history and their culture in California. The Concept Paper lays out a good road map on how to accomplish the outreach. The legislation also intended that museums, and more traditional kinds of historic preservation projects be funded as well. There are projects that are ready to go and have been

waiting for funds since Proposition 40 passed, and it's important to not keep them waiting.

6. Public Comments

Public comments follow:

- Under Section 6 the definition of capital improvements be expanded to include the repair, restoration and reuse of sites.
- Develop mission statement.
- Consider grant application procedures and the idea that speed is extraordinarily important – speed when a project still hasn't gone forward after two years is almost an oxymoron.
- Like to see a list of the organizations that are going to be contacted before the public meetings occur.
- Do not ask non-profits to match the funding from the CCHE.
- Museums should be represented considering that the legislation's intent was to assist and enhance the services of museums, especially those pertaining to cultural projects.
- There should be some balance in the funding and also specific deadlines set for the allocation of funds.

7. Board Member Comments

The following is a synopsis of comments and/or suggestions presented from the Board:

- The public workshops will go forward as scheduled
- Staff will develop draft guidelines to be available for the next meeting of the Board to be held in early July and additional comments from the public meetings held after the July meeting, will be presented in final proposed guidelines in August.
- Chairperson Robertson to determine the level of Board input and support to staff and then appoint up to two members of the Board to work with staff during the next 30-day period.
- The Concept Paper, as talking points for the public workshops be revised to reflect the content of today's meeting.
- The Board set the dates for the next meetings as follows:
 - o July 13, 2004 at a location to be determined in Los Angeles.
 - o August 24, 2004 in Sacramento.

8. Administrative Matters

Ms. Acosta is working with staff to make a resolution in honor of Dr. Starr. This will be an item for the Board's next agenda.

9. Adjourn

Ms. Booth moved to adjourn the meeting; seconded by Mr. Campbell.
Motion carried.

The meeting was adjourned at 3:30 p.m.