



## A Message from Michelle Williams, Executive Director

I'm thrilled to begin my first year as Director of the Cultural Council just as the organization turns 30. I'm excited to work with the Board, Staff, and supporters of the Cultural Council to sustain and strengthen its excellent programs and services. I'm also delighted to be joining this beautiful and diverse community, a place I've loved for many years because of its creativity and spirit, and to be calling it my new home.

For the past five years, I've served as the Executive Director of Arts Council Napa Valley, where I worked with artists, organizations, government, and community members of all ages and backgrounds to build support for the arts in Napa Valley. My background as a singer, actor, and writer fuels me for this kind of work. The mission of the Cultural Council speaks to my personal goals and passions, and I feel fortunate to work in the field I love.

I look forward to meeting artists from around the county, working with the local arts organizations and collectives, exploring all of the opportunities that await the organization, and meeting the community members who help make our work possible. If you stop by the office, please be sure to say hello!



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**“Change always comes bearing gifts.”** --*Price Pritchett*

by Lynn Young, Development Director

From great philosophies to particle physics, change is constant and compelling. Forcing us to adapt and birthing creativity, it transforms and renews us. Here at the Cultural Council, in the middle of recession and a rapidly changing world, new opportunities abound--while the best of 30 years' work and experience remains.

Fresh ideas and energy come to the Cultural Council with the arrival of Michelle Williams, our new Executive Director, as we bid a fond farewell and much good fortune to outgoing Director, Alberto Ráfols. Strategic planning and community dialogue are helping us match today's needs and resources while keeping our great programs fresh and focused. And,

more than ever, local partnerships formed over the years with people, businesses, and organizations are generating new and exciting initiatives to keep arts vibrant and accessible throughout Santa Cruz County.

Everything we have accomplished and all we strive to become is made possible by you--you preserve the uniqueness of this community by purchasing tickets to cultural festivals and youth symphonies and original theater. You create art, teach children, make donations, and volunteer to help throughout the county.

As the Cultural Council enters its next 30 years of creativity and adaptability, we send heartfelt thanks to all who have dedicated time, talent and resources to build these strong foundations, and to all who will help

build the future of arts and culture in our community through our work. YOU are the gift that change brings!



### Inside...

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by Michelle Reynolds, Executive Assistant

Dylan Thomas wrote: "Poetry is what makes me laugh or cry or yawn, what makes my toenails twinkle, what makes me want to do this or that or nothing."

Sounds like art!

And what a marvelous time for poetry in Santa Cruz County it is. Local poetry's visibility factor has jumped to a higher level with a new Poet Laureate position.

The Cultural Council, in collaboration with Santa Cruz Public Libraries, Santa Cruz Office of Education, Poetry Santa Cruz and Santa Cruz County Department of Parks, Open Space and Cultural Services is launching the first-ever Santa Cruz County Poet Laureate position.

The Poet Laureate is a two-year position. The Poet Laureate will act as an advocate for poetry, literature, and the arts, and contribute to Santa Cruz County's poetry and literary legacy through public readings and civic events. The Poet Laureate also proposes and leads a community project. Santa Cruz County's first Poet Laureate will be announced in January 2010.

It's an exciting time for poetry in our county! Visit our website--[www.ccsc.org](http://www.ccsc.org)--to learn more as the selection process unfolds, and to discover who will be the county's first-ever Poet Laureate.

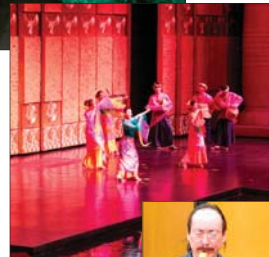


As caught up as we in the arts, it's not surprising that people have heard of us but don't know exactly what we do.

The Mission of the Cultural Council of Santa Cruz County is to *lead and advance the Arts by providing funding, advocacy and support to artists and arts organizations.*

In keeping with our Mission, here are a few of the activities that have kept us busy this year:

- Provided 47 grants totaling \$167,000 to artists and arts organizations. For 80% of our grantees, the Cultural Council is the *only source of grant funding.*
- Published *ArtE News*, a quarterly e-mail newsletter featuring grant and job opportunities, technical assistance/professional development information, volunteer opportunities, and other important information related to the arts community.
- Produced the Open Studios Art Tour: 300 artists participating, drawing 7,000 visitors and generating more than \$1 million in annual art sales for the local economy.
- Provided links through our website to cultural events and arts activities throughout the county.



