

CULTURAL COMMISSION STAFF REPORT

MEETING DATE: September 17, 2013

AGENDA ITEM NUMBER: 3B

APPLICANT: Joel Dunn, Executive Director - CCCVB
Roger Moellendorf, Parks and Recreation Director
Vern L. Krahn, Park Planner

REQUEST: **For Possible Action:** To approve a staff recommendation to allow the Carson City Convention and Visitors Bureau to design the overhead banners on Fairview Drive's light poles to present a consistent tourism marketing message for Carson City instead of using the light poles as a venue for public art.

GENERAL DISCUSSION:

At both the September 18 (Exhibit A) and December 18, 2012 (Exhibit B) meetings, the Cultural Commission discussed the possibility of re-designing the overhead banners located on the existing Fairview Drive's light poles to better graphically communicate the various aspects and event opportunities within Carson City's art and culture community. In addition, these discussions included using the light poles as a venue for a possible banner design competition. These 18" x 36" banners (Exhibit C) were located approximately 20 feet above the road on the light poles along Fairview Drive (Exhibit D). Since these original discussions, the Carson City Convention and Visitors Bureau (CCCVB) has hired a new Executive Director and he is seeking to present an exciting and consistent tourism marketing message for Carson City. In addition, the Downtown Business Association (DBA) is seeking to replace the existing banners in the downtown area and the City is considering, budget permitting the possibility of installing banners along north Carson Street.

City staff believes that using the light poles on Fairview Drive is not the best venue for public art and may be more appropriate for promotional events. In addition, trying to have a Commission sponsored artistic banner competition without a Public Art Program ordinance in place would be problematic, at best, and potentially asking artists to participate in a competition with no ability to compensate them for their time and creative skills would be sending the wrong message to the arts and culture community. Also, there is a unique opportunity to partner with the CCCVB and DBA to develop an exciting and consistent tourism/marketing message for Carson City that could include aspects of the City's arts and culture community. Mr. Joel Dunn will be at this meeting to discuss his design concepts for the banners along Fairview Drive, North Carson Street, and in the downtown area.

RECOMMENDED ACTION: I move to approve a staff recommendation to allow the Carson City Convention and Visitor Bureau to design the overhead banners on Fairview Drive's light poles to present a consistent tourism marketing message for Carson City instead of using the light poles as a venue for public art.

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body to allocate the art and culture related funds, and directed Commissioner Abowd to convey this message to the RACC. Chairperson Paslov entertained public comments; however, none were forthcoming.



E. FOR POSSIBLE ACTION: TO DETERMINE WHETHER THE CULTURAL COMMISSION WANTS TO BE INVOLVED IN THE CITY'S EFFORT TO REDESIGN THE ADVERTISING BANNERS THAT ARE LOCATED ON THE STREET LIGHT POLES ALONG FAIRVIEW DRIVE. (7:13:49) – Chairperson Paslov introduced the item. Mr. Krahn referred to a Staff Report, incorporated into the record, noting that the banners located on the streetlight poles along Fairview Drive were recently removed by the Public Works Department. He explained that the City had received feedback that the 31 banners were “relatively small” and contained too much detail. He believed the City should continue using the banners to promote its cultural messages; however they would be limited to maintaining the required 18 x 36 inch dimensions. Commissioner Abowd suggested having another message below the banner as further explanation. Mr. Krahn wished to know how involved the Commission would like to be in designing the banners. Discussion ensued regarding design versus approval of the graphics and Commissioner Abowd suggested having a contest. Chairperson Paslov entertained public comments; however, none were forthcoming.

4. NON-ACTION ITEMS – DISCUSSION ONLY

A. UPDATE ON CARSON CITY ARTS AND CULTURE COALITION ACTIVITIES. (7:25:34) – Due to Joe McCarthy's absence, there were no updates.

