

BRYAN CASH (BC): So we are going to go ahead and get started. This is the California Cultural and Historical Endowment. We're here in Sacramento, if we could have Jocelyn take the roll of...

JOCELYN RAPHAEL (JR): In the Resources building: Bryan Cash?

BC: Here.

JR: Carmen Martinez?

CARMEN MARTINEZ (CM): Here.

JR: Eraina Ortega?

ERAINA ORTEGA (EO): Here.

JR: From Inglewood, Delbra Richardson-Price?

DELBRA RICHARDSON-PRICE (DRP): Here.

JR: From Los Angeles, Ennette Morton?

ENETTE MORTON (EM): Here.

JR: And John Vein?

JOHN VEIN (JV): Present.

JR: Thank you.

BC: Alright our next item is the chairman's report. We've had a busy year as you can imagine. At the same time we had the new museum program rolling out. We also had finishing up snoopy and then making sure that snoopy got launched. And we have some reports on both of those coming up in a little bit. We also had the end of the CCHE projects, the previous CCHE projects, and we will have a report on that a little bit later, too. I just wanted to take this opportunity to thank our staff; it's been a crazy year. We've had 3 retirements. We've had, actually 4 if you count Mimi, and Lynnda. So that would be 5. So we had 5 retirements. We've have some change, some new staff come in, and they're awesome. We're very excited. And we have the veterans here too. So we're very thankful for all the work they put in. You are going to hear in a second all that they were, did this, in this year, and it's been amazing. I just wanted to point out one final thing before I move on to the executive officer's report; we did get an award from the California Association of Museums. I have it here on the dais with me. And Celeste De Wald from the California Association of Museums is here with us. We'd like to thank them for that, for recognizing the CCHE and our partnership with them and getting snoopy done. This really goes out to our staff and all their work to get it done. I just kind of watch them do their thing and we were able to

get it over the finish line. So, next we we'll have our Executive Officer Report, and Polly Escovedo, if you can do that for us.

POLLY ESCOVEDO (PE): Alright. It's our pleasure to be here today and to share with you what we have done the past year, what we've accomplished, and what our next steps will be. It's been a busy year. We've been to a lot of museums. As you can see by our, our picture. But you can also see by the smiles that were happy to do the work. And it's been a learning experience, a growth experience and it's just been an amazing journey. We have found the museum community to be open and it's just really been an exciting time and as Bryan said, it's been a very busy year.

I would like to first introduce, we do have a new board member, Delbra Richardson -Price. And Delbra was appointed by Senate pro tem Kevin De Leon in August of 2015. She's been sworn in and she's ready to go. So welcome Delbra.

DRP: Thank you.

PE: When we last met, we reported that there were five remaining projects to be finished under the old project. Today, were happy to report that all but one of those projects have been completed. So in total, under the CCE program, 184 projects were completed, totaling \$121.2 million dollars. We also reported that one of the projects that was being taken on by SPARC, Social and Public Art Resource Center, in Southern California; they were running into some difficulties with permitting with various agencies. And this is a project if you remember to restore the Great Wall of Los Angeles Mural and construct and install a walking bridge.

Since that time, we went and we flew down and we met with the Director of SPARC, and we also met with project partners so that we could establish some timelines and some benchmarks and we were all on the same page and could see and get some, some movement. And we're happy to report that as of last week, the City of Los Angeles, and you can woo-hoo this if you want to, issued its final clearance letter for the portion, the storm pollution, storm water collection portion, that was holding it up and this is the last critical piece in order to get them to the 100% design. So we're encouraged and we're confident that they're going to start construction soon. We also met with the design team and it's going to be an amazing project.

Of course, today's main focus is to present the team's funding recommendations for our very first round for the California Museum Program. And as I said, it's been a busy year. We hit our goal with the Snoopy Plates and we also completed a first year of full reviews with the recommendations that we're going to bring forth to you today.

For our new board member, wanted to let you know that this program is being funded with residual Proposition 40 money. So we agreed to do that in two rounds. This is the first round, and then we will

do one more round of funding. And then we'll transition to funding from the license plate fund. And Stacey is going to provide you some information in just a bit as to where we are on the status on that.

Once the board approved the guidelines and process in May of 2015, we started holding technical workshops throughout the state. We held one in Sacramento, in Oakland, Los Angeles, and San Diego. And in total, we had more than 200 folks attend those workshops. So as you can see there was some tremendous interest in the program and I think resulted in some real solid projects that we are going to present to you today. And Craig is going to come up and present those recommendations and talk about a few projects specifically in a few moments. But first we are going to hear from Stacey and she is going to give you the status of all things Snoopy. Who true to his past, he's here to guide the process for us.

