



National Assembly of State Arts Agencies

KNOWLEDGE ★ REPRESENTATION ★ COMMUNITY

Joint State Arts Meeting
State Arts Action Network (SAAN) and the State Arts Agencies
Saturday, October 16, 2010
2:00 pm – 4:00 pm

Moderators: Philip Horn and Tommy Usrey
Staff Liaisons: Tom Birch and Jay Dick

Attendees:

Philip Horn, Moderator	Pennsylvania Arts Council
Tommy Usrey, Moderator	Louisiana Partnership for the Arts
John Abodeely	Kennedy Center Alliance for Arts Education Network
Alex Aldrich	Vermont Arts Council
Michael Alexander	California Arts Council
Karen Anderson	North Dakota Council on the Arts
Rita Basom	Wyoming Arts Council
Allen Bell	South Arts
Gail Benson	North Dakota Alliance for Arts Education
Jill Berryman	Nevada Alliance for Arts Education
Tom Birch	National Assembly of State Arts Agencies
Bob Booker	Arizona Commission on the Arts
Pat Boyd	South Dakotans for the Arts
John Bracey	Michigan Council for the Arts & Culture
Pam Breaux	Louisiana Dept of Culture, Recreation and Tourism
Sherilyn Brown	Rhode Island State Council on the Arts
Roger Brooks	New Hampshire State Council on the Arts
Lisa Carnevale	Rhode Island Citizens for the Arts
Donna Collins	Ohio Citizens for the Arts
Theresa Colvin	Maryland State Arts Council
Llewellyn Crain	Kansas Arts Commission
Jay Dick	Americans for the Arts
John Divine	Kansas Arts Commission
Brad Erickson	California Arts Advocates
Michael Faison	Idaho Commission on the Arts
Loie Fecteau	New Mexico Arts
Cindy Hill Finnie	Washington State Arts Commission
Arlynn Fishbaugh	Montana Arts Council

Charlotte Fox	Alaska State Council on the Arts
Gary Gibbs	Texas Commission on the Arts
Julie Henahan	Ohio Arts Council
Jenny Hershour	Citizens for the Arts in Pennsylvania
Tim Jones	Nevada Arts Council
Anne Katz	Arts Wisconsin
Dana LaFonta	Louisiana Division of the Arts
Mary Langholz	Washington State Arts Alliance
Mike Latvis	ArtServe Michigan
Bob Lynch	Americans for the Arts
Jonathan Katz	National Assembly of State Arts Agencies
Justin Knabb	Americans for the Arts
Andi Mathis	National Endowment for the Arts
Jim Bob McMillan	Texas Commission on the Arts
Lori Meadows	Kentucky Arts Council
Gail Niebrugge	Alaska State Council on the Arts
Michael Pangburn	South Dakota Arts Council
Betty Plumb	South Carolina Arts Alliance
Trish Poupore	Virginians for the Arts
Bruce Richardson	Wyoming Arts Council
Randy Rosenbaum	Rhode Island State Council on the Arts
Laura Scanlan	National Endowment for the Arts
Diane Scolaro	Vermont Arts Council
Susie Surkamer	President, NASAA Board of Directors
Kris Tucker	Washington State Arts Commission
Paul Weagraff	Delaware Division of the Arts
Jan Webb	North Dakota Council on the Arts

1. Philip and Tommy welcomed the attendees noting how pleased they were to see such a high turnout. They explained that this session is the continuation of a conversation that started in June at the Americans for the Arts' Annual Conference in Baltimore. Given the high level of interest, future joint meetings of the State Arts Agencies and the State Arts Action Network (SAAN) will be scheduled.
2. Phil then introduced Jonathan Katz, CEO of NASAA to address the gathering. Jonathan welcomed the group and expressed his thanks to those who were in attendance and to the co-moderators.
3. Tommy introduced Bob Lynch, President and CEO of Americans for the arts to address the gathering. Bob also welcomed the group and stated how pleased he was to see such a large number of attendees. He spent a few minutes discussing Americans for the Arts' State Arts Action Network (SAAN) and briefly overviewed Americans for the Arts' financial commitment to state arts advocacy efforts and the resources that is provided to the SAAN.

