

**Carson City Arts and Culture Coalition  
Minutes of Meeting, Tuesday, July 23, 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 4:07 p.m. Also in attendance were Mitch Ames (Community Center), Chris Askin (Community Foundation of Western Nevada, CFWN), Stephanie Arrigotti (Western Nevada Musical Theatre Company, WNMTC), Janet Baker (Children's Museum of Northern Nevada), Chris Bayer (banjo), Darla Bayer (BAC, ACCTV), David Bugli (Mile High Jazz Band and Carson City Symphony), Ellie Bugli (Mile High Jazz Band and Carson City Symphony), Glenn Clemmer (Capital City Arts Initiative, CCAI), Gene Paslov (Nevada Performance Academy), Sharon Rosse (Capital City Arts Initiative, CCAI), and Robert Stansbury (Carson City Cultural Commission, CCCC).

**Approval of Minutes:** The minutes of the June 25, 2013, meeting were reviewed and approved as written. Gene moved and Ellie seconded. Motion passed.

**Selection/election of CCACC representative to Cultural Commission (CCCC) (part 1):** John brought our attention to sections 2.41.080 and 2.41.080 of the ordinance for the Commission. CCCC would like us to recommend someone to replace Jeffrey Scott, since he was the CCACC representative on the CCCC before he died. Gene, who had subbed as chair when Jeffrey took sick, was concerned that Jeffrey's ideas (e.g., using mustangs as symbols) are continued. However, other CCACC members are concerned that CCCC should not become a presenter/producer. Jeffrey's current term would have ended January 2014, and he was on his second 3-year term. (At this point we paused so Chris Askin could make his presentation.)

**Guest presentation by Chris Askin:** Mr. Askin talked about the Community Foundation of Western Nevada (CFWN). It is a platform for philanthropy and a forum for topics. In terms of philanthropy, some people (donors) know what they want to support but don't know how to donate effectively on their own. Such donors have to be willing to donate at least \$5000 through CFWN. CFWN can also help with tax planning (e.g., selling a business to employees or stock sales). Donors get tax write-offs in the years they need it. People have contributed life insurance

policies, a supermarket, a violin, etc. CFWN also works with charities. For example, they sold property in California for the local Catholic diocese, and they are helping FISH set up a gift-annuity process, which requires keeping reserves. They have 34 scholarship funds, and they track applicants, their grades, and related information. They are work on bequests, especially those for endowments. On the leadership side, CFWM works with the Nevada Land Trust, Nature Conservancy, and the Douglas County schools, and they are a great resource for multi-year funding plans. CFWN is 15 years old, they have given out \$64,000,000 so far, and they have \$58,000,000 "under management."

Jim Webster, an investment person from New Jersey, got together the first 7-person board of CFWN, and the board initially capitalized it with \$700,000. There are about 700 community foundations around the country, and the oldest is about 75 years old. (The Parasol Foundation is a community foundation.) CFWN would like to set up a "strictly arts" endowment, and they work with individual arts organizations (e.g., "Be Instrumental" was mentioned). We can engage CFWN by calling Chris Askin at 775-762-1932 (cell) or e-mailing him at caskin@cfwnv.org. CFWN can help identify how to get the "biggest bang" for one's donation grant.

**Chris Bayer speaks:** Chris Bayer said that Joel Dunn, the new Executive Director at Carson City Convention and Visitors' Bureau (CCCVB), will talk to his technical guy regarding our coordinating our Google calendars with CCCVB's. Also, Chris will meet with Dana Freund to go over street performer guidelines.

**CCCC representative (part 2):** Chris Bayer nominated Ellie Bugli to be the CCACC representative on the Carson City Cultural Commission. Sharon Rosse seconded the motion, and the motion passed. The Board of Supervisors has to approve the appointment. Vern Krahn was not present to report on CCCC issues.

**Treasurer's report:** Ellie reported a balance of \$2554.35, as reflected in the printed report she handed out. On behalf of the CCACC, she sent a \$200 check

to Wildhorse Theater with a sympathy card concerning Jeffrey Scott. Ellie reported that Danielle Cook (CCCC) recently joined the CCACC.

**Production calendar:** The Google-based production calendar that Darla Bayer is working on was briefly discussed.

**Carson City Downtown 20/20 Action Group:** The group's Events Promotion committee meets tomorrow (July 24). Chris Bayer, John Shelton, and Tami Shelton could present something (an arts component) for the 20/20 plan.

