

Carson City Arts and Culture Coalition
Minutes of Meeting, Friday, January 11, 2013
3:00 p.m. at BRIC (Business Resource Innovation Center)
108 E. Proctor Street, Carson City, NV

Call to order: John Shelton (Brewery Arts Center, BAC) called the meeting to order at around 3:00 p.m. Also in attendance were Vern Krahn (Carson City Parks & Recreation), Mitch Ames (Community Center), David Bugli (Mile High Jazz Band and Carson City Symphony), Ellie Bugli (Mile High Jazz Band and Carson City Symphony), Eugene Paslov (CCAI), Robin Hodgkin (Nevada Arts Council), Tami Castillo Shelton (BAC), Stephanie Arrigotti (Western Nevada Musical Theatre Company), and Sharon Rosse (Carson City Arts Initiative).

Approval of Minutes of Sept. 21, 2012: It was noted that there was a small meeting on Nov. 16, but no minutes were taken, and that the Oct. 19 meeting had been cancelled. The minutes for the Sept. 21, 2012, meeting were accepted with a correction (Sharon Rosse represents the Capital City Arts Initiative, not the Carson City Arts Initiative). Eugene Paslov made the motion.

Arts @ the Heart: Robin Hodgkin discussed the Arts @ the Heart Conference in Carson City on April 22 and 23. We discussed doing a "Welcome to Carson City" Reception on April 23, and the Bliss Mansion was one of the locations considered. The BAC is prominent in the conference. The CCCC is also a sponsor. We need to know how many would attend such a Tuesday event. CCAI also has a reception on April 23. John will check with Cyndy & Steve Breneman at the Bliss. We should encourage our separate boards to attend the event. Robin would like CCACC to host the reception. It was suggested that each group could bring food or that the Carson High School culinary class could do the food. Robin will not know how many people will attend the conference until a few weeks before the conference. It was suggested that the cost of the event would be \$500-\$1000. Other locations discussed for the reception were BRIC, the Governor's Mansion, and the Deanna Guinn Concourse at the State Museum (but it would probably be closed on Tuesdays due to budget cuts). John asked those in attendance to come to the next meeting (2/15) with ideas for this.

BAC Media Center: A presentation on this was on the agenda, but the item was skipped because Darla Bayer was not in attendance. However, a Google-based production calendar for CCACC was briefly mentioned.

Public Arts Program Ordinance: Vern Krahn said that Parks & Rec is working on a CCCC ordinance for public art. He will meet with Finance on Jan. 14. It will not generate a lot of money, but it is a start. Leftover money in one budget year can be used for capital improvements in the next budget year. As written, the ordinance would get possibly 1% of an estimated \$200,000 Capital Improvement Project Budget. The ordinance will be sent out to the public to get comments. Vern will present comments to CCCC in March, and there will have to be two readings of the ordinance. It might be in place for this coming fiscally year. (Vern mentioned that a lot of cuts affected Parks & Rec and the Library. The Q18 money is down because construction is down.) Vern thinks it might be a good idea to get an arts person on the Parks Commission. In that way, the Bob Boldrick Theater might get better representation. Vern will let us know when the ordinance is read.

Odds and ends: Mitch Ames wants to put up pictures that promote the arts on the walls of the Community Center. It would have to be curated. Sharon Rosse suggested someone put up arts posters at BRIC, perhaps above the computers. She talked about visiting a town in California where they had used empty storefronts to put up large photos promoting the arts.

Vern collecting statistics: Vern talked about Parks and Rec staff being asked to gather statistics on facility usage (e.g., door counts). The Buglis will provide some counts to Vern. He could not say exactly how the Board of Supervisors would use these data. He may use our e-mail list so he can do monthly requests (starting this January). He'll post data by the second week of each subsequent month.

Membership list: John handed out an e-mail list. We are to send comments back to John, so we can make it more complete and up-to-date.

Marketing Options and Policy: We skipped over the agenda item "Coalition Program Ads." We discussed the Carson Street banner. There are only three weeks left open. Stephanie said she "lost" her WNMTC banner week to the weed council and was disappointed. Candy Duncan has retired from the Carson City Convention and Visitors Bureau, and CCCVB has not hired a new director. It was remarked that the CCCVB likes to hire outside promoters to work up activities in Carson City. John would like whoever makes the banner policy to come and address us at a meeting.

Facebook, Website, and editorial content: Ellie said she can make Facebook postings, and she will ensure that other key CCACC members can also make postings. David offered to host the CCACC website under DavidBugli.com/CCACC. It was pointed out that we could also use ARTS4NEVADA.org for our events. John will talk to Beryl Love at the *Reno Gazette-Journal* to see what we can do to get coverage in print. We don't know whom to contact at the *Nevada Appeal* to get good coverage there.

Membership and treasurer's report: The membership is reflected in the Treasurer's Report. Ellie said the balance in our account is \$2690.76, as in the handout she provided.

Shared facilities: There is nothing new to report about this item.

Working with CCCVB: John reported there is nothing new to discuss, except that Candy retired (see above).

Future talks: John will find folks to talk to us (do presentations, etc.) at future meetings. Mitch suggested we invite members of the Board of Supervisors to address us, one at a time.

Future performances: Ellie mention the Mile High Jazz Band presents the Jazz Extravaganza on Jan. 29. WNC has obtained the rights to do "Les Miserable" in November. On Jan. 29, the Millennium Bugs will play for the BAC's "Winter Wine and All That Jazz" benefit.

Future meeting: Monthly meetings will generally be scheduled for the third Friday of each month at BRIC (Business Resource Innovation Center, 108 E. Proctor Street, Carson City, NV). The following meetings are scheduled at BRIC (subject to change):

- Friday, Feb. 15, 2013, at 3:00 p.m. at BRIC
- Friday, March 15, 2013, at 3:00 p.m. at BRIC
- Friday, April 19, 2013, at 3:00 p.m. at BRIC

Adjournment. The meeting adjourned at 4:44 p.m.

