

Summary Minutes for the

**CALIFORNIA CULTURAL AND HISTORICAL ENDOWMENT (CCHE) BOARD MEETING**

Held Wednesday, June 1, 2021 at 9:30 a.m. via Zoom  
(virtual attendance only due to COVID-19)

Welcome and virtual meeting procedures by Bryan Cash, Chair.

**Agenda Item 1:** Roll Call and Introductions. Board Members Present: Chair Cash, Juan Devis, Don Waldie, Ennette Morton, Jacqueline Blackshear, Catherine Gudis, Sally Lukenbill, Amie Hayes, Donelle Dadigan and Senator Anthony Portantino.

**Agenda Item 2:** Approval of July 29, 2020 Meeting Minutes.

**ACTION TAKEN:** Motion made by Ennette Morton, seconded by Catherine Gudis, and carried. Ayes (6): Chair Cash, Sally Lukenbill, Ennette Morton, Jacqueline Blackshear, Catherine Gudis, and Amie Hayes. Abstained (3): Juan Devis, Don Waldie and Donelle Dadigan.

Greg Lucas joined the meeting at 9:50 a.m. after agenda Item 2 action.

**Agenda Item 3:** Chairperson's Report given by Bryan Cash.

Announcement of the December passing of long-standing board member Georgette Imura and request to the board members to adjourn today in her memory. Thanks, given to Agency staff for all of their efforts and the incredible job to pivot from working in person and transitioning to a virtual environment without skipping a beat, working out ways to hold virtual site visits and keep this and all of the Prop 68 programs running with no delays. Big thanks to them, and all that they were able to do. Today we will talk about awarding the museum grants.

**Agenda Item 4:** Executive Officer's Report given by Carol Carter. Thanks, given to team, for all their hard work. Shared update on changes to the Board Members since the last meeting. Welcome new board members and thank those Members who have left for their service and dedication to advancing the work of the CCHE.

Since the board approval of the guidelines last July, the program solicitation was released in August and the team held 4 public technical assistance workshops, approximately 200 registered to attend. We received 120 proposals requesting approximately \$4.3 million in asks.

Today we are seeking approval of the funding recommendations for 25 projects totaling \$926,211. 22 projects are recommended for immediate award in the amount of \$809,661.00, with the remaining 3 projects, in the amount of \$116,550.00 placed on a waitlist. Based on

current revenue projections we anticipate funding for the waitlist projects will be available by the end of this calendar year. With board approval of the full list of recommendations today the bonds and grants team will move forward with grant agreements for 22 projects and once funding is available, will move forward with grant agreements for the 3 projects on the waitlist.

Comment from Juan Devis: Asked how revenue projections are estimated? Chair Cash responded indicating revenue has been pretty consistent over the past couple of years, receiving about \$400,000 a year from Snoopy License plates sales. There was only a slight dip during COVID-19 pandemic, but sales are back up now, with over 11,000 Snoopy plates, so revenues are going up.

**Agenda Item 5:** Presentation of Museum Grant Funding Recommendations by Diane Sousa. Gave background on the grant program, went over key elements of the program including the three-step evaluation process, where the legislative priorities come from, recommended projects, project statistics and highlighted a few of the projects recommended for funding.

Comment from Juan Devis: Asked who completed the evaluations? Carol Carter responded indicating traditionally, we have a multi-disciplined team complete the evaluations. We made a decision to use the 12 bonds and grants unit staff members as reviewers to get the funds out as quickly as possible with the priority for those most severely affected by COVID.

**Agenda Item 5:** Public Comments - No Public Comments.

**Agenda Item 5:** Approval of all Funding Recommendations except Los Angeles Poverty Department.

ACTION TAKEN: Motion made by Greg Lucas, seconded by Amie Hayes, and carried. With Ayes (10): Chair Cash, Sally Lukenbill, Greg Lucas, Juan Devis, Don Waldie, Donelle Dadigan, Ennette Morton, Jacqueline Blackshear, Catherine Gudis, Amie Hayes. Abstained (0):

**Agenda Item 5:** Approval of Funding Recommendation for Los Angeles Poverty Department.

ACTION TAKEN: Motion made by Don Waldie, seconded by Ennette Morton, and carried. Ayes (9): Chair Cash, Sally Lukenbill, Greg Lucas, Juan Devis, Don Waldie, Donelle Dadigan, Ennette Morton, Jacqueline Blackshear, Amie Hayes. Abstained (1): Catherine Gudis.