- Facilitated coordination of bi-monthly meetings for the Council Associates, a group of 50 non-profit arts organizations, many of whom are grantees.
  - Coordinated quarterly meetings among municipal arts commissions to collaborate on projects, advocacy and strategies for advancing local arts.
  - Coordinated quarterly art exhibits at the County Government Center to promote local talent.
  - Created the new online Arts Learning Resource Directory to facilitate arts learning in schools and the community.
  - Provided \$80,000 in grants to local schools to fund arts education.
- Knowing that non-profit arts generate \$32 million per year in revenue for our county (*Arts & Economic Prosperity III* study), we can safely say that supporters of arts and culture, combined with the Cultural Council's endeavors, really do make a huge and positive difference to our community.

And that's what's going on here!



## Praise for the Cultural Council

On behalf of the entire Santa Cruz Peace Chorale, I would like to thank the Cultural Council of Santa Cruz County for helping to make our 2008-2009 season our most successful one to date. Because of CCSCC's grant for our May 16 event, "Many Voices, One Land," the Peace Chorale was able to devote our efforts to a rich and challenging repertoire of incredible music that highlighted so many wonderful American stories. From the first notes of the Shape Note hymn of 1701 to the last ringing chords of our up-tempo arrangement of a song

written in 2007 by Mary Chapin Carpenter, we were able to present a diverse and exciting collection of unique songs that resonated with both audience and singers alike.

Our May 16 concert was a huge success, in no small part because of CCSCC's grant. Thank you all so much for everything you do to support these kinds of events in our community. Maybe more importantly, thank you so much for supporting these kinds of artists. The singers in Santa Cruz Peace Chorale are not professional,

not auditioned, and they represent a variety of abilities and education that might bar them from consideration in other arenas. They are dedicated to the principle that everyone is welcome in our community chorus, which presents both incredible challenges and vast rewards. We are very grateful that you have supported this type of inclusive and celebratory cultural work and we send a huge and resounding standing ovation your way!

--Aileen Vance, Musical Director  
Santa Cruz Peace Chorale

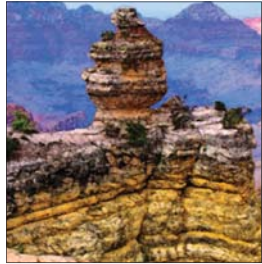
# A Short Trip for a Long Journey

by Joyce Magallanes, County Government Center Exhibits

Escape into another world: Experience spectacular views of mountain vistas, see exotic faces from distant continents, be drawn into tranquil shimmering light and serene seascapes that bid you to leave your worries behind.

Can all this be experienced during a visit to the Santa Cruz County Government Center?

The answer is yes!



Tana Brinnand-Tolson  
"Vishnus Temple Guard"

Jeanne Rosen Sofen's mixed media works capturing the interaction of light, water and rocks, and the rich natural beauty of Michael Mote's paintings--all transport the viewer into the artists' world for a unique escape from the humdrum.

These extraordinary works are part of the many exhibits that have transformed the County Government Center into an art gallery for the enjoyment of all who work in

or visit the Center. Exhibits feature a variety of mediums and styles, with something appealing for everyone. Visitors can enjoy the exhibit while on business, or in a more



Bob Bishop  
"Be Still"

festive atmosphere by attending opening receptions where they meet the artists and learn about the artistic vision and creative process.

The Cultural Council, in collaboration with Santa Cruz County Parks, Open Space and Cultural

Services, presents four exhibits each year featuring a total of 18 local artists. Work is exhibited on the first and fifth floors.

To learn more about the current exhibit, exhibit schedules, and for information about applying to exhibit, visit our website--[www.ccsc.org](http://www.ccsc.org)--and stop by the County Government Center to see work by some of our community's most talented artists!



