

**CALIFORNIA CULTURAL AND HISTORICAL ENDOWMENT  
BOARD MEETING**

**Tuesday, July 13, 2004  
10:00 A.M.**

Location:        Los Angeles City Hall  
                     Room 350  
                     200 N. Spring Street  
                     Los Angeles, California

Members of the Board in attendance:

Mr. Cameron Robertson, Chairperson  
Ms. Marie Acosta  
Ms. Donna Arduin, represented by Mr. 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  
Ms. Georgette Imura  
Mr. Bobby McDonald  
Ms. Betsy Reeves  
Mr. James Irvine Swinden

Staff in attendance:

Ms. Diane Matsuda, Executive Officer  
Ms. Jennifer Ruffolo, Assistant Director  
Ms. Rachel Magana, Executive Secretary

Also Present:

Ms. Pamela Arnold, North Park Theatre Restoration  
Mr. Ken Berstein, Los Angeles Conservancy  
Ms. Courtney Ann Coyle, San Diego Archaeological Center  
Mr. Montana Gus DeBencik  
Mr. Glen Duncan, California Route 66 Preservation Foundation, South Pasadena  
Preservation Foundation  
Mr. Ron Gong, Little Tokyo Service Center  
Mr. Michael Hager, San Diego Natural History Museum  
Mr. Kevin Jew, Chief Operating Officer, Project Restore  
Ms. Irene Kasmer, Museum of Fashion Design  
Ms. Lisa Kelley, International Museum of Women  
Ms. Marian Moe, Deputy Attorney General  
Ms. Betty W. Palmer, Cultural Education Project  
Mr. Thomas Rhoads, J. Paul Getty Museum

Ms. Cindy Stankowski, San Diego Archaeological Center  
Ms. Mary Steiger, Mission San Luis Rey  
Mr. Dyan Sublett, Natural History Museum  
Ms. Jacqueline Vernon Wagner, City of Los Angeles, Office of the City  
Administrator's Office

**1. Roll Call**

Chairperson Robertson called the meeting to order at 10:00 a.m. A quorum was established.

**2. Approval of Minutes from June 2, 2004 (Action)**

Mr. Robertson entertained a motion to approve the minutes of June 2, 2004. Mr. Gray moved approval of the June 2, 2004 Board minutes; seconded by Mr. Campbell; motion carried unanimously.

**3. Chairman's Report**

Chairperson Robertson reported that he is still acting as temporary Chair because the Governor has not yet appointed the new state librarian.

The state budget has not been finalized, but this will not impact the activities of this committee.

**4. Executive Officer's Report**

Ms. Matsuda thanked the Board members for taking time from their busy schedules to accompany her to the public workshops. She reported on the following:

- Seven public workshops have been held in various parts of the state. Board members were referred to their packets to obtain more in-depth detail on the meetings that were held in San Francisco, Fresno and Sacramento.
- Updates on the meetings held in San Diego, Orange County and Los Angeles would be e-mailed to members, as well as being posted on the website.
- A chart detailing figures for Proposition 40 is included in the Board packet.
- Information from the Office of Historic Preservation detailing the procedures that need to be taken in order to register a historic site for the local, state and national level is included in the Board packet.
- Rachel Magana was introduced as the new Executive Secretary.

**5. Draft Grant Application and Criteria (discussion, possible action)**

Ms. Matsuda explained that the Board, at its June 2, 2004 meeting, discussed the draft concept paper. Comments from the Board, as well as the public, are included in the current draft concept paper. From this

concept paper, and from the comments provided at the public workshops, the draft grant application and criteria have been put together in draft form.

Ms. Matsuda reviewed staff's proposal to the Board, as well as the six questions (and the point system for each) to be considered as possible topics for grant applicants to respond to in order to be considered for funding.

The following was presented to the Board for their consideration:

- There is an interest to have the \$122 million award money funded over a three-year period.
- Create further division of funds by funding those projects who have currently shown the potential that they can have their project initiated within the year. A second division would be created to accommodate those who may not have all of their information ready to actually submit the grant application, but would have enough information to supply the Endowment with a clear summary of what they are interested in pursuing.
- The draft grant application criteria suggests that the minimum award amount would be \$10,000, the maximum amount available would be \$3 million.
- The draft grant application criteria also suggests that projects are only available for capital asset projects.

There will be three separate documents: The grant application and criteria; the actual grant agreement; and the informational booklet, that would detail all of the terminology, definitions, etc. The informational booklet is currently being developed and will be presented to the Board at a later date.

After considerable discussion regarding the issues of the number of funding cycles that will be undertaken, and the amount and timing thereof, the following was suggested:

- \$35 million be awarded to those projects that have the ability to be initiated within the year;
- The next three rounds will have an exploratory procedure and then the application will be processed. Those rounds will consist of;
  1. One \$15 million
  2. Two \$36 million

Mr. Campbell moved to have the first round at \$36 million, the second round at \$15 million and the third and fourth rounds at \$36 million each; seconded by Ms. Acosta. At this point Chairperson Robertson asked for public comment on this item. Comments are as follows:

- Jacqueline Vernon-Wagner representing the City of Los Angeles requested to reserve the right to make public comment in written form after this meeting.

