

Summary Minutes for the

CALIFORNIA CULTURAL AND HISTORICAL ENDOWMENT (CCHE) BOARD MEETING

Held Monday, February 24, 2023, at 1:30 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: Chair Cash, Sergio Aguilar, Greg Lucas, Amie Hayes, Catherine Gudis, Don Waldie and Senator Scott Wiener. Senator Wiener joined the meeting at 1:40 p.m.

Agenda Item 2: Approval of January 24, 2022, Meeting Minutes.

Action Taken: Motion made by Amie Hayes, seconded by Don Waldie, and carried. Ayes (6): Chair Cash, Sergio Aguilar, Greg Lucas, Amie Hayes, Catherine Gudis, Don Waldie.

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

I would like to start off the Chairperson's Report by wishing a warm welcome to Sergio Aguilar, who is joining us for the first time from the Department of Finance. He is here for Gail Miller, who was not able to attend. Sergio is one of our great partners at the Department of Finance who is helping us out through this difficult budget time.

I wanted to start with the budget, as I think it is something that is on many minds these days. To give you an overview, the State is facing a \$22.5 billion revenue shortfall. Thanks to the Governor putting aside significant amounts into the rainy-day fund and taking other actions, as well as the Department of Finance's assistance, we have been able to minimize cuts to many different programs throughout the Agency.

Importantly, we were able to save \$21 million out of the \$50 million appropriated for the Museum Grant Program, which is the program we are discussing today. As a reminder, this is the first step in the budget process, so there will be opportunities for the Legislature and others to provide input, especially throughout the Spring budget process and at upcoming budget hearings. As this is the first step in the process, whether the reduction to the Museum Grant Program stands depends on future discussions with the Legislature. Second, I wanted to let you know the Governor has talked about introducing a bond in the Natural Resources area, but significant discussions have not really started on that yet. The Legislature has proposed a few bonds of its own, and the Administration will weigh in once revenue numbers come in in April, when taxes are due. So, there is the possibility the funding reduction to the Museum Grant Program may not stand, and there is also the possibility for additional funding in a 2024 bond measure under discussion. I bring these things up so Board members appointed by Legislative members can inform their members and talk about this program with them.

One final thing to mention is this program is one of the items put aside in the Budget with an opportunity for restoration if revenues do look better later in this calendar year. This is true for a lot of other items within the Agency. To give you an idea of perspective, throughout the Agency we have a \$54 million climate package that was approved over the last couple of fiscal years, and we were able to keep \$48 million of that large package, along with the \$21 million for this program. So, thanks to our partners at Finance for helping us keep the climate package and Museum Grant program money despite the State's problematic budget situation. There is also an opportunity in the 2024/25 fiscal year to have a small \$1 million program from Snoopy license plate sales. We are up to 11,572 plates sold. We have seen some growth over the last few years, so it is really exciting to see those revenues coming in. A big thanks to our partners at the California Association of Museums for the marketing and advertising efforts associated with keeping that program going.

Agenda Item 4: Manager's Report given by Carol Carter.

Good afternoon, everybody. It's a pleasure to be here today with all of you to present another round of the funding recommendations for the Museum Grant program. Since we last met, we have a new Board Member, Assemblymember Wendy Carrillo, who was appointed to the Board in February 2022, replacing Assemblymember Ian Calderon. The new Assemblymember is not able to be with us today, but we welcome her to the Board.

We also have another member of the Bonds and Grants team joining the CCHE staff, Laurel Olson. Laurel is a Grants Administrator in the unit and will be working with Evelyn as a co-lead for the Museum Grant program. I would also like to welcome Jennifer Caballero who is the interim Executive Director of the California Association of Museums and will provide an update on CAM's marketing efforts later in today's meeting.

Before Diane and Evelyn present the funding recommendations, I would like to share a few project updates with the Board. Of the 35 projects awarded under our first two rounds of the Museum program, and using the residual Prop 40 dollars, all but four have been completed, so we've made significant progress there. Of the most recent 25 projects that were awarded in June 2021, which was our first using the proceeds from the Snoopy plate sales, 10 of those have now been completed with the remaining 15 projects in various stages of implementation.

I would like to take a few minutes to highlight a couple of those recently completed projects, starting with the Museum of Craft and Design in San Francisco County. The museum received a \$20,000 grant for their Mobile Make Art Kit Distribution project, which put creative art making into the hands of children and families. The grant supported the distribution of kits to underserved communities and Title 1 students in San Francisco, including neighborhoods severely affected by the pandemic. The museum hired a diversity of artists to co-author the Make Art Kits, including black and indigenous artists, artists identifying as LGBTQIA+, artists with developmental disabilities as well as youth artists. The museum exceeded its goal of distributing 6,000 multilingual art kits and ended up distributing over 11,000 kits, which is quite an accomplishment for that program.

