

CARSON CITY CULTURAL COMMISSION
Minutes of the Meeting of September 15, 2009
Page 1

A regular meeting of the Carson City Cultural Commission was held on September 15, 2009, at 5:30 p.m., at the Community Center Sierra Room, 851 East William Street, Carson City, Nevada.

PRESENT: Chairperson Peter Barton
Vice Chairperson Karen Abowd
Commissioner Jeffery Scott
Commissioner James Shirk
Commissioner Molly Walt

STAFF: Joe McCarthy, Director of the Office of Business Development
Jano Barnhurst, Recording Secretary

NOTE: A recording of these proceedings, the commission's agenda materials, and any written comments or documentation provided to the recording secretary during the meeting are public record, on file in the Clerk-Recorder's Office. These materials are available for review during regular business hours.

A. CALL TO ORDER: (5:30:45) - Chairperson Barton called the meeting to order at 5:30 p.m.

B. ROLL CALL AND DETERMINATION OF QUORUM: (5:31:02) - Roll was called and a quorum was present. Commissioners Block and Lincoln were absent.

C. ACTION AND APPROVAL OF MINUTES: (5:31:21) **Commissioner Walt moved to approve the minutes from the June 16, 2009 meeting. Vice Chairperson Abowd seconded the motion. Motion carried 5-0.**

D. PUBLIC COMMENTS ON NON-AGENIZED ITEMS: (5:31:55) - Sharon Rosse, Capital City Arts Initiative advised that they received their second grant from the Andy Warhol Foundation and will receive \$50,000 over two years. The award was based on good programming and strong community support. A project taking place on October 16 at Classy Seconds Thrift Store includes a party at 6:30 and high end fashion show at 8:30. Young designers will be in residence creating haute couture from the thrift store's collection. Lisa Lee has given them whatever they need and the artists will be presenting free workshops to the public. Rachel Williams from the University of Iowa spoke at Nevada Neighbors, has written a novel on historic events and has done a lot of work with incarcerated women. Wendy Tremayne from New Mexico will be speaking on November 19 regarding Swap-a-Rama, which is swapping clothes and sharing them with others.

E. DISCLOSURES: (5:37:08) - None.

F. MODIFICATION TO THE AGENDA: (5:37:21) - None.

G. NON ACTION ITEMS - DISCUSSION AND PRESENTATION ONLY:

CARSON CITY CULTURAL COMMISSION
Minutes of the Meeting of September 15, 2009
Page 2

G-A. PRESENTATION BY VICE CHAIRPERSON ABOARD REVIEWING THE CURRENT STATUS OF THE GREENHOUSE PROJECT. (5:37:30) – Vice Chairperson Aboard reported that they had a location at Eagle Valley Middle School, however the School District tabled the project because the solar powered bus barn was not popular. Because of the interest in the project, a private individual has offered his property. She recently met with the architect and engineer and will announce the site when a plan is ready to present to the City. A fundraiser was held at Adele's which raised \$7,500 and they will be working on additional fundraisers. There has been a private donation for \$11,000 but \$125,000 is needed to get it up and running. They have engineered plans and are working on a 501(3)(c); Janette Bloom prepared and filed Articles of Incorporation and is working on a grant application; Holland and Hart has volunteered drafting a business plan; Pam Graber donated time to write the By-laws; and Ben Steele donated time to help with financials. She added that everyone had a wonderful time at the fundraiser and the silent auction was a huge success. They plan to host an annual fundraiser every year which will include a guest chef event at the restaurant.

G-B. PRESENTATION BY STAFF ON A COMMUNITY PUBLIC ART PROGRAM. (5:42:17) – Mr. McCarthy stated that he has been researching other communities who have different types of public art programs and mechanisms by which to fund programs. He is still in the investigative stage of a draft ordinance and how to fund it.

