



From the Director's Chair

by Michelle Williams, Executive Director

It's my first spring in Santa Cruz. I'm awed by the tumultuous

downpours that hours later morph into gorgeous sunshine, the beauty of the beach in any weather, and the sprouting of cherry blossoms and street musicians alike all across our cities. At the Cultural Council, as at arts agencies across our state, it's a time

for looking at the year ahead and deciding how we can find the bounty in what appears to be a world of scarcity. Beyond that, though, there is a movement in this state to rethink how arts organizations respond to our constituents, and to ask the question: who are Californians today, and how do we best ensure they have access to the arts?

Earlier this year, executive directors of arts organizations from across the state and I attended a retreat in Sacramento sponsored

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by the California Arts Advocates. During a particularly heated conversation about the role of the arts in the lives of Californians, our meeting facilitator told us a great story about being on a bus with a touring group

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Keeping Arts Learning Alive for Students

by Sonia Deetz, Arts Education Coordinator

When Lakeview teacher Gina Rodriguez heard about the SPECTRA Fast Track Matching Grants, she didn't hesitate. Her successful application brought her Mexican Folkloric program \$1,000 to help bring the talented African musician and dancer Ibou N'Gom to work with her middle school students.

Ms. Rodriguez says of the experience: "We say that Mexican dance has three roots: African, Indigenous, and European. Most often the African influence is overlooked and underemphasized. Having specific knowledge about West African dance gives both the teacher and students insights into this forgotten root." Ms. Rodriguez mentioned that students in Watsonville go to school and live in a largely homogeneous community. "Developing a relationship with a person of a culture so different than their own provided them with the personal insight that will break down stereotypes and racism in the future," she said. "Providing my students this opportunity... is invaluable and immeasurable."

www.ccscc.org

Priscilla Smart, the Principal at Ocean Alternative Education in Live Oak, took advantage of her Fast Track Matching Grant to engage muralist Guillermo Aranda to create From the Ocean to the Redwoods on an outside wall. According to Ms. Smart, "students learned from Yermo to make colors to match nature, how to apply paint in layers and to give objects depth, and how to take a small scale drawing and enlarge it to create a huge wall mural. The process was rich for kindergarteners through eighth graders at all the appropriate levels of learning." Ms. Smart was impressed with the personal time Yermo took with each student, and how he "showed his ability to relate to students of all ages in a very special way. [The mural] will continue to be a resource for science, art, and historical studies."

This year, through the generosity of individual donors, the David and Lucile Packard Foundation,

and a new collaboration with the County Office of Education, the Cultural Council has contributed over \$60,000 to bring SPECTRA's professional teaching artists into classrooms in more than 30 schools throughout the County. In this way, all who contribute have had a hand in keeping the arts alive for our students.



Yermo Aranda and student at Ocean Alternative Education, Live Oak.

Director's Chair - Continued from page 1

of arts administrators. He was talking with the bus driver, and asked the driver if he was involved in the arts in any way. "No, no, not at all," he said, and their conversation quickly switched to holiday plans. Not sixty seconds later, the driver said, "I'm so excited my kids are coming to town for Christmas. All we do, all day when they are here, is play music together. It's fantastic."

This story resonated with me because it so clearly illustrates the problem we face in this country: the arts are not always seen as something for the people, but as inaccessible, elitist, and separate, somehow, from everyday life. And yet, bus drivers and bankers and teachers and parents are experiencing the arts, even if they don't recognize it! These kinds of meaningful, artful experiences are exactly what we as arts advocates work to bring to every citizen of this country. And with how quickly the demographics of California are changing, we need to be flexible, nimble, and adaptable, and willing to rethink how we define the arts.

In the coming months, the Cultural Council will take a close look at our programs and services to ensure that we are responding to today's needs in our arts community. During this time, I invite everyone in our creative community to join us in asking: How do we define "the arts"? And how can we help our friends, neighbors, and colleagues lead more creative and fulfilling lives? Please join us in our quest to find the answers, and to bring the arts, in all of its glorious forms, to everyone who lives or works in this beautiful region.

In the meantime, welcome to our latest newsletter. Inside you'll find success stories about working artists, an opportunity for you to experience and celebrate the creativity of Santa Cruz youth, and a celebration of how theater is "alive and well" in Santa Cruz through our Grants program.

Enjoy!