**Arts Incubator of the Rockies (AIR):** John Shelton has nothing left to report on AIR. Beth Flowers has basically said that the BAC can go ahead and do the AIR workshop in Carson City. There is a limit of 45 people for the workshop. John has to work on plans for fees and funds. Sharon suggested that CCACC might help put in some funds. Susan Boskoff at Nevada Arts Council (NAC) has talked to Beth. John does not think that NAC will fund the workshop. Ellie suggested that BAC look into getting a CFWN grant, but he stated that BAC already has a CFWN grant.

**Skipped items:** Because of time restraints, agenda items "Arts Survey Development via Convention Center" and "Member Announcements" were skipped.

**Next meeting:** Our next meeting is Tuesday, Aug. 27, 2014, at 4:00 p.m. at BRIC. Karen Abowd of CCCC will be the guest speaker. We plan to pick up on the agenda items we had to skip today.

**Adjournment.** The meeting adjourned at 5:26 p.m.

Minutes prepared by David Bugli, Interim Secretary, on 8/27/2013.

# Agenda Item 4B

**Carson City Arts and Culture Coalition  
Minutes of Meeting, Tuesday, June 25, 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 4:02 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), Chris Bayer (banjo), Darla Bayer (BAC, ACCTV), David Bugli (Mile High Jazz Band and Carson City Symphony), Ellie Bugli (Mile High Jazz Band and Carson City Symphony), Glenn Clemmer (Capital City Arts Initiative, CCAI), Norma Conway (Senior Follies), Danielle Cook (Carson City Cultural Commission), Joel Dunn (Carson City Convention and Visitors Bureau, CCCVB), Vern Krahn (Carson City Parks & Recreation), Tami Shelton (BAC), and Carla Wilson (Pres. of Proscenium Players, PPI).

**Approval of Minutes:** The minutes of the May 28, 2013, meeting were reviewed. Darla moved and Mitch seconded to approve the minutes as typed up. The motion passed.

**Guest presentation by Joel Dunn:** Joel Dunn, the newly appointed Executive Director of the Carson City Convention and Visitors' Bureau (CCCVB), addressed the group. He has a background in sports marketing, and until recently worked for the Parks and Recreation Dept. He handed out an "Economic Impact Report" on sports tourism that he developed. In 2005, the Parks Dept. started a campaign for sports tourism that included tournaments and funding. Part of Joel's methodology for collecting data, modeled on the work of Dr. John L. Crompton, involves reports of "true" dollars, not "multiplied" dollars. Joel's funding for sports tourism had to come from the Parks Dept. In the first year he claimed to have turned \$15,000 from CCCVB into \$3 million of benefit to the city. Lodging properties supported the sports tourism campaign a lot after that first year. He recognized that he needed events with 50 or more games in order to be successful, so he approached established tournaments. CCCVB had funded more each year, and it is now spending about \$70,000 each year. Now, 30 major events come in each year. He tries to close events at 6:00 p.m. so people will have time and incentive to come downtown. The Parks Dept. runs the concession stands. This makes it possible for the

Parks Dept. to have participants and visitors fill out surveys. If visitors fill out a survey, they get a free beverage, and thus the department gets 80% participation in the surveys. As part of the analysis, Joel broke participants into groups based on how far they came for the events (e.g., over 100 miles, locals, day-stayers, etc.). Only 2 tournaments are adult tournaments; the rest are youth tournaments. Page 3 of the report reflects some of the following economic impacts for 2012:

- Average number of days per tournament: 2.8
- Number of out-of-area (100+ miles) teams: 893
- Out-of-area attendance: 52,064
- Room nights per participant per tournament: 2.4
- Food & beverage: \$39.50/day/person
- Total 2012 economic impact: \$20,795,169.47

Joel noted that lodging rates bump from about \$70 to about \$80-\$120 during tournaments. He is trying to encourage lodging to lower rates during these tournaments, since that would help keep and attract tournaments. This economic impact is helping to pay off the \$15 million V&T bond, and the V&T is short this year. Chris asked if there has been an economic impact study done on the V&T, and Joel indicated that such a study has not yet been done.

Joel said that some Carson City people are not aware of the economic impact of sports tourism. However, local sports people work around the tournament scheduling of fields, because they understand the economic impact. Sports tourism depends upon having good parks facilities. Centennial Park is going to get improvement after Oct. 7, and Vern Krahn is getting grant money for this. Joel is working up an agreement with the city to have a first right of refusal to use Fuji Park.

While we were on the subject of park improvements, Stephanie Arrigotti mention that Question 18 money for the Community Center lighting improvements had been spent elsewhere. This affects WNMTC and the Symphony.

