

CARSON CITY CULTURAL COMMISSION

Minutes of the Meeting of June 16, 2009

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A regular meeting of the Carson City Cultural Commission was held on June 16, 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 Jed Block
Commissioner Jeffery Scott
Commissioner James Shirk
Commissioner Molly Walt

STAFF: Joe McCarthy, Director of the Office of Business Development
Tammy Westergard, Deputy 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:** (1-0009) - Chairperson Barton called the meeting to order at 5:30 p.m.
- B. ROLL CALL AND DETERMINATION OF QUORUM:** (1-0011) - Roll was called and a quorum was present. Commissioner Lincoln was absent and excused.
- C. ACTION AND APPROVAL OF MINUTES:** (1-0017) **Commissioner Abowd moved to approve the minutes from the March 17, 2009 meeting. Commissioner Block seconded the motion. Motion carried 6-0.**
- D. PUBLIC COMMENTS ON NON-AGENIZED ITEMS:** (1-0035) - Sharon Rosse with the Capital City Arts Initiative invited the CC to attend the next opening at the Courthouse on Friday evening from 5:00-7:30. She advised they have three to four exhibitions a year and this one is by the 2009 graduates from Sierra Nevada College and UNR. Brett Van Hoesen Art Historian at UNR, is writing the exhibition essay. She explained that an advantage of exhibiting in the Courthouse is exposure to the general public and not just people who attend museums. Chairperson Barton commented that he was looking forward to it and thanked Ms. Rosse for supporting arts and culture in the community.
- (1-0077) Robin Hodgkin of Nevada Arts Council invited the Commission to attend the Statewide Visual Arts Fellowship Panels on June 17 in Reno to see the diversity of artists throughout the State of Nevada. She mentioned that the artwork is judged on its quality, and not who created it.
- E. DISCLOSURES:** (1-0091) - None.
- F. MODIFICATION TO THE AGENDA:** (1-0093) - None.

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G. DISCUSSION AND POSSIBLE ACTION TO DETERMINE WHICH COMMISSIONERS WILL SERVE AS THE CULTURAL COMMISSION'S DELEGATION TO THE ARTS AT THE HEART CONVENING, A TWO-DAY NETWORKING, LEARNING AND SKILL BUILDING EVENT FOR CULTURAL COMMUNITY LEADERS SCHEDULED FOR JULY 17 AND 18, 2009, IN RENO AND SPONSORED BY THE COMMUNITY ARTS DEVELOPMENT PROGRAM OF THE NEVADA ARTS COUNCIL (1-0094) - Chairperson Barton introduced the item and Robin Hodgkin of Nevada Arts Council advised that a session on communication starts Friday afternoon to help provide organizations throughout the State move groups to action and Saturday is a chance to network with local art agencies throughout the State. They are collecting community delegations from Silver Springs, Sandy Valley, and Las Vegas. Chairperson Barton thanked Ms. Hodgkin and asked the CC to invest some time to see how the economy is affecting arts and culture organizations statewide. He added that it's a good opportunity to network with other professionals and plans to attend Friday's session. Member Block will also attend.

H. NON-ACTION ITEMS - DISCUSSION AND PRESENTATION ONLY:

H-A. PRESENTATION BY SARA JONES, CARSON CITY LIBRARY DIRECTOR, REVIEWING THE SITE PLANNING PROCESS PERTAINING TO FUTURE LIBRARY SERVICES. (1-0133) - Chairperson Barton introduced the item and Sara Jones, Director of the Carson City Library. Ms. Jones reported that she, Joe McCarthy, Tammy Westergard, Robin Williamson, and Steve Neighbors went to Washington DC to visit the Rockville Town Square development in Rockville, Maryland. Rockville is similarly sized to Carson City and completed a major redevelopment of a blighted downtown area. They transformed a very aging mall area into a beautiful town square. The anchor institution is the Montgomery County Library which is approximately 60,000-80,000 square feet. An arts incubation center is connected to the library which has retail space for artists to show and sell their art pieces along with phenomenal work spaces. It's a great gallery space with lots of arts and cultural programming. Retail and great places to live surround the library and the retailers are either in their first or second location and trying to grow their businesses.