Why We Love to Work at the Cultural Council

by Michelle Reynolds, Marketing & Development Coordinator

At the Cultural Council, our job is to help Santa Cruz arts thrive. You may think this means we get to look at great art, go to exhibitions and performances, and talk to artists and arts patrons all day. You'd be right--but that's only about 5% of our job! The rest of the time is filled with hard work, fueled by our team's passion and expertise for bringing the arts to everyone in Santa Cruz County. Although everyone on the team has a different background, we are united in our common purpose to support the arts. But what is it about working in a creative organization that inspires us to show up to work every day?



Top row, left to right: Nabil Ghachem, Ann Ostermann, Sonia Deetz, Michelle Williams. Bottom row: Michelle Reynolds, Joyce Magallanes, Claudia Stefani.

Michelle Williams - Executive Director:

"I feel honored and blessed to work at the Cultural Council, as I love being part of a movement that helps connect people to one another--and that's what the arts do. Working here has also quickly led to friendships with so many fascinating and passionate people, and that is a tremendous gift!"

Claudia Stefani - Finance & Operations Manager:

"I like working at the Cultural Council because it's a way for me to give back to the community. I also enjoy working with my co-workers towards enriching our community with the arts."

Joyce Magallanes - Exhibit Planner & Administrative Assistant:

"I love the arts! What better opportunity to share that appreciation with others than working at an arts organization?"

Ann Ostermann - Open Studios & Outreach Manager:

"I like how it has connected me to my community. After 7 years working in the arts, everywhere I go I meet people who have been touched by the Cultural Council. It's cool!"

Sonia Deetz - Arts Education Coordinator:

"I love contact with the artists. Studying the arts is an essential piece of a well-rounded education and I'm passionate about bringing the arts to children. The Cultural Council affords me the opportunity to do so."

Nabil Ghachem - Grants & Technical Assistance Program Manager:

"I enjoy working at the Cultural Council because I am both an artist and a numbers cruncher, and I love the opportunity to use the left and right sides of my brain. Also, I appreciate the fact that we have a group of volunteers and Cultural Council Board members who are interested in taking it on themselves to further the arts."

Michelle Reynolds - Marketing & Development Coordinator:

"Working? Is that what we're doing? Most of the time it feels like play to me! Surrounded by art and artists, being immersed in a creative environment day after day, knowing I'm contributing to the significant work the Cultural Council does for the community--what's not to love?"

No matter the workload, the staff of the Cultural Council enjoys working at an agency that recognizes and appreciates the vital connection between our community and the arts. We'd love for you to learn more about us and join in our work.

Visit www.cccsc.org.



Create a Legacy of Art & Culture

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.

Happiness *is...* Children's Art!

by Joyce Magallanes, Exhibit Planner & Administrative Assistant

Every spring the Cultural Council presents a Student Art Exhibit at the Santa Cruz County Government Center, opening in April and running through May. This exhibit is a wonderful opportunity to experience the warmth and vitality of the vibrant artwork produced by the youth of our community. This show is a highlight of the year for Cultural Council staff, county government employees, and everyone who comes to see the incredible creativity on display.



Watercolor by Irene, 3rd Grade student, Live Oak Elementary School.

Paintings, drawings, collage, mixed media, clay, pastels and textiles are just a few of the media that are on display. New media is represented this year, including digital photography and entries created in an "Art of Math" class, which is art created while exploring math concepts.

The artwork is created under the direction of experienced SPECTRA Artist/Teachers, emphasizing curriculum enhancement and the creative process. Accompanying the art on display are descriptions by SPECTRA teachers, explaining how the art was made and the lesson employed.

A SPECTRA artist who teaches classes in "Watershed Art" lovingly described how her students were focused and engaged as they worked on the assignments, and

how they were "really starved for the opportunity to create art." The students learned observation and derived a sense of place in the natural world by drawing and painting from plant specimens, and by physically investigating their surrounding environment. Art, science and history were combined to teach and inspire. This is one of the many heartwarming experiences from SPECTRA teachers who stimulate and motivate students through the arts.

A reception for the student artists, their families and the public will be held April 27, 2010 from 5:00 p.m. to 6:30 p.m., with an awards ceremony for the participating students at 5:30 p.m. in the Supervisors' Chambers on the 5th Floor. Please join us and experience the creativity of Santa Cruz County youth.



