

California Assembly Committee on  
Arts, Entertainment, Sports, Tourism, & Internet Media

Informational Hearing  
Honorable Sharon Quirk-Silva, Chair

# Restarting the Arts: Best Practices for Safely Reopening



Tuesday, February 2, 2021 – 10:00 am to 12 Noon  
State Capitol, Assembly Chambers  
Sacramento, California

---

Suzette Martinez Valladares, Vice Chair

Members: David Chiu, Steven S. Choi, Ph.D., Laura Friedman, Sydney Kamlager, Adrin Nazarian  
Staff: Dana L. Mitchell, Chief Consultant, Sonia R. Valverde-Strong, Committee Secretary

**CHIEF CONSULTANT**  
DANA LILLIAN MITCHELL

**COMMITTEE SECRETARY**  
SONIA VALVERDE-STRONG

**STATE CAPITOL**  
P.O. BOX 942849  
SACRAMENTO, CA 94249-0082  
(916) 319-3450  
FAX (916) 319-3451



**VICE CHAIR**  
SUZETTE MARTINEZ VALADARES

**MEMBERS**  
DAVID CHIU  
STEVEN S. CHOI, Ph.D.  
LAURA FRIEDMAN  
SYDNEY KAMLAGER  
ADRIN NAZARIAN

## Informational Hearing: Restarting the Arts: Best Practices for Safely Reopening

February 2, 2021 – 10:00 am to 12 noon  
State Capitol, Assembly Chambers – Sacramento, California

### Opening Remarks

Honorable Sharon Quirk-Silva, Chair  
Members of the Committee

### **I. California and the Arts: Challenges and Programs to Support the Arts**

Adam Fowler, Director of Research  
Beacon Economics, California Creative Economy

Anne Bown-Crawford, Executive Director  
California Arts Council

Larry Baza, Chair  
California Arts Council

Lilia Gonzales-Chavez, Vice Chair  
California Arts Council

Julie Baker, Executive Director  
Californians for the Arts

### **II. Impacts and Activity in the Field**

Kristin Sakoda, Director  
Los Angeles County Department of Arts & Culture

Marie Acosta, Executive and Artistic Director  
Latino Center for Arts and Culture

Keasha Dumas Heath, Executive Director  
Museum of African American Art

Brittany Britton, Gallery Director  
Reese Bullen and Goudi'ni Native American Arts Galleries

Joanne Desmond, Assistant Business Agent  
International Alliance of Theatrical State Employees, Local 16

### **III. Restart the Arts: Reopening Safely**

Martha Demson, President  
The Theatrical Producers League of Los Angeles

John Forsythe, President and Chief Executive Officer  
Pacific Symphony

Dan Beckerman, President and Chief Executive Officer  
AEG Worldwide

Joe Berchtold, President  
Live Nation

Ruth Carlton, Director of Festival Venue Operations  
Another Planet Entertainment

Casey Lowdermilk, Assistant General Manager  
Bill Graham Civic Auditorium

Celeste DeWald, Executive Director  
California Association of Museums

Michael Govan, Chief Executive Officer and Wallis Annenberg Director  
Los Angeles County Museum of Art

### **Public Comments**

### **Closing Remarks**

# Executive Orders, Guidelines And Programs

## **Executive Orders**

**September 23, 2020** - [N-80-20](#) Governor Newsom Signs Executive Order in Response to COVID-19 that extends authorization to local governments to halt evictions for commercial renters through 3/31/2020.

**October 28, 2020** - [N-83-20](#) Directs the California Department of Transportation to create process for issuing temporary encroachment permits enabling commercial activities onto sidewalks and parking areas, where safe. Allows people over 70 to renew license over mail, and extends deadlines for payment of real estate license applications, renewal fees and continuing education requirements for licenses.

**December 14, 2020** - [N-84-20](#) Governor Newsom Signs Executive Order on Actions in Response to COVID-19, mainly extends the availability of housing for migrant agricultural workers and updates Cal/OSHA requirements.

**December 30, 2020** - [N-85-20](#) Governor Newsom Issues Executive Order to Support Communities Recovering from Wildfires. Prohibits price gouging in Butte, Los Angeles, Mendocino, Napa, Sonoma and Ventura counties.

**January 21, 2021** - [N-01-21](#) Governor Newsom Signs Executive Order in Response to COVID-19 Pandemic, Medical Cannabis Cards Expiring on or after March 4, 2020 shall remain valid until Stage of Emergency is rescinded.

**January 27, 2021** - [N-02-21](#) Governor Newsom Signs Executive Order to Help Bolster State's Vaccination Efforts by protecting healthcare professionals from liability when they render services such as administering the vaccine. Protected groups include Pharm Techs who would administer vaccines under supervision.

