

Monday, October 3, 2017

CONFERENCE CALL: DIAL 712-775-7031; Meeting ID: 106-683-169 #

### UPDATES

**A. PAS -** *Report Attached: Includes Mi Planeta Update and Veteran's Mural*  
Thanks to Joanne for attached Stem to STEAM Article....

**B. Community Initiatives - Paulette and Berniz will provide updates**

JUMP \* Music for All Monterey County \* Soledad Utility Project

Greenfield Cultural Arts Center: Murals Monterey County Unveiling: Nov 1<sup>st</sup>

5 pm to 8 pm

Greenfield Harvest Festival - October 16; 11 am to 5 pm

**C. ATC Artists Space Program**

Note: Moved to Development Team (Approved by Board)

### DISCUSS / PLAN

**D. GRANTS:**

- **ORG DEADLINE OCTOBER 15 (Ideas for Outreach)**  
Review Panels To Date (Tina)
- **LEAP DEADLINE: December 1<sup>st</sup> (Ideas for Outreach....)**
- **Consider Emergency Request; PG Art Center - Stuart Day? (attached)**

**E. Monterey Bay 365**

- Moved to Marketing: Undergoing rebranding relaunch

**F. Stem to STEAM - Hartnell potential partner?? Other ideas???**

**G. District Focus Groups? - Surveys? Begin scheduling?**

- 2017 - one in each district....let's plan to plan!!!
- Other 35<sup>th</sup> ideas? The Arts Are The Answer 35 1 minute videos?
- Doorways? Portals?? - ??? (ATC Doors won't work...)
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**REVIEW FOR APPROVAL**

**G. Community Grants**

- Hewlett: Review Following to be presented by Berniz

Monterey Bay Lion Dance Team (To Follow)

**H October BOARD MTG REFERRALS: Consent? Action? Discussion?**

**UP AHEAD**

- Check Strategic Planning Chart and Calendar for upcoming priorities
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- Plan Date for Arts Ed Summit 2017????
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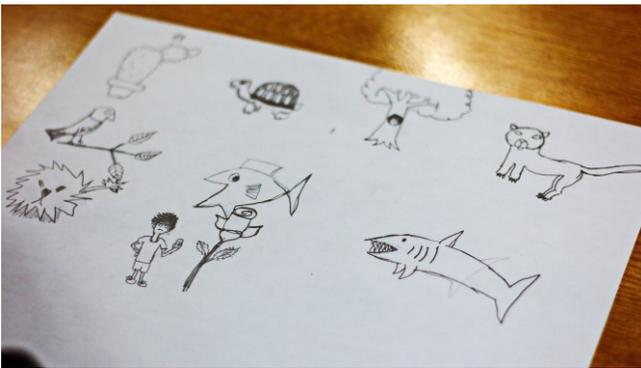
**Next meeting: November 7 at Panera's**

## Arts Education Report – October 2016

### Program Updates:

New school year, new PAS programs at:

- La Joya Elementary, Salinas: Teaching Artists Kenji Tanner (visual art) and Kitty Bloch (dance) have started off the school year with 6 weeks each of programming for Transitional Kindergarten (TK), 1<sup>st</sup> and 2<sup>nd</sup> grades. More sessions will follow throughout 2016-2017, serving all grade levels for a total of 126 teaching hours
- Community Day, Seaside: Sue Ann Hillyer returns to work with at-risk youth for 2 hrs. a week, September 2016 through May 2017
- MPUSD, Monterey – Through support from APMC/MPUSD Fund for the Arts, PAS teacher Jennifer Haydu is leading 70 hours of dance programming for TK and Kindergarten in Seaside, Marina and Monterey elementary schools. The Fund for the Arts also supported the purchase of 64 guitars to be used for classroom instruction at Marshall Elementary (Seaside) and Los Arboles Middle School (Marina). Additional MPUSD programming will take place throughout the academic year.
- Eco Ambassadors Year 2 began on September 12<sup>th</sup> at eleven MPUSD elementary schools, serving a total of 27 fifth grade classrooms. PAS Artist Nina Parris and assistant Lupe Dosda integrate visual art lessons with science to support this year's Eco Ambassadors theme, Water Conservation. Programming runs from September 2016 to May 20-17, culminating in student projects and a celebration.
- CHISPA, Salinas: PAS Teacher Paula Vershay continues her work with low-income seniors at CHISPA Housing properties. APMC support helps provide 14 weeks (September – December) of painting classes at 2 CHISPA sites. The classes provide a creative and social outlet for isolated elders.
- Outreach is planned to more schools, especially in Salinas, South County and North County.