Richard Bennett  
"Garden Mall"

## Exhibitions

Through November 12, 2009

### Fifth Floor

Richard Bennett - Figure Studies/Portraits

Bob Bishop - Sculpture

Tana Brinnand-Tolson - Digital Painting

November 16, 2009 - January 28, 2010

### First Floor

Ed Dickie - Photography

Susan Hillyard - Photography

Melissa Zahm - Jewelry (1st & 5th Floor Display Cases)

### Fifth Floor

Susan Trimmingham - Pastel

Don McPherson - Watercolor

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**Location:** 701 Ocean Street, 1st & 5th Floors, Santa Cruz.

**Gallery Hours:** 8:00 a.m. to 5:00 p.m.

Quarterly exhibits are brought to the community by the Cultural Council of Santa Cruz County in collaboration with the Santa Cruz County Department of Open Space & Cultural Services. This year's exhibits are also funded, in part, by the Community Foundation of Santa Cruz County.

An additional resource available to the general community: One first floor area is reserved for community groups to exhibit their artwork. There is no charge for the **Community Wall** and the only requirement is that it be reserved far in advance as this popular venue fills up quickly. Learn more--visit:

menu item Co. Govt. Center Exhibits at

[www.ccsc.org](http://www.ccsc.org)

# What's NEW & Coming to a Local School, Student, & You?

by Sonia Deetz, Arts Education Coordinator

The Cultural Council's award-winning SPECTRA Arts Learning program is changing! Like a Phoenix reborn, a new and improved Arts Learning program has emerged.

The centerpiece of the program is the expanded **Arts Learning Resource Directory**, found on the Cultural Council's website at [www.ccsc.org](http://www.ccsc.org). The **Arts Learning Resource Directory** is an interactive feature that helps you locate information about learning opportunities in dance, music, literary, theatre and visual arts programs throughout the county. Schools, [www.ccsc.org](http://www.ccsc.org)

students, parents, teachers, and people of all ages and interests can use this resource to find quality instruction from local teaching artists.

Continuing this year are SPECTRA **Fast Track Matching Grants for schools.**

Through the generosity of the David and Lucile Packard Foundation, we are able to offer \$1,000 matching grants for schools to bring SPECTRA artists to classrooms. Because many schools are struggling or simply not able to come up with their share of the matching funds, we are inviting everyone interested in keeping arts in our

schools to contribute to our Arts Learning Grants Fund. With the help of caring donors, SPECTRA can bring a world of opportunities to thousands of children through the arts.

If you're interested in finding an arts workshop for yourself, your student, or your school, do check out the Cultural Council's new **Arts Learning Resource Directory**. And, if you'd like to help our local schools, please consider making a donation to SPECTRA--it's an investment in our community's future!



# What Will They Think of Next?

by: Ann Ostermann, Events Manager

Art can surprise you, and not by the subject alone. Remember creating those pictures out of macaroni? These days, it seems there are dozens of new techniques our local artists are using to express their creative visions. Just when you think you've seen it all, or close to it all, Open Studios artists in Santa Cruz County show you something different!

During the 2009 Open Studios Art Tour, encaustic painting was the medium of choice for thirteen artists. Encaustic painting, an artistic technique using hot beeswax, dates back to ancient Egypt. This art form has grown in popularity, both with artists and collectors, so much that it now has its own category in the "Artists by Medium" listing in the Open Studios Artist Guide/Calendar.

New directions were also on display in the work of artists who have embraced the creative power of the computer, using it in ways not seen before. Often these pieces start with an original sketch or photograph

which is then manipulated with an artistic eye and a plethora of digital tools from "brushes" that "paint" a specific texture, to colors the artists have "mixed" themselves.



Fanne Fernow, encaustic artist

Some artists have given up traditional art tools all together, using their computer screen as a canvas and a digital tablet as a brush. The artists' training and skills are traditional--just the medium and tools have changed!

Another trend that seems sure to grow is artists embracing "green." Many of the



Sarah Bianco employs recycled materials

2009 Open Studios artists incorporated recycled materials in their art, ranging from used canvases, metal, wood, and found objects. One such innovative artist is Sarah Bianco, a first-time Open Studios artist: "I find canvasses that I paint over. This can be seen as a challenge, because there usually is a texture that exists, and brush strokes that can be visible...but I try to use it to my advantage. It opens me up to work with whatever is already there, and tends to push my process to other techniques like building up more texture..."

Artists are always intrigued by techniques they haven't tried and tools they haven't used. Each artist uses these creative devices in ways unique to themselves and their vision.