Exhibitors

April 5 to May 20, 2010

Cultural Council of Santa Cruz County's Student Art Exhibit

June 1 - August 20, 2010

First & Fifth Floors

Myra Eastman - Painting/Gouache on Wood

Melissa West - Printmaking/Linoleum

Dana Lee Weigand - Painting/Oil

Jan McGeorge - Painting/Pastel

Carol Webb - Jewelry/Metal

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 Parks, 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:

Co.Govt. Center Exhibits at
www.ccsc.org

Summer Art Camp for Kids:

River Arts at the Museum of Art & History

Monday, August 9 - Friday, August 13, 2010

Ages: 7 to 12

Learn about the history of the land, the river, plants, animals and people that live here both past and present. Create an art and nature journal for exploring the museum and surrounding outdoor locations. This multi-media workshop mixes with words to produce creative works of art inspired by our river and environment. Open Studios and SPECTRA artist Lynn Guenther will lead this exciting multi-media excursion. Guest SPECTRA artists Linda Cover, Claudia Stevens and Joan Blackmer will teach special art techniques. All materials included. Please call (831) 429-1964 x20 or e-mail education@santacruzmah.org to register.

Time: 9:00 a.m. to 3:00 p.m.. Cost: \$275 / members; \$315 / non-members. Scholarships are available.

This camp is held in partnership with the Cultural Council of Santa Cruz County.

More listings for Summer Art Camps can be found on the Cultural Council's online **Arts Learning Resource Directory** at www.ccsc.org. Follow the link for Arts Learning.



SPECTRA student flexes her creativity under teacher Lynn Guenther's direction.

NEWSLETTER



The Cultural Council of Santa Cruz County

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*Your
Support
Keeps the Arts
Alive & Thriving...*

If you're not yet a *Friend of the Cultural Council*,
won't you consider becoming one today?

With your donation **in any amount** to the Cultural Council you will receive a *Friends* membership card and a list of local participating businesses where you can use your card to receive discounts and other special considerations.

And, you'll become a partner in helping the Cultural Council keep the Arts and Arts Learning a thriving part of our community.

Learn more...visit
www.ccsc.org
and click on **Support the Arts**

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 from:

- * California Arts Council 
- * Community Foundation of SC County
- * David and Lucile Packard Foundation
- * Finkelman Family Charitable Foundation
- * James Irvine Foundation
- * Seagate Technology, LLC
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- * Women in Philanthropy/United Way
- * Woolpert Family Foundation
- * County of Santa Cruz
- * City of Capitola
- * City of Santa Cruz
- * City of Scotts Valley
- * City of Watsonville

Calendar of Cultural Council Funded Events

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 - contact organizations for updated information).

Year-round:

KUSP on 88.9 FM

(831) 476-2800 or www.kusp.org

Kuumbwa Jazz Center, Santa Cruz

(831) 427-2227 or www.kuumbwajazz.org

Museum of Art & History, Santa Cruz

(831) 429-1964 or www.santacruzmah.org

Pajaro Valley Arts Council, Watsonville

(831) 722-3062 or www.pvarts.org

Poetry Reading Series, Santa Cruz & Capitola,

(831) 464-8983 or www.baymoon.com/~poetrysantacruz

Santa Cruz Art League, Santa Cruz

(831) 426-5787 or www.scal.org

Santa Cruz Mountains Art Center, Ben Lomond

(831) 336-3513 or www.mountainartcenter.org

Weekly Sunday Jazz Jam, Bocci's Cellar, Santa Cruz,

(831) 427-2792 or www.santacruzjazz.org

April 15 to end of August, 2010

(check www.cccsc.org for updated list)

Apr. 15 - Actors' Theatre - "Young Playwrights

Festival," Santa Cruz, (831) 425-1003 or www.santacruzactorstheatre.org

Apr. 16 - Marigold Fine, "Singing Sisters," Capitola

Book Cafe, (831) 459-8300 or www.fullcirclevideo.com

Apr. 17 - 18 - Santa Cruz Chamber Players,

"A Concert of Consorts," V. Williams, G. Jacob, B. Phillips, I. Holst, E. Bozza, & G. Schocker, Christ Lutheran Church, Aptos, (831) 425-1589 or www.sccchamberplayers.org

Apr. 18 - Cultural Council of Santa Cruz County,

"Poet Laureate Gary Young," Kuumbwa Jazz, Santa Cruz, (831) 475-9600 or www.cccsc.org

Apr. 30 - May 7 - National Dance Week, Collab-

orative dance event, performances & education county-wide, (831) 246-4227 or www.santacruzdance.com



Apr. 30 - Actors' Theatre, "25th Anniversary Gala & Show," Santa Cruz, (831) 4252-425-1003 or www.santacruzactorstheatre.org

April 30 - May 1, 2 - Ana Flecha, 418 Project, Santa Cruz, (831) 466-9770 or www.the418.org