Chris Bayer said that Joel's type of marketing analysis rigor is something that we can apply to our arts activities. He feels we can work with Joel. Joel feels that a large group does not work when branding a

community; rather, a small group needs to do that. He feels that "Wake up to Carson City," the current brand," does not work. He prefers something that refers to "events." A brand, to him, is what a city looks like to the people for visit it. Ellie asked if the trinkets put in the "goody bags" for the Legends of the West event had an impact, and Joel said that they did.

Joel encouraged us to add CCCVB (Director@VisitCarsonCity.com) to our e-blast lists. CCCVB puts out its own e-blast through its marketing firm once a week.

John Shelton asked what we could do for Joel and the CCCVB. Joel said we should note how our events correlate to the events listed on page 7 of his handout. Joel said that CCCVB will spend \$20,000 on a mobile app that will/can link to our mobile websites. He suggested that we need to create our websites so that prompts can be made to visitors. Joel wants us to send him quality photos for CCCVB's publications.

Joel's presentation took up much of the meeting, and John said that Joel would have to come back for a further presentation.

**Vern Krahn reported:** Vern Krahn thanked many of us for showing up at the Cultural Commission meeting on June 18 and sending letters in support of the public arts ordinance, which did get approved by the Commission. It will probably be passed at the first Board of Supervisors' meeting in August, after required readings at prior Board meetings. John handed out a copy of the letter of support for the ordinance change that he wrote to the Chair of the Commission.

**Cultural Commission vacancy:** There is a vacancy on the Cultural Commission with the death of Jeffrey Scott, who was the Chair. Stephanie suggested that we as a group express our sympathy to Carol and the rest of the Scott family. Jeffrey's picture is currently on CCACC's Facebook page. Stephanie suggested we also remember him on each of our own websites. Chris Bayer moved, and Stephanie seconded, that we contribute \$200 to Wild Horse Theater in memory of Jeffrey. The motion passed. (This money could help the group with their warehouse money needs.)

**Arts Incubator of the Rockies (AIR):** John discussed the proposed AIR workshop in Carson City. He told Beth Flowers of Beet Street that both CCACC and the Cultural Commission have endorsed their plan to have a workshop in Carson City. He is waiting to

hear back from Beth. He needs to know more information in order to figure out tuition rates and the funding we need to pursue.

**20/20 Group:** Vern mentioned that Dana Fruend and Linda Ritter made a 20/20 group presentation to the June 18 Cultural Commission meeting. John said that three people met with him to discuss ideas to plug into the 20/20 plan. Chris suggested that a small group meet with Dana to review busking (street performing) topics, including law, practice, and quality issues. Street performer locations need to be identified. He thinks that Linda's plan needs to show that we get more out of the plan than we put in. Chris also feels we should talk to Linda Marrone about "doubling" the event at the Farmers' Market (using more of the space for general crafts, Indian crafts, etc.). He would like to see the arts have a place at the Market. Chris, Tami, Joel, and John were designated as the group to work with Dana to drive the 20/20 effort.

**Skipped items:** Due to time restraints, we skipped a number of agenda items.

**Next meeting:** Our next meeting is Tuesday, July 23, 2013, (not July 30, as indicated on an earlier agenda) at 4:00 p.m. at BRIC room A. John will make sure we have the right Tuesday reserved at BRIC.

**Adjournment.** The meeting adjourned at 6:00 p.m.

Minutes prepared by David Bugli, Interim Secretary, on 7/23/2013.

Minutes approved at 7/23/2013 meeting as is.

**Carson City Arts and Culture Coalition  
Minutes of Meeting, Tuesday, May 28, 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, WNMT), Janet Baker (Children's Museum of Northern Nevada), Chris Bayer (banjo), Darla Bayer (BAC, ACCTV), David Bugli (Mile High Jazz Band and Carson City Symphony), Ellie Bugli (Mile High Jazz Band and Carson City Symphony), Dana Lee Fruend (Downtown 20/20 Action Group), Vern Krahn (Carson City Parks & Recreation), Sharon Rosse (Capital City Arts Initiative), Tami Shelton (BAC), Jim Walker (Sierra Nevada Ballet), and Carla Wilson (Pres. of Proscenium Players, PPI). Jim is the new representative of the Sierra Nevada Ballet.

**Approval of Minutes:** The minutes of the March 26, 2013, meeting were reviewed. In the middle of the fourth paragraph, we need to change "Roger Millender" to "Roger Moellendorf." The minutes of the April 30, 2013, meeting were also reviewed. Sharon moved, and Ellie seconded, to approve the March 26 minutes with the correction and to approve the April 30 minutes as written. The motion passed.

