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The Meeting of the Carson City Cultural Commission was held on November 18, 2008, at 7:00 p.m., at the Community Center-Sierra Room. 851 East William Street, Carson City, Nevada.

PRESENT: Chairperson Peter Barton
Vice Chairperson Karen Abowd
Commissioner Linda Deacy
Commissioner Stephen Lincoln
Commissioner Pete Livermore

STAFF: Joe McCarthy, Director of the Office of Business Development
Darlene Rubin, Recording Secretary
(7:01:40)

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: Chair Peter Barton called the meeting to order at 7:01 p.m.

B. ROLL CALL AND DETERMINATION OF QUORUM: Roll was called and a quorum was present. Jeffery Scott was absent (excused). Chair Barton read into the record a letter of resignation received and dated November 18, 2008, from Jennifer Russell, as followed: "Given the number of unexpected demands on my schedule I am no longer able to serve on the Carson City Cultural Commission. I am grateful for the opportunity to serve even for a short time and will always support the efforts of the commission both personally and professionally. This is such an exciting time for Carson City and I am confident that this excellent group of individuals will accomplish a great deal for our community. Signed, Jennifer A. Russell, Commissioner."

C. ACTION AND APPROVAL OF MINUTES: (7:03:13) Commissioner Lincoln moved to approve the minutes of the September 16, 2008 meeting, the motion was seconded by Commissioner Livermore and carried unanimously. Commissioner Deacy moved to approve the minutes of the October 21, 2008 meeting, as amended, to show the correction on page 4 to the "Broderick Bray School." The motion was seconded by Vice Chair Karen Abowd and carried unanimously.

D. PUBLIC COMMENTS ON NON-AGENIZED ITEMS: None

E. DISCLOSURES: None

F. MODIFICATION TO THE AGENDA: None

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G. DISCUSSION AND POSSIBLE ACTION TO ADOPT BY-LAWS FOR THE COMMISSION:

(7:05:30) Chair Barton noted that the bylaws had been drafted by staff and presented by Joe McCarthy at the October meeting. An in-depth discussion ensued at that time and suggestions were made for a few alterations to those bylaws. Chair Barton reported that he had thoroughly reviewed the bylaws and believed that Mr. McCarthy had effectively represented those changes in the bylaws attached hereto and made a part hereof by reference. Commissioner Deacy pointed out some minor typographical errors to be corrected. Commissioner Lincoln noted that he too felt the document faithfully represented the commission's discussions and wishes, and believed that they could amend it in the future should the necessity or desire arise. **Commissioner Lincoln motioned to approve the bylaws. Commissioner Livermore seconded the motion and it carried unanimously.**

H. NON-ACTION ITEMS (7:08:55)

H-1. Presentation by Tammy Westergard regarding Arlington Square Holiday Ice Rink. Ms. Westergard, Carson City Office of Business Development, reported on the ice arena slated to open on December 4, 2008 and run through February 16, 2009. The name of the rink was chosen in honor of the old Arlington Hotel which once stood in that parking lot. In an effort to continue to honor the history of Carson City, and to make sure that the Carson City story was told at every opportunity, the ice rink bore the name of that historic old hotel. It was located next door to the Nevada State Museum, and Ms. Westergard said she appreciated the support that Mr. Barton and the Museum had given to the ice rink project. She noted, too, that all of the information regarding hours of operation, private party booking, and other details of the operation was available at Downtowncarsoncity.com.

Ms. Westergard further reported that the Brewery Arts Center and the Carson City Arts and Cultural Coalition had rallied to present a "Winter Tree Art" display. In the parking lot, where there was only one main entrance on Robinson Street, across the street from the Nevada State Museum, there would be a grand entrance with scaffolding and wrapped with festive decorations and banner signs indicating ARLINGTON SQUARE ICE RINK. As one walked in the primary promenade there was an opportunity for sixteen businesses, community organizations, or whomever, to decorate those trees in a way that told the story of that particular entity. The cost was \$100, payable to the Brewery Arts Center, who was facilitating the project, and any organization could decorate a tree. At the base of each tree would be a ballot box so the community could vote for its favorite tree. At the end of the season, sometime in early March, the winner of the public art display would be announced. She noted, too, that the Brewery Arts Center should be commended for its willingness to step up and facilitate an opportunity to celebrate public art.