The second project I would like to highlight was completed by the Kern County Museum. This was a \$40,000 grant, which repurposed a 1,600 square foot storage structure into a new exhibit space, featuring the Bakersfield Sound. This exhibit presents the story of the Dust Bowl migration and recovery of the migrant workers who settled in Bakersfield and brought along their rustic music. Each year, the museum has approximately 80,000 visitors and 20,000 school children visiting from district-wide Title 1 schools. The museum held its grand opening for the new exhibit in March of 2022 where family members of Merle Haggard and Buck Owens were present along with the city's Mayor and other elected officials.

I'd also like to update the Board on our efforts to outreach to non-traditional museums and cultural partners, which was something the Board expressed as a need during our last meeting. As a result of Board member input and identification of cultural institutions, organizations and individuals, our team sent out emails to provide information about available funding with links to the program guidelines and also provided details regarding technical assistance workshops that were being offered. We also asked if they could share that information within their own networks for a wider reach. I'm excited to report that several of these organizations have projects on the funding recommendation list before you this afternoon. Additionally, we sent customized emails to a subset of the organizations to provide the same information, but also to let them know that we would be reaching out to engage in meaningful conversations about strengthening our outreach efforts and eliminating barriers to

applying for funding. Our plan is to engage with these organizations to strengthen those efforts for the next funding round.

I would like to close by thanking our amazing review committee for this program, who serve as our technical experts in the field. Each member volunteered their time, which included many hours, both reviewing proposals and virtually visiting projects. This was time-intensive work, and we sincerely appreciate their contributions to furthering the mission of the CCHE and the Museum Grant program. Our team surveyed the committee to get their feedback on the overall process and their experience and those responses were overwhelmingly positive. This concludes my report.

Comment from Chair Cash:

I really appreciate that, Carol, and appreciate the staff and all their work managing the grants. I know a lot of work happens beforehand to get the grants awarded, as well as work managing the grants afterwards and making sure the grantees are able to deliver on their projects. We will move on next to our only action item for today, and that is approval of the Museum Grant program funding recommendations. I'll turn it over now to Diane and Evelyn.

Comment from Becki Abrams:

Advised Chair Cash that Senator Weiner has joined the meeting at 1:40 p.m.

Agenda Item 5: Approval of Museum Grant Program Funding Recommendations Presented by Diane Sousa and Evelyn Maginnity.

Good afternoon, CCHE. Board and staff, and good afternoon to the public joining us today. My name is Diane Sousa, and I am the Program Manager for the Museum Grant program. I will be co-presenting the Museum Grant program funding recommendations today with my fellow teammate, Evelyn.

Hello, I'm Evelyn Maginnity, and I work closely with Diane as the Museum Grant program lead staff, also I am a Grants Administrator with the Bonds and Grants Unit at the California Natural Resources Agency. We are both excited today to present the funding recommendations for this worthwhile program.

The recommendations list and the other meeting materials were emailed to the Board on February 14th. The public can access these same materials on the CCHE webpage via the Natural Resources website at www.resources.ca.gov/ccche. Over the next few minutes, we will be going over the background on the origin of the Museum Grant program, the three-step evaluation process we utilize for selecting projects, the recommended projects themselves followed by important statistics and, finally, we will be highlighting 12 of the 63 recommended projects.

The CCHE was established in 2002 within the California State Library for the purposes of acquiring, restoring, preserving, and interpreting historical and cultural resources through a competitive grant program. Initially, CCHE's funding came from Prop 40, under which 183 projects, totaling \$122 million, were awarded over four funding rounds.

In 2013, the CCHE was transferred to the Natural Resources Agency, and a competitive grant program to support and enhance small capital projects in museums was created. The CCHE awarded approximately \$3.4 million in residual Prop 40 funding to 35 museum projects under two rounds. Ongoing funding for the museum program is now generated through the sale proceeds from the Snoopy license plate.

In 2018, the Museum Grant program was expanded to include programming, such as exhibits, educational programs, outreach programs, public programs, curriculum, marketing, and collection care, in addition to small capital projects.

The Budget Act of 2020 modified the Museum Grant Program by adding a funding priority for use of appropriated Snoopy funds. Priority was to be given to museums severely affected by COVID-19 and that serve historically underserved communities and/or students subject to Title 1 of the Federal Elementary and Secondary Education Act. The first round of funding generated through Snoopy license plate sales was awarded in June 2021. At that time, the CCHE awarded 25 projects totaling almost \$1 million to museums that were severely affected by COVID-19 and that serve historically underserved communities and/or students subject to Title 1.

The Budget Act of 2021 appropriated \$50 million in General Fund dollars to the Museum Grant program. \$47.5 million was earmarked for awards to be made over multiple rounds, depending on the competitive pool, and \$2.5 million was set aside for grant administration and monitoring. The appropriation directed museums severely affected by COVID-19 and that serve historically underserved communities or students subject to Title 1 should continue to be prioritized for funding.