*Fifth graders addressed the question, "What needs water to live?" and portrayed their ideas in warm-up drawings. They learned about water molecules; then created representative models with illustrations.*

Eco Ambassadors program, Ord Terrace Elementary  
Teaching Artist: Nina Parris  
Teaching Assistant: Lupe Dosda

## Program Highlights: Veterans Transition Center (VTC) Mural Project

Background: The Veterans Transition Center of Monterey County serves low-income Veterans who are homeless or at imminent risk of becoming homeless. VTC's clients may deal with substance abuse, mental health issues and post-traumatic stress related to military service. APMC's Mural Project with VTC has featured weekly art classes with an arts in healing focus. PAS teacher Linda P. Hevern and 2 project muralists have guided participants in developing personally meaningful imagery that is transferred to wooden tiles. These tiles will be incorporated into a painted outdoor mural.

- A final mural design has been approved for the VTC's Honor Deck wall; painting will begin on Monday, October 3<sup>rd</sup>. Muralists John Elliott and Elgene Tumacder along with two CSUMB interns aim to complete the mural between November 7<sup>th</sup> and 11<sup>th</sup>.
- The approved design ( see below) incorporates military icons , references the history/setting of Fort Ord and honors Private Joe Martinez for whom VTC's building, Martinez Hall, was named. Illustrated wooden tiles created by veterans in weekly VTC art classes will be attached to the painted surface.
- APMC Arts Ed Director Ellen B. will be working with VTC and the mural project team on an opening celebration, upon project completion. The mural will be visible to the public; its prominent location on VTC's Honor Deck will provide a backdrop for VTC events.



## Other News:

- Arts Education Director Ellen Berrahmoun attended a series of professional development trainings on Arts Integration, organized by MPUSD with APMC support. The trainings offered theory and strategies for creating arts-integrated curriculum units supporting English Language Arts, science, math and Social Studies through music, dance, theatre, visual arts and poetry. PAS teachers Nina Parris (visual arts) and Koly McBride (theatre) were among the presenters. The event , geared to MPUSD elementary teachers, offered a great opportunity for teacher networking, resource-sharing and problem-solving r.e. implementing arts integration in the classroom setting.
- A new APMC Independent Contractor agreement for PAS teachers has been drafted and finalized, and is now being implemented for 2016-2017 contracts.

STEM to STEAM

[David Byrne & Neil deGrasse Tyson Explain the Importance of an Arts Education \(and How It Strengthens Science & Civilization\)](#)

Posted: 23 Sep 2016 04:50 AM PDT



Unless you're a policy geek or an educator, you may never have heard of the "STEM vs. STEAM" debate. [STEM](#), of course, stands for the formula of "science, technology, engineering, and mathematics" as a baseline for educational curriculum. STEAM argues for the necessity of the arts, which in primary and secondary education have waxed and waned depending on prevailing theory and, perhaps more importantly, political will. [Andrew Carnegie](#) may have donated handsomely to higher education, but he frowned on the study of "dead languages" and other useless pursuits. [Industrialist Richard Teller Crane opined in 1911](#) that no one with "a taste for literature has the right to be happy" because "the only men entitled to happiness... are those who are useful."

It's a long way from thinking of poets as "the unacknowledged legislators of the world," as [Percy Shelley](#) wrote in his "[Defence of Poetry](#)" 90 years earlier, but Shelley's essay shows that even then the arts needed defending. By the time we get to STEM thinking, the arts have disappeared entirely from the conversation, become an afterthought, as venture capitalists, rather than wealthy industrialists, decide to trim them away from public policy and private investment. The situation may be improving, [as more educators embrace STEAM](#), but "there's tension," as Neil DeGrasse Tyson says in the excerpt above from his [StarTalk interview show on Nat Geo](#). In the kinds of funding crises most school districts find themselves in, "school boards are wondering, do we cut the art, do we keep the science?"