Ms. Westergard added that the rink "was quite the buzz." It had been reported on the radio the past weekend and people were excited about it. Chair Barton asked about the cost to skate, and Ms. Westergard said it was \$7 (ages 13 and up) and \$5 (ages 3 to 13) and \$2 for skate rental. The rink would be open Monday through Thursday from 3 to 9:00 p.m.; Friday and Saturday from 1 to 10:00 p.m., and Sunday from 1 to 9:00 p.m. There would also be opportunities to have programming or private parties earlier in the day. She had already received calls from the Douglas County Parks and Recreation, Carson City Parks

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and Recreation, and more, for such activities slated for the mornings. Moreover, there was a “Cheap Skate” partnership being launched by the downtown businesses and community organizations, again on Downtowncarsoncity.com. From the home page there was a “Cheap Skate” Partnership program link which provided a listing of all businesses offering specials and those would change weekly or monthly as the business determined. The cross-promotional effort among all the downtown businesses was very aggressive. In addition, the community partners—the hospital, the college, Boys and Girls Club, the Nevada State Museum, and others—would be publicized on the website by December 1, 2008.

Chair Barton congratulated both Tammy Westergard and Joe McCarthy on their efforts and the tremendous asset the Arlington Ice Rink and its attendant promotional opportunities brought to Downtown Carson City, and as its neighbor, the Nevada State Museum was delighted about it. Ms. Westergard said it would not have been possible without two important entities—The Carson City Downtown Consortium, which had officially been formed as a not-for-profit legal entity (with a tax I.D. number), it was a “serious group determined to bring the entire downtown business district together under a single umbrella that promotes itself and tells the story of Carson City as an important geographical destination.” Adele’s Restaurant and the Nevada State Museum were members of that consortium. The other significant partner was the Carson City Nugget, without their shared view that “all boats rise when we work together,” the project would not be possible.

Commissioner Lincoln asked how the ice rink schedule had been determined. Ms. Westergard said it was determined by “money.” The vendor was Ice Rink Events, a world-class temporary ice rink installer. The rink size was 56 feet by 85 feet, and would accommodate 176 skaters. It was about two-thirds the size of a regulation hockey rink. She believed the rink would be very crowded and advised people to plan for it and be patient. All of the parking for the rink should go to the east side of Carson Street where the Nugget had generously donated and would re-sign their parking lot to rink parking. Ms. Westergard said she was working on a shuttle service with “Hoof Beats” to pick people up from the east side of Carson Street and transport them to the rink. “There would be tons of parking on the east side and you can take a nice little carriage ride.” Mr. Lincoln asked if the project was an overwhelming success could it be extended past the February end date. She said they could ask the vendor and see.

Commissioner Lincoln returned to the subject of the Tree Art and noted that he had seen in similar displays a donation box where people could put money in for the tree they thought best. The tree with the most money won, and the money would go to the Brewery Arts Center. Ms. Westergard thought it was a great idea, which prompted her to suggest that pledge cards instead of money would make it easier to control.

Commissioner Livermore commented that Carson City had always had the December Snowflakes Festival the first Thursday of December, when the official lighting of the tree at the State Capitol took place, and all the lights along Carson Street were turned on at that time. Ms. Westergard said she had tried to firm that with the vendor, but it could happen that (due to the rink not being solid enough to skate on) skating could not take place. Nevertheless, the community could still “go to the venue, look at the pretty trees, have hot cocoa, and think about how much fun we’re going to have skating a few days later when the ice

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was solid.”

Chair Barton suggested having the legislators (during the 2009 session) go on a skating trip.

Commissioner Livermore suggested the Galaxy Theater had three different advertisers on their screens currently and it might be a good idea to advertise the ice rink there. Another suggestion was made by Commissioner Lincoln to contact Candy at the Convention and Visitors Bureau to get on their calendar. Accordingly, Ms. Westergard appointed Commissioners Livermore and Lincoln to contact the appropriate parties to get that done. Joe McCarthy pointed out that Candy had been extremely supportive of the rink project from the beginning, and they were going to “try to incorporate some of the preliminary High Sierra Design concepts into the web pages with the eventuality that if this became an annual event it would be one of the showcases to start celebrating that great look.”