Minutes prepared by David Bugli, Interim Secretary, on 2/15/2013.

Memo

To: CCACC Membership
From: John M Shelton, Chair
CC:
Date: February 14, 2012
Re: One-on-One Meetings Summary

Due to a drop in membership participation and a general lack of focus or direction within the Coalition, a series of one-on-one meetings were conducted February 7 & 8 with CCACC members to reassess the need and purpose of the institution. These are the findings:

The overall consensus is that there is a need for the Coalition and that those interviewed wish to continue participating. Recent attrition is most likely due to recessionary issues, changes in membership representation and flat or unfocused meetings held at an inconvenient time of the month. Quality and relevant content, however, is more important a correction than a new meeting time. That said, most participants would favor an afternoon meeting late enough for those who work can attend, and for those with later rehearsals can still participate.

The purpose of the Coalition should be 1) to make the most of local artistic talent, and 2) to convene that talent through participation and collaboration as a mean to focus the direction of the arts in Carson City, and 3) provide a unifying cultural voice regarding Carson City public policy where appropriate. The CCACC is a coalition, however, and should not become a self-promoting or arts disciplinary entity.

The role of the Coalition as it relates to the Arts & Culture Commission (municipal arts council) and the Brewery Arts Center (local arts council) overlaps, but is not intended to duplicate or compete in mission or purpose. The BAC is a programming entity with venues and services that advance performance, exhibits, art education and professional development to artists and arts organizations throughout the region. The City Arts Commission is charged to address public policy and funding as it relates to cultural development of the community, including perhaps, public art installations, design standards, cultural grants and physical infrastructure conducive to supporting the arts. The Coalition's role, therefore, should be to convene and mobilize artistic talent to

represent the opinion of the arts community and to support the awareness and support of that community. As an informal collective, it is appropriate that administrative details need not be handled by volunteers, and could be managed through the BAC as appropriate, having the BAC serve as fiscal agent for the management of revenues and expenses where appropriate. This would need to be approved by the BAC.

Advocacy for the arts may still be the most essential function of the Coalition, ensuring the Arts Commission not only exists, but receives some sort of municipal funding in the coming years. The Commission still needs advice and guidance as it develops, and candidate forums are still regarded as one of the Coalition's best activities in maintaining awareness of the importance of the arts in the minds of the Carson City electorate. Advocacy could be expanded in off-election years to review local ordinance development such as street banner policy, other cultural signage, venue needs, programmatic funding and redevelopment initiatives, such as the proposed narrowing of Carson Street. More artists need to be placed on the Arts Commission board, as well as other public bodies that affect the arts. It has been suggested that more coffee meetings with community leaders, mixers, and organized letter campaigns to the press is a suitable Coalition activity. Driving attendance to Commission meetings, and organizing arts activities in relation to open public events during the legislature and on the legislative plaza might assist state advocacy efforts as well.

Institutional marketing of the arts in Carson was perceived as the next most fruitful output of the Coalition, focusing less on individual events and institutions, but presenting a more global campaign in support of defining Carson City culturally through its existing artists and arts resources. The most discussed options included calendars, advertising and social media intended to focus on either providing bulk contract rates for all members, or actually placing its advertisements that address the importance of supporting the arts, via tourism, economic development or educational advancement. The current Galaxy Ad program is a solid beginning. Perhaps options that support contract ad rates with the Appeal, banners and billboards could also be looked at. These would greatly reduce the cost per organization or event, but would also encourage better more consistent placement to which arts patrons can adapt. It was also felt that business sponsorship could be acquired to reduce costs even further.

Calendars are a divided issue based on whether the Coalition should support either an internal scheduling calendar, or a public events calendar dedicated to cultural activities. Most felt that there are enough public calendars already in existence, such as Arts4NV or the local CVB listings. It was agreed that each of these may need more attention to improve cultural content, but better to work with them than duplicating their effort. The CCACC has neither the funding or staff support to maintain its own public calendar at this time. So far, no one has

objected to an annually-forecasted scheduling calendar, but membership participation will be critical once developed.

The Coalition's Facebook page is getting many more hits today, and is expanding, however, the Coalition's website, is outdated and needs to be redesigned. The website itself could serve as a portal driving web traffic to area artists and arts institutions. Website design could be the best immediate use of membership dues.

Information services and convening opportunities sum up the bulk of remaining issues including the need for venue directories, artist registries, granting sources, and artist live-work housing opportunities. Other services discussed would probably require immense coordination or substantial funding outside the capacity of the Coalition. These include community arts grants, group insurance plans, professional development programs, funding collaborations, a community arts festival, gallery tours, free park events, and scholarships. Additionally, these other items were perceived as more appropriately facilitated by either the BAC or the Commission, with input and guidance via the Coalition.

Meetings themselves could be more fluid, meeting only when necessary and dealing with a specific project or goals the Coalition is currently working on. More guest presentations are encouraged. Social opportunities and networking for the Coalition should be reserved for specific social gatherings or mixers intended for that purpose, but not at business meetings.

JMS

Vern Krahn

From: John Shelton <jshelton@breweryarts.org>
Sent: Monday, January 14, 2013 7:28 PM
Subject: CCACC Facebook Updated

CCACC Members --

Some basic modifications have been updated on the CCACC's Facebook page. If you have Facebook, please find us at Carson City Arts & Culture Coalition and "like" the page if you have not already. Thanks,

JMS

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John M Shelton
Executive Director
Brewery Arts Center
775-883-1976 x115
www.breweryarts.org