Ms. Jones reported that at the May meeting, the Arts and Cultural Coalition and Chairperson Barton presented the idea of integrating public art into the library to the Library Board. They want to have work space for artists in the library and that meeting was possibly the best ever attended. On June 4, there was a presentation called "envisioning the Carson City Library" which discussed the need for a new library and how it should look. She also advised that they have been in the process of creating a strategic plan for 2009-2013 about how to deliver library services to collaborate and work in the community.

Ms. Jones reported that the next Library Board of Trustees meeting is June 25 with a discussion on private and grant funding opportunities for building a library. It is a public project requiring public funds and the library is interested in finding out how to tap into grant and private funding.

Ms. Jones advised that this year's summer reading program is centered around arts and being creative, called, "Be Creative at Your Library" and "Express Yourself at the Library". All of the art is about

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encouraging kids to be artistic and creative. Approximately 1,000 children are involved in the summer reading program. She added that children who don't open a book over the summer backslide as much as a full half year by not doing these kinds of activities.

Ms. Jones advised that they were awarded a Library Services and Technology Act grant to read "Three Cups of Tea" as a community read. There is an elementary school version, a middle school version and an adult version. The author Greg Mortenson, spends much of his time in Pakistan and Afghanistan building schools and has agreed to visit Carson City sometime in the future. Six boxes of his books were received last week.

Ms. Jones advised that she, Joe McCarthy, Robin Williamson, Phyllis Patton and several staff members recently attended an economic development workshop on a project in Littleton, Colorado called "Economic Gardening" in which the theory is growing the local community and businesses to help them prosper. She noted that there are 500 companies really looking to relocate and 25,000 cities actively trying to get them.

(1-0365) In response to a question, Ms. Jones replied that the best place to refer people for information on the new library is to herself and the library blog. The process is getting people to say what they want in a library. The Library Board wants a great space for teens and youth. She also offered to do speaking engagements about library services, goals and objectives.

Chairperson Barton thanked Joe McCarthy, Sharon Rosse and Robin Hodgkin for assisting in the presentation to the Library Board. Ms. Jones also thanked everyone and thought it went very well. She advised that at www.carsoncitylibrary.org "About a New Library", has regular blog postings and gives links to the Board meetings.

H-B. PRESENTATION BY STAFF REVIEWING THE UPCOMING 2009 SUMMER PROGRAMMING SCHEDULED THROUGHOUT THE COMMUNITY (1-0396) - Chairperson Barton introduced the item and Mr. McCarthy reported that the summer season has kicked off in downtown with two concerts on Third Street. Many weekends are scheduled all summer and the downtown Farmer's Market starts at the end of June. The Farmer's Market has already started at the Pony Express Pavilion. The Brewery Arts Center is managing the Pop-Up Park and there are a number of other activities celebrating downtown. He said that www.downtownanswers.com has all the information. In response to a comment, Mr. McCarthy advised that Robin Ford is playing at the Brewery Arts Center on Saturday who is a great blues and contemporary guitarist.

Chairperson Barton advised that the Nevada State Museum's concourse dedication ceremony is Friday at 2:00 p.m. and the public is invited. A ribbon cutting was done a few weeks ago and it is now open and in use. Friday's dedication honors former First Lady, Dema Guinn for all of her efforts in promotion and fundraising for the museum and for Governor Guinn's insistence that the critical project and infrastructure development be funded.