In 2022, the solicitation for the first round funded by the General Fund was released. We received 139 proposals, totaling approximately \$44.6 million in funding requests. Of these proposals, we are recommending 63 projects be approved for funding by the Board. The evaluation process for the Museum Grant program followed a three-step approach. For the first step, 139 applicants submitted their proposals electronically. Proposals were then evaluated using a scoring rubric by the Museum Grant Program review committee, consisting of 12 volunteers from various disciplines in the museum world.

After the evaluations were completed, a virtual roundtable meeting was held, where the committee assigned initial rankings and discussed additional funding considerations for each proposal. 70 out of 139 projects were selected to advance to the second step of the competitive process, which is a virtual field inspection. Projects were then visited virtually where the applicant, project partners, local community, the Museum Grant Program review committee, and Natural Resources staff participated in a conversation about the project. Discussions centered around the effects of COVID-19 on the museum, target populations, including underserved and Title 1 students, outreach efforts, how the project addresses the legislative and CCHE priorities, project costs, match contributions, and project timelines. The evaluations from the Museum Grant Program review committee determined that 68 out of those 70 projects visited would advance to step 3.

For step 3, applicants had 30 days to upload required documentation, such as Board resolutions, site control documents, and work plans. During this step, two projects voluntarily withdrew, one project was deemed ineligible, and two projects failed to submit the required step 3 documentation. Which brings us now to the 63 projects presented to the CCHE Board for approval. All applicants that are not recommended for funding have been notified. Also, Evelyn and I have been participating in feedback calls to applicants that were not competitive, as an ongoing outreach effort to provide technical assistance.

We will now present the 63 project recommendations. Please keep in mind the projects are not presented in any particular order or ranking. Board members have been provided a detailed funding recommendations list which includes each project's description, county information, museum name, applicant name, project title, and recommended funding amount. This same list is also available on the CCHE website. Listed on the screen are the 63 projects.

I want to point out that 79% of the recommended projects are for museums receiving Museum Grant Program funds for the very first time. Next, we will go over some key statistics of the recommended projects.

Geographic Distribution

- 43% are museums located in the South
- 28.5% are museums located in the Bay Area
- 19% are museums located in the North
- 9.5% are museums in the Central Valley

Disadvantaged Communities

- 75% are museums located in or within a half mile of a disadvantaged community
- 62% are museums located directly in a disadvantaged community

Legislative Priorities

- 36.5% selected Services to School Pupils
- 36.5% selected Services to the Public
- 17.5% selected Increased Accessibility to Programs
- 9.5% selected Superior Museums

COVID-19/Underserved Communities/Title 1 Students

- 100% are museums that have been severely affected by COVID-19
- 100% are museums serving historically underserved communities or Title 1 students

CCHE Priority: Preserving, interpreting, and enhancing understanding and appreciation of the state's subsequent cultural, social, and economic evolution.

Approximately half of the projects address the Museum Grant program's overarching priority of serving under-served population by telling the untold and underrepresented stories of California and by providing access to traditionally underserved communities and by showcasing projects that tell the story of California Native American populations.

- 19% Threads of CA's story that are absent or underrepresented
- 17% Access to historic & cultural resources, especially to traditionally underserved communities
- 13% Archaeology, history, traditional, and/or culture of CA's Native American population
- 10% CA's geologic and oceanographic history
- 8% Industries, technologies, individuals, groups, and commercial enterprises that built CA's economic strength
- 6% Culturally significant aspects of the changing ways that ordinary or creative people lived their daily lives during the course of CA history
- 6% CA's living cultural heritage and folklore
- 2% CA's contribution to the national defense
- 6% No priority chosen

Project Types

In terms of project types, the breakdown doesn't indicate a strong majority that one project type was represented more than the another.

- 26 Program
- 21 Capital
- 16 Combo

5% Match

A majority of the applicants are nonprofits who do not need to provide a match; however, seven projects are proposed by public agencies, who must provide at least a 5% match.

- Yes; 7 public entities
- No; 56 non-profits

Museum Project Categories

Per the Museum Grant program guidelines, all projects must support at least one of the following project categories to be eligible: exhibits, educational programs, outreach programs, public programs, curriculum, marketing, collections care and/or small capital projects. The breakdown of the 63 projects recommended for funding are:

- 23 Educational Programs
- 19 Exhibits
- 14 Small Capital Projects
- 3 Collections Care
- 2 Outreach Programs
- 2 Public Programs

Museum Disciplines

Here is a breakdown of the museum discipline categories for the museums whose projects are recommended for funding.

- 30% Art Museum/Art Center
- 27% History/Historical Museum
- 11% Cultural Museum/Cultural Center
- 11% Science Center
- 10% Living Collection
- 6% Children's/Youth Museum
- 5% General Museum

Next, we will highlight a few of the projects recommended for funding.