## GUIDELINES

### INDUSTRY GUIDANCE TO REDUCE RISK:

- Museums, Zoos, and Aquariums
- Movie Theatres and Family Entertainment Centers
- Amusement Parks and Theme Parks
- Hotels Lodging, and Short Term Rentals

### MUSEUMS, ZOOS, AND AQUARIUMS

Tier status:

#### **Widespread (purple):**

Outdoor only with modifications

#### **Substantial (red)**

Indoor with modifications

Indoor activities must be limited to 25% of capacity

#### **Moderate (orange)**

Indoor with modifications

Indoor activities must be limited to 50% of capacity

#### **Minimal (yellow):** Indoor with modifications

Follow this [guidance for zoos, museums, galleries, botanical gardens, aquariums](#), and other similar spaces to support a safe, clean environment for workers and customers. Review the guidance, prepare a plan, and post the checklist for zoos, museums, galleries, and aquariums in your workplace to show customers and employees that you've reduced the risk and are open for business.

### MOVIE THEATRES AND FAMILY ENTERTAINMENT CENTERS (From October 2020)

Tier status:

#### **Widespread (purple)**

Movie theaters: Outdoor only with modifications

Family entertainment centers: Outdoor only with modifications for activities like kart racing, mini golf, batting cages

Playgrounds: Outdoor only with modifications

#### **Substantial (red)**

Movie theaters:

Indoor with modifications

Capacity must be limited to 25% or 100 people, whichever is less

Family entertainment centers: Outdoor only with modifications for activities like kart racing, mini golf, batting cages

Playgrounds: Outdoor only with modifications

**Moderate (orange)**

Movie theaters:

Indoor with modifications

Capacity must be limited to 50% or 200 people, whichever is less

Family entertainment centers:

Outdoor with modifications for activities like kart racing, mini golf, batting cages

Indoor with modifications for naturally distanced activities, like bowling alleys, and escape rooms

Capacity must be limited to 25%

Playgrounds: Outdoor only with modifications

**Minimal (yellow)**

Movie theaters:

Indoor with modifications

Capacity must be limited to 50%

Family entertainment centers:

Outdoor with modifications for activities like kart racing, mini golf, batting cages

Indoor with modifications for naturally distanced activities, like bowling alleys, and escape rooms

Indoor with modifications for activities with increased risk of proximity and mixing, like arcade games, ice and roller skating, and indoor playgrounds

Capacity must be limited to 50%

Playgrounds: Outdoor only with modifications

**Movie theaters:**

Follow this [guidance for movie theaters](#) to support a safe, clean environment for workers and customers. This guidance includes additional considerations for indoor movie theaters and drive-in movie theaters. Review the guidance, prepare a plan, and post the checklist for movie theaters in your workplace to show customers and employees that you've reduced the risk and are open for business.

**Family entertainment centers:**

Follow this [guidance for family entertainment centers](#), like bowling alleys, miniature golf, batting cages, and arcades, to support a safe, clean environment for workers and customers. Review the guidance, prepare a plan, and post the checklist for family entertainment centers in your workplace to show customers and employees that you've reduced the risk and are open for business.

**Outdoor playgrounds:**

Outdoor playgrounds can open with modifications in all tiers. See requirements for outdoor playgrounds to keep them safe and fun for everyone.

## AMUSEMENT PARKS AND THEME PARKS

Tier status:

**Widespread (purple):** Closed

**Substantial (red):** Closed

**Moderate (orange):**

Smaller parks can open with modifications

Capacity must be limited to 25% or 500 people, whichever is less

Outdoor attractions only can open

Reservations or advanced ticket sales required

Local attendees only (from the same county as the park's location)

**Minimal (yellow):**

Larger parks can open with modifications

Park capacity must be limited to 25%

Reservations or advanced ticket sales required

Follow this guidance for amusement parks and theme parks. Review the guidance and prepare a plan to support a safe, clean environment for workers and visitors.

This [guidance includes additional considerations](#) for:

Admission, entry, and security

All rides and attractions

Dining and concessions

Performances, interactive exhibits, and events

Uniform, costume, and wardrobe protocols

Review the guidance, prepare a plan, and post the checklist for amusement parks and theme parks in your workplace to show visitors and employees that you've reduced the risk and are open for business.

## HOTELS LODGING, AND SHORT TERM RENTALS

Tier status:

**Widespread (purple):**

Open with modifications

Fitness centers can be open outdoors only with modifications

Indoor pools, hot tubs, saunas and steam rooms must close

Drowning prevention classes, including swim lessons with certified instructors, are permitted in indoor and outdoor swimming pools in all tiers, as they are deemed essential

**Substantial (red):**

Open with modifications

Fitness centers can open to 10% capacity

Indoor pools, hot tubs, saunas, and steam rooms must close

Drowning prevention classes, including swim lessons with certified instructors, are permitted in indoor and outdoor swimming pools in all tiers, as they are deemed essential



**Moderate (orange)**

Open with modifications

Fitness centers can open to 25% capacity

Indoor pools can open

Indoor hot tubs, saunas, and steam rooms must close

**Minimal (yellow)**

Open with modifications

Fitness centers can open to 50% capacity

Indoor pools, hot tubs, saunas, and steam rooms can open

Follow this guidance for hotels and short-term lodging rentals support a safe, clean environment for workers and customers.