G-C. PRESENTATION BY STAFF REVIEWING DOWNTOWN 2009 SPECIAL EVENTS. (5:44:14) - Mr. McCarthy reported that Mumbo Gumbo wrapped up the events on Saturday night which was sponsored by four Telegraph Square businesses, and the Brewery Arts Center (BAC) did a great job with staffing and setup. Approximately 2,000 people attended and everyone was pleased with the turnout and exposure. The Farmers Market is still going on Saturday mornings and the Pop Up Park had some good and bad points. In response to a question, he replied that none of the costs associated with the band were subsidized by the City but it was part of the overall summer package which provides the infrastructure. The goal was for downtown events to meet a minimum standard of staging, lighting, and sound and the Board of Supervisors (BOS) approved financing for the infrastructure for the entire season. The City's role was to get the business community working collaboratively to take advantage of events affecting them throughout the season. In response to another question, he replied that the City's investment will be a public decision but the Redevelopment Authority (RA) / BOS may try to add value to the overall programming so it's consistent from year to year. Firkin & Fox and B'sgettis are tracking the impact but a number of businesses don't feel that they are benefitting from it and don't see the benefit of entertainment.

G-D. PRESENTATION BY STAFF ON THE I-580 BANNER PROJECT. (5:50:24) - Mr. McCarthy reported that the banners will be up in a few days along Fairview Drive to US 395. They celebrate the community in every way and give visitors a great sense of the community offerings. Ms. Westergard created beautiful photographs and received design assistance by traffic engineers. Chairperson Barton agreed that the photography was outstanding. Mr. McCarthy added that the banners can be traded out in order to celebrate special events and can help market the town. In

CARSON CITY CULTURAL COMMISSION
Minutes of the Meeting of September 15, 2009
Page 3

response to a question, he replied that the project was funded by Public Works and that the banners are cultural specific but can't be business specific.

G-E. PRESENTATION BY STAFF REVIEWING THE UPCOMING 2009 WINTER PROGRAM. (5:55:47) – Mr. McCarthy reported that the Parks and Recreation Department (PRD) will be presenting an application to the BOS for funding the Arlington Square ice rink. Last year, over 20,000 attended but it was never a money making operation and they tried to offset costs with advertising, marketing and promotion gimmicks. Due to risk management issues, it was challenging to make it aesthetically pleasing but hopes to have some control this year. They also will try to collaborate with the school district to generate more use. The BOS will have to determine whether the community wants to subsidize it and he anticipates them sending it back to the advisory committee for further review. If approved, it would open the week of Thanksgiving and run through the holiday season. It will be leased as opposed to purchased, but it needs to be determined whether or not it's successful.

H. DISCUSSION AND POSSIBLE ACTION TO RECOMMEND TO THE RDA/BOS TO DIRECT STAFF TO CREATE THE METHODOLOGY FOR A CROSS PROMOTION PROGRAM BETWEEN CARSON CITY ART & CULTURAL COALITION MEMBERS AND HOLIDAY ARLINGTON SQUARE ICE RINK. (6:00:37) - Mr. McCarthy advised that they are looking at a cross promotional scheme wherein a local business buys an ad at the ice rink and 25 percent goes to a non-profit cultural organization that's sponsoring an event during the holiday season. It takes advantage of the ice rink to lend financial support to cultural organizations. In response to a question, he replied that the ice rink will be a shorter season and will run through January but it will be several days less than last year. Operating costs are better controlled and there may be more opportunity for revenue. In response to another question, he replied that the goal last year was to have the worst coffee to get people out of the ice rink and into the businesses. The rink will be the same size, the price remains the same and they will have the Christmas tree promotion. The goal is to try to make it affordable for families. In response to another question, he replied that the operational budget is approximately \$400,000 which will be generated mostly by admissions, marketing and cross promotional efforts, but an approximate \$130,000 shortfall will be funded by RA.