The 2009 Open Studios Art

Tour showcased that creativity.

One thing is certain: Next year's 25th Anniversary Open Studios Art Tour will bring even more surprises!



## Up & Coming & Not to Miss!

There are some very special--and fun--Cultural Council activities appearing on the horizon that bear marking on your calendar. In your appreciation of our local arts and culture, you won't want to miss any of them!

**The 2010 Gailies!** The largest arts advocacy event in the County, the Gail Rich Awards is a celebration of our local talent in all creative endeavors: dance, music, literary, theatre, visual arts, and film. The awards will be hosted in January by the **Rio Theatre**. The event date will be posted at [www.ccsc.org](http://www.ccsc.org) in December--watch for it!

**Money for the Arts** - Project Support Grants support artistically excellent and culturally significant arts projects in Santa Cruz County that have clear benefit to, and involvement of, the general public. If your project fits these criteria, consider [www.ccsc.org](http://www.ccsc.org)

applying for a Project Support Grant from the Cultural Council. Deadline is **March 8, 2010**. For a schedule of free grant-writing workshops, visit [www.ccsc.org](http://www.ccsc.org).

**Art Seminars** - Be sure to look for the upcoming art seminars and workshops the Cultural Council has planned. These invaluable professional development sessions are designed to assist artists and arts organizations improve their crafts.

**Primavera!** The event of the year on March 28th! The Cultural Council's Spring Fundraiser gives attendees an opportunity to purchase extraordinary art while demonstrating support for local arts and culture--all while enjoying amazing food, wine and service offered by Chaminade Resort & Spa. Watch for upcoming information at [www.ccsc.org](http://www.ccsc.org). You won't want to miss this wonderful event!

by: Nabil Ghachem, Grants Coordinator

**Free One-on-One Consulting Sessions**  
- Al Walters, CPA, will be at the Cultural Council office to answer questions pertinent to the Business of Arts. November 6 and December 4, 10:00 a.m. to noon. Learn more or schedule an appointment: E-mail Nabil Ghachem, [grants@ccsc.org](mailto:grants@ccsc.org).



### Create a Legacy of Art & Culture

Our deepest gratitude to those who have made contributions this year in honor of Geoff Morten's life and art.

There are many ways to help keep arts and culture alive in Santa Cruz County. Please consider a gift of cash or assets to the Cultural Council's endowment fund, include us in your bequest, or make the Council a beneficiary of an insurance policy.

# Calendar of Cultural Council Funded Events - Artsy Things to Do!

These are a few of the many performances and exhibits being produced by Cultural Council Associates and Grantees (information may change as the event nears - visit [www.cccsc.org](http://www.cccsc.org) for a regularly-updated calendar).

## Year-round:

**Kuumbwa Jazz Center**, Santa Cruz  
(831) 427-2227 or [www.kuumbwajazz.org](http://www.kuumbwajazz.org)

**Jazz Society of Santa Cruz**  
(831) 427-2792 or [www.santacruzjazz.org](http://www.santacruzjazz.org)

**Museum of Art & History**, Santa Cruz  
(831) 429-1964 or [www.santacruzmah.org](http://www.santacruzmah.org)

**Pajaro Valley Arts Council**, Watsonville  
(831) 722-3062 or [www.pvarts.org](http://www.pvarts.org)

**Santa Cruz Art League**, Santa Cruz  
(831) 426-5787 or [www.scal.org](http://www.scal.org)

**Santa Cruz Mountains Art Ctr.**, Ben Lomond  
(831) 336-3513 or [www.mountainartcenter.org](http://www.mountainartcenter.org)

## September 2009 - June 2010 (partial list)

**Sep. 1 - Nov. 12 - County Government Center Exhibit**, Santa Cruz, Richard Bennett, Tana Brinnand-Tolson, Bib Bishop, Santa Cruz, (831) 475-9600 or [www.cccsc.org](http://www.cccsc.org)

**Oct. - Nov. - Isabelle Jenniches** - Webcams in an online environment, Cabrillo College, Aptos, (831) 459-1019 or [www.9nerds.com/isabelle](http://www.9nerds.com/isabelle)