This [guidance includes additional considerations](#) for:

Short-term rental units

Swimming pools and aquatic venues

Review the guidance, prepare a plan, and post the checklist for hotels, lodging, and short-term lodging rentals in your workplace to show customers and employees that you've reduced the risk and are open for business.

## **PROGRAMS**

### **FEDERAL Save Our Stages, Paycheck Protection Program and Shuttered Venue Operators Grants**

#### **HR 133 SAVE OUR STAGES = Shuttered Venues Operators Grant**

[Shuttered Venues Operators Grant](#): Eligible Recipients Can Receive up to 45% of 2019 as a grant with a cap of 10 Million Dollars.

Applications for SVO closed at the moment, businesses and venues must choose between PPP round 2 or Shuttered venues grant.

PPP is Open Right now.

#### **Shuttered Venues Operators Grant-**

- First two weeks will be for venues who experienced 90% of revenue loss
- Second Two weeks are for applicants with 70% revenue loss
- On day 29, all venues who have lost 25% or more
- Museums must have seated venue to apply seats do not have to be fixed
- Gross Revenue
- Earned revenue not contributed revenue
- If you already received a PPP loan in the first round, you can get SVO, but don't apply for second round of PPP unless you don't want SVO.
- 2 billion dollars reserved for venues with 50 or less employees you can apply for those in the first 50 days.

#### **PPP Second Draw: March 31, Deadline to apply**

- Designed to allow Various Business, nonprofits, sole proprietors, self-employed to keep their paychecks, to keep people employed.
- First Draw is Still Open. Highly Competitive.
- You can qualify for second draw if you were eligible for the first one of PPP. Can be used for operational expenses, but 60% must be for payroll if you want the loan to be forgiven.
- The loans do not exceed 2.5x average monthly payroll or max 2m.
- You cannot receive PPP loan and Shuttered Operator Venue Grant. SVO
- PPP is very competitive; nonprofits received only 4% of all PPP Loans and 7% of all Dollars.
- 40% of applying nonprofits get PPP.

Second Draw PPP Loans made to eligible borrowers qualify for full loan forgiveness if they do the following within 8-24 weeks after receiving loan.

- Employee and compensation levels are maintained in the same manner as required for the first Draw PPP loan;

- The Loan proceeds are spent on payroll and other eligible expenses, but at least 60% on Payroll.

They have extended eligibility on round 1 draw, sports teams and trade associations eligible now.

**PUA- Pandemic Unemployment Assistance for Non Profit and Profit Businesses**

**PUA Extension** Deadline for new Claims: March 14 2021

Program began Dec 27, 2020

Those that submit valid claims can have 167.00 Dollars per week, plus 300 Dollars per week unemployed because of COVID-19.

You have to prove that your job has been compromised by COVID-19

- Need proof of citizenship
- Employment History
- Federal Documents

Available to Business owners, self-employed workers, those with limited work history and independent contractors

HR133- Extended PUA for 11 weeks from 39-50 possible weeks.

- Accepting new applications until March 14, 2021

# News Articles

**November 17, 2020** - How hard has COVID hit American museums? A new survey predicts a grim future <https://www.latimes.com/entertainment-arts/story/2020-11-17/aam-american-alliance-museums-covid-survey> American Alliance of Museums' new survey about the impact of the pandemic.

**December 28, 2020** - Billboard - [Trump Signs \\$900 Billion COVID Relief Bill after Delay](#).

This bill includes 15 Billion Dollars specifically for live music venues, independent movie theatres and cultural institutions. #saveourstages

**December 30, 2020** - BBC News- [Can \\$15bn in Covid relief funds help arts venues survive?](#)

Article where Rev Moose, co-founded the National Independent Venue Association (Niva) talks about venue revenues that will probably not be profitable until we can get 100% occupancy back.

Article captures struggle of entertainment industry, highlighting that not only performers were affected but back of house staff as well.

**January 11, 2021** - Variety- [Dr. Fauci Says Concert Venues, Theaters Could Reopen in the Fall](#), 'If Everything Goes Right' Meaning that 70-80% of the population would get vaccinated. Mask and social distancing will linger in venues for a while.

**January 14, 2021** – EINPresswire - [Communications Director for NIVA explains relief bill for independent venues and what is next](#).