B. UPDATE ON THE CARSON CITY FREEWAY LANDSCAPE PROJECT'S VISUAL AND AESTHETIC TREATMENT MILESTONES AND PROJECT COMPLETION. (7:26:43) – Chairperson Paslov introduced the item. Mr. Krahn introduced the newest changes to the project, which are incorporated into the record. He also noted that the “last plant” had been selected for the project, adding that the completion timeframe was the first week of October. Commissioner Stansbury suggested entering the project in a national competition. The Commission congratulated Mr. Krahn and expressed their pleasure with the end result. Chairperson Paslov entertained public comments; however, none were forthcoming.

C. UPDATE ON SCHEDULING A NEVADA OPEN MEETING LAW PRESENTATION BY THE CARSON CITY DISTRICT ATTORNEY'S OFFICE AT THE NEXT CULTURAL COMMISSION MEETING ON TUESDAY, DECEMBER 18, 2012. (7:31:15) – Chairperson Paslov introduced the item. Mr. Krahn explained that Tina Russom, Deputy District Attorney, would be conducting an Open Meeting Law presentation to the Commission during its December meeting. Chairperson Paslov entertained public comments; however, none were forthcoming.

D. UPDATE ON THE STATE OF NEVADA'S PLANNING EFFORTS FOR THE STATE'S SESQUICENTENNIAL CELEBRATION. (7:32:56) – Chairperson Paslov introduced the item. Commissioner Barton stated that Governor Sandoval had appointed a seven-member executive committee to “come up with 150 events to celebrate the State's sesquicentennial ceremony”. He added that the committee had been meeting several times per month and had conducted focus groups across the state to obtain input. Commissioner Barton also noted that Governor Sandoval would announce the winner of the logo contest at the 2012 Nevada Day Governor's Ball, and stated that fundraising was underway. He added that a full-time executive director had also been hired, and discussed several of the events being planned. Chairperson Paslov entertained public comments; however, none were forthcoming.

5. MEMBERS' ANNOUNCEMENTS AND REQUESTS FOR INFORMATION

A. CULTURAL COMMISSION STATUS REPORTS ON PROJECTS AND COMMENTS. (7:37:08) – Chairperson Paslov introduced the item and explained that the Nevada Performance Academy application had been submitted. Commissioner Abowd announced that the downtown flower baskets would be taken down on October 1, 2012 and that the 2013 sponsorship campaign was underway. She added that the sponsorship forms could be downloaded from www.carsoncitygreenhouse.org or from the entry at Café Adele's. Commissioner Abowd informed the Commission that

Exhibit A

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...culture community, business leaders, and the public. The motion was seconded by Commissioner Stansbury. In response to a question by Vice Chairperson Mills, Mr. Krahn noted that public support could be garnered by utilizing the e-mail distribution list by the Brewery Arts Center and other non-profit agencies. **Motion carried 5-0.** Commissioner Scott thanked Mr. Krahn for all his work putting together the ordinance.



D. FOR POSSIBLE ACTION: TO APPROVE THE DESIGN COMPETITION GUIDELINES FOR A "CALL FOR ARTISTS" TO DESIGN NEW CULTURAL BANNERS FOR THE STREETLIGHT POLES ALONG FAIRVIEW DRIVE. (6:30:02) – Chairperson Paslov introduced the item. Mr. Krahn presented a Staff Report and shared a banner that had been used previously, adding that the production cost of the original banners had been \$4,000. He also noted that he had solicited input and suggestions from the Nevada Arts Council to develop a "Call for Artists". Mr. Krahn explained that a competition between local artists would be announced, adding that the Public Works Department would commit \$4,000 for the production of the new banners. He indicated that an honorarium for the winner (possibly \$250) was difficult to secure. Discussion ensued regarding the process to be used for "Call for Artists" and the scoring criteria. It was agreed to keep it simple, and to have this Commission select the final artwork. Commissioner Abowd suggested considering size and wind factor. Additional discussion ensued regarding the graphics and the artists' rewards. The Commissioners agreed that the current banners were not working and that is why the new banners were needed. Chairperson Paslov entertained public comments; however, none were forthcoming.