Mr. McCarthy said that they would try to combine members of the Cultural Coalition with the cross promotion project in order to develop a scheme to provide underwriting support. They can put it together pretty quickly but he needs a recommendation from the CC to the BOS. Chairperson Barton commented that it's consistent with the CC's mission to embark on this type of programming and supports a livable community beyond just the ice rink. He entertained a motion. **Commissioner Scott moved that the Cultural Commission ask that staff work with the Redevelopment Authority and Board of Supervisors to create a cross promotion program between the Carson City Arts and Culture Coalition members and the ice rink project for supporting programs of the Arts and Culture Coalition during the holiday season. Vice Chairperson Abowd seconded the motion. Motion carried 5-0.**

CARSON CITY CULTURAL COMMISSION
Minutes of the Meeting of September 15, 2009
Page 4

I. INTERNAL COMMUNICATIONS AND ADMINISTRATIVE MATTERS:

I-A. COMMISSIONER COMMENTS ON NON-AGENDIZED ITEMS. (6:09:31) - Commissioner Shirk advised that he read about acquiring steel I beams from the World Trade Center (WTC) but the Mayor, BOS, Fire and Sheriff Departments have to support it. There is some initial interest and he asked if the CC would like to participate. He thinks it's a worthy cause and something the community would treasure. In response to a question, he replied that a 12 foot long steel I beam can be requested but other communities are asking for all kinds of items. His idea is something that's touchable in a community location but the Fire and Sheriff Departments want something for their own memorials. He cautioned that it won't be a straight I beam but something that's been burned and mangled. Commissioner Scott opined that it may be one of the first pieces they could work into a public art presentation and supports moving ahead with it. Commissioner Shirk added that this has just come up in the last three days so he doesn't have a lot of answers, but he has contacted different communities who obtained rubble and is waiting for their responses. Supervisor Aldean has taken an interest in it and will present it at the next BOS meeting. In response to a question, he replied that shipping costs would be paid with community donations through a non-profit organization that maintains and cares for the rubble. In response to another question, he reiterated that the Fire and Sheriff Departments have both shown interest and want it in their own respective memorials. In response to another question, he reiterated that his initial investigation has suggested a non-profit organization to ship, care for, and look after the rubble, but it first needs support from the Mayor and BOS. Commissioner Scott opined that a non-profit wouldn't have to be formed, but it would be rolled into a public art piece, administered and cared for by the public art program. Commissioner Shirk agreed that would be a better solution, but if it wasn't available, a non-profit could be formed. Chairperson Barton mentioned that the CC can't take formal action as it isn't an agenda item but it would be beneficial for Commissioners to attend the BOS meeting to support it. He added that before moving to Nevada, he managed the design of the National Law Enforcement Museum and was invited to Islip Long Island where the rubble was stored. It was one of the most moving experiences in his life and he applauded Commissioner Shirk for initiating it.

Commissioner Scott mentioned a Street Talk article with a question, "should the public pay for art?" All respondents agreed it should and he read their comments into the record.

I-B. FUTURE AGENDA ITEMS FOR THE NEXT MEETING ON OCTOBER 20, 2009. (6:22:10) - Chairperson Barton advised that the next meeting will be on December 8th as the CC is meeting quarterly. He announced that the Carson City Arts and Culture Coalition will meet after the CC adjourns. Commissioner Walt announced that tickets for the Nutcracker will go on sale at the BAC in the next two weeks for performances on November 27-29 and they are in their 21st year.

Vice Chairperson Abowd commented that the flower basket campaign will kick off at the end of October and they are negotiating with Nevada Perennials to grow the baskets. The plant material will be changed to a variety of different petunia colors and they still have to work out watering difficulties.

CARSON CITY CULTURAL COMMISSION
Minutes of the Meeting of September 15, 2009
Page 5

Chairperson Barton advised that there may be a special legislative session if state revenues don't improve and hopes that Cultural Affairs won't receive additional cuts.

J. ADJOURNMENT (6:25:50) - Commissioner Walt moved to adjourn the meeting at 6:25 p.m. Vice Chairperson Abowd seconded the motion and it carried unanimously.

The minutes of the September 15, 2009 meeting of the Carson City Cultural Commission are so approved this 11th day of December, 2009.

Peter Barton, Chairperson