**January 16, 2021** - Variety- [IATSE \(International Alliance of Theatrical Stage Employees\) Calls for Live Venues to Become COVID Vaccination Sites Using Union Labor](#)

**January 18, 2021** - Poll Star- [Building Back Live: The Stages Of Save Our Stages](#)

**January 26, 2021** - [Rolling Stone- NIVA, AEG, Live Nation, and other Venues send open letter to President Biden Offering Facilities and Staff to Help Covid-19 Vaccination Efforts](#)

# Hearing Participants' Biographies

- Adam Fowler, Director of Research, Beacon Economics, California Creative Economy
- Anne Bown-Crawford, Executive Director, California Arts Council
- Larry Baza, Chair, California Arts Council
- Lilia Gonzales-Chavez, Vice Chair, California Arts Council
- Julie Baker, Executive Director, Californians for the Arts
- Kristin Sakoda, Director, Los Angeles County Department of Arts & Culture
- Marie Acosta, Executive and Artistic Director, Latino Center for Arts and Culture
- Keasha Dumas Heath, Executive Director, Museum of African American Art
- Brittany Britton, Gallery Director, Reese Bullen and Goudi'ni Native American Arts Galleries
- Joanne Desmond, Assistant Business Agent, International Alliance of Theatrical State Employees, Local 16
- Martha Demson, President, The Theatrical Producers League of Los Angeles
- John Forsyte, President and Chief Executive Officer, Pacific Symphony
- Dan Beckerman, President and Chief Executive Officer, AEG Worldwide
- Joe Berchtold, President, Live Nation
- Ruth Carlton, Director of Festival and Venue Operations, Another Planet Entertainment
- Casey Lowdermilk, Assistant General Manager, Bill Graham Civic Auditorium
- Celeste DeWald, Executive Director, California Association of Museums
- Michael Govan, Chief Executive Officer and Wallis Annenberg Director, Los Angeles County Museum of Art

**Adam Fowler**  
**Director of Research**  
**Beacon Economics, California Creative Economy**

Adam J. Fowler is Director of Research at Beacon Economics, LLC. Mr. Fowler leads the firm's Sustainable Growth and Development practice area and its Housing, Land Use, and Real Estate Advisory. His projects focus on environmental economics and domestic energy, housing and population trends, the creative economy, public opinion and attitudes, public policy analysis, and regional economics. He is also Director of Research at the UC Riverside School of Business Center for Economic Forecasting and Development.

Recently, he co-authored a high profile analysis of the film and digital media industry in Los Angeles for the Los Angeles County Economic Development Division, highlighting technological disruption and the competitive value of diversity. Other recent high profile projects include an analysis and critique of California's regional housing goals for the public policy group Next 10, and the Otis Report on the Creative Economy 2019 for the Otis College of Art and Design. Mr. Fowler also oversees the firm's research staff. His academic interests include the intersection of behavioral economics and public policy.

Formerly, he served as a Research Manager at Beacon Economics, and prior to joining the firm, was a member of the Fox Uncertainty Lab and the Consortium of Behavioral Scientists. He served as a teaching assistant in American Government, Public Opinion, and Introductory Game Theory at the University of California, Los Angeles. Mr. Fowler also worked as a producer on a documentary film that was acquired by HBO. He has provided expert commentary to a wide variety of media outlets, appearing in the *New York Times*, *Los Angeles Times*, *San Francisco Chronicle*, and *Sacramento Business Journal*. He is a member of the American Political Science Association, the American Association for Public Opinion Research, and the International Documentary Association.

Mr. Fowler holds an M.A. degree in Political Science from the J. William Fulbright College of Arts and Sciences at the University of Arkansas, Fayetteville and a Ph.D. ABD in Political Psychology from the University of California, Los Angeles.

**Anne Bown-Crawford**  
**Executive Director**  
**California Arts Council**

**Anne Bown-Crawford** has served as Executive Director of the California Arts Council since January 2018, initially appointed by Governor Jerry Brown and re-appointed by Governor Gavin Newsom. As lead executive, Bown-Crawford promotes the Arts Council's mission of strengthening arts, culture, and creative expression as the tools to cultivate a better California for all.

With nearly 40 years teaching at the secondary level, Bown-Crawford is a champion for arts education in California. She is a founding member of the Create CA Leadership Council, a statewide collective impact organization with a mission to rethink and create an educational environment for all California students, featuring arts education as a central part of the solution to the crisis in our schools.

Outside the classroom, Bown-Crawford's sphere of influence spans from community-based work, helping to link the creative industry with economic development; to statewide leadership as an arts advocate; to international impact, endorsing creative education in higher education and technology settings. She is a new media studio artist. Bown-Crawford holds a Master of Arts in Education from UC Berkeley, a Bachelor of Fine Arts in Design from Northern Illinois University, and was an MFA Design candidate at the California College of Arts.

**Larry Baza**  
**Chair**  
**California Arts Council**

Larry Baza is a professional arts administrator with more than four decades of experience in advocating for the arts at the local, state and national level. He is the immediate past Chair of the San Diego Arts Commission. Baza has served on the boards of various nonprofit arts organizations and provided his expertise as a panelist for arts commissions and foundations. In his professional career, he has directed and managed San Diego arts organizations and businesses including Centro Cultural De La Raza, Sushi Performance and Visual Arts, Fingerhut Gallery, and Community Arts of San Diego. His wealth of knowledge and experience includes affiliations, consultancies, site visits and panel participation with multiple arts organizations including the National Endowment for the Arts, California Arts Council, California Association of Local Arts Organizations, Chicano Federation of San Diego County, National Association of Latino Arts and Culture, and the San Diego Community Foundation.

