

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

**Monday, April 23, 2012  
2:05 P.M.**

California State Library  
900 N Street, Room 340  
Sacramento, California

And by Teleconference at:

315 Chestnut Street  
St. Louis, MO 63102

18881 Von Karman, Suite 1275  
Irvine, CA 92612

2445 5<sup>th</sup> Avenue, Suite 200  
San Diego, CA 92101

11611 San Vicente  
Los Angeles, CA 90049

125 14<sup>th</sup> Street  
Oakland, CA 94612

California State Capital, Room 1145  
Sacramento, CA 95814

415 New Jersey Ave, NW  
Washington DC, 20001

**Members of the Board in attendance:**

Ms. Stacey Aldrich, Chairperson (via teleconference)  
Dr. Catherine Campisi  
Ms. Georgette Imura  
Mr. John Laird, represented by Mr. Bryan Cash  
Ms. Ana J. Matosantos, represented by Mr. Pedro Reyes  
Ms. Carla Sands (via teleconference)  
Mr. Jim Swinden (via teleconference)  
Senator Christine Kehoe, represented by Ms. Deanna Spehn (via teleconference)

**Staff in attendance:**

Ms. Mimi Morris, Executive Officer (via teleconference)  
Ms. Christine Sproul, Deputy Attorney General  
Ms. Carol Carter, Project Manager  
Ms. Lynnda Fair, Office Coordinator  
Ms. Francelle Phillips, Office Manager  
Mr. Tony Planchon, Project Manager  
Ms. Diane Sousa, Project Manager

**Also present:**

Ms. Sharleen Finn, California State Library

**1. Roll Call**

Chair Aldrich brought the meeting to order; Project Manager Planchon called the roll.

**2. Budget Change Proposal (BCP): Funding Request for 2012-2013**

Chair Aldrich remarked that the State Library's position on the BCP has two concerns—first, that protocol requires discussion and approval from the Board in order to move forward on BCPs, especially ones that have an impact on the future programs; and second, that the BCP is an official budget document that the State Library must review, and for which she must sign as the State Librarian and head of the agency. She noted that this particular BCP seems to pose fiscal and resource risks to the State Library.

Executive Officer Morris stated that the essence of the BCP is that CCHE needs more funding in Fiscal Year (FY) 2012-13 in order to be in a position to sponsor the special interest license plate program proposed by the California Association of Museums (CAM); and this BCP requests appropriation of the necessary additional funds.

The BCP also requests that the Executive Officer position be extended through all of FY 2012-13, an additional six months. A previous staffing plan eliminated the Executive Officer position in December of 2012 in anticipation of completion of CCHE's major projects.

The bulk of the funds requested would come from the same Proposition 40 sub-fund that has funded CCHE since its inception. In addition, \$30,000 would be requested from the Environmental License Plate Fund to cover the one-time startup costs associated with the plate program, including online vendor transaction fees for each of the anticipated plate buyers.

Since 2006 California law has required that a state sponsor sign up at least 7,500 buyers in advance of launching a new special interest license plate program. CAM has approximately 8,000 buyers signed up. The dollar amount to be received is estimated at

\$660,000. The BCP asks that CCHE be given authority to receive up to \$1 million in revenue (the revenue would eventually be turned over to the DMV).

As to the question of the Library's administrative costs related to the BCP, she noted that approval of this BCP would not obligate the CCHE Board to sponsor the license plate program. The Board will have the opportunity to evaluate the merits and risks of the program at the May 31<sup>st</sup> Board meeting and to make a decision on sponsorship then. However, without the approval of the BCP, the CCHE would not be in a financial position to be a viable State sponsor for the license plate program in FY 2012-13. Delaying the BCP request would also jeopardize the commitment of the plate buyers, who signed up over 16 months ago, and undermine the viability of the entire concept.

She concluded with the staff recommendation that the BCP be submitted now.

Board Member Sands expressed her excitement about the license plate program and stated that it sounded like a wonderful opportunity for CCHE to continue to do good work. She urged the Board to forward the BCP and get the process started as soon as possible.

Ms. Sharleen Finn, California State Library, commented on her research regarding the fiscal and administrative risks to the Library during the first year of the program, and concluded that the estimated start-up cost for the Library could be in the range of \$143,000-\$173,000. Chair Aldrich remarked that while she is in favor of pursuing funding, she was worried about the potential start-up costs and the impact this might have on the State Library and its limited resources.

Delegate Cash suggested that the additional costs to the Library could be built into the BCP; perhaps a rough estimate of the first year's costs, and then next year a more accurate projection after further analysis.

Board Member Campisi agreed that the BCP should be submitted now.

Board Member Imura asked and Executive Officer Morris reiterated that CAM has 8,000 people tentatively signed up for the license plates.

Delegate Cash added that the number of signees emphasizes the fact that the Board needs to move forward now and not wait, because they don't want to lose their momentum. Delegate Spehn and Board Member Swinden concurred. However, Mr. Swinden indicated that the CCHE should be prepared for the possibility that the revenue may be generated less quickly than projected.

*Upon motion by Delegate Cash, seconded by Board Member Sands, the Board voted 5- 0 (Aldrich and Reyes abstained) to approve the staff recommendation and submit the BCP now.*

- 3. Public Comments - none**
- 4. Board Member Comments - none**
- 5. Adjournment**

The meeting adjourned at 2:28 p.m.