May 1 - Market Street Theater, "Annual Art Festi-

val," Santa Cruz, (831) 423-6640 or www.santacruzfollies.net

May 1 - Santa Cruz Baroque, "Jefferson's Jigge,"

UCSC Recital Hall, Santa Cruz, (831) 457-9693 or www.scbaroque.org

May 6 - 15 - Santa Cruz Film Festival, Del Mar,

Regal, Community TV, Museum of Art & History, (831) 459-7676 or www.santacruzfilmfestival.com

May 7 - Santa Cruz Chamber Players, "Celebrat-

ing Youth," Christ Lutheran Church, Aptos, (831) 425-1589 or www.sccchamberplayers.org

May 8 - Watsonville Taiko, "Human Race," West

Cliff Drive, Santa Cruz, (831) 435-4594 or www.watsonvilletaiko.org

May 8 - 9 - Santa Cruz County Symphony, "Car-

mina Burana," Civic Auditorium, Santa Cruz, and Mello Center, Watsonville, (831) 462-0553 or www.santacruzsymphony.org

May 9 - Watsonville Taiko, "Human Race," Santa

Cruz (831) 435-4594 or www.watsonvilletaiko.org

May 14 - June 6 - Actors' Theatre, "The Rabbit

Hole," Santa Cruz, (831) 454-1003 or www.santacruzactorstheatre.org

May 14 - 15 - Ballet Wassa Wassa, "Local West

African Drum & Dance," Pacific Cultural Center, Santa Cruz, (831) 421-9545

May 14 - 15 - Choreographer Zari Le'on, 418

Project, Santa Cruz, (831) 466-9770 or www.the418.org

May 15 - Pajaro Valley Performing Arts Associa-

tion, "All the Right Steps," Mello Center, Watsonville, (831) 763-4047 or www.mellocenter.com

May 20 - Pajaro Valley Performing Arts Associa-

tion - "The Princess and the Pea," The California Theater Center, Mello Center, Watsonville, (831) 763-4047 or www.mellocenter.com

May 30 - Santa Cruz Baroque, "Music in the Gar-

dens Tour," location TBA, (831) 457-9693 or www.scbaroque.org

June 5 - Santa Cruz County Symphony "White

Album Ensemble Orchestra & Benefit," Civic Auditorium, Santa Cruz, (831) 462-0553 or www.santacruzsymphony.org

June 5 - Pajaro Valley Performing Arts Associa-

tion - "Motion Pacific Dance Studio," Mello Center, Watsonville, (831) 763-4047 or www.mellocenter.com

June 6 - New Music Works, "28th Annual Avant

Garden Party," The Gardens, Soquel, (831) 420-5260 or www.newmusicworks.org

June 7 - 11 - Mir and A Company, 418 Project,

Santa Cruz, (831) 466-9770 or www.the418.org

June 12, Pajaro Valley Performing Arts Associa-

tion, "International Academy of Dance," Mello Center, Watsonville, (831) 763-4047 or www.mellocenter.com

June 17 - 20 - Pajaro Valley Performing Arts

Association, "Steps Dance Studio & Elaine's Dance Studio," Mello Center, Watsonville, (831) 763-4047 or www.mellocenter.com

June 19 - Japanese Cultural Fair, "One-day

celebration of the many cultural gifts from Japan," Mission Plaza Park, Santa Cruz, (831) 462-4589 or www.cfsc.org



June 19 - 21 - Santa Cruz Chorale, "Dvorak and

20th Century," Our Lady of Help & Holy Cross Church, Santa Cruz, (831) 427-8023, or www.santacruzchorale.org

June 21 - 5th Annual Intertribal Gathering &

Powwow, An event sharing the diverse indigenous music, dance, regalia, food, art & customs of the Americas, Live Oak Elementary School, Santa Cruz, (831) 425-4044 or www.santacruz-indiancouncil.org

June 26 - Pajaro Valley Performing Arts Associa-

tion, "Santa Cruz Dance Company," Mello Center, Watsonville, (831) 763-4047 or www.mellocenter.com

June 28 - Watsonville Taiko, "Natsu Matsuri,"

Kizuka Hall, Watsonville, (831) 435-4594 or www.watsonvilletaiko.org

July 10 - Santa Cruz Baroque Festival, "Boomeria

Extravaganza," Boomeria Bonny Doon, (831) 457-9693 or www.scbaroque.org

July 18 - Watsonville Taiko, "Obon Festival," Wat-

sonville Buddhist Temple, (831) 435-4594 or www.watsonvilletaiko.org

July 21 - Aug. 28 - Shakespeare Santa Cruz,

"Love's Labor's Lost," "Othello," "Lion in Winter," Santa Cruz, (831) 459-3162 or www.shakespearesantacruz.org

Aug. 1 - 15 - Cabrillo Festival of Contemporary

Music, "New symphony music with concerts, open rehearsals, meet the composers, Free Family Concert," Civic Auditorium, Santa Cruz, (831) 426-6966 or www.cabrillomusic.org

Check www.cccsc.org for regular updated Calendars of Events!