Natural History Museum of Los Angeles County

Area: South - Los Angeles County

Status: Located in a disadvantaged community

Applicant: Los Angeles County Museum of Natural History Foundation
Project: Mobile Museum Ice Age Experience
Recommended: Full Funding
Description: The combination capital and program project will complete the location and installation of the Mobile Museum exhibit, including the mural on the outside of the trailer, and will provide one year of programming for the students in the Los Angeles Unified School District and surrounding Districts. The programming component includes professional development workshops for teachers and invitations to visit the South Los Angeles Museum site with free bus transportation for most in-need schools.

Avenue 50 Studio, Inc.

Area: South - Los Angeles County
Status: Located in a disadvantaged community
Applicant: Avenue 50 Studio, Inc.
Project: The Politics of Portrayal: Three Generations of Chicana Portraiture in Los Angeles
Recommended: Full Funding
Description: This program project will create a one-month long temporary exhibit and accompanying catalog featuring two artworks from six female artists from the Latinx community working in the Los Angeles area and focusing on their varying generational expressions of art. This project will serve the residents of the disadvantaged neighborhood of Highland Park including Latinx populations, English Language Learners, and Title 1 high school students.

Cabrillo High School Aquarium

Area: South - Santa Barbara County
Applicant: Lompoc Unified School District – Cabrillo High School Aquarium
Project: Cal Coastal Wetlands Exhibit
Recommended: Full Funding
Description: This capital project will take place on the campus of a Title 1 high school in Lompoc. The Cabrillo High School Aquarium is a student-run museum and is proposing to install an interactive exhibit, located in the center of the Aquarium's main floor that will provide the public with an understanding of the rapidly disappearing California ecosystem and the need to protect endangered habitat. The project will also include bilingual interpretive signage.

San Diego History Center

Area: South - San Diego County
Applicant: San Diego Historical Society
Project: All-In San Diego Community History Archiving Project

Recommended: Full Funding

Description: The combination capital/program project will install a "Welcoming Our Diversity" digital mural in the atrium space and a permanent interactive virtual map exhibit and design, and display of new community timelines focused on the diverse experiences of the people of San Diego. It will also create a History Council, a public reaching engagement team of 30-50 members whose contributions will generate program workshops, focus groups, sharing sessions and exhibits to help preserve the region's history.

The Water Conservation Garden

Area: South - San Diego County
Status: Located within ½ mile of a disadvantaged community
Applicant: Friends of the Water Conservation Garden
Project: The Water Conservation Garden's Oak Grove Exhibit
Type: Capital
Recommended: Full Funding

Description: Located in El Cajon, this living collection museum will develop a new 11,625-acre Oak Grove exhibit, including ADA nature trails, decking, fencing, railing, gates, a retaining wall, a native Kumeyaay cultural element, educational signage, lighting, irrigation, landscaping, and an elevated pathway.

Middletown Art Center

Area: North - Lake County
Status: Located in a disadvantaged community
Applicant: EcoArts of Lake County dba Middleton Art Center
Project: Raices Hermosas (Gorgeous Roots)
Recommended: Full Funding

Description: This program project will conduct a 12-month program to connect the Latinx community through art, events, and education including the creation of a ceramic mural exhibit, field trips for 3,600 students, digital and physical curriculum materials, and temporary exhibits created by local and regional Latinx artists.

Sojourner Truth African Heritage Museum

Area: North - Sacramento County
Status: Located in a disadvantage community
Applicant: National Academic Youth Corp.
Project: Black Heritage Festival 2023
Recommended: Full Funding

Description: This combination capital/program project will provide multiple community outreach programs such as the Black Heritage Festival, a 5K Fun Run, and two

community paint days that will yield one indoor mural located on the west side of museum building and one outdoor mural.

Sutter County Museum

Area: North - Sutter County

Status: Located in Severely Disadvantaged Community

Applicant: Sutter County

Project: Local History Artifact Trunk & Permanent Exhibit

Recommended: Full Funding

Description: This combination capital/program project will renovate and redesign three middle galleries of the museum, which include First People Nisenan, Gold Rush, and Fire & Flood history. The project will produce artifact trunks related to revitalized exhibits with accompanying curriculum to be utilized by teachers off-site in classrooms and develop educational museum tours that align with the renovated exhibits. The Sutter County Museum will be providing at least a 5% match for this project.

Nathan Sweet Museum

Area: Central Valley - Madera County

Status: Located in Disadvantaged Community

Applicant: Sierra Historic Sites Association

Project: Incorporation of the History and Contribution of Local Indigenous and Ethnic Communities to the SHSA Museum Complex

Recommended: Full Funding

Description: This combination capital/program project will develop four new exhibits, accessible videos, refurbish and restore structures that house exhibits in the Nathan Sweet Museum, and provide updates to the website to make digital collections more accessible. New exhibits will focus on local indigenous communities' history and culture in their own words; contributions of early Chinese immigrants in California; and the history of forest management, emphasizing fire ecology and indigenous cultural burning. This project will serve the disadvantaged community and public schools including Title 1 schools of Oakhurst and surrounding historically underserved communities including Madera, Fresno, North Fork, and Coarsegol.

