

**Carson City Arts and Culture Coalition**  
**Minutes of Meeting, Tuesday, March 26, 2013**  
**4:00 p.m. at BRIC (Business Resource Innovation Center)**  
**108 E. Proctor Street, Carson City, NV**

**Call to order and introductions:** John Shelton (Brewery Arts Center, BAC) called the meeting to order at 4:10 p.m. Also in attendance were Stephanie Arrigotti (Western Nevada Musical Theatre Company, WNMTC), Darla Bayer (ACCTV), David Bugli (Mile High Jazz Band and Carson City Symphony), Ellie Bugli (Mile High Jazz Band and Carson City Symphony), Vern Krahn (Carson City Parks & Recreation), Eugene Paslov (CCAI), Lee Plemel (Carson City Planning Division), Sharon Rosse (Capital City Arts Initiative), and Carla Wilson (Pres. of Proscenium Players, PPI). Chris Bayer joined the meeting while it was in progress.

**Approval of Minutes of Feb. 15, 2013, meeting:** The minutes of Feb. 15 were reviewed. Stephanie moved and Sharon seconded that they be approved as is. The motion passed.

**Robin Hodgkins:** It was reported that Robin Hodgkins died this past week on Tuesday. There are no plans for a service. This has placed an additional burden on the NAC staff, beyond the emotional impact, because Robin had been highly involved in planning Arts @ the Heart.

**Lee Plemel on the Carson St. Banner:** Lee Plemel, from Carson City Planning Division, attended the meeting to discuss two topics, the Carson St. banner policy and the proposed Carson St. parking plan (see below). Lee wanted to know if we were interested in the Carson St. banner or banners in general (including reader boards). He said there will be a LED reader board installed to replace the Community Center's 1976 board. It would not be to just advertise events at the Community Center, but it would be used to help the community at large. As a changeable-message sign, it will be helpful in advertising several events each week. It will be capable of displaying video. Stephanie expressed concern that WNMTC would not have its messages up for long enough periods with LED sign. Lee thought events on the board should reflect what is happening at the Community Center. Mitch Ames, Roger Millender, and others are developing the policy for the LED sign. There was some discussion about arts groups getting less access to the Carson St. banner than they have received in the past. Lee said that the city took over the Carson St. banner management from NDOT, and about that time WNMTC lost what had been their traditional May slot for the banner. John said that BAC is requesting the banner on behalf of BAC, Wild Horse Children's Theater, and PPI. Ellie mentioned that since the Carson City Rendezvous is being cancelled, she might consider requesting a two-sided banner be put up, with one side for the Carson City Symphony's Pops Party Concert (June 9) and the other side for the BAC. This sort of "sharing" could be a model for part of the banner-management practice/policy.

**Cultural Marketing:** Chris Bayer talked about a cultural marketing plan. He said the Cultural Commission needs to be aware of the need for staff and infrastructure on cultural marketing. John suggested the city might need to designate a cultural district. Lee thought City Manager Larry Werner would like more input on cultural events from the Cultural Commission.

**Events:** Lee will set up a meeting with John Shelton and Larry Werner to discuss an events policy. Vern thinks that CCACC would work better at establishing an events policy on the staff level, rather than at a public meeting. John thinks we can work out the events policy. It was mentioned that civic banners could be put up for a period of, perhaps, 30 days, with the permission of the land's owner. (The exact rule and period length need to be checked.) We talked about the idea of putting up a reader board for the arts community at a location, such as in front of the Railroad Museum, at a cost of \$70,000 or so.

**Parking downtown:** Lee talked about plans to use road striping to reduce Carson St. to two lanes and create parking spaces, in order to make downtown a more pleasant experience. He said a two-lane highway could accommodate 20,000 cars per day. Right now Carson St. handles 19,000 cars, and it will likely go down to 16,000 when the freeway is done. Chris said this change is hugely important for the cultural development of downtown. Pocket parts, where people can "slow down," generate revenue. John said we need to develop an

aesthetic that encourages people to congregate. Chris said to Vern that these ideas need to be developed into a plan. Darla wanted to know if there was a (permit) fee for busking. Ellie mentioned the Ft. Collins idea, where performers are hired for downtown event participation. David suggested that CCACC try to work on a common plan with Carson City Downtown Business Assoc. (CCDBA). John would like to invite Ian Hill, Chris' friend, to address one of our meetings.

**Galaxy Theatre ads:** The Symphony has a Galaxy Theatre ad running in April. Ad slots in June, July, September, October, and December are available. The Symphony and WNMTC will take ads for October. Organizations interested in claiming ad slots should let Darla know what months they want.