Ms. Westergard next reported that the *Nevada Appeal* was the media sponsor for the event and they would be “out there in the trenches” helping tell the story as well as offering opportunities for businesses outside of the downtown boundary to leverage the wonderful opportunity in service of their business as well as the downtown businesses. Both the Downtown Consortium and the Office of Business Development recognized that “this was all about a healthy heart so that it pumps blood (money) to the rest of the town not just into downtown. That was what the branding effort was all about.” She added that anything they worked on with the Conventions and Visitors Bureau recognized that a healthy downtown meant it was a healthier whole town, and that was the reason they were working so hard to bring in the community institutions and give them the opportunity to be in “this wonderful storefront of our beautiful downtown Carson City. There were few places like it in the state.”

Joe McCarthy asked how the sponsorship efforts were going. Ms. Westergard said there were no more “Dasher Boards” available. There had been 22. However, there were other sponsorship opportunities; banner/signage opportunities. They were looking for a sponsor to help underwrite the oats and hay that Hoof Beats would need to create that shuttle. Commissioner Lincoln asked if anyone had sponsored the Zamboni (the ice smoothing machine), and she said that had been the first to go. However, someone was needed to operate the equipment and she asked Mr. Lincoln to find someone for that job.

Commissioner Livermore wondered how Tammy Westergard would ever match her summer events to what she had done with the winter events. He felt winter would be her “premier” event. He could foresee a huge number of people being drawn to the skating and attendant activities, not just from Carson City but from the surrounding communities as well. Ms. Westergard reported that 130,000 people had come to the downtown area during the 16-week period of the Curry Street Promenade summer events, and many had come to be schooled by Adele’s–Charlie and Karen Abowd’s Top Us Tutorial–so there really was a lot of support and enthusiasm for Farmer’s Market and family activities. She felt that if there were 130,000 people in 11 weeks at the skating rink, they could extend the season past February 16, 2009.

Joe McCarthy explained how the relationship between economic development and events coordination

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needed continual reminders during these very tough economic times where disposable income had greatly diminished, and that greatly affected the small businesses in the community. Anything that could be done in a proactive way, in a public/private way, to bring foot traffic to downtown that would give people the opportunity to enjoy themselves but also patronize the local businesses was a win-win situation. He said this had been Tammy's project and congratulated her on doing a fabulous job. She said it was all about keeping "our downtown businesses alive."

Vice Chair Karen Abowd thanked Tammy for all her efforts. Ms. Westergard noted that there was also a heated pavilion at the ice rink site; it was available for private party rental and also for the institutional partners—Carson Tahoe Regional Medical Center was planning some events at the rink, so they would tell their story in the comfort of that heated area with its table and chairs and so forth.

In summation, Ms. Westergard talked about the City's team without whom the project would not have happened. It was the steadfast support from Supervisor Williamson, Joe McCarthy, the Finance Department, the District Attorney's Office, Purchasing and Contracts, the Building Department, Health and Human Services, all the Licensing agencies, everyone had made this their number one priority to make sure that first and foremost public safety was protected, that all the protocols and procedures were being followed, and that it was done in a timely manner to take care of business and at the same time support business. She expressed her sincere gratitude for all her partners in the City.

H-2. Presentation by Commissioner Abowd regarding development of a Community Greenhouse. (7:30:57) Commissioner Abowd provided a handout, *Proposal for Development of Community Greenhouse*, attached hereto and made a part hereof by reference, detailing the plan to put a "beautiful face on Carson City that we know is there." As a member of the Coalition the past summer, her efforts had rolled over into this Commission. The proposal was to provide for the development of a community greenhouse. The purpose was to provide for February planting of the downtown hanging planters (as in downtown Reno's River Walk) for a more attractive floral display for the City. The horticulture arts presently were not represented and the proposal also provided for that, as well as providing the opportunity for members of the special needs community to staff the facility.

She noted that in the present economy there was a need to think big but work small, thus there were two considerations to present to the Commission. The first would be to build their own greenhouse on Parks and Recreation property on Butti Way. Their geothermal possibility could be utilized and would have an alternate source of heat needed in the cold months, accomplished with old residential radiators which Commissioner Abowd had access to (from the remodel of an old mansion she was working on).

Commissioner Abowd reported on meeting with Kevin Piper at UNR who had put her in contact with Nevada Naturals and both entities felt that the Hoop House design would work for their needs, the latter quoted \$10,000 to \$12,000 for the structure and two people two-and-one-half days to construct. They would be willing to guide staff through the building process. She also spoke to Mark Lopiccolo of the Builders Association and they were on board to assist as well. The structure would accommodate 100

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baskets. The structure came in kit form and was then assembled. Dale Hildegard, the master gardener in Reno who plants their baskets, uses the same type greenhouse and she projected the final cost of \$40,000, which would include the watering system, timers, solar sheeting, and the tables. Commissioner Abowd had taken a tour of UNR's facilities and all those items were needed. The radiators provided the alternate source of heat when the temperatures dipped in January and beyond, and the solar sheeting prevented baking the plants.