**Agenda Item 6:** Presentation from California Association of Museums by Celeste DeWald. Update on California Association of Museums (CAM) activities and update on the legislative advocacy project that CAM has been a part of, in conjunction with the California Arts Advocates and Niva California regarding a billion-dollar budget request with some of the funding going to the CCHE. The request includes \$250 million for the recovery of live events and independent venues and \$500 million to the California Arts Council to fund new and

existing programs. An additional \$250 million for the CCHE to be distributed competitively for the acquisition, restoration, preservation, and interpretation of California's historical, cultural, and natural resources with \$50 million to the Museum Grant Program for capital projects or programs that support and enhance museums' services. Would like to see the return of funding for the broader vision to allow the award of significant, transformative projects to uplift stories from California's history that might otherwise be absent or underrepresented. Support from Senator Allen, Senator Rubio, Assemblymember Friedman, Assemblymember Quirk-Silva and Assemblymember Nazarian along with over 515 organizations in support of the budget request.

Comment from Cathy Gudis: Asked what is the relationship of The California Association of Museums (CAM) to CCHE, please explain a bit on that. Celeste Dewald responded indicating that CAM is a partner with CCHE for the establishment of the Snoopy License Plate Project. CAM was also one of the fundamental organizations who helped support the establishment of CCHE and supported prop 40 which when passed provided the initial funding when CCHE was established. CAM holds the license to the Snoopy License Plate image which they then subcontract to the state. CAM provides private advocacy working to obtain funding for CCHE.

Comment from Celeste DeWald: CCHE is coming up on its 20th anniversary, what a great way to really mark that anniversary by having an infusion of funding in order to really revisit what the priority should be for the Agency and really make a big difference in preserving that California history and uplifting those stories that we don't hear enough of. Provided update of Snoopy License Plate Program sales and advertising efforts and promotion within the museum field. Provided specifics on how well the ads were being received.

Comment from Chair Cash: 80% of the revenue goes to Agency to fund the Museum Program and 20% to CAM for advertising, public awareness.

Comment from Cathy Gudis: Thank you so much Celeste, for filling us in on CAM (California Association of Museums). I see this is an incredibly significant role that you're playing, and I want to applaud you and the organization. The support that CAM provides is in dire need for organizations across the state at various levels and providing it this way ensures that every corner of the state is actually better represented in terms of gaining support.

The level of need can't be overstated, I want to not only applaud the efforts but also support them and say that, in the process of reading some of the previous recommendations over the last decade there is a lot of unanswered need. We are poised at this particular moment to really try and address a decline of the creative industries in our state. This board plays an important role in supporting these requests and in advocating for increased sources of funding. This is a key moment and opportunity for there to be transparency in the political process by which funding is offered to cultural and historical organizations across the state, representing both the organizations and its constituents needs.

We should be advocating for possibilities and ways to garner funding in all forms that become available. Thanks so much.

**Agenda Item 7:** Public Comments - No Public Comments.

Comment from Juan Devis: asked as a new board member, what do you think is our role in this board and what would be the most effective use of our time? Chair Cash responded indicating continuing to support funding requests as they go through the legislature would be a good thing as board members are free to advocate as they feel, also anytime there are discussions of a bond in the future or other funding requests that come up it would be good to provide support for those efforts.

**Agenda Item 8:** Adjournment

The meeting is adjourned in memory of 17-year board member Georgette Imura. Georgette died December 17, 2020 after a three-year battle with lung cancer, she was 77. Georgette was born in the Manzanar concentration camp in 1943 and then moved to Sacramento with her family when she was four years old. She went on to have a 28-year career with the state legislature. She was a great advocate for the Asian Pacific Islander community in the state Capitol, especially at a time when there was very little representation among that community among legislators.

In 2003 Georgette was appointed to the board by speaker Herb Wesson and she served on the board until July of last year when she resigned for health reasons. Georgette participated in all but this current round of funding and was a great advocate for the CCHE and for the projects. We adjourn in her memory.

**Agenda Item 8:** Adjournment at 10:39 a.m.

# # #