STACEY BELL (SB): Good Afternoon. In February 2014 the Snoopy Special Interest License Plate campaign was launched. Legislation required 7,500 pre-orders to be collected in order for the DMV to begin production of this new license plate. Roughly 30 days later, more than 3,000 plates had been ordered. 7,500 would be a breeze, right? Who wouldn't want the iconic dancing beagle on their car?

While orders continued to come in, there was never the big rush everyone expected. The next year and 10 months would bring the total to 6,884 orders placed and fees collected. An anonymous benefactor stepped in and purchased the remaining 616 plates.

On December 16, 2015, former Speaker Toni Atkins held a press conference to announce that the required 7,500 pre-orders had been reached and orders could be placed for another 48 hours. Those 48 hours yielded an additional 1,351 pre-paid orders bringing the total to 8,851. Of these, 6,103 were sequential plate orders and 2,748 combined the personalized and conversion plate orders.

All 8,851 orders were printed and batched, with Snoopy keeping a close eye of course, and delivered to the DMV the last week of December. Since that time...

BR: ...with a bow...

SB: ...with a bow, as you can see in the picture here. Since that time, the DMV has received an additional 283 orders via paper form.

The question most asked now... "When will I get my plates"? The DMV anticipates September 30<sup>th</sup> of this year for sequential orders to begin to be assigned, and all of the conversion and personalized, personalized plates to begin the processes. Watch for Snoopy on the road by the end of this year. September 30<sup>th</sup> also marks the day the Snoopy plate will be available to order on the DMV website under Special Interest License Plates.

Beginning next cycle, the Snoopy plate will be included on the Special Interest License Plate insert which is included in every registration renewal sent out in the State of California.

In the meantime, I will continue to answer any questions regarding the Snoopy plate, assist pre-purchasers in updating their information, and work closely with the DMV.

And at this time, Chairman Bryan Cash will give an update on the finances and the revenue moving forward. Thank you.

BC: Thanks Stacey. So, we're at, we are over 9,000 plates now and we anticipate once they get actually get on the road and we, people actually see them, we've made some estimates where we are showing some modest growth in the amount of plates. We've taken the growth that happened with the other plate programs, the new plate programs, and we used that as a guide and we anticipate that we will get about 10 million dollars over the first 10 years of the program. That's only with modest growth. So we've had 283 new plates even though it's not on up on the DMV website, other than hidden, in a form. (Laughter) And during that period, when we opened it up we got over 1000 plates. So, I think we're going to see more than modest growth once they get on the road. So that'll be great. We'll have some additional funding for our museum program going forward that we can use after the proposition 40 has, has been used. Are there any questions from anyone on the Snoopy program? Any on the phone? Ok. Now we'll move on to the presentation, our one action item, presentation of the recommendations for the museum grant program. And we have Craig Zeff from our staff here to do that. Craig...

CRAIG ZEFF (CZ): Yeah. Good afternoon. I'm Craig Zeff and I will be presenting the recommendations for funding to you today. So first just a little bit of background regarding the, the process. We, we received nearly 70 applications. These applications went through an extremely thorough review process which included reviews from both internal program staff as well as reviews from a committee of peer evaluators.

All projects were discussed in great detail and field visits were awarded to 21 entities. These field visits resulted in recommendations for 18 projects for a total of 2.5 million dollars. And a list of those recommended for funding were actually made available online and are included in your packet.

In terms of geographic distribution, we had a 50/50 split between Northern and Southern projects.

In terms of Museum discipline diversity, we, we are recommending funding for history/heritage museums, living collection museums, art museums, and science and technology museums.

You actually have the comprehensive recommendation list in your packets, but at this time in order to showcase the range and variety of types of museum projects we are recommending, I'd like to highlight some of these projects and what made them competitive.

So the first one, the first applicant was the Amory Center for the Arts. For the project to repair leaking some skylights. This is an Art museum with a key component of its mission being to provide engaging, quality art classes and art experiences in the region's lowest income neighborhoods in order to advance cultural equity. They offer year round free programming to socioeconomically disadvantaged youth,

teens, families, juvenile offenders, homeless adults, and senior citizens at accessible community centers in low income neighborhoods, serving over 6,500 participants annually. The organization partners with the City of Pasadena and many community groups to offer free after school art classes in parks, libraries and community-based organizations, including the Los Angeles Conservation Corps, Learning Works Charter School, and Teen Education Centers.