**Public Art Ordinance:** Vern reported on the proposed Public Arts Ordinance. The staff report was sent to the Cultural Commission; Chris and Stephanie provided input for it. Several of the CCACC meeting attendees obtained a copy of the draft. The minutes of the March 19 Commission meeting are not available yet, so the draft does not reflect changes from that meeting. The final ordinance will get out in April. John encouraged members to attend Cultural Commission meetings. The next one is June 18, when the Commission can approve it and pass it on to the Board of Supervisors, which requires two readings for final approval.

**Treasurer's Report:** Ellie handed out a report. We paid for another year for the Post Office box. Our balance is \$2655.70.

**Google-based production calendar:** This topic was not discussed.

**Arts @ the Heart Conference:** It was noted that this was moved from Carson City to Reno (the Siena and the Car Museum).

**Performing arts academy:** Gene Paslov talked about the academy. It will start out using three facilities: the BAC (providing performance space for the academy and a revenue source for the BAC), WNC (for some courses), and the Carson City Library's technology center (@Two Digital Learning Center). The academy has a lease agreement for 400 W. King St, just north of the BAC. The school will have three "pillars": licensed teachers and professional artists in the classroom, blended distance learning, and teachers directly working with mostly younger students. Gene expects 100-125 students in the first year. Perhaps, after the first year, the old Citibank building might be used for expanded instruction.

**Performances and events:** Ellie passed out flyers for the April 28 Symphony concert. It was mentioned that Dr. Fredric Lieberman, Professor of Music, University of California, Santa Cruz, will give a talk at the Carson City Library on April 15, "The Lure of Music: a Human Universal."

**Next meeting:** The next meeting is Tuesday, April 30, 2013, at 4:00 p.m. at BRIC room A.

**Adjournment.** The meeting adjourned at 5:40 p.m.

Minutes prepared by David Bugli, Interim Secretary, on 5/27/2013.

# Agenda Item 4B

**Carson City Arts and Culture Coalition**  
**Minutes of Meeting, Tuesday, April 30, 2013**  
**4:00 p.m. at BRIC (Business Resource Innovation Center)**  
**108 E. Proctor Street, Carson City, NV**

**Call to order and introductions:** John Shelton (Brewery Arts Center, BAC) called the meeting to order at 4:00 p.m. Also in attendance were Mitch Ames (Community Center), Stephanie Arrigotti (Western Nevada Musical Theatre Company, WNMTC), Janet Baker (Children's Museum of Northern Nevada), David Bugli (Mile High Jazz Band and Carson City Symphony), Ellie Bugli (Mile High Jazz Band and Carson City Symphony), Danielle Cook (Carson City Cultural Commission), Sara Jones (Carson City Library), Vern Krahn (Carson City Parks & Recreation), Eugene Paslov (CCAI), Sharon Rosse (Capital City Arts Initiative), Carol Scott (Wild Horse Children's Theater), Tami Shelton (BAC), and Carla Wilson (Pres. of Proscenium Players, PPI).

**Approval of Minutes:** There were no minutes to review from the March 26 meeting. David will try to get to them before the next meeting.

**Carson City Cultural Commission Liaison Report:** Vern, as liaison to/from the Cultural Commission, provided an update on the Public Art Ordinance. He handed out a press release with a link to the ordinance online (<http://www.carson.org/amendtitle2>). The original ordinance of the Cultural Commission is being amended to create a Public Art Program. Comments can be e-mailed to Vern at [vkrahn@carson.org](mailto:vkrahn@carson.org), according to the press release. Comments will be collected until June 10. The Commission will meet on June 18, and at that time they will forward the document to the Board of Supervisors. Vern encouraged us to read the ordinance before our May 28 meeting. Vern said that with the current budget and economic conditions, the fund would have no dollars, but potentially could be around \$100,000 if the economy picks up. This fund could be used to maintain public art, but the Freeway art would not be covered under this, per Cultural Commission preference. Chris Bayer has sent in comments that have already been forwarded to the Commission. There is no plan for long-term funding of the Commission. Gene said that Chris Bayer (in his comments) felt that the arts need to take a more substantive role in the future of the city. Gene commented on the current anti-tax sentiment, which he feels needs to be countered by pointing out the benefits to be gained by the community from these revenues. John indicated that we need to look at more ways to "enlarge the pie," that we succeeded in getting the Cultural Commission going, but that we still need to see it funded somehow. He talked about Reno's city mission statement, which puts culture and arts near the top as a critical part of city development. On another note, Vern is still trying to determine from the Board of Supervisors what type of data they want him to collect for the monthly performance indicators, which were discussed in an earlier CCACC meeting.