Baza was appointed to the California Arts Council by Assembly Speaker Toni Atkins in February of 2016 and reappointed by Senate Pro Tem Toni Atkins in January of 2020. From January 25, 2018 to December 31, 2019, Baza served as Vice Chair of the Council. Beginning January 1, 2021, Baza serves as the 22nd Chair of the Council.



**Lilia Gonzales-Chavez**  
**Vice Chair**  
**California Arts Council**

Lilia Gonzáles-Chávez is a native of Fresno County, where she has been an active advocate for the arts for over 40 years. She served on the board of the Fresno Art Museum and the board of the Fresno Arts Council prior to being appointed Executive Director in August 2011. In 2016, she was appointed to the Board of Trustees of the State Summer School for the Arts by Governor Jerry Brown and was reappointed in 2018. She is a performing artist with over 30 years teaching and performing ballet folklórico. She has worked in the education and the arts fields first as a teacher then advancing through management and leadership positions in public and nonprofit organizations.

As Executive Director of the Fresno Arts Council, she has led the organization to provide arts services in the state prison system and the local jail. Under her leadership, the Fresno Arts Council has increased outreach to rural communities with a designated Rural Outreach Fund to support the transportation of artists and audiences to and from rural parts of Fresno County, created a teaching artists training program to increase participation of local artists in the schools, and is credited for establishing the Fresno Poet Laureate program.

Chavez is a co-founder of Arte Américas, the Latino cultural arts center in Fresno, and served as its principal administrator for 10 years. Known for her work with underserved residents, she was awarded the Judge Armando Rodriguez Legacy Award for Social Justice and Arts Access in 2018.

Chavez was appointed to the California Arts Council by Governor Gavin Newsom in February of 2020. Her term expires January 1, 2024. Beginning January 1, 2021, Chavez serves as Vice Chair of the Council.

**Julie Baker**  
**Executive Director**  
**Californians for the Arts**

Julie Baker is a passionate arts professional. Prior to becoming Executive Director of Californians For The Arts in October of 2018, Julie Baker served on the board for four years as chair of the membership committee and Confluence, an arts advocacy conference. She is the owner of Julie Baker Projects, a full-service arts consulting firm. From 2009-2017, Julie Baker served as the Executive Director of The Center for the Arts, a non-profit performing arts venue and California WorldFest, an annual music and camping festival based in Grass Valley, CA.

Baker worked in New York City at several prominent art galleries and the international auction house Christie's before becoming the President of her family's art marketing agency, Gerngross & Company Inc. From 1998-2001, she worked as a Senior Executive Producer for Tristream, a 20- person web development and marketing/branding company. From 2001-2009 she owned and operated Julie Baker Fine Arts a gallery of emerging artists, and for 2 years co-founded Flow, an art fair in Miami. She currently serves on the board of CHIRP, California Heritage: Indigenous Research Project.

**Kristin Sakoda**  
**Director**  
**Los Angeles County Department of Arts & Culture**

Kristin Sakoda is the Director of the Los Angeles County Department of Arts and Culture, which provides grants and technical assistance to nonprofit organizations, runs the largest arts internship program in the country, coordinates public-private arts education initiatives, supports creative career pathways, commissions civic artwork, produces free community programs, and advances cultural strategies to address civic issues across sectors.

As an arts executive, attorney, and former Broadway performing artist, Ms. Sakoda has over 20 years of experience in the cultural field. Prior to the Department of Arts and Culture, she served as Deputy Commissioner and General Counsel of the New York City Department of Cultural Affairs, where she led a wide range of strategic, programmatic, legislative, and policy initiatives. During her tenure she was instrumental in diversity and inclusion, capital projects at cultural facilities, public art, creative aging, and affordable workspace for artists. She has appeared on national and international stages with the Urban Bush Women dance company, and musicals *Rent* (national tour) and *Mamma Mia!* (Broadway). She holds a J.D. from NYU School of Law where she received the Jack J. Katz Memorial Award for Excellence in Entertainment Law, and a B.A. from Stanford University in American Studies with a specialization in Race and Ethnicity, and a secondary major in Feminist Studies.

Under her leadership, the Arts Commission will become the Los Angeles County Department of Arts and Culture in 2019.

**Marie Acosta**  
**Executive and Artistic Director**  
**Latino Center for Arts and Culture**

Marie Acosta has worked as a director, producer and project manager in the arts in a variety of capacities for over 30 years. She has managed five to thirty-one staff members and budgets ranging from \$250,000 to \$5.2M. Ms. Acosta is a multi-disciplinary specialist with specific skills and experience in organizational management and artistic program development.

In the mid-eighties she directed the Professional Management Assistance Project, a statewide technical assistance program that promoted and the growth and development of arts organizations rooted in culturally diverse communities. Subsequently, she served as the personal assistant to the Director of the California Arts Council. She served as Special Assistant to the Director of the California Arts Council, served as the Executive Director of San Francisco's Mexican Museum, served as the Director of California's Latino Arts Network, a statewide service organization, and served as the first Director of Cultural Arts and Tourism for the City of Henderson, NV. She currently serves as the Artistic and Executive Director of Sacramento's Latino Center of Art and Culture.