The Fossil Discovery Center of Madera County

Area: Central Valley - Madera County

Status: Located in a disadvantaged community

Applicant: San Joaquin Valley Paleontology Foundation

Project: California Native American Exhibit

Recommended: Full Funding

Description: This combination capital/program project will complete a Native American exhibit by constructing two additional Yokut homes, sweat house enclosure, acorn processing station, basketry station, and storytelling area and plantings. The project will also develop a virtual tour and curriculum for teachers who bring their classes for field trips. This project will serve students, including Title 1 students, in disadvantaged communities in the Central Valley.

Chinese Cultural Foundation of San Francisco

Area: Bay Area - San Francisco County
Status: Located in a disadvantaged community
Applicant: Chinese Culture Foundation of San Francisco
Project: Chinatown History and Art Tour (CHAT) Program
Recommended: Full Funding

Description: This program project will provide educational tours for Title 1 students and underserved communities, prioritizing historically marginalized communities with limited exposure to Chinatown and its community's history. Educational tours include admission, transportation, and curriculum materials for teachers and students.

Children's Creativity Museum

Area: Bay Area - San Francisco County
Status: Located in a disadvantaged community
Applicant: Children's Creativity Museum
Project: "Imagine-Create-Share": Creative Expression and Storytelling with AAPI Children and Families
Recommended: Full Funding

Description: The museum will partner with the South of Market Community Action Network to execute this program project to establish an artist-in-residence program that engages the Filipino community in the SoMA Pilipinas Cultural Heritage District in San Francisco.

This concludes our presentation. We appreciate your attention, and now I would like to turn the meeting back over to Chairman Cash for discussion and questions.

Comment from Chair Cash:

Thanks, Diane and Evelyn. That was a great presentation. Some exciting projects there. Look forward to actually going out and visiting some of those places once they are finished.

Comment from Catherine Gudis:

Thank you so much for presenting these fine projects. My question has to do with the timeframe for the realization of the projects. The process right now is these will get approved, and they will be contacted. What is the timetable for completion? Is it a one-year time frame for utilizing the grant funding?

Diane responded:

Typically, it takes anywhere from about one to three months to get a grant agreement executed, and from there the time period is almost three years to produce the project.

Comment from Catherine Gudis:

I see, okay I misunderstood. Then given the current funding challenges, am I understanding correctly that this first round of \$21 million is funded, but the next round we would have to regain the funds to complete the \$50 million original amount?

Chair Cash responded:

That's correct. Right now, it is not included in the Governor's Budget. But there are discussions going on with the Legislature. There will be hearings. I know this is coming up at the Assembly Subcommittee 3 hearing next week, so it is an issue the Legislature is concerned about. The budget process is a dance - the Governor puts out his proposal, then the Legislature puts out theirs. Then sausage is made, and we end up with the final budget.

Comment from Catherine Gudis:

Okay, I just ask because it's so curious to me how this has been a really very slow process in comparison to other federal funding through the NEH, that then was awarded through subgrants, etc. I was getting a little bit confused about what year we were in in terms of the funding and their allocation, so that clarifies it for me. Thanks so much.

Comment from Senator Wiener:

This is a tremendous list, statewide, just real diversity, and really interesting, beneficial projects. I'm familiar with the ones in San Francisco, and they're all rock solid. I think you folks did a fantastic job identifying and awarding these grants, and I'll be supporting the motion today. I am very concerned about the proposed cuts, and I am glad that these projects will not be impacted, even if the Governor's cut goes through. Obviously, that is a process, but I am concerned going forward that we are going to potentially hit a wall, but I know that will be an ongoing conversation. I want to thank everyone for their work.

Comment from Don Waldie:

I was wondering if staff is comfortable with the geographic spread of the applicants to be awarded. Do you feel that the statewide breakdown is properly balanced?

Carol responded:

One of the things we look at is the geographic distribution of proposals we receive. The geographic spread of the proposals awarded are in line with the proposals we received.

Comment from Don Waldie:

Thank you.

Agenda Item 5: Public Comment

Comment from Chair Cash:

Do we have any public comments at this time?