4. Phil and Tommy introduced the first discussion topic and asked participants to take 10 minutes, work with those at their table, and come up with a list to share with the larger group.

Discussion Topic #1: What are the trends and political environment in your states and are they having an impact on public arts funding and your advocacy?

Responses:

- Understanding that this is not just at the state level all sectors. Address all the trends.
- Creative ideas for revenue development
- Tax policy changing
- Outside influence, especially money for campaigns from out of state.
- Demographic trends erosion of tax base
- Polarized politicians
- Leadership fatigue (among political leadership too)
- Anti-tax sentiment.
- Stalemate
- Turnover and term .limits. Need to educate new policy makers
- Staff anxiety about positions being eliminated
- More ultra-right anti government sentiment
- Broke, crazy and advocacy fatigue
- A generation without arts education
- Media not doing its job – both print and electronic.
- Challenging economic deficit in some states and good economy in other states
- Politics are leaning conservative and libertarian
- High homeless rate. Social services being stressed
- Immigration hot button building more conservative effort
- Money
- Surplus but where are the arts/ Tax cuts (instead)
- Philanthropy moving money from the arts to social services
- Legislators shocked at what they cut. Cut K- 12 We did what?
- Never been a better time to advocate, we need creativity, entrepreneurship
- We have the message and the tools.
- There is more involvement in the arts but not at the big box events
- Social media enable us to reach more advocates
- Traditional/folk/crafts people have shared values with libertarians.. This is an opportunity
- Arts are good job good education good communities
- We are together here today
- Tax exemption rising faster than tax revenue
- Redistricting and census data.

5. Phil and Tommy introduced the second discussion topic and asked participants to take 10 minutes, work with those at their table, and come up with a list to share with the larger group.

Discussion Topic #2: Given these trends and issues, what have you been able to accomplish during the past year to promote arts advocacy and further your issues? What works well; what hasn't worked so well? What are the insights about the relationship between the SAA and Advocacy organization based on these successes and shortcomings? What are you planning to do going forward and what are your goals for 2011?

Responses:

- Advocacy efforts have been low key. Personal visits and professional relationships with legislators
- Started a new advocacy group
- Strong board of SAA doing advocacy
- State arts caucus working with tourism. They provided food and beverages for meetings. Hosting
- Allies in the press
- CapWiz (online legislative action center)
- Lobby legislative staff
- State parks partnership
- Greater camaraderie between SAA and SAAN's Staff at SAA from the SAAN field
- Money for PR
- Face to face with each legislator
- Remind them that arts jobs are jobs and keep repeating it.
- Mobilize grantees how they spend their grant money. What is the public value?
- Status quo is a win.
- Crisis increased advocacy
- Change in leg members
- SAA board is the advocacy group, Adv Group created \$50k Trust
- SAA ED and SAAN ED relationship is key.
- Support initiatives of Gov and First Lady
- Took the lead on zero based funding in state government
- AFTA Political action committee. \$100,000 for leg campaigns. Get a personal call. Illusion of clout is a good thing.
- Mayor and local government officials as advocates
- Arts caucuses
- Other sectors with lobbyists to carry our message for us.
- Sharing info between SAA and SAAN
- Went viral
- Work with other agencies of state government
- Information technology for informed electorate
- Plan to harness new voices for advocacy. Need new voices.