- Irene Kasmer, Museum of Fashion Designers and Creators requested funding for the museum.
- Cindy Stankowski, Director of the San Diego Archaeological Center urged the Board to consider not spending too much money on technical assistance. Applicants have the wherewithal to figure out how to write the grants, so save the money for the awards.
- Michael Hager, Director of San Diego Natural History Museum, stated that the people of California have waited a long time for Prop 40 money, and there needs to be an immediate investment in Prop 40. Cycle 1 should be to set the October deadline for the application, and then those that want and need assistance would have the time to get that for year two and year three in the cycle.
- Pamela Arnold, representing North Park Theatre Restoration, informed members that she had a concern that in the first round only 30% of applicants who have proved that they are ready to move forward will be awarded funding. Ms. Arnold also expressed her concerns that if an applicant was placed in the second division because of their scoring, then would they have to complete another grant application a second time.
- Ken Bernstein, Director of Preservation Issues for the Los Angeles Conservancy, suggested implementing a preservation revolving fund where one is not limited to grants only, but a mix perhaps of grants and loans to fund acquisition and rehabilitation of significant historic sites.

Chairperson Robertson advised that there was a motion before the Board proposing \$35 million in an initial round to be awarded to those full blown applications; another \$15 million with the intent that that be awarded in the second round, with a two-stage process in which applicants, if they are so desired, could request some technical assistance and advice as they proceed through the application process, but that the applications will all be considered at one time as full applications on their merits. And two similar following rounds in the next two years of \$36 million each.

Motion carried unanimously.

Discussion ensued regarding the requirement for an applicant to match award funds. Mr. Swinden moved that the expectations for all applicants, both private non-profit organizations as well as public agencies, is a 1 to 1 matching requirement, which need not be cash. There can be other types of contributions and that for the underserved communities, a lesser match will be considered by the Board if the applicant can make the case ; seconded by Ms. Acosta.

At this point Chairperson Robertson asked for public comment on this item. Comments are as follows:

- Cindy Stankowski, Director of the San Diego Archaeological Center, asked when the matching money had to be raised.

- Betty Palmer, with the Cultural Education Project, explained that they need a van in order to transport children to visit other cities. Any funding would be appreciated.
- Michael Hager, San Diego Natural History Museum stated that he felt the 1 to 1 match is a great idea. He mentioned that the word “underserved” organization has come up a number of times, and he would like to remind the Board that museums such as his, do a lot of service to underserved organizations, and even though his organization may not be classed as an underserved organization, he would hope that the Board would not exclude organizations like his.
- Ron Fong, Little Tokyo Service Center Community Development Corporation, remarked that he felt with regards to the match, that the intent to have a lower standard rather than being more explicit, is leaving a lot up to the discretion of the Board and staff which is much more difficult. Perhaps an option would be to specify how much less of a match you would accept, then set that aside for applications of less than one million dollars.
- Courtney Coyle, Counsel for the San Diego Archeological Center mentioned that small groups may have a difficult time doing a 1 to 1 match. He also asked the question if other types of state monies would qualify as a match. Ms. Matsuda clarified that contributions may be in the form of money from a non-state source, gifts of a real property, equipment and consumable supplies, volunteer services, fee or reduced cost use.

Chairperson Robertson asked for a vote on the motion before the Board. Motion carried unanimously.

~~After discussion regarding the maximum and minimum grant limits, Ms. Imura moved that \$5 million be set as the minimum and \$25 million as the maximum; seconded by Mr. McDonald. Motion carried unanimously.~~

**Revised: After discussion regarding the maximum and minimum grant limits, Ms. Imura moved that \$5 million be set as the maximum and \$25,000 as the minimum; seconded by Mr. McDonald. Motion carried unanimously.**

## **6. Public Comments**

Chairperson Robertson invited the public to make comments on issues not on the agenda. Comments are as follows:

- Courtney Coyle, Counsel for the San Diego Archeological Center mentioned that the Concept Paper depicted a lot of structure, but didn’t say a whole lot about archeological sites or name of sacred places or cultural landscape concepts. It is his hope that this is something that will be considered in applications, because there is great urgency to protect these types places. He feels the Concept Paper focuses more on prehistoric archeology and not historic archeology.
- Dyan Sublett with the Natural History Museum of Los Angeles expressed her concern regarding a lack of balance that her organization perceives in

the endowment funding approach. Regarding the Concept Paper she feels there is an overwhelming emphasis on cultural projects in the draft guidelines, some of them with the singular focus on a modest community or audience base. This emphasis, she feels, comes at the expense of historic preservation projects like her own. She urged the Board to revise the proposed guidelines to allow the Endowment to support both cultural understanding and historical preservation, both community organizations and major cultural institutions; and, finally, to embrace the intent of Proposition 40 and allow for opportunities like the ones represented by her organization.

- Mr. Fong, Little Tokyo Service Center Community Development Corporation, implored the Board to consider further work in underserved communities – to take care in defining groups that serve those areas.
- Ken Bernstein with the Los Angeles Conservancy, said he would like to see incentives in place to encourage cross-fertilization among a number of the fields that are represented; historical preservation groups, cultural organizations, and arts organizations.

#### **7. Board Member Comments**

It was decided to hold a Board meeting on August 11, 2004 in order to finish discussions on the grant application criteria so the Board can be provided with a final grant application at its next meeting on August 24, 2004.

In addition, it was suggested that a two day Board meeting be scheduled on August 24 and 25, 2004

#### **8. Administrative Matters**

It was noted that Board members who are not able to attend the next Board meeting may submit their comments for presentation at the meeting/meetings.

#### **9. Adjournment (action)**

Mr. McDonald moved to adjourn the meeting; seconded by Ms. Acosta. Motion carried.

The meeting was adjourned at 4:00 p.m.