Comment from Trinidad Rojas:

My name is Trinidad Rojas. I am one of the student head curators of the Cabrillo High School Aquarium. First of all, I would like to start with a big thank you to Chair Cash and the entire Board for your consideration, and I would just like to talk about our program a little bit. Our program is extremely unique. It is the only student-run public aquarium in the entire country. We have around

200 students coming through here every day spread across six classes with nearly 8,000 visitors a year. It is also a great beacon of education for both our visitors that come in from our community to learn about marine awareness and the students that go through the program, learning crucial career skills as we are a CTE pathway at our school. They get great public speaking experience and curriculum design opportunities. For me, personally, this program has inspired me to become a teacher, as few students can really say that they have helped run an aquarium and train all these other members. For our specific exhibit, the Cal Coastal Wetland exhibit, it highlights a critically endangered habitat that has limited access in our community, which is severely economically disadvantaged. The nearest beach is 10 miles away, and much of the land around that area is owned by the Vandenberg Air Force Base, so not much of it is accessible to the public. It is also our largest and most accessible exhibit to date, connecting with our audience through an immersive and ADA compliant representation of this ecosystem, in turn encouraging the protection and preservation of this crucial habitat. Again, I would like to say thank you so much for your consideration, and I appreciate the time that you have given us. Thank you.

Chair Cash responded:

Thank you very much. Appreciate you taking time out to be here today, and I'm very jealous that you have an aquarium at your high school. I would have loved that as a high school student, that's awesome.

Comment from Alpha Bruton:

Hi! First of all, I want to thank all of you for this opportunity. It was a long time in making. This Sojourner Truth African Heritage Museum is the first and only African American museum that services Sacramento and the region. We are tucked away in an incubator on the south side of Sacramento, and we are all about the business of art and artifacts and talking about African American history and making sure that African American history is done not only once a month, like this month of February, but 365 days of the year. With funding from this project, we will be able again to continue our work in employing other artists to come out and do the work in the community as well as bringing audiences into the museum. Again, we want to thank you for this opportunity, and we are looking forward to implementing all the great ideas that we had going forward.

Chair Cash responded:

Thank you very much.

Comment from Sarah Al-Mulla:

Thank you so much. Actually, this is Amy Erikson and I'm the director here at Angels Gate Cultural Center. We've been watching the video together. I want to say a big thank you to the team, the committee, and also to the staff, for all of your help in this process. This is the first time we have heard about this grant opportunity, and the first time we have applied. It has been so smooth, and we have been helped through the process by that whole team. Angels Gate Cultural Center is in the southwest end of LA County, and we are an art center that has been here for over 40 years in old barracks buildings that have been here for over 100 years. So, we are very excited to bring this funding into our gallery system. As many of you know we get lots of funding throughout the years for Arts Education, but when you think about galleries and making sure that there are gallery shows up that are insightful and exciting for field trip students to come through, sometimes that is where we are lacking. So, this will really help us over the next few years to fund the great projects from community artists that bring in contemporary art at its finest down here to San Pedro. Just a heads up, we have been telling everybody about this program, so I am hoping you are going to get a lot more applications in the future. It is great to be on this fine list of other partners that we already work with, and others that we look forward to working with in your grantee funding pool. Thanks again for all of your help and for having us here today.

Chair Cash responded:

Thank you.

Comment from Molly Bloom:

Hi everyone, my name is Molly Bloom. I am the Director and Curator at the Sutter County Museum in Yuba City. Like everyone else, we really want to thank the Board and the grant program team for administering this program and the opportunity to participate in the application process. We are so honored to be recommended for funding for our local history exhibits and artifact trunk at the Sutter County Museum. Through this funding we would be able to develop strong educational programming that directly supports our local schools and teachers in the disadvantaged community of the Yuba Sutter region. This is really a project that our community wants to see from the Museum, and they have been asking us for these types of projects and programming. They want us to create strong educational content that can support our Title 1 schools and need in this community. They also have been asking for us to demonstrate representation of more of the important components of our local history in our permanent museum exhibits. So, thank you again to everyone for providing us with this opportunity to participate in the grant program. Thanks for your time today.

Chair Cash responded:

Thank you very much. Appreciate the public comments. It is very exciting to see the large number of new applicants and new awardees in this round. The need is definitely out there.

Agenda Item 5: Approve of Museum Grant Program Funding Recommendations

Comment from Chair Cash:

Before we take a vote. I wanted to ask if there are any Board members that need to recuse themselves from any of the projects that we will be recommending for funding?

Comment from Chair Cash:

I am seeing no one.

Comment from Chair Cash:

Okay, great, I will entertain a motion then.

Action Taken: Motion made by Amie Hayes, seconded by Don Waldie, and carried. Ayes (6): Chair Cash, Sergio Aguilar, Greg Lucas, Amie Hayes, Catherine Gudis, Don Waldie.

Comment from Chair Cash:

Congratulations to all those who applied and were successful and look forward to seeing these projects completed at a future board meeting. We would really appreciate that in future board meetings, Carol, if we could have, like you, did today just highlights of where people are in implementing the projects and some report backs. That's always great. Sometimes with Boards you award funding, and you never see what actually happens. The Department of Finance gets that a lot, they will help us get secure funding for things, and then they never hear back on what actually happened. So, we try at the Natural Resources Agency to actually communicate back with Finance. Having been there I know that a lot of times their work is not appreciated, so it is really good to be able to come back and show what the state and the taxpayers actually got for the dollars.