From 1996 to 2006, she served as a member of the City of San Francisco's Grants for the Arts, Citizen Advisory Committee. She was appointed by Mayor Art Agnos to serve as a Trustee of the War Memorial Board that oversees the facilities that house the San Francisco Opera, Ballet and Symphony. In 2001, she was appointed to serve on the first seven-member Board of Directors of the California Cultural and Historical Endowment. Within a year, the Endowment board hired the agency's first director and implemented a grant making process that distributed \$46M.

She has also served on the War Memorial Board of Trustees and the Citizens Advisory Committee of Grants for the Arts, San Francisco's principal arts funding agency. Later, as the Executive Director of the Latino Arts Network of California, Acosta played an instrumental role in the formation of the CA Cultural and Historical Endowment, which distributed over \$50,000,000 in capital improvements grants throughout the state. Ms. Acosta's experience also includes serving on grant making panels for the National Endowment for the Arts, The Ford Foundation, The Rockefeller Foundation and the California Arts Council.

Since 2008 Ms. Acosta has led Sacramento's Latino Center of Art and Culture as the Artistic/Executive Director. She conceptualized, curated and managed new programs including a two-day, outdoor celebration of Día de los Muertos, and a week-long theater production, *La Pastorela de Sacramento* which she also co-authored. Ms. Acosta has authored art catalog content, program notes and educational materials for the arts. In 2017, her short story "Raya Sol del Mundo" was included in The Race, Tales of Flight in the anthology by Patrick Allen Nagatani. Ms. Acosta is a registered member of the Southern California Tongva (San Gabrieleño) tribe of Indians recognized by the State of California and is fluent in written and spoken Spanish/English. She has a Bachelor of Arts degree in Political Science from California State University, Northridge.

**Keasha Dumas Heath**  
**Executive Director**  
**Museum of African American Art**

Keasha Dumas Heath is Executive Director of the nonprofit Museum of African American Art (MAAA) in Los Angeles, where she manages operations, communications, member engagement, visitor experience, community outreach, and program development. She curated the museum's first-ever online exhibitions on the Google Arts & Culture platform. Prior to her role as Executive Director, Keasha was a longtime member of the board of directors for MAAA. She also served for six years on the board of directors for the California Association of Museums and currently serves on the board of Californians For The Arts. She holds a bachelor's degree in English and a master's degree in African American Literature from Howard University, and she is an alumna of the Getty multicultural museum internship program.

Keasha is a native Angeleno whose residence and the Museum of African American Art are both located in CA Senate District 30, CA Assembly District 54, and U.S. Congressional District 37, and she brings a deep understanding of how arts organizations impact communities. In addition to advocating for museums and the arts, Keasha is a writer, editor, poet, wife, and mother.

**Brittany Britton**  
**Gallery Director**  
**Reese Bullen and Goudi'ni Native American Arts Galleries**

Brittany Britton is the Gallery Director for the Reese Bullen and Goudi'ni Native American Arts Galleries at Humboldt State University in Arcata CA.

She is an enrolled member of the Hoopa Valley Tribe, and holds an MFA in Craft from the Oregon College of Art and Craft.

She is a practicing artist and curator based in her home of Humboldt County, who loves working within this rural region and with neighboring Indigenous tribes and other cultural communities.

**Joanne Desmond**  
**Assistant Business Agent**  
**International Alliance of Theatrical State Employees, Local 16**

Joanne Desmond is a 37 year member of IATSE Local 16. She was the 4<sup>th</sup> woman to go through the IATSE apprenticeship program.

She has spent her first 19 years as a stagehand working for the San Francisco Opera, Ballet and Symphony as well as various Theatrical and Film Productions and conventions in the San Francisco Bay Area.

She has spent the last 18 years as an Assistant Business agent where her duties included coordinating and dispatching labor for multiple productions under Local 16's jurisdiction.

Joanne has served as a delegate for the San Francisco Labor Council for the past 16 years, a member of the Treasure Island Citizen's Advisory Board, a Board Member of the Friends of the San Francisco Film Commission and the California IATSE Council. In addition Joanne is 25 year plus member of the Junior League of San Francisco where she has participated in various fundraising campaigns and volunteer opportunities.

Joanne is a 3<sup>rd</sup> generation San Franciscan and a graduate of Mills College in Oakland with a degree in Dramatic Arts.

**Martha Demson**  
**President**  
**The Theatrical Producers League of Los Angeles**

Martha Demson is the board president of the Theatrical Producers League of Los Angeles (TPLLA), a trade association of small and mid sized nonprofit theatres in LA County. In this capacity, she chairs the organization's COVID Safety Task Force, a cooperative venture between Los Angeles theatre producers and the artist labor unions (Actors Equity, American Federation of Musicians, Society of Directors and Choreographers and United Scenic Artists.)