So the next museum we'll be talking about is the China Lake Museum Foundation, with the project to install a modular facility which will enable them to move off of their current naval base. This is a science and engineering museum with a large variety of present and past, U.S. Navy aircraft, weapons, and technology. Just an extremely strong need to move as the access to the museum has been significantly restricted since both 9/11 and a subsequent shooting at a naval base took place. The new location will immediately increase visitors as it will be adjacent to the existing Maturango History Museum which currently receives double the visitors as the China Lake Museum and access for non-U.S. citizens will also now be available. And the new location is in the heart of the city, adjacent to low income housing, a county park, and the sheriff's department and will create a new destination spot along the 395 travel corridor which will allow the museum to be added to the Highway 395 tourist guide.

So next museum that we had apply was the La Plaza de Cultura y Artes museum with a project to install a blade sign, lighting and window elements on the new entrance side of their Brunswick Building and it's actually concurrent with a historical walkway that they want to do or that they'll be doing I should say. The museum tells the untold stories about the history, cultures, values and traditions of Mexicans, Mexican Americans and all Latinos in the founding and continuing evolution of Southern California. Admission and 2/3 of their programming is free and they also have an edible teaching garden for K-12 students with transportation paid for which serves over four thousand students a year. They provide \$300,000 in grants per year to non-profit art organizations that focus on Latino populations. And in the past year, La Plaza's cultural offerings have included an exhibit on legendary film icon Anthony Quinn, a free Latin Jazz series of six outdoor concerts, a performance by an Israeli jazz group with a local Salsa band, a celebration of the life of the late singer Selena, and a 12-hour Cinco de Mayo celebration.

So the next applicant that we had was the Monterey County Agricultural & Rural Life Museum with a project to do some plaza construction at their museum entrance. This was an agricultural museum with a project that will provide a central gathering place for school students and visitors which includes seating, interpretive signage, permeable pavers, and modifications to the museum's entrance. The museum is very active in the community and provides programming to all 3<sup>rd</sup> and 4<sup>th</sup> grade classes. They're actively working to improve their facility to reach immigrant families. For example, they actually recently remodeled the lobby with images that better reflect the diversity of the community. And they offer free admission and it's an 8-building museum located within a 200-acre county park.

And then finally, we had the applicant, the City of Oakland, Public Works Department was the applicant. And the museum was the Peralta Hacienda Historic Core Project with a project to do an outdoor event

and exhibit space which will include a banquet table, adobe oven, and adobe commemorative exhibit. Just an extremely strong diversity component and programs to facilitate diversity woven into all aspects of this museum. The museum is free to local Fruitvale community residents. They're involved in a variety of different programs including training teens to be coaches for at-risk youth. One of their partners described them as a "cultural" or "living landscape" and includes two active community gardens and a pedestrian path along the creek used as a safe route for children. They serve a diverse population which includes Cambodian, Laotian, Minh, Latinos, African Americans, Asians, and Filipinos. And they have a working archaeological site which is available for viewing by visitors.

So that actually concludes my presentation and I'd like to ask if there are any questions at this time.

BC: Any questions from board members on the projects or the process or? If there aren't any questions, I'll entertain a motion.

EO: I'll move approval the, I'll move approval of the staff recommendation. This is Eraina Ortega.

EM: This is Ennette. I second.

BC: Ok. Jocelyn can we have a roll call vote?

JR: From the Resources building: Bryan Cash?

BC: Aye.

JR: Carmen Martinez?

CM: Aye.

JR: Eraina Ortega?

EO: Aye.

JR: From Inglewood, Delbra Richardson-Price?

DRP: Aye.

JR: From Los Angeles, Ennette Morten?

AM: Aye.

JR: And John Vein?

JV: Aye.

BC: Alright. And I, I forgot to ask before we voted, do, do we have any public comments on that? I only see one member of the public here, so we did not have any public comments on that. Do we have, our next item is any public comments on issues that are not on the agenda, any public comments from our one public member here? (Laughter)

CELESTE DE WALD: My name is Celeste De Wald, and I am the Executive Director of the California Association of Museums and I just want to go on record for saying that we are absolutely excited and ecstatic to have reached the goal of the 7,500 pre-paid plates, the Snoopy license plate, with the California Cultural and Historical Endowment. The award is well deserved. We were very happy to present that award to the California Cultural and Historical Endowment at our conference because this agency has been a wonderful partner with us in the establishment of the Snoopy license plate. So thank you. I just wanted to go on record for saying that. And also thank the board for your support of this project over the long run. Thank you.