Carol responded:

Absolutely, I will be sure to do that.

Agenda Item 6: Discussion Item: Mission and Vision Statement

Comment from Chair Cash:

We will move on now to item 6, and that is a discussion item on the mission and vision statement. At our last meeting, the Board expressed interest in creating an ad hoc committee of a few Board members to work on a mission and vision statement for the CCHE. Don, you were identified as the lead of that ad hoc group, and you submitted a draft mission statement and vision. If you wanted to go over that with the board, that would be great, thanks.

Comment from Don Waldie:

Certainly, at our last meeting I suggested that the endowment, the Board members, the Museum community, and the general public might benefit from a statement from the Board relating to its aspirations for the work it does and some language that would articulate in the broadest possible terms the mission of the endowment. I was pleased to be made the lead person on this. Working with Ms. Gudis, we went through a few rounds of back and forth over the language, recognizing that these sorts of documents need to be short and open ended, and be more poetic than operational. After a few rounds of back and forth, we settled on these words, which we believe might provide a starting place for Board members generally to interact with their ideas about how we can best articulate the mission of the endowment, and how we can best frame our aspirations as a vision. These are offered here for discussion, for improvement, and transformation. These are a starting place.

Chair Cash responded:

Thanks, Don.

Comment from Chair Cash:

I think we should entertain any discussion now.

Comment from Don Waldie:

Would it be appropriate if I read them aloud now?

Chair Cash responded:

That would be great.

Comment from Don Waldie:

A proposed mission statement might be worded this way:

MISSION: The board members of the California Cultural and Historical Endowment serve those who preserve, document, and share the experience of the cultural practices, material legacies, and memories of the State's diverse communities so that present and future Californians can, in having access to their inheritance, enrich their understanding of what California means.

As an aspirational vision, some words along these lines might be appropriate:

VISION: Our aspiration is for every California community to have the resources to preserve, document, and share the experience of its unique heritage in all its forms. We envision a process that actively supports museums, living collections, and a broad range of cultural heritage initiatives and organizations in revealing local knowledges, communicating a sense of place, and evoking connections to history, community, and the natural world.

Comment from Chair Cash:

Those are great. Really appreciate the work that you and Catherine did on these. I think that is an excellent starting point for our discussion and for any suggestions folks may have. Do we have any input from the Board at this time?

Comment from Amie Hayes:

Thank you, I want to thank Don and everyone who was involved in creating this. Thank you for doing that. I think they are both great. I have one minor suggestion with regard to the mission. At the very end, where it says: "enrich their understanding of what California means", we might just say, to simplify it a bit: "enrich their understanding of California". That was the only thought that I had. Thank you again for your work on this and bringing it forward.

Comment from Catherine Gudis:

I just wanted to acknowledge that Don your reading was lovely. And second, that he corrected the one missing word in the vision statement which is that it is for "**every** California community" rather than "for California community."

Comment from Chair Cash:

Yeah, that is great. I recommend that we each take some time to look at these. Becki will send the document to everyone after the meeting. Everyone should take a little time to think about it and provide any feedback to Becki. Then, we can bring it up and vote on it as an action item at a future board meeting. This really goes to the Governor's vision of a "California for All."

Comment from Don Waldie:

Would staff direct commentary to me at some point so I might blend ideas into a revised statement?

Comment from Chair Cash:

Yes, Becki will collect everything and send it to you and Catherine. You can bring forward a final proposal at the next Board meeting. That is a great idea. That helps us avoid having any problems with Bagley-Keene.

Comment from Don Waldie:

It would be difficult to write the statement live on the fly, so maybe having something in hand at our next meeting would be more helpful.

Comment from Chair Cash:

Yes, that's perfect. Awesome! Really appreciate your work. Any public comments on that item?

James Pearce responded:

Doesn't appear to be any hands raised currently.

Comment from Chair Cash:

All right, thanks, James. Next, we'll turn to the California Association of Museums update.

Agenda Item 7: California Association of Museums ("CAM") Update

Comment from Jennifer Caballero:

Thank you. Chair Cash. For those of you with whom I am not acquainted yet, my name is Jennifer Caballero. I have been involved with CAM for about eight years now. In recent months I transitioned from being a member of the Program Committee to a member of the Board. I was the Board President for a couple of years. Then Celesta DeWald, CAM's Executive Director, known and well loved by many of you, left the association late last winter. I stepped in as Interim Executive Director. I

am very pleased and honored to be here. I am dazzled by the wonderful presentation that was made.