**Oct. 3 - 4 - Santa Cruz County Symphony**, Santa Cruz Civic, Santa Cruz & Mello Center, Watsonville, (831) 420-5260 or [www.santacruzsymphony.org](http://www.santacruzsymphony.org)

**Oct. 16 - 21 - Pacific Rim Film Festival**, Del Mar, UCSC Media, Rio, Cabrillo, Santa Cruz, Aptos, (831) 688-7569 or [www.pacrimfilmfestival.org](http://www.pacrimfilmfestival.org)

**Oct. 21 - Dec. 6 - Pajaro Valley Arts Council**, "Mi Casa Es Tu Casa" & "Dia De Los Muertos Celebration," Watsonville, (831) 722-3062 or [www.pvarts.org](http://www.pvarts.org)



**Oct. 24 - Nov. 15 - Santa Cruz Art League**, Watercolor Society Show, Santa Cruz, (831) 426-5787 or [www.scal.org](http://www.scal.org)

**Oct. 24 - 25 - Santa Cruz Chamber Players**, "The Purity of Brass," Christ Lutheran Church, Santa Cruz, (831) 425-1589 or [www.sccchamberplayers.org](http://www.sccchamberplayers.org)

**Oct. 28 - Nov. 21 - Big Work, Mixed Media Santa Cruz Mountains Art Center**, "Mountain Mama," Ben Lomond, (831) 336-3513 or [www.mountainartcenter.org](http://www.mountainartcenter.org)

**Nov. 6 - 22 - Jewel Theatre Company**, "The Great Nebula in Orion" & "A Bethrothal," Actors Theatre, Santa Cruz, (831) 454-1143 or [www.jeweltheatre.net](http://www.jeweltheatre.net)

**Nov. 14, Santa Cruz Baroque Festival**, "Organ Benefit Concert," location TBA, (831) 457-9693 or [www.scbaroque.org](http://www.scbaroque.org)



**Nov. 16 - Jan. 28, 2010 - County Government Center Exhibit**, Santa Cruz, Ed Dickie, Susan Hilliard, Susan Trimmingham, Don McPherson, Melissa Zahm, (831) 475-9600 or [www.cccsc.org](http://www.cccsc.org)

**Nov. 20-Dec. 6 - "Mixed Nutz! The Nutcracker Remixed"**, UCSC Main Stage, Santa Cruz, (831) 335-1187 or [www.starstuffproductions.com](http://www.starstuffproductions.com)

**Nov. 25 - Dec. 24 - Santa Cruz Mountains Art Center**, "Gift of Art" Holiday Gift Show, Ben Lomond, (831) 336-3513 or [www.mountainartcenter.org](http://www.mountainartcenter.org)

**Nov. 28 - Santa Cruz Mountains Art Center**, Open House, Ben Lomond, (831) 336-3513 or [www.mountainartcenter.org](http://www.mountainartcenter.org)

**Nov. 28 - Dec. 6 - Santa Cruz Art League**, "Luck of the Draw," Santa Cruz, (831) 426-5787 or [www.scal.org](http://www.scal.org)

**Dec. 12 - Market Street Theatre**, "Holiday Show," Santa Cruz, (831) 423-6640 or [www.santacruzfollies.com](http://www.santacruzfollies.com)

**Dec. 12 - Jan. 10, 2010 - Santa Cruz Art League**, "Clay & Photography," Santa Cruz, (831) 426-5787 or [www.scal.org](http://www.scal.org)

**Dec. 18, 19, 20 - Ann Fletcha, 418 Project**, "Animus," Santa Cruz, (831) 234-4375 or [www.undercurve.com](http://www.undercurve.com)

**Dec. 18 - 20 - Santa Cruz Chorale**, Holy Cross Church, Santa Cruz, (831) 427-8023 or [www.santacruzchorale.org](http://www.santacruzchorale.org)

**December** (call for dates) - **Santa Cruz Ballet Theatre**, "Nutcracker," SC Civic Auditorium, Santa Cruz, (831) 477-1606 or [www.scbt.org](http://www.scbt.org)

## 2010

**Jan. 16 - Marigold Fine**, "Sisters Singing" - Sacred Writing, Music & Art by Woman, Pacific Cultural Center, Santa Cruz, (831) 459-8300 or [www.fullcirclevideo.com](http://www.fullcirclevideo.com)