BC: Thank you. And we also have closing comments from our Executive Officer, Polly Escovedo.

PE: I was going to play the dancing Snoopy for you but I will wait until we adjourn and then we will, in celebration. (Laughter) Thank you so much for your approval of the recommendations. So before we adjourn, I would like to give a brief summary of the next steps. First, of course, we're going to have the pleasure of calling these folks and letting them know that you guys adopted and approved the recommendations. We'll start working with them to fine tune their project scopes and their timelines. You know, we recognize the fact that sometimes these are put in place a year in advance or more. And so it needs some fine tuning and some tweaking and we will work with them to do that and to get the grant agreements in place.

Something that we are going to do this year, in addition to the statewide workshops that we hold, we have put the word out to, using our peer review team, to special groups that could benefit from some smaller, more intimate workshops. We did this with one of other programs. Our first time doing it was actually yesterday in San Diego. And we had nine folks, roundtable, and the response was overwhelmingly positive. It was an informal, and a non-intimidating venue and so folks were really free to ask the questions that they wanted to know without fear of embarrassment. So we are going to do that, and in fact Craig is going to be attending the Conference of California Historical Society's Annual Meeting on June 24<sup>th</sup> and he'll be providing some outreach and we'll start doing that. And of course we'll continue to conduct our statewide workshops that we have.

Also in the spring, we plan to come back to the board to give you an update of our outreach efforts. We also want to give you an update on the Snoopy projections, and by then we anticipate having the timeline for the public hearings that will be necessary as we transition from Proposition 40 funds to the specialized license plates. So we will do one more round with the Prop 40 and then we'll transition and so if we do the public hearings, kind of parallel to that, it'll be a seamless transition.

And then hot of the press here. The budget conference committee yesterday approved 4.5 million dollars to the CCHE out of general fund money for projects to following entities: The Pasadena Playhouse, Excelsior Auditorium, The Lark Musical Society, and The Armenian Museum. So once the budget passes, we will give these folks a call, and we'll start working with them on project scope, program guidelines and, and were excited to, to have some additional large projects to work on for this program.

Lastly, I would like to thank the efforts of not only our staff, and we do, as I think you use the word awesome? Is that the word that Mr. Cash used yet? Yeah. They are awesome and we've spent a lot of hours working on this program and vetting these proposals. But also I want to thank the team that we have of peer reviewers. And just to name some of the disciplines that we have represented, we have the arts, the science, education, humanities and history. And so we have a multi-discipline team. And they were a very engaged group and truly a pleasure to work with. And wanted to make sure we brought forth solid projects to you today. Which I believe that we were successful in doing. So with that, unless there are any other questions, then we'll go ahead and adjourn.

JV: Yeah, this is John Vein. I just had one quick question. And this probably goes back a year or so, but there have been a number of conversations in the past, because, because we haven't really met very much recently, but conversations about, in some way or another refunding, not refunding but re-hyphen-funding CCHE beyond some of the things that we've already talked about on the call and I'm wondering if that is anywhere on the radar screen or we gonna sort of continue to be in, you know, wind down mode for a lack of a better way of saying it.

BC: Along with the Snoopy funds, there is movement in the Legislature right now, not in the Administration, but in the Legislature right now, AB2444 is a park bond, that is making its way through and it does have a section that includes funding for cultural resources. So that would be something to keep an eye on. It's not specifically for the Endowment, but it is for cultural resources...so.

JV: No, I just think by any metric, and I guess this is a bit self-serving as a board member, but I think by any metric this approach of bringing in sort of community involvement and the breadth and scale of the impact that this Endowment has had, I think is tremendous and managed to bypass a lot of the political concerns that, that normally go for, around these sorts of programs. So if I can help politically I'd offer that up. And if there anybody making those efforts, I would encourage them to do so.

BC. OK. Thank you. The Administration doesn't have a position on that bill right now. So I would not be the person to contact nor Eraina. But other Board members, you guys are free to act among yourselves, and to support funding and bills and how you please. So. Any other board member comments before we go? If not, we'll adjourn and we'll be in touch. Thanks.