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H-C. PRESENTATION BY CHAIRMAN BARTON ON THE IMPACT OF BUDGET REDUCTIONS ON THE DEPARTMENT OF CULTURAL AFFAIRS (1-0460) - Chairperson Barton introduced the item and advised that the legislative session concluded June 1 and the Department of Cultural Affairs is facing the largest reduction of any State government department. He reported that overall budgets have been reduced 33.6 percent for the next two years. The Nevada Arts Council will have a 44 percent reduction, most of which is in programming and grants. The State Historical Preservation Office will have a 53 percent reduction and is faced with the closure of the new Comstock History Center and their Site Stewardship Program. They were able to obtain federal funding to maintain the Site Stewardship Program and the Comstock History Center will be open with limited staffing. The Nevada State Library will have a 40 percent reduction and lose 15 of 54 staff. Layoffs begin June 30. The State Library will be open four days a week preserving core programs. Museums and History lost about \$4.5 million for the biennium which is a 36 percent reduction. Ely Railroad Museum will be open four days a week and all seven state museums will operate four days a week beginning July 1. Staff was reduced from 97 to 57 to maintain and operate the museums and public service was cut back because of mandated reductions. Remaining full time museum staff go to part time employment July 1, with a loss of benefits. When the Interim Finance Committee convenes in September, the hope is to show how brutal these cuts are and how the public is affected. There have been discussions with a Chamber of Commerce and the Carson City Convention and Visitors Bureau (CVB) regarding opportunities to restore public service and looking at independent funding sources. Everyone's support and continued insistence to legislators is needed. In response to a question, Chairperson Barton replied that a recovery plan was discussed in legislative hearings, and part of the strategy was cutting public service but still maintain them as it's easier to come back from 80 percent than 0. Legislators have assured them that as revenues improve, Cultural Affairs will be at the top of the restoration list and some services could be restored in the next year.

H-D. PRESENTATION BY COMMISSIONER ABOWD REVIEWING THE CURRENT STATUS OF THE GREENHOUSE PROJECT AND THE DOWNTOWN CONSORTIUM'S FLOWER BASKET PROGRAM (1-0588) - Chairperson Barton introduced the item and Commissioner Abowd reported that the sponsorship programs were very successful and raised over \$15,000. A total of 91 baskets are on Curry and Main Streets. There are 29 baskets left to sponsor and in memoriam sponsorships are being offered. The goal is to pay for the entire program. Mike Hyland and Ralph Marrone have been hired by The Nugget to water the baskets seven days a week. Parks and Recreation donated a golf cart with water tank and wand. Anyone interested in sponsoring a basket can go to www.carsoncityculturalcommission.org or www.downtownanswers.com. Sponsorships on the golf cart are being discussed.

Commissioner Abowd reported that on June 26, there will be a presentation on the greenhouse through the Nevada Business Association. Locations offered are Eagle Valley Middle School, the hospital, and the Boys and Girls Club. Because it has so many educational aspects, there may be three sites. Public art will be proposed for the gate. The greenhouse will allow for planting of the flower baskets in January. There has been contact from Gardnerville about planting which could be a revenue source. They are trying to interface the education aspect with growing food organically and are working on a funding program for seed money. They are trying to get Peter Rowen on September 3 for the first annual festival. In response

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to a question, she replied that she has a connection in Berkeley so there's a possibility of getting Alice Waters to come and do something with the kids. She has a connection with someone in Churchill County who has also offered to help lead it.

H-E. REPORT BY CHAIRPERSON BARTON ON THE RESULTS OF THE COMMISSION'S STRATEGIC PLANNING SESSION HELD ON APRIL 18, 2009 (1-0685) - Chairperson Barton reported that Robin Hodgkin led the CC through a technique exploring the major strengths and assets to supporting arts and culture in Carson City. The role of the CC yielded enhancing and developing community pride and looking at how the City's motto can be used in its work: "Proud of its past and confident of its future." Challenges facing the advancement of arts and culture in Carson City are generating community support for putting cultural assets at a high priority. The question is how to deliver it to the community and what projects can be accomplished in 2, 5 and 10 years. Projects include horticultural arts, greenhouse project, public art program, a new downtown public library and public arts education. The role the CC should take and mechanisms to provide revenue such as seeking grants from federal, state, community and private foundations were also discussed as was increasing public awareness using technology, public art and the media.

H-F. PRESENTATION BY COMMISSIONER SCOTT AND STAFF ON THE PROCESS REQUIRED TO CREATE A COMMUNITY PUBLIC ART PROGRAM (1-0748) - Commissioner Scott described what public art is, how to decide what public art to choose, how it will benefit Carson City and how it can be funded. He narrated a slide presentation and discussed bringing a piece of art to Carson City which defines the city and state. He explained that a local organization is commissioned to supply a design as to how to paint a particular item and suggested a wild horse would define the state. Public art refers to art in any media that is planned and executed with the intention of being publicly staged and accessible to all. It is commissioned by a public process and is publicly funded. Objectives include strengthening civic identity and community pride; creating a sense of discovery and magnets for economic development; establishing public meeting places; encouraging thought and debate; enhancing the environment; and introducing art to youth. Eighty percent of the downtown needs survey felt the community would benefit by arts and culture; 72 percent felt the need for more parks and open space; 70 percent felt a cultural district was needed; and 76 percent felt there is a lack of public gathering places. Local cultural amenities attract tourists who spend more and stay longer. Getting started includes: hiring a consultant team to review and study the city; form a steering committee to provide direction; involve key personnel from private and public sectors of the community; and review and modify the plan recommended by the team. Percent for art is an ordinance that sets aside a percentage of funds from construction budgets of public capital projects. The standard is 1 percent across the nation but it depends on community support.