**Jan. 23 24 - Santa Cruz Chamber Players**, "Take Five," Christ Lutheran Church, Santa Cruz, (831) 425-1589 or [www.sccchamberplayers.org](http://www.sccchamberplayers.org)

**January** (call for dates) - **Gail Rich Awards**, Rio Theatre, Santa Cruz, (831) 475-9600 or [www.cccsc.org](http://www.cccsc.org)

**Feb. 2 - Apr. 1 - County Government Center Exhibit**, to be announced, (831) 475-9600 or [www.cccsc.org](http://www.cccsc.org)

**Feb. 6 - Santa Cruz Baroque**, "Holiday in Wales" UCSC Recital Hall, Santa Cruz, (831) 457-9693 or [www.scbaroque.org](http://www.scbaroque.org)

**Feb. 13 - 14 - Santa Cruz Chamber Players**, "Tales of Love & Exotic Places," Christ Lutheran Church, Santa Cruz, (831) 425-1589 or [www.sccchamberplayers.org](http://www.sccchamberplayers.org)

**Feb. 20 - Santa Cruz Baroque**, "Shakespeare's London," UCSC Recital Hall, Santa Cruz, (831) 457-9693 or [www.scbaroque.org](http://www.scbaroque.org)

**Mar. - May - Ann E. Thiermann**, "Visual Conversations - Women & Their Tools," Pajaro Valley Arts Council, Watsonville, (831) 685-0744 or [www.annthiermann.com](http://www.annthiermann.com)

**Mar. 13 - 14 - Santa Cruz Chamber Players**, "Resonant Lyricism," Christ Lutheran Church, Santa Cruz, (831) 425-1589 or [www.sccchamberplayers.org](http://www.sccchamberplayers.org)

**Mar. 27 - 28 - Santa Cruz Chorale**, Holy Cross Church, Santa Cruz, (831) 427-8023 or [www.santacruzchorale.org](http://www.santacruzchorale.org)

**May 10 - Santa Cruz Film Festival**, Del Mar, Regal, Community TV, Museum of Art & History, Veterans' Hall, Santa Cruz, (831) 459-7676 or [www.santacruzfilmfestival.com](http://www.santacruzfilmfestival.com)

**May 15 - 16 - River Arts Festival**, San Lorenzo Park, Santa Cruz, (831) 425-0574 or [www.riverartsfestival.com](http://www.riverartsfestival.com)

**Apr. 29 - May 5 - National Dance Week** County-wide



**Jun. 19 - Japanese Cultural**

**Fair**, Mission Plaza Park, Santa Cruz, (831) 462-4589 or [www.cfsc.org](http://www.cfsc.org)

**Jun. 19- 20 - Santa Cruz Chorale**, Holy Cross Church, Santa Cruz, (831) 427-8023 or [www.santacruzchorale.org](http://www.santacruzchorale.org)

**Jun. 21 - Fifth Annual Intertribal Gathering & Powwow**, Live Oak Elementary School, Santa Cruz, (831) 425-4404 or [www.santacruz-indiancouncil.org](http://www.santacruz-indiancouncil.org)

Check [www.cccsc.org](http://www.cccsc.org) for more exciting events!

# NEWSLETTER



## The Cultural Council of Santa Cruz County

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## Make a Difference!

Make a positive difference in Arts & Culture  
in Santa Cruz County!



### Become a

### *Friend of the Cultural Council!*

Let your donation **in any amount**  
to the Cultural Council lead you to  
discounts and other special  
considerations at participating local  
businesses.

You will receive a *Friends* membership card  
entitling you to all sorts of wonderful indulgences.

Your contribution really helps the Cultural Council  
keep the Arts a thriving part of our community.

*Visit*

**[www.ccsc.org](http://www.ccsc.org)**  
and click on  
**Support the Arts**  
to learn more!

## The Cultural Council Thanks...

...the many individuals, businesses, corporate and  
government sponsors who, through their generosity,  
make the Cultural Council's programs and initiatives  
possible. Our programs are also made possible  
through grants by:

- \* California Arts Council 
- \* Community Foundation of SC County
- \* David and Lucile Packard Foundation
- \* Finkelman Family Charitable Foundation
- \* James Irvine Foundation
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