4. NON-ACTION ITEMS – DISCUSSION ONLY

A. UPDATE ON THE STATE OF NEVADA'S PLANNING EFFORTS FOR NEVADA'S SESQUICENTENNIAL (NV150) CELEBRATION. (7:01:16) – Chairperson Paslov introduced the item. Commissioner Barton updated the Commission on the Celebration Committee's activities and noted that the Committee would sunset on January 31 and become a full Commission to begin working on the kickoff on October 31, 2013 with the Governor's Ball and the Nevada Day Parade.

B. UPDATE ON NEVADA ASSEMBLYMAN PETER LIVERMORE'S LEGISLATION (BILL DRAFT REQUEST 493) TO PROVIDE ACCESS TO THE DECOMMISSIONED NEVADA STATE PRISON FOR THE OPERATION OF A NON-PROFIT EDUCATION MUSEUM BY THE NEVADA STATE PRISON PRESERVATION SOCIETY. (7:09:07) – Chairperson Paslov introduced the item. Mr. Krahn updated the Commission on the activities of the Nevada State Prison Preservation Society, and especially on the Bill Draft Request by Assemblyman Livermore to operate a non-profit education museum by the Nevada State Prison Preservation Society. Commissioner Barton explained the difficulty of naming the Prison a National Historic Site, due to the length of the research study to determine eligibility. He also noted that the Nevada Department of Transportation had submitted a draft nomination to the State Historic Preservation Office for a State nomination. Vice Chairperson Mills explained that she was chairing the fund raising efforts for the Nevada State Prison, and added that the intent was to make the facility a "culture center". Chairperson Paslov entertained public comments; however, none were forthcoming.

C. UPDATE ON THE NEVADA STATE PRISON PRESERVATION SOCIETY'S ACQUISITION OF THE DECOMMISSIONED NEVADA STATE PRISON'S HISTORIC LAW LIBRARY. (7:20:59) – Chairperson Paslov introduced the item. Mr. Krahn noted that all the library books had been transferred to the Nevada State Prison Preservation Society's possession. Vice Chairperson Mills explained that the books were being stored safely and would be evaluated to determine their value. Chairperson Paslov entertained public comments; however, none were forthcoming.

Exhibit B



CARSON CITY

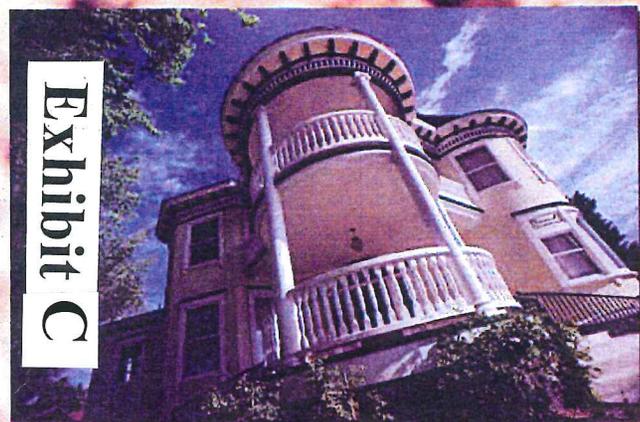
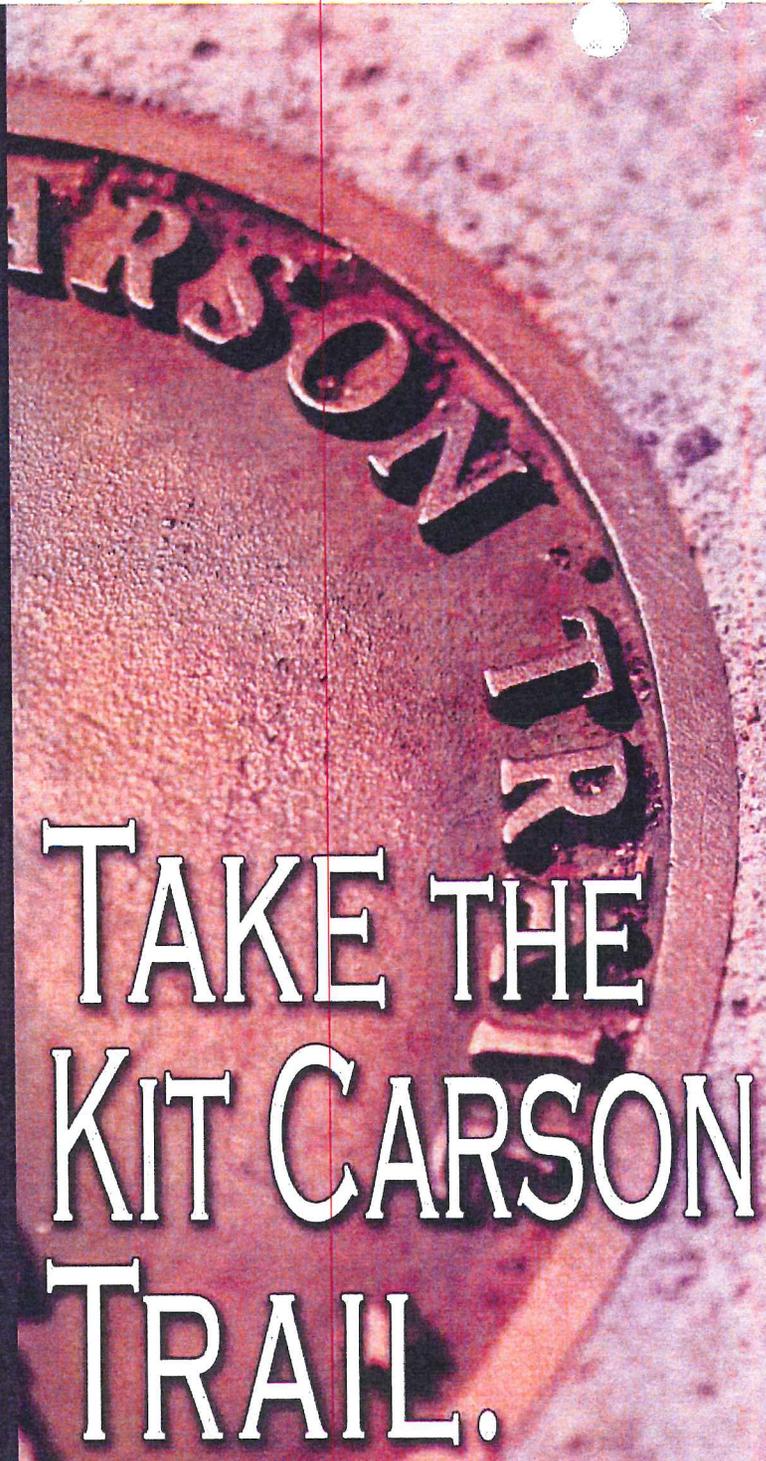
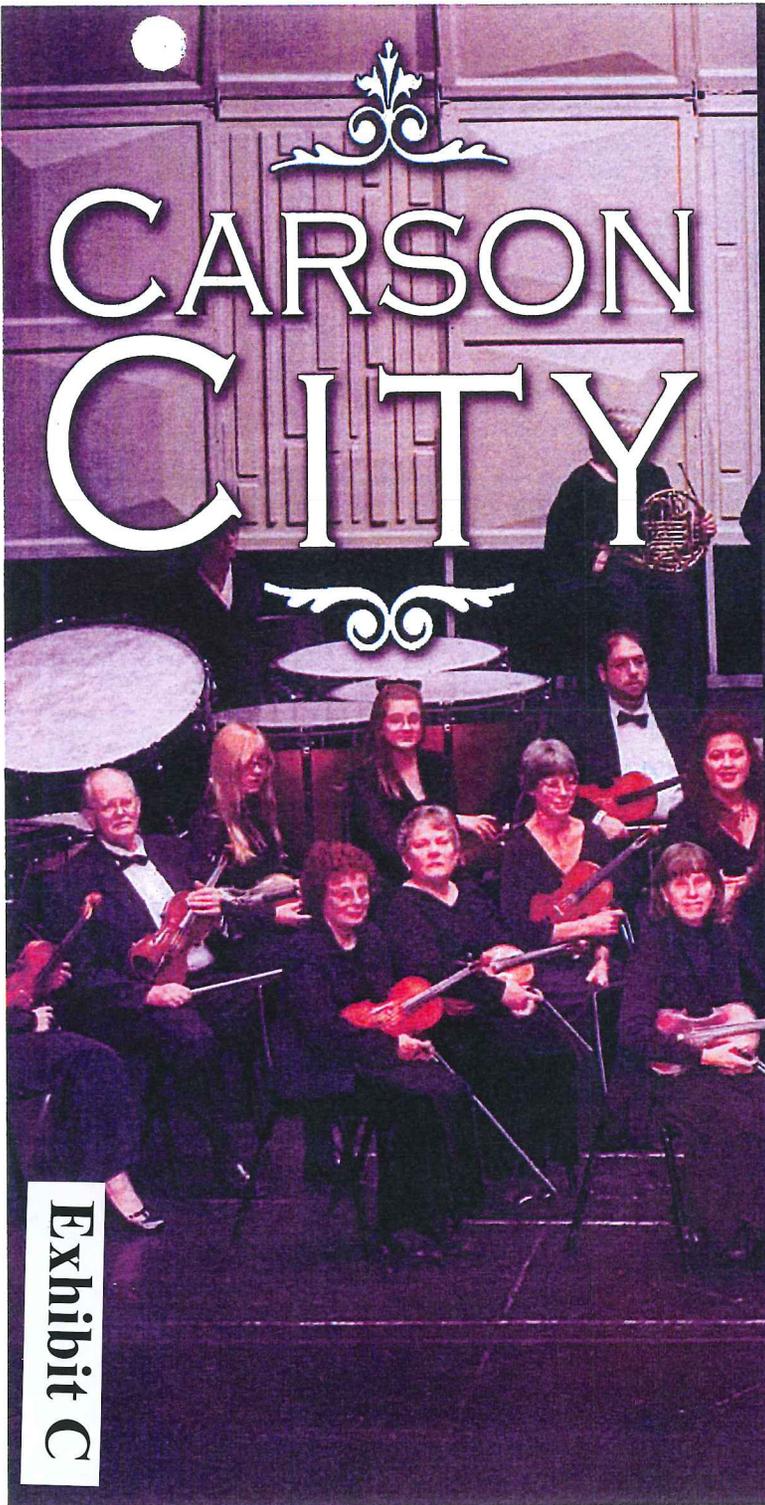


Exhibit C



TAKE THE
KIT CARSON
TRAIL.



CARSON CITY

Exhibit C

CARSON CITY
Symphony

FEEL THE
CARSON CITY
SYMPHONY.



CARSON CITY

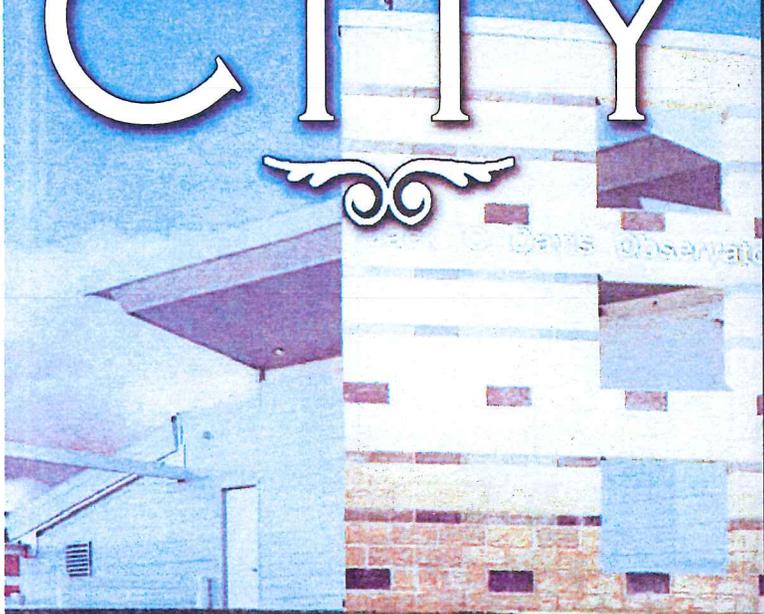
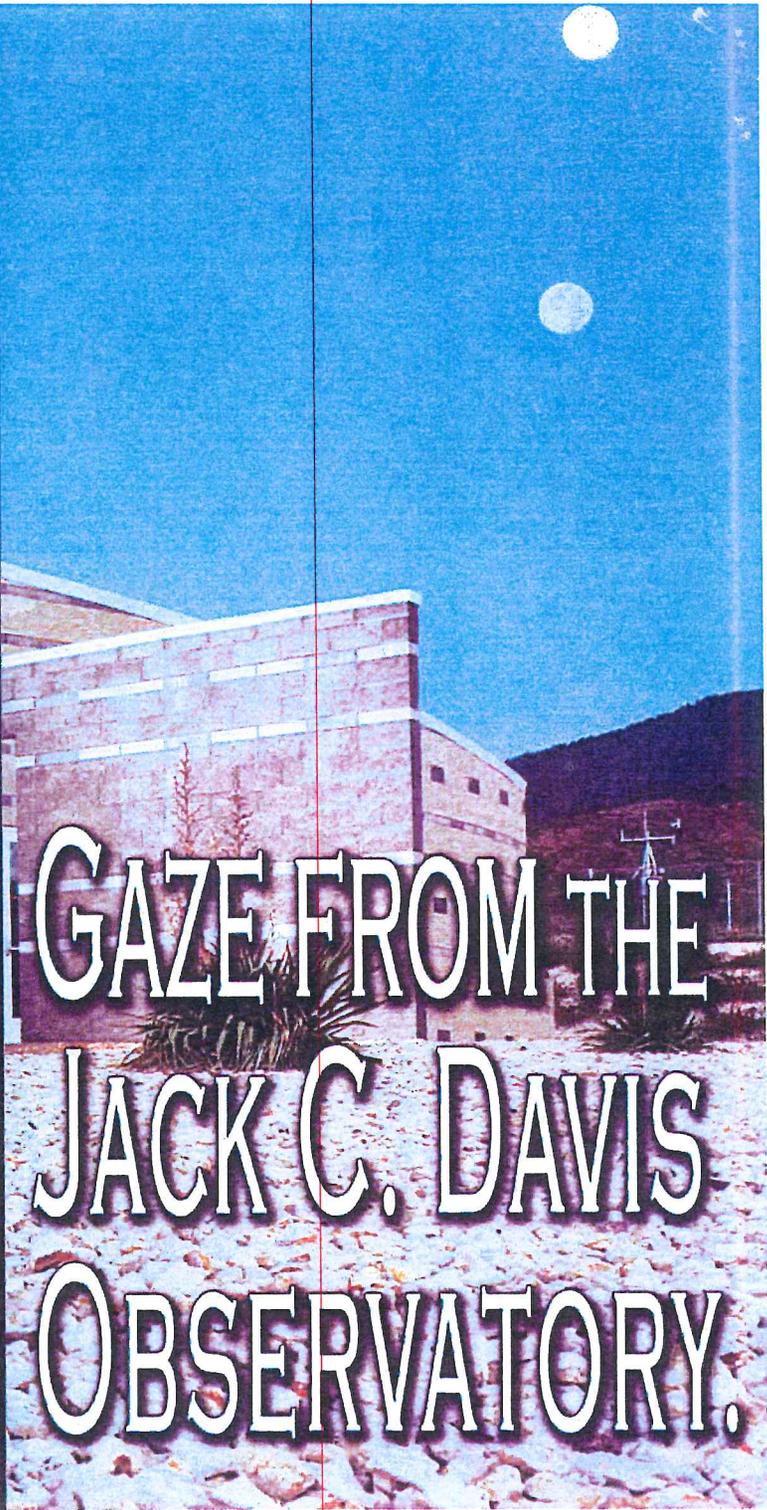


Exhibit C

 Western
Nevada
College



GAZE FROM THE JACK C. DAVIS OBSERVATORY.

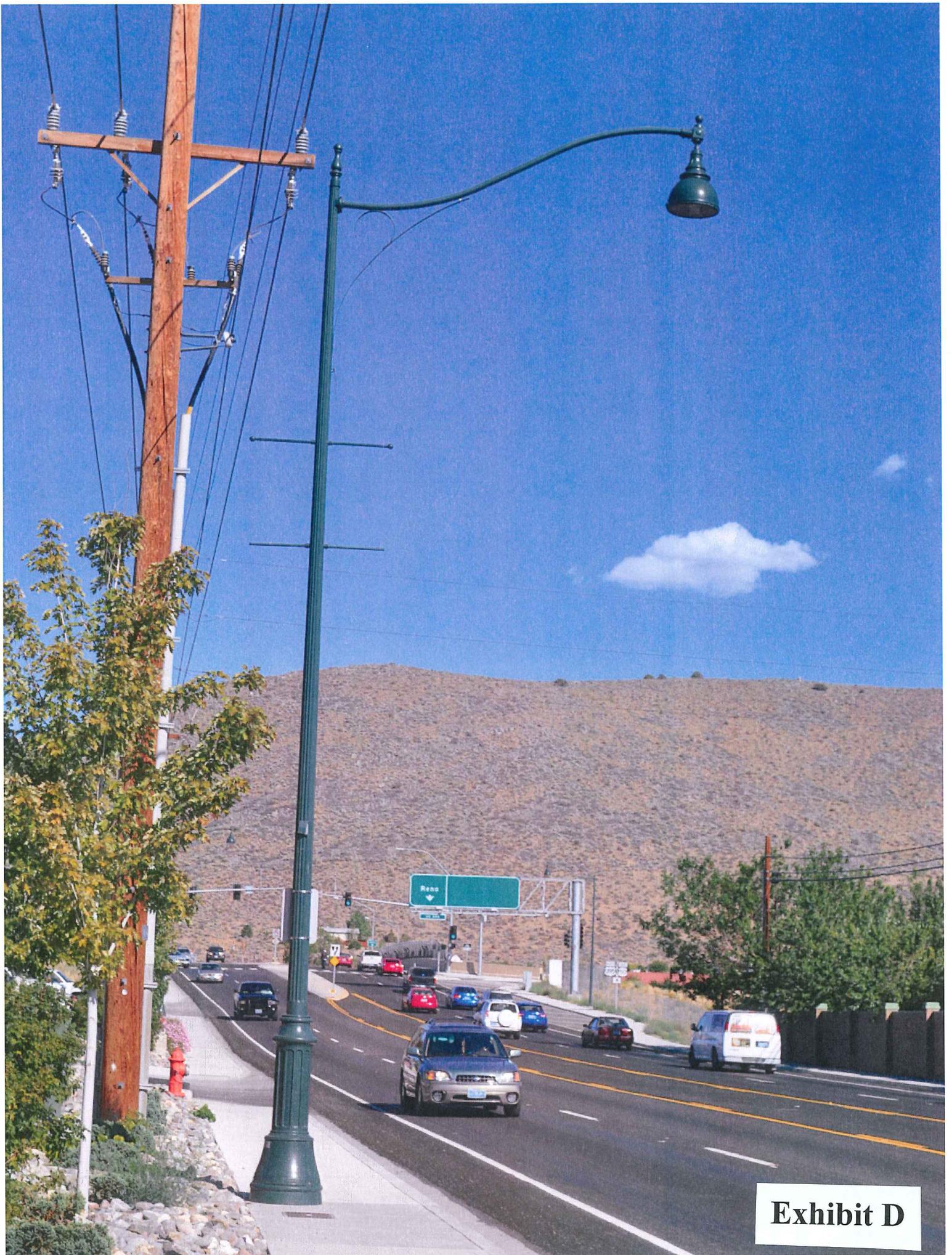


Exhibit D



Exhibit D