

February 27, 2015

Michael Govan  
Director and CEO  
Los Angeles County Museum of Art  
5905 Wilshire Boulevard  
Los Angeles, California 90036

Dear Mr. Govan:

Thank you for an insightful update on Museum operations, including highlights of the much-anticipated, new Museum of Art building, during the Commission's Department visit yesterday. We were pleased to learn that development of the new building is on schedule, and schematics for the \$600 million project will be completed by the summer.

The Commissioners were impressed with the growth of the Art and Technology Lab, created by remodeling a library space and with support from the Productivity Investment Fund. The lab provides in-kind support to artists working with emerging technologies. This successful project, which also includes a vibrant education program for students and families, is included in the Commission's annual "Best and Shared Practices Report."

We look forward to celebrating the 50<sup>th</sup> anniversary of the Museum in April. We admire your creativity in launching a unique campaign to coincide with the Museum's anniversary, which will result in the donation of 50 works of art. We expect that the new art assets, coupled with the opening of a Metro Station nearby, will increase public awareness and Museum attendance.

Members of the Commission also were impressed with quality and productivity improvements in the following areas:

- Using technology to track attendance and the number of participants in museum programs to measure the effectiveness of public education efforts
- Spearheading a collaboration between the entertainment industry and the arts community
- Bringing the Museum to the people via mobile classrooms and setting up offsite art exhibits, such as the current display at Charles White Elementary School
- Increasing the Museum's outreach to minority communities and featuring exhibitions by minority artists, which has led to more corporate sponsorships and art donations

*We support plain language*

*Please Conserve Paper – This Document and Copies are Two-Sided  
Intra-County Correspondence Sent Electronically Only*



**County of Los Angeles  
Quality and Productivity  
Commission**

565 Kenneth Hahn Hall of Administration  
500 West Temple Street  
Los Angeles, CA 90012

Telephone: (213) 974-1361  
(213) 974-1390  
(213) 893-0322

Website: <http://qpc.co.la.ca.us>

**Chair**

Rodney C. Gibson, Ph.D.

**1<sup>st</sup> Vice-Chair**

Jacki Bacharach

**2<sup>nd</sup> Vice-Chair**

Nancy Harris

**Chair Emeritus**

Jaclyn Tilley Hill

**Immediate Past Chair**

Edward T. McIntyre

Walter Allen, III  
Charles G. Bakaly, Jr.  
Viggo Butler  
Marshal Chuang  
Evelyn M. Gutierrez  
J. Shawn Landres, Ph.D.  
Huasha L. Liu  
Bud Treece  
William C. Waddell, DBA  
Joseph P. Wetzler

**Executive Director**

Victoria Pipkin-Lane

**Program Manager**

Mary E. Savinar

**Program Support**

Laura Perez



*"To enrich lives through  
effective and caring service"*

Michael Govan  
February 27, 2015  
Page 2

We look forward to working with you and your staff on:

- Implementing outreach strategies to the public and engaging the community during the new museum's development process
- Identifying funding for online art history classes that will reach thousands of students, teachers and others involved in education
- Fostering collaborations with County Departments
- Initiating stakeholder discussions on critical issues such as parking and energy conservation in public spaces

Thank you for a very productive and enlightening discussion. We will continue to work closely with your Productivity Manager, Ann Rowland. Please contact Victoria Pipkin-Lane, Executive Director, at (213) 974-1361 for additional information.

Sincerely,



RODNEY C. GIBSON, PH.D.  
Chair

RCG:VPL:LP

c: Sachi Hamai, Interim Chief Executive Officer  
Jim Jones, Chief Operating Officer  
Commissioner Jacki Bacharach  
Commissioner Charles G. Bakaly, Jr.  
Commissioner Viggo Butler  
Commissioner Marshal Chuang  
Commissioner Jaclyn Tilley Hill, Chair Emeritus  
Commissioner J. Shawn Landres, Ph.D.  
Commissioner William C. Waddell, DBA  
Jennifer Coultas, Network Chair  
Ann Rowland, Productivity Manager