**Treasurer's report:** Ellie reported that we had received \$1.86 in interest and \$750.50 in membership fees. The rental of the P.O. box cost \$148.00. The bank balance is \$2668.92. Since Sara Jones is leaving Carson City, she needs to be taken off the checking account signature card. Ellie moved that we designate John Shelton to replace Sara on the bank signature card. Sharon seconded the motion, and it passed.

**Membership report:** Ellie reported on the number of paid-up members. Carla Wilson brought in a check for Proscenium Players' membership. Ellie pointed out that memberships (sign ups) start in July, but that she would find it more convenient to start and renew memberships throughout the year. Ellie moved that membership renewals will be done 12 months (and in 12-month increments) from the initial month of payment. Carol Scott seconded the motion, and it passed.

**Arts @ the Heart conference:** Our contribution to the conference's Arts Slam was created by Darla Bayer and presented to the conference in Reno. John said that some of the entries were rather creative. John showed the meeting our 4-minute entry, which can be found at <http://www.youtube.com/watch?v=35K1j26O7dQ> or by searching for "CCACC art slam" on YouTube.com. Although we did not get a prize, John said our entry was good in the sense that we brought together a lot of groups. This video could be a good tool to bring around to the Board of Supervisors and others. The CCACC might want to emphasize *place over groups* in the future.

John suggested we create a library of video, photo, and music elements to include in things like this Art Slam. We will need to get release documents for licenses (photographs, music, etc.).

**Nevada Performance Academy:** Gene thanks John, Stephanie, and others for help in getting the Arts academy started. It has a website ([www.npacharter.org](http://www.npacharter.org)) and a Facebook page. On Friday, May 17, the academy's board meets at BRIC from 6:00 to 8:00 p.m. to sign up students in grades 7 through 12. The school needs a minimum of 100 students. The first year, the school will be at Division and Second Streets.

**Street banner policy:** John handed out the proposed street banner Policy and Procedure that was sent to him by Lee Plemel. According to the document, the Planning Division shall be responsible for coordinating, accepting, processing, and approving applications for Carson St. banners at Telegraph St.

**Google-based production calendar:** This item was skipped.

**Carson Sr. narrowing initiative:** Fences have been removed along Carson St. in the downtown area, with a few exceptions. Presently, the fence posts remain. Doreen Mack has been a big "mover" in this process. People are split as to whether this is a good move. We may work on trying to develop a cultural arts district that could include the BAC. Arts can be used to engage people to come downtown, which is the same goal as the street narrowing. An arts district can be a complement to the historical district. Ellie promoted the Jazz & Beyond Carson City Music Festival, Aug. 2-18, as a way to get people involved downtown.

**Galaxy Theatre ads:** Carol Scott indicated that she wanted to reserve a December Galaxy ad for Wild Horse's production of "Hair Spray," and Mile High Jazz Band has reserved a July ad for Jazz & Beyond. Ellie reminded people that CCACC has 2 "slots" each month, one for an organization and one for CCACC collectively (with multiple logos). Darla may not be aware of the distinction. Sharon might be interested in a September ad for CCAI.

**Sharing resources:** Proscenium Players (PPI) and Wild Horse Children's Theater are sharing warehouse space for storage, set preparation, and maybe rehearsal space. BAC may look into sharing resources with PPI and Wild Horse.

**Digital reader board:** Mitch Ames reported the digital reader board in front of the Community Center should be ready by September. The policy for its use will be developed.

**Carson City Library:** Sara Jones said the Library's next five-year strategic plan is being done. The Library board will meet May 23 at 5:30 p.m. at BRIC. Lee Plemel will be at the meeting, and Sara will send an e-mail about the board meeting. Sara would like 30 minutes in a future CCACC meeting. There are three openings on the Library board. She reported that Friends of the Library made \$18,000 from the Paula Poundstone show on March 29. The audience was about half from the Reno area and half from Carson City. Sara leaves the C.C. Library on July 5 and starts her new job in as Director of the Marin County Free Library on July 8.

**Events:** CCAI's next show at the courthouse begins May 10 and features some "never been shown" paintings by Gus Bundy, with commentary by Jim McCormick. The Children's Museum celebrates its 25 years on June 25. The Carson City Library has a pancake breakfast on June 8. The Symphony's Strings in the Schools program presents a "Jay Ungar & Molly Mason" workshop for strings on May 11.

**Next meeting:** Our next meeting is Tuesday, May 28, 2013, at 4:00 p.m. at BRIC room A. Per today's agenda, John is suggesting future potential guest presenters: Mark Raymond (*Nevada Appeal*), Chris Askin (Community Foundation), Joel Dunn (Economic Surveys), Carson Now, CCCVB, Doreen Mack, Supervisors one-on-one.

**Adjournment.** The meeting adjourned at 5:37 p.m.  
Minutes prepared by David Bugli, Interim Secretary, on 5/27/2013.