The choice is a false one, argues former Talking Heads frontman and sometimes [Cassandra-like cultural theorist](#) David Byrne. “In order to really succeed in whatever... math and the sciences and engineering and things like that,” Byrne tells Tyson above, “you have to be able to think outside the box, and do creative problem solving... the creative thinking is in the arts. A certain amount of arts education...” will help you “succeed more and bring more to the world... bringing different worlds together has definite tangible benefits. To kind of cut one, or separate them, is to injure them and cripple them.”

The idea goes back to Aristotle, and to the creation of universities, when medieval thinkers touted the Liberal Arts—the Trivium (grammar, rhetoric, and logic) and Quadrivium (arithmetic, geometry, music, and astronomy)—as models for a balanced education. Tyson agrees that the arts and sciences should not be severed: “Suppose they did that back in Renaissance Europe? What would Europe be without the support and interest in art?” He goes even further, saying, “We measure the success of a civilization by how well they treat their creative people.”

It’s a bold statement that emerges from a longer conversation Tyson has with Byrne, which you can hear in the StarTalk Radio podcast above. Tyson is joined by co-host [Maeve Higgins](#) and neuroscientist and concert pianist [Dr. Mónica López-González](#)—and later by [Professor David Cope](#), who taught a computer to write music, and [Bill Nye](#). Byrne makes his case for the equal value of the arts and sciences with personal examples from his early years in grade school and art college, and by building conceptual bridges between the two ways of thinking. One theme he returns to is the interrelationship between architecture and music as an example of how art and engineering co-evolve (a subject on which he [previously delivered a fascinating TED talk](#)).

You won’t find much debate here among the participants. Everyone seems to readily agree with each other, and I can’t say I’m surprised. **Speaking anecdotally, all of the scientists I know affirm the value of the arts, and a high percentage have a creative avocation.** Likewise, I’ve rarely met an artist who doesn’t value science and technology. We find example after example of scientist-artists—from [Albert Einstein](#) to astrophysicist Stephon Alexander, [who sees physics in Coltrane](#). The central question may not be whether artists and scientists can mutually appreciate each other—they generally already do—but whether school boards, politicians, voters, and investors can see things their way.



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September 27, 2016

Paulette Lynch  
Art Council for Monterey County  
PO Box 7495  
Carmel, CA 93921

Dear Paulette,

We have accomplished so much in twelve months:

- Our program revenues are supporting a greater percentage of our operations
- Our memberships have increased by nearly 50%
- Our 2016 Tiny Treasures fundraiser saw a 45% increase from 2015 and doubled its proceeds from two years ago
- We became a Home School vendor allowing us to broaden our art education services to youth
- We are reaching out to more foundations than we have ever approached in the past
- We have standardized our fees for classes and workshops bringing consistency to our fee structure.
- We have increased our art studio rentals to reflect an equitable square footage rate
- We have developed a music series to give musicians a stage
- We still continue to offer free community events such as Open Mic, ArtSmart for Pacific Grove 3rd and 4th graders, artist talks & demonstrations, and First Friday events throughout the year.

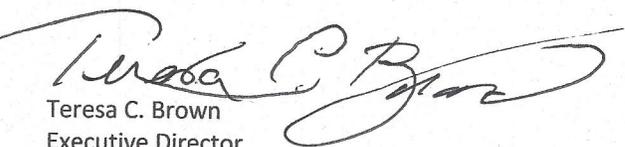
We have accomplished all this with a minimal increase in personnel expense, but despite all our accomplishments to increase revenues, the recent 45% increase in rent still exceeds our increase in total revenues.

The Board of Directors met recently in a retreat to consider our options. With current cash flow at a critical level the board discussed opportunities to find donors who will help fund immediate cash needs. Also discussed were strategies to make it through the next year, options for relocating, combining missions with another arts organization, and temporarily suspending operations should our current facility become no longer viable. A strategic vision has been drafted to help guide future decisions as we are certain some kind of change is on the horizon.

As mentioned, our available cash is at a critically low level. We just learned that the Monterey Peninsula Foundation will fully fund our \$20,000 request for general operation, however those funds will not be made available for 4-8 weeks from now. Unfortunately we do not have the resources to meet our obligations for 4-8 weeks. We respectfully ask the Arts Council for \$2,500 to help bridge this financial void.

Thank you for considering our immediate need. Please let me know if I can answer any questions or reply to any comments. We look forward to hearing from you soon.

Sincerely,

  
Teresa C. Brown  
Executive Director