Ms Demson is also the Producing Artistic Director of the Open Fist Theatre Company, a highly acclaimed ensemble theatre now in its 30th year, and a Board Member of the Hollywood Media District Business Improvement District, chairing its Arts Committee.

Ms Demson is a champion of creative placemaking, believing that by embedding the arts in communities, we can transform lives and create a stronger sense of civic engagement and identity.



**John Forsyte**  
**President and Chief Executive Officer**  
**Pacific Symphony**

John E. Forsyte has led Pacific Symphony since 1998, and it is now the largest orchestral institution formed in the U.S. in the last 50 years. Growing in national and international stature, Pacific Symphony made its debut at Carnegie Hall in April, 2018 as one of two orchestras invited to perform for a year-long celebration of composer Philip Glass' 80th birthday. In May 2018, it made its first tour of China, visiting five major cities. In June, the Symphony completed this extraordinary season with its first national televised program on Great Performances.

In partnership with Music Director Carl St.Clair, Forsyte has pioneered new concert formats and methods of audience engagement, which have helped to diversify its audiences. Café Ludwig, its innovative chamber music series features Orli Shaham in partnership with principal musicians of Pacific Symphony. Artistically, the orchestra has launched new concert series, as well as an American Composer Festival and Recording series.

Over the course Forsyte's tenure, the Symphony launched community programs such as arts-X-press (middle school arts immersion camp), Heartstrings (a partnership with 22 non-profit social service, health and cultural organizations), Strings for Generations at the Irvine Chinese School, Santa Ana Strings, and he has expanded its school partnership program from 7 to 32 schools.

Awarded the New California Arts Fund grant over a six-year period by the James Irvine Foundation, Pacific Symphony has undertaken an extensive set of initiatives to engage the Asian communities of the region.

Throughout his tenure, the Symphony has balanced its budget for more than two decades. During this same period, the Pacific Symphony's has enjoyed a five-fold increase in contributed income and an additional \$22 million contributed to its endowment during this same period.

In 1995 the American Symphony Orchestra League recognized Forsyte with the Helen M. Thompson Award. In 2016, John received Arts Orange County's Helena Modjeska Cultural Legacy Award. He serves on the Board of Arts Orange County and Orange County Music and Dance.

**Dan Beckerman**  
**President and Chief Executive Officer**  
**AEG Worldwide**

Dan Beckerman is President and Chief Executive Officer of AEG, the world's leading sports and entertainment company with operations in facilities, music, sports, global partnerships, entertainment districts and ticketing. On an annual basis, AEG entertains more than 100 million fans, promotes more than 15,000 shows, produces more than 22,000 events.

In addition to his role as President and CEO of AEG, Beckerman represents the LA Kings on the National Hockey League's Board of Governors, and the LA Galaxy on Major League Soccer's Board of Governors.

Prior to being named President and CEO in 2013, Beckerman was the Chief Operating Officer and Chief Financial Officer for AEG for more than 15 years. In this capacity, he led the company's day-to-day global operations and oversaw financial planning, budgeting, analysis and reporting for all of its divisions. He also was responsible for the financial oversight, long-range planning and financing for AEG's multi-billion-dollar real estate projects such as STAPLES Center (Los Angeles, CA), Dignity Health Sports Park (Carson, CA), Sprint Center (Kansas City, MO) and Mercedes-Benz Arena (Berlin), as well as its renowned entertainment districts including L.A. LIVE (Los Angeles), The O2 (London) and Mercedes Platz (Berlin). Because of the success of its pioneering integrated sports and entertainment districts, AEG is credited with revitalizing neighborhoods and communities in some of the world's largest cities.

Beckerman joined AEG in August 1997 as the Chief Financial Officer of the Kings, where he oversaw all financial activities for the franchise. Prior to joining AEG, he served as Vice President, Finance for the Los Angeles Clippers. Beckerman began his career as a senior accountant at Arthur Andersen in Los Angeles where he specialized in corporate taxation.

Beckerman received his MBA in Finance from the Anderson School at UCLA, as well as a Bachelor of Arts degree in Economics from UCLA. He serves as the co-chairman of the Board of the GRAMMY Museum Foundation and serves on the Board of Advisors of the UCLA Anderson School of Management.

Beckerman lives in Los Angeles with his wife and their two daughters.

**Joe Berchtold**  
**President**  
**Live Nation**

Joe Berchtold serves as Live Nation's President. In this role Joe leads many of the company's performance improvement and strategic initiatives. In addition, he oversees several of the corporate functions.

Prior to joining Live Nation in 2011, Joe was at Technicolor, where he was most recently President of Technicolor Creative Services, which included post-production, digital services, film processing and distribution businesses. Before joining Technicolor, Joe was a partner with McKinsey and Company, leading their West Coast Media Practice.

He graduated with a B.A. in Economics from Pomona College and earned a Masters in Business Administration from Harvard University where he was a Baker Scholar and Loeb Fellow.