I am so proud of our California museums for putting forth some very worthy programs and projects that need funding. As Chair Cash said, the need is definitely out there, and the work we are all doing to support California museums is evident today. I am really happy to be here and part of this group. I welcome input from the CCHE community, the Board folks who are on this call, about these successful proposals. I too, like Chair Cash, look forward to seeing them as we traverse the state and explore what we are doing in California. We at CAM really do think about museums being foremost educational institutions. They provide valuable and relevant programs that enhance instruction provided by the public sector, and they serve students of all ages and all backgrounds. We at CAM are also committed to a competitive grant process that ensures equity, access, transparency, and long-term value. I am really proud of the work that CAM is doing and to be part of this organization as a staffer. The Snoopy license plate is near and dear to my heart. I first joined CAM as a Board member because we needed a little more energy, a little more gas in the tank, for the license plate to become reality. I joined the Board at the suggestion and urging of Phil Kohlmetz, who I believe is listening in today. I am very proud to say that more than 11,500 plates are out on the road right now, and CAM is committed to putting the resources behind getting that number a lot higher in the future.

CAM lost our Executive Director of 18 years, so we are making some transitions in terms of staffing and priorities. Our traditional marketing tactics have been Instagram, Facebook, Twitter, and YouTube advertising as well as organic posts through the Snoopy social media platforms. We have done a little bit of marketing since Celeste's departure, but certainly not with the same muscle or speed she did. So, my pledge to all of you is CAM is very, very committed to this plate, and we are excited for its future. We see the Snoopy license plate as CAM's ongoing financial support mechanism, so we are very committed to it. We know the more plates that are out there in California the better it is for museums.

In listening to Don's mission statement, CAM came up with a vision statement a few years ago. It boils down to 6 words: Stronger Museums for a Stronger California. We were able to really compress the vision statement. Our mission is a little longer, but it is still not even an elevator kind of speech. It is: "CAM unifies and strengthens California museums to expand their collective impact." It is very pippy and short. We wrote it before the pandemic before some issues were raised about who has access to museums in California. We are actively committed to equity work, so that we are mitigating and hopefully eventually eliminating identity-based disparities in the museum field. We are actively dismantling oppressive systems, and we are developing new practices, processes, and cultures that will support us all in accessing California museums.

Visions and Missions are working documents. They need to be fine-tuned over the years. I am hopeful we can incorporate the long-term financial sustainability for museums through the Museum Grant program. I was heartened to hear Senator Weiner talk about being concerned about going forward, and what we will do with the remaining sum that is not covered by today's \$21 million in covered projects. That is something that CAM will actively be pursuing going forward and advocating for. So, we as a field will be trying to find folks who are in those communities who can point to the amazing benefits of these relatively modest amounts of funding that can do tremendous community work.

That is my brief update from CAM. I plan to stay with the organization, and they might be dropping the "interim" from my title soon, so watch for news on that. I look forward to a museum conference on March 8th through 11th in Oakland with a couple of our CCHE colleagues in attendance. And then, starting in late March we will see more Snoopy license plate advertising in things like Google Display. Hopefully, we will be working with a large agency doing some pro bono work to revive our

Snoopy advertising campaign. Thank you for bearing with us during this season of transition between Executive Directors. And thank you for all everyone is doing for the museum field in California. We truly appreciate it, and I welcome any comments or feedback at this point.

Comment from Chair Cash:

Thank you, Jennifer. Any comments, questions, or feedback from the Board? Any public comments?

James Pearce responded:

No hands raised currently.

Comment from Chair Cash:

Thank you, Jennifer, I appreciate you being here, and we appreciate the partnership we have with CAM.

Agenda Item 8: Public Comments

Comment from Chair Cash:

Our next agenda item is public comment. James, do we have any public comments?

James Pearce responded:

No, there currently are no hands raised, but just want to remind people that if they want to raise their hand, use the zoom feature or press, #2 if you dialed in.

It does not look like anybody is wanting to make open public comment currently.

Agenda Item 9: Adjournment

Comment from Chair Cash:

Thank you. That brings us to the close of our meeting. I propose we adjourn in memory of Deanna Spehn, a former CCHE Board member who passed away at the end of last year. Deanna had a long State legislative career. She was staff for Senator Christine Kehoe starting in 2002, and then served with both Assemblymember and Senate President pro tempore, Toni Atkins, for a long time. Deanna served as her representative on the CCHE Board for a long time, starting in 2005 until Senator Atkins was no longer on the Board. Deanna is one of the reasons we have the Museum Program and this new Snoopy License Plate Program. Right after a Board meeting we had a talk and within a matter of days the Speaker at the time was presenting legislation. Then throughout the process of trying to get the Snoopy plate going, every time sales went down we had another press conference with the Speaker and that got things moving. So, we really appreciate all that she did. Not only was she a champion for the CCHE, but she was a great environmental and preservation advocate, especially for everything in San Diego. The San Diego Board of Supervisors dedicated a day for Deanna Spehn for all her contributions to the State. I would like to adjourn in in her memory. Any opposition to that? I'm not seeing anything all right.

We appreciate you all being here, your support of the Board, and all that you do. We look forward to the next time. Thanks.

Agenda Item 9: Adjournment at 2:42 p.m.

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