

Summary Minutes for the

CALIFORNIA CULTURAL AND HISTORICAL ENDOWMENT (CCHE) BOARD MEETING

Held Wednesday, July 29, 2020 at 1:00 p.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: Bryan Cash, Jon Vein, Ennette Morton, Jacqueline Blackshear, Catherine Gudis, Sally Lukenbill, Amie Hayes, Greg Lucas, and Donelle Dadigan.

Agenda Item 2: Approval of May 16, 2018 Meeting Minutes.

ACTION TAKEN: Motion made by Jon Vein, seconded by Ennette Morton, and carried. Ayes (6): Bryan Cash, Jon Vein, Ennette Morton, Jacqueline Blackshear, Catherine Gudis, and Greg Lucas. Abstained (3): Sally Lukenbill, Amie Hayes, and Donelle Dadigan.

Agenda Item 3: Chairperson's Report given by Bryan Cash. This will be the first round of the Museum Grant Program funded through the Snoopy License Plate Fund. Thank you given to the California Association of Museums and Peanuts Worldwide for their efforts regarding the license plate. Current revenue from the plate is about \$400,000 per year.

Agenda Item 4: Executive Officer's Report given by Carol Carter. Shared update on changes to the Board Members since the last meeting. Gave background for the CCHE funding and the Museum Grant Program. Program timeline has been shifted due to COVID-19.

Agenda Item 5: Presentation of Draft Guidelines for Museum Grant Program by Diane Sousa. Gave background on the grant program and what has been done to create this set of draft guidelines. Went over key elements of the program including the three-step application process, eligible applicants, eligible projects, how the program addresses COVID-19, underserved communities, legislative priorities, match requirements, and the program timeline.

Public comment by Celeste DeWald: Thanked the members of CCHE regarding the guidelines and responsiveness. California museums have been experiencing revenue loss since the shelter-in-place orders in March and will benefit from these grant funds.

Comment from Greg Lucas: Appreciated simplified application process. Asked if projects were more competitive if they had a higher match. Carol Carter responded indicating that it could be one of the competitive factors considered.

Comment from Amie Hayes: Expressed appreciation for aspects of the grant program.

Comment from Cathy Gudis: Asked in what way COVID impact will be assessed. Carol Carter responded indicating that there are questions in the application that allow applicants to speak to how they have been impacted. Polly Escovedo also explained that we have a question that allows applicants to share information we did not directly ask for.

ACTION TAKEN: Approval of Guidelines for the Museum Grant Program. Motion made by Greg Lucas, seconded by Amie Hayes, and carried with 9 ayes.

Thank you from Bryan Cash to CCHE staff.

Agenda Item 6: Presentation from California Association of Museums by Celeste DeWald. Currently there are approximately 11,000 Snoopy License plates in circulation. Primary advertising is through Facebook and Instagram ads, YouTube ads, and promotion within the museum field. Provided specifics on what ads looked like and how they were being received.

Comment from Jon Vein: Asked if anything was being done in respect to earned media such as with local news channels. Celeste responded indicating no, but that it is something that could be considered.

Comment from Bryan Cash: Asked if Peanuts was planning on coming out with any new movies or TV shows. Celeste shared that they have launched a Snoopy in Space series on Apple TV.

Comment from Donelle Dadigan: Shared that the Hollywood Museum has the Snoopy doghouse and cutouts that were used in the last film premiere. Asked if those could be helpful in any way. Celeste responded that she would discuss with her colleagues.

Agenda Item 7: Public Comments- No Public Comments.

Comment from Jon Vein: Thanked staff and Bryan Cash.

Agenda Item 8: Adjournment at 1:53 p.m.

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