**Future guest presentations:** John said that several individuals may be making presentations at future meetings, and they were listed at the bottom of the agenda: Joel Dunn (newly appointed Exec. Dir. of Carson City Convention & Visitors Bureau, CCCBV) on June 25, Chris Askin (Community Foundation of Western Nevada) on July 30, and Karen Abowd (Carson City Supervisor - Ward 1) on August 27.

**Guest presentation on 20/20:** Dana Lee Fruend, who is with the Horseshoe Club and is President of the Downtown 20/20 Action Group, made a presentation to us. She has a background in marketing and events and has her own company, Agency 36. She handed out the second draft of a workbook that 20/20 is preparing, "2013 Downtown Revitalization Workbook." The 20/20 group grew out of work started by Doreen Mack to remove the fences along Carson Street and make the downtown more accessible to foot traffic. The group has about fifty members, mostly business and property owners, who want to do more than just remove the fencing and

bring parking back to Carson Street. Dana did research with Linda Ritter, former City Manager, to determine what the city could do to bring people downtown, besides narrowing Carson Street. (Dana mentioned that reducing the number of lanes on Carson Street would not be done for a number of years, as there are plumbing and other expenses that were not anticipated.) On June 20, 20/20's plan will be presented to the Board of Supervisors. She said she wants to be able to present a "theme" to the Board. The group also wants to get more events posted on the CCCVB website. Dana thinks we can get tour buses to Carson City in such a way that tourists will stay overnight. She would like to share resources with other organizations, including rack cards and quarterly newsletters. She said, "In a short month, we put a lot together, but we still have a way to go." She asked those in attendance to provide their e-mail addresses, and she would like to get more people involved using social media. Downtown 20/20 Action Group has three committees:

- Events and Promotions Committee
- Design/Beautification, Parking and Circulation Committee
- Business Activity/Economic Restructuring Committee

Membership in 20/20 is \$100 for a business and \$10 for individuals and non-profit organizations. The Downtown Consortium became defunct, so 20/20 has plans to absorb its money and get a 501(c)(3) designation. Stephanie asked that artists be more involved in the committees. She also asked how it was decided to remove the fences. Dana replied that fence removal was already part of the 2006 master plan that had been shelved for a number of years.

John asked Dana what she considered her biggest challenges. She said she had a vision for an event that brings artists from all 17 Nevada counties to Carson City for a week of events. So, the challenge is answering the question, "What do you want to do?" The weeklong event might piggyback on an event like Jazz & Beyond. In summary, the challenges are communications and funding, in that order.

The 20/20 group is looking to create north and south gateways (arches), and they don't feel that one banner over Carson Street is enough. Dana thinks funding

for this could come from Nevada Commission on Tourism (NCOT). She mentioned how Yerington got a digital sign from NCOT's and others' funds.

Chris feels that the 20/20 group will succeed, but that the 2006 master plan sat on a shelf and the arts community did not include a cultural component at that time. This time around, we need a written-down arts component to integrate within the 20/20 plan. John feels we need to see where we can fill contribute to the 20/20 plan. Sharon moved, and Stephanie seconded, that we pay a \$10 membership for CCACC to join 20/20. The motion passed. Vern asked Dana to make a similar presentation at the Carson City Cultural Commission (CCCC) meeting on June 18. Dana can be contacted at [dana@carsonhorseshoe.com](mailto:dana@carsonhorseshoe.com). Ellie suggested that Dana and 20/20 members should join CCACC. John asked for a core group to meet before the 20/20 report is delivered on June 20, so John, Carla, Stephanie, and perhaps others will meet June 5 at 1:00 at a location to be determined, and John will book a room. Also, on Wed., June 12, the 20/20 group would like to book the BAC for a membership meeting, probably from 5:30 to 7:30 p.m., the purpose of which is to explain everything planned to date.

**Google calendar:** Darla still needs to do her presentation on the Google calendar, but she had to leave early for another meeting. However, she said events listed there could be picked up by CCCVB.

**Cultural Commission:** Vern serves as our liaison to the CCCC. He said the CCCC will have a public meeting on June 18 to go over the Public Art Ordinance. He received comments from Chris and is still waiting for more comments from us. He mentioned getting comments from some city department heads concerning non-arts use of the funds mentioned in the proposed ordinance. He said that if we were going to write endorsement letters, we should get them to him by June 10, so he could put them in the packets he prepares for the commissioners. Stephanie moved, and Mitch seconded, that John write a letter of support of the ordinance in the name of CCACC. The motion passed. John urged each institution to write letters of support, while at the same time recognizing details that need to be worked out. Jeffrey Scott is the new CCCC chair. Comments should be addressed to him, but it will probably be OK to use Vern's e-mail address ([VKrahn@carson.org](mailto:VKrahn@carson.org)).

