

Joint Committee on the Arts
Senator Ben Allen, Chair
Assemblymember Kansen Chu, Vice Chair

Informational Hearing
“California’s Creative Economy: Annual Update and Regional Breakdowns”

Wednesday, May 11, 2016, 1:30 p.m.
State Capitol, Room 3191, Sacramento, CA 95814
Live stream: <http://senate.ca.gov/>

AGENDA

- I. **Welcome and Opening Remarks**
Senator Ben Allen - Chair, Joint Committee on the Arts
Assemblymember Kansen Chu - Vice Chair, Joint Committee on the Arts
and other committee members (as present)

- II. **Economic Study: Presentation of this Year’s Findings**
Bruce W. Ferguson - President, Otis College of Art and Design
Kimberly Ritter-Martinez - Economist, Kyser Center for Economic Research
Los Angeles County Economic Development Corporation
Craig Watson - Director, California Arts Council

- III. **Innovative California Designers**
Deborah Nadoolman Landis – Costume Designer and Historian
Maurice Woods – Executive Director and Founder, Inneract Project
Senior Experience Design Lead, Microsoft
Gretchen de Castellane - Director, Hot Wheels Packaging Design, Mattel, Inc.

- IV. **Investing in Creativity**
Angie Kim – President and Chief Executive Officer, Center for Cultural Innovation

- V. **The Creative Economy: Building STEAM through Community Focused Programs**
Connie Martinez – Chief Executive Officer, Silicon Valley Creates
Elizabeth Monoian – Founder and Director, Society for Cultural Exchange
Co-founder, Land Art Generator Initiative

- VI. **Public Comment**

- VII. **Closing Comments by Committee Chair, Vice-Chair and Members**

- VIII. **Adjournment**