Ms. Hildegard also quoted costs at \$50 for large baskets and \$30 for medium baskets. That would include the planting material and the basket frames. She would send a list of the items and the Commission could choose what went into them.

Ms. Abowd also reported that the greenhouse design using geothermal heat qualified as a "green" project, was an added bonus for Carson City.

Mark O'Farrell, of Hungry Mother, in Carson City, would be willing to assist the commission in its efforts. He had a master's in agriculture and had experience with special needs kids in the horticultural arts. He explained to her that in working with Employment Development to help staff the greenhouse, they would bill for one full time person but three students could fill that position, because the plants had to be tended every day.

The second option had to do with Mark O'Farrell and his partnership with the prisons, and in that proposal they would not be able to utilize special needs (because he was partnered with the prisons) on that property. Ms. Abowd went on to add that in this present economy the big picture may not be possible, and so she spoke to Mark O'Farrell about partnering with him using his greenhouse facility. He partnered with the prison for land and staffing, and he had submitted a proposal to expand his current greenhouse which would accommodate the baskets and could provide labor and the baskets for the same costs of \$50 and \$30. The problem with that option was waiting for the approval from the necessary entities for his expansion proposal. He had to go through the prison system to get approval. He would not know the response to his proposal until the end of December. There was no guarantee, and the planting would have to begin in February to achieve the end result that the River Walk had achieved.

A question was raised regarding sources for the \$40,000. Ms. Abowd said she was looking today to talk to the commission about the possible options for those sources; she was unsure if the newly formed business coalition could be a source. Commissioner Livermore suggested Cooperative Extension, where the master gardener program was offered, and she said she had spoken to them. He also asked if there might be an opportunity to build baskets for other businesses in the community and/or for private residences which could be sold and return a profit toward the operational expense. Ms. Abowd thought that would be an excellent opportunity that could be developed. She had also spoken to Dave Ruff at Greenhouse Gardens, whom Mr. Livermore felt would like to sell the baskets, and Mr. Ruff had given her advice on how the greenhouse should be oriented on the property. Mr. Livermore was very pleased about the entire project and felt it was a great opportunity. Ms. Abowd said there would be more baskets than

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last year and they would be far more lush. “They really catch your eye; they make you want to stop, park, and see the city.”

Commissioner Livermore made the point that there were a large number of parking lots in town, from North Town to the Carson Mall to Penney’s, it would be a wonderful opportunity to brighten up Carson City, and he complimented Karen Abowd for the work she had done. She said she had a vision for Carson City and believed that in a time where working small was necessary the baskets would say a lot. She noted, too, that in Reno they watered the baskets from a golf cart, a tank of water and a long wand.

Commissioner Lincoln asked if the baskets would cost \$50/\$30 every year. Ms. Abowd responded that the frames could be re-used, only the peat moss and the plant plugs had to be replaced. He next asked the life span on the structure, and she said “a long, long time.” It could be expanded over time, as well. Commissioner Livermore remarked that space (on Butti Way) was not limited, and he wanted to know how many radiators she had. She said she had “a lot.” They were removed from the 27-room Nixon Mansion in Reno. He also said “she had to talk to Dan Capper . . . he will find you the money . . .” Mr. Capper was very instrumental in such projects and Mr. Livermore said he would put Karen in touch with him.

Commissioner Lincoln commented that the proposals were very different; the first allowed far more flexibility and control of the outcome. In terms of O’Farrell’s work to expand his greenhouse, could anything be done to expedite that approval process. Ms. Abowd said Mark O’Farrell told her last week that he was definitely at the mercy of the “powers that be.” He just has to wait and hope that he would get the approval, but there is no guarantee because of the cut backs.

When asked when the “do or die” date might be, Ms Abowd said all the parties she spoke to said they had to have everything in motion by January 1, 2009. Sometime in December the parts and pieces needed to be ordered so they would be there. Mr. Livermore suggested there would be no harm in making an application to Redevelopment, because they expended money last year on baskets “ . . . if you’re the supplier it could be a win-win for both . . .” Their money could be the seed money. Joe McCarthy said he would help her with that process, and he believed the application could come from this commission to the Redevelopment Authority asking for support in the first year—“let’s get this going.”