**Ruth Carlton**  
**Director of Festival and Venue Operations**  
**Another Planet Entertainment**

Over the course of her career, Ruth has played an integral role in almost every facet of the music business, from radio to record labels, artist management and ticketing to venue management and operations. Ruth was the General Manager of The Independent, APE's 500-capacity club in San Francisco from 2005 - 2009, and went on to work, in conjunction with the City of Oakland, on the renovation of the Fox Theater as the venue's General Manager. Both venues stand out as centerpieces and financial anchors of their revitalized neighborhood.

Since the inception of the San Francisco's Treasure Island Music Festival in 2007, Outside Lands in 2008 and Las Vegas' Life is Beautiful in 2013, Ruth has coordinated all aspects of festival operations, including: security, police, medical, community relations, shuttle deployments, transit, internet, fencing, portable bathrooms, RFID and ticket gate operations, festival layout and mapping.

Ruth's vision and knowledge of concert operations has enabled her to work with a wide range of challenging landscapes to deliver the best experience possible to patrons, staff and artists.

**Casey Lowdermilk**  
**Assistant General Manager**  
**Bill Graham Civic Auditorium**

Casey Lowdermilk's professional career has been guided by his passion for live music and has led him to his current position with Another Planet Entertainment. As part of the APE team since 2014, Casey is currently the Assistant General Manager at Bill Graham Civic Auditorium. In this role he oversees the successful and efficient operation of concerts and events in this historic building located in the heart of downtown San Francisco.

With the COVID-19 pandemic Casey has found himself as a newfound industry advocate actively engaging as a precinct captain for the National Independent Venue Association and co-founding the San Francisco Venue Coalition. While with APE he has previously managed the festival credentials department, operations at the Greek Theatre at UC Berkeley and more.

Previously, Casey served as Ticketing & Marketing Director at High Sierra Music, a Berkeley-based festival production company.

**Celeste DeWald**  
**Executive Director**  
**California Association of Museums**

Celeste DeWald has over 25 years of experience working in the museum field. While pursuing her Bachelor's Degree in Art History at UC Santa Cruz, she was introduced to museum work when she assisted with a mobile art museum that traveled to elementary schools. She became fascinated with the vibrant role museums can play in communities in learning about history, science, and the arts.

After interning at the Smithsonian Institution's National Museum of African Art and the San Jose Museum of Art, Celeste worked at the Santa Cruz Museum of Art and History where she had a hand in both administration and education programs and assisted with a merger between two organizations. She worked as the Director of Education and Public Programs at a start-up museum, the National Steinbeck Center in Salinas, where she developed K-12 and public programs and cultivated partnerships with social service organizations.

Celeste has a Master's Degree in Museums Studies from John F. Kennedy University. She became Executive Director of CAM in May 2004 and has enjoyed being an advocate for museums and helping them become more relevant and effective organizations. She has served on the Boards of the Coalition of State Museum Associations and CalNonprofits.

**Michael Govan**  
**Chief Executive Officer and Wallis Annenberg Director**  
**Los Angeles County Museum of Art**

Michael Govan is the CEO and Wallis Annenberg Director of the Los Angeles County Museum of Art (LACMA). Since coming to LACMA in 2006 he has overseen the transformation of the 20-acre campus with buildings by Renzo Piano and monumental artworks by Chris Burden, Michael Heizer, Robert Irwin, Barbara Kruger, and others. At LACMA, Govan has pursued his vision of contemporary artists and architects interacting with the museum's historic collections, as evidenced by exhibition and gallery designs in collaboration with artists John Baldessari, Jorge Pardo, and Franz West, and architects Frank O. Gehry, Fred Fisher, Michael Maltzan, and others. Under his leadership, LACMA has acquired nearly 35,000 works, building and expanding its collection of works from Latin America, Asia, Africa, the Middle East, and the Pacific. In 2015, Govan undertook the museum's most successful art gift campaign in honor of LACMA's 50th anniversary, as well as the most significant bequest in the museum's history, the Perenchio collection of Impressionist and early 20th-century art.

Known as well for his curatorial work, Govan has co-curated a series of notable exhibitions including Picasso and Rivera: Conversations Across Time (2016–17), James Turrell: A Retrospective (2013–14), and The Presence of the Past: Peter Zumthor Reconsiders LACMA (2013), which presented plans for a future building for the museum designed by the Pritzker Prize-winning architect. Govan was the cocurator of the touring exhibition Dan Flavin: A Retrospective, organized by Dia:Beacon in association with the National Gallery of Art, Washington, D.C. The exhibition concluded its international tour at LACMA, where it was on view, May 13–August 12, 2007.

From 1994 to 2006, Govan was president and director of Dia Art Foundation in New York, where he spearheaded the creation of Dia:Beacon. He was deputy director of the Solomon R. Guggenheim Museum from 1988 to 1994 and worked with Guggenheim branches in New York, Venice, and Bilbao. Prior to that Govan helped found MASS MoCA while at Williams College, where he studied art history and fine art.