Cultural Council Grant Supports

The Public Theatre's Dream

by Nabil Ghachem, Grants & Technical Assistance Program Manager

I went to a show at the Cayuga Vault a few days prior to my trip last fall to Brussels, Belgium, where I am “partly” from. I was a little weary that night, thinking about returning back to Brussels after many years, but I wanted to go to the show since it was being supported by the Cultural Council's Grants program. Once I was there, the performance evaporated my weariness and energized me for my trip. The show, produced by The Public Theatre and directed by Susan Stuart, was the 1968 off-Broadway hit, “Jacques Brel is Alive and Well and Living in Paris.” The top quality singers and musicians handled the various complexities of Brel's notes, humor, and pathos with amazing mastery, taking me back to my bohemian Belgian years of full-time artist and world traveler.

The Cayuga Vault, which provided affordable performing space for local, national, and international artists and

groups since the fall of 1999, sadly closed only a few months after this show. “Jacques Brel...” ran from October 16-25. Jacques Brel himself passed away in October 1979, so this was a coincidental homage to the famous Belgian singer and song-writer, and a wonderful swan song for the Vault. The night of the show, the house was packed, the audience fully engaged in the performance, and the show even made a small profit. “A dream come true!” said director Susan Stuart after the show.

Little gems like “Jacques Brel is Alive and Well and Living in Paris” are what the Cultural Council Grants for Individual Artists “Project Support Grants” are all about. Here's what director and grant recipient Susan said about the grant:

“This project probably would not have been undertaken had the Cultural Council grant not been awarded. The Public Theatre is not a well-known entity and this first

project in many years was the event meant to resurrect its potential. If the grant had not been awarded, the talent we gathered together might not have believed enough in the possibilities. The Cultural Council's belief in us helped give us belief in ourselves. The audience response was gratifying. And the ball had started rolling with the Cultural Council award of just \$1,000! It has energized us and will hopefully lead to other projects and successful ventures in performing art.”

Though Brel passed away in 1979 and the Cayuga Vault has closed its doors, the spirit of both is “Alive and Well!”



The Cast of “Jacques Brel is Alive & Well...”

Helping Local Artists Thrive

Col-lab-o-rate: To work together, esp. in a joint intellectual effort.

Collaborate is a compelling word that often has a large connotation, especially when attached to a project with many people involved. A collaboration can be as large as a community wide art installation, and it can also be as intimate as a whisper between two people speaking face-to-face. Or as simple as an email sent to an artist looking for work.

Part of my job at the Cultural Council is to help local artists thrive. To accomplish this goal every month, a “Visual Arts Opportunities” e-mail blast is sent that lists everything from teaching positions to exhibitions to commissions. Last June, I sent out a notice from Art Space 712, an independent exhibition venue in San Francisco, which was seeking artists for a juried competition entitled, “I'll Bet You Can't Paint a Portrait: The Genesis of

Bay Area Figurative Art Now.” Later that summer, local artist Barbara Lawrence thanked me for sending out that notice. “Were it not for you,” she said, “I would have never known about it. I entered and I'm happy to say, my painting was accepted.”



“Mary & Ruby” by Barbara Lawrence

This fall, I sent out another opportunity, this time from an agricultural company in Salinas seeking a blown glass artist. Local

by Ann Ostermann, Open Studios & Outreach Manager

artist Brayton Furlong responded to the inquiry and, afterwards, expressed his gratitude for the information. Because of my e-mail, he was able to quickly respond to the inquiry. “I ended up getting the job,” he said, “and although it was a different type of work than I usually do, it was a great little side project that helped supplement my income over the sometimes slower winter months.”

I didn't collaborate with Barbara in the sense that I applied paint to canvas or even inspired the subject, or with Brayton in creating his special glass commission, but I was thrilled to know that the information sent to them had a positive impact on their artistic careers. I take special pride in working at an organization that allows us to collaborate with the artists in our community in this way. Look for many more success stories in future newsletters.