(1-0947) Tourism tax has been a primary means to finance activities while property tax is the most stable revenue source. Public endowment is similar to private endowments as a cache of money is invested. The interest from the cache supports art programs. Other examples include per capita fund, tribal contributions, license plate fees, credit card partnerships and other taxes on general retail and amusement tax. A community can give meaning by recalling local history and a sense of spirit and pride by the pieces chosen. Neighborhoods can be unified by sharing traditions and experiences as they become more of a multi

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cultural town. The quality of life for local citizens and businesses can be enhanced by creating an attractive and vibrant community. Economic growth can be developed through cultural tourism. Carson City ranks third for high concentration of art establishments.

In response to a question, Commissioner Scott replied that budgeting figures depend on how extensive the scope of work needs to be. The areas to be targeted and how large the program needs to be has to be determined. In response to another question, he replied that this is a tangible and visible program and he would be willing to assist the CVB and give a presentation at their July meeting. Regarding the dollar amount, Stacy Spain will pick up Phase 2 to answer a lot of questions and would give that presentation. Chairperson Barton thanked Commissioner Scott for his efforts and wants to work with Commissioners Scott and Walt to get this before the CVB.

Mr. McCarthy gave an overview of how to get this into action through ordinance and policy. He agreed with hiring a consultant service to guide through the process and a steering committee to jump start it. The community needs to be involved as much as possible as it has to be a community based initiative. He explained that an ordinance is drafted that lays out the components of a public art program and goes through two readings before the Board of Supervisors (BOS). A design committee is then created to inform and advise the CC and BOS. The committee establishes a public art policy with a master plan built around it to guide the policy. The committee addresses style, content, seeks consultant management, ensures a transparent process, assists in the integration of design and planning and accounts for installation and maintenance costs. Funding can come from the Redevelopment Authority and general funds that seed the committee's work. Funding mechanisms include a percent for arts, room tax, tax increments, and community sports services. Foundation support and underwriting help get private dollars. Mr. McCarthy offered to help manage the advertising and marketing, the ordinance process, organize and agendize meetings. Chairperson Barton thanked Mr. McCarthy and called for comments from the CC.

Commissioner Walt commented that the community needs to look into the grant process. She wants to discuss more about the CVB meeting because their objective is to fill hotel rooms. This needs to be a destination and will lead into coming to live and invest in this community. She loves the wild horse idea and bringing in youth. Funding will be the obstacle but it's viable and she supports it. Chairperson Barton commented that he would like to explore area community foundations that may be willing to help out and encouraged moving forward with talking with the CVB.

Commissioner Block reported that in 2007, over \$300 billion was given by private corporations, individuals and foundations. Seventy two percent of all donations was private money with corporations and foundations making up the rest. Religion is 44 percent, education is 10-13 percent, arts and culture is 4 percent. He said the biggest reason why people donate is for quality of life and one of the biggest reasons they don't is because they weren't asked.

H-G. FUTURE AGENDA ITEMS FOR THE NEXT MEETING ON SEPTEMBER 15, 2009

(1-1431) - Chairperson Barton hopes for a draft of the strategic plan. He would like the CC to consider

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sponsoring and seeking funding in bringing cultural heritage tourism to Carson City. Commissioner Abowd will have information regarding the greenhouse.

H-H. COMMISSIONER COMMENTS ON NON-AGENDIZED ITEMS (1-1477) - None.

I. ADJOURNMENT (1-1480) Chairperson Barton adjourned the meeting at 6:58 p.m.

The minutes of the June 16, 2009 meeting of the Carson City Cultural Commission are so approved this 15th day of September, 2009.

Peter Barton, Chairperson