- Gen X and Gen y and the arts. Plus those who use the arts throughout their lives
 - Nov 3 start contacting freshmen legislators
 - New legislators from urban area are more knowledgeable and sympathetic
 - License plate campaign to raise money
 - Bridge gaps that divided the arts community
 - Arts on public policy radar
 - Joint Committee on the Arts. Case-making forums.
 - Strong urban advocacy groups.
 - Full time staff at SAAN able to communicate with advocates
 - Big tent coalition with environmental and outdoor advocates. MN
 - Biennial legislature. Not focus on them while in session. Focus on them when out of session at their home. Too hard to build relationships during the session.
 - Arts off the table for discussion with legislators. Talk about citizenship. Who they identify as a leading citizens. Understand their values then connect these to the arts.
 - Politicians don't want to respond to questionnaires. They don't want to go on the record.
 - Got a 50% return on questionnaire to legislators. Why do you want to serve as a legislator?
 - Initiation arts events to legislators.
 - Question about the arts and their econ impact. Policy briefings for legislators
 - Tracking the vote. What did they say to you? Need to capture that.
 - Editorial and letters to the editor.
 - Good friends with Gov and FL staff.
 - Senators and members of Congress calling back home to support the arts.
 - Grantees must show proof that they thanked legislators
 - Using celebrities. Like John Goodman in LA
 - CA using celebrities for selling license plate.
 - Using former officials to go with us to visit legislators
 - Stopping by the press room at the Capitol
 - One page stories and facts about the arts in their district Stats and stories.
 - Legislators handing out the checks. Grantees telling their stories.
 - Recruit arts supporters to run for office, especially school board.
6. Phil and Tommy introduced the third discussion topic and asked participants to take 10 minutes, work with those at their table, and come up with a list to share with the larger group.

Discussion Topic #3: How can we, as colleagues, with AFTA and NASAA, assist each other in achieving our goals for next year?

Responses:

- Online tool to track leg contacts and results
- Partnerships collaborations and communication. More work with National Governors Association (NGA), National Conference of State Legislatures (NCSL), and the National Lt. Governors Association (NLGA). Speak to Gov's about arts
- Advocacy training. Leadership, speaking skills, for grass tops and grassroots.
- Full constituency needs to know they are citizens and they need to act like it and contact their legislators
- Annual joint conference of NASAA and AFTA
- After the election list of new legislators and get to them before the session starts.
- Multi-state regional meetings of SAA's and SAAN's
- More opportunities like today
- Shared events with SAA and SAAN's Board of SAA and SAAN together.
- State arts conference with advocacy group. Third day is for advocacy
- Enable participation in national meetings.
- Positive influence. Get our colleagues here.
- SAAN with SAA in state arts planning. SAAN at the table when SAA is planning the budget. LA
- Collaborate one week after the election. Joint arts plan.
- Need frank conversation about what we can do and what we can't. And do what can be done.
- Sometimes SAA can't say anything and that is frustrating for the SAAN
- Inside and outside message and messengers
- Conduits for people of influence to meet each other and reinforce each other. Board members of arts organizations.
- Advocacy is not just asking for money. Does not start with asking for money. Need to let them know who we are before we ask for money.
- Meet with them in their district not in the capital when in session
- Publicity and friend making. Awards for legislators and citizens. Increase visibility of arts.
- What about awards from advocacy organization
- 1,000 people at the luncheon. Raises money for the organization.

7. Phil then asked Jay Dick and Tom Birch to offer their thoughts on the list of responses from the third discussion.

Jay responded by emphasizing the earlier comments from Bob Lynch on the importance of the SAAN and American for the Arts' commitment to it. He also stated how important it is for the various states to continue the dialogue that was begun today to better adapt, respond and defeat future threats upon funding for the arts. He overviewed his work with the various associations of elected officials from the local to the state level and how AFTA has a working relationship with each of them.

Tom overviewed the work that NASAA is doing on state level advocacy efforts, such as technical assistance to SAAs and advocacy groups in developing joint strategies. He

reminded attendees to go to the NASAA web site to access a variety of information, including issues of the *NASAA Advocate*, with advice on topics such as engaging board members in advocacy and getting the arts on the public policy agenda, and he specifically urged people to take the “Arts Advocacy Checklist: A Self-Evaluation Tool for Arts Organizations and Advocates” in order to get a quick snapshot of your advocacy program.

8. Phil then called upon Jonathan to make any closing comments.

Jonathan thanked the attendees and co-moderators. He encouraged participants to continue the discussion in their home state and expressed his commitment to future meetings such as this by working with Americans for the Arts and its SAAN Network.

9. Phil and Tommy offered their thanks and adjourned the meeting.