Commissioner Abowd said she would make the necessary contacts. The other matter was to interface with special needs and she would talk to Mark O’Farrell about that.

Joe McCarthy remarked that looking at this optimistically, and if successful in making a presentation to the Citizens Committee and getting their approval, the earliest the Redevelopment Authority could approve it would be at its meeting on December 18. Ms. Abowd said that would work.

Linda Deacy asked about the breakdown of the baskets—was it 50 large and 50 small. Ms. Abowd said she had to look at all the light standards. She was waiting for dimensions on the baskets from Dale Hildegard; she would see what size fit best. Commissioner Livermore offered to help wherever needed. Chair Barton

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felt it gave the Commission an opportunity to “get a project under our belt.”

H-3. Presentation by Commissioner Scott regarding public benefits associated with public art programs and projects. (7:46:18) Continued to next meeting.

H-4. Discussion regarding scheduling of a strategic planning workshop for the Cultural Commission. (7:46:21) Chair Peter Barton said they could consider that after the first of the year. Presently there was no meeting scheduled for December, as they felt it best not to compete with the holidays. He proposed that a regular Commission meeting be scheduled for January, and a strategic planning session could come before or after that.

Chair Barton thanked all the commissioners who attended the Community Conversation sponsored by the Nevada Arts Council, held in the Sierra Room on October 27, 2008. He provided a handout, attached hereto and made a part hereof by reference, from the initial data compiled. There were about 30 members of the community in attendance. It had been a very structured, facilitated session that began with determination of some critical issues and then broke into small groups to develop some action steps to address those issues. He hoped the data could be used as a tool in their strategic planning.

Next, various dates in January were discussed and some of the conflicts addressed, as well as alternate dates. Commissioner Livermore suggested the strategic planning session be held on Saturday morning, January 31, 2009 from 9-11:30, which date was agreed upon.

Commissioner Livermore said the new Board of Supervisors and the Mayor would be scheduling a strategic planning of the City, too, and one of the things that he would be focusing on was the arts and particularly this commission. He wanted to make sure the Board supported them and whatever projects they developed.

Joe McCarthy remarked that for the strategic session they should find as comfortable an environment as possible and dress in casual attire. Chair Barton offered to make one of the upstairs conference rooms in the Museum facility available, and would arrange for coffee and pastries.

It was generally agreed that the next regular Commission meeting would be held in February. However, a special meeting might be needed to approve the basket project, which Joe McCarthy said could be done in a conference call with all parties to cover that one agenda item. It could be done at noon in December. After the Redevelopment Authority/Board of Supervisors approved expenditures that met the budget on December 18, he would schedule the conference call on December 19.

Chair Barton said that would put the Commission on schedule for the meeting on the third Tuesday, February 17, 2009.

H-5. Future agenda items for the next meeting on February 17, 2009. (7:54:34) Commissioner Livermore said that right after approving the 2009 goals at the strategic planning session he would like to

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set the agenda for that February meeting. Chair Barton said they would put that on the agenda, to approve the 2009 work plan that would hopefully come out of the January 31 strategic planning session.

Jeffery Scott's presentation, continued from this meeting, will be put on the agenda as well.

Other items for discussion would be the basket program and the report on the ice rink.

H-6. Commissioner comments on non-agenized items. (7:55:35) Commissioner Livermore reported that due to a mis-communication he and a few others arrived early this evening. Among those were two people from the Carson City Arts Initiative who had come for the express purpose of inviting the commissioners to a reception they were hosting on Wednesday, December 3, 2008 from 5 to 7:00 p.m. at the Bliss Mansion. He asked the commissioners to attend their holiday party if at all possible.

Joe McCarthy asked whether a decision had been made on quarterly meetings, or should they wait for the planning session. It was agreed to wait for the planning session, meanwhile, he would reserve the Sierra Room for the monthly meetings as presently scheduled.

I. ADJOURNMENT: Commissioner Lincoln moved to adjourn the meeting. It was seconded by Commissioner Livermore and carried unanimously.

Chair Barton adjourned the meeting at 7:57 p.m.

The minutes of the meeting of the Carson City Cultural Commission of November 18, 2008 are so approved this 18th day of April, 2009.

Peter Barton, Chair