**Arts Incubator of the Rockies (AIR):** John and Sharon discussed having talked to Beth Flowers,

Executive Director of Beet Street in Fort Collins, Colo. Nevada could be a pilot location for extending the Air program. It involves a workshop of 35-40 people to work on culturally-based projects. There would be tuition involved, and, in total, the host would have to come up with \$7500, or about \$150 per person. However, we might be able to find funds to cover it. John asked Vern to list this as an item on the CCCC agenda. \$15,000 covers the team that comes in to do the workshop. The pilot workshop might be the first week in November. If Carson City is accepted to do the pilot workshop, future training for other workshops might take place here. Chris said that he would like to go to the CCCC to ask them to make a recommendation to the Board of Supervisors to pay for John's staff time on this project. The workshop takes three days:

- Friday - A half day for participants to get to know each other.
- Saturday - An intense day with five 9-member teams representing diversity in which a fully functional business plan is developed.
- Sunday - The five business plans are presented.

The consensus is that we should pursue AIR. We will have news from Beth or NAC soon.

**Treasurer's Report:** Ellie reported that we had \$0.21 in interest and one new member. The account balance is \$2719.13. Chris paid \$25 today to join CCACC. John said our mission is to bring someone (new) to the next meeting.

**Galaxy ads:** John said that July, September, and December Galaxy ad slots are taken. Darla sent an e-mail this morning showing that two July ad slots are available, but one was taken since then.

**Street banners:** Discussion of the banner over Carson Street was tabled. However, BAC and the Symphony will share the banner next week.

**Art slam:** Discussion of the Art Slam will be taken up next month.

**Next meeting:** Our next meeting is Tuesday, June 25, 2013, at 4:00 p.m. at BRIC room A. John will also schedule BRIC for July 23 and Aug. 27.

**Adjournment.** The meeting adjourned at 5:56 p.m.

Minutes prepared by David Bugli, Interim Secretary, on 6/24/2013.

Minutes approved as is at 6/25/2013 meeting.

**Carson City Arts and Culture Coalition  
Minutes of Meeting, Friday, February 15, 2013  
3:00 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 3:08 p.m. Also in attendance were Tami Castillo Shelton (BAC), Jeffrey Fast (Proscenium Players), Stephanie Arrigotti (Western Nevada Musical Theatre Company), David Bugli (Mile High Jazz Band and Carson City Symphony), Ellie Bugli (Mile High Jazz Band and Carson City Symphony), Robin Hodgkin (Nevada Arts Council), Sharon Rosse (Capital City Arts Initiative), Vern Krahn (Carson City Parks & Recreation), Eugene Paslov (CCAI), and Mitch Ames (Community Center, who arrived at 3:59). Jeffrey Fast, who is Treasurer of PPI, introduced himself. He's also a videographer for BAC.

**Approval of Minutes of Jan. 11, 2013, meeting:** The minutes of the Jan. 11 meeting were reviewed. Sharon moved we approve the minutes as is. Stephanie seconded. The motion passed.

**Carson City Cultural Commission (CCCC):** Vern Krahn is the liaison between CCCC and CCACC. He's looking forward to working with us. He discussed the Public Arts Finance Ordinance. Vern has taken the document to city finance people and the District Attorney's office, so therefore the document is still morphing. Vern said the Board of Supervisors' statistics-gathering project mentioned in the last CCACC meeting is on hold. Roger Moellendorf wants better direction from the Board of Supervisors on the gathering of these statistics, but the late February Board meeting should clarify the direction.

**Work sessions:** John Shelton held one-on-one meetings Thursday and Friday of last week with various arts individuals. He felt the meetings would help us get some direction. John produced a summary, which he handed out at the meeting. Robin suggested John's summary could reflect more on CCACC's advocacy on the state level. Tim Jones leaves the NAC board in June, and other arts advocates will also be leaving the board. John suggested that the BAC provide guidelines on what the CCACC can do. Tim tends to send out e-mails when arts advocates, such as us, need to show up for budget hearings and similar presentations. John

said the collective feeling is that we need the CCACC, but exactly what that is, is in question.

**Finding good meeting dates:** The timing of our meetings is a problem, in terms of getting people to come. Friday afternoons have not been good for arts people who have weekend performances. Nobody has a "perfect meeting time" that works for all our arts advocates. After tossing around a few ideas, it was decided to try to generally have meetings on the fourth Tuesday of each month at 4:00 p.m. However, because April 23 is during the 2013 Arts @ The Heart Convening (April 22 & 23 in Reno), we will move the April meeting to April 30. So, we have made reservations to have meetings at BRIC on the following Tuesday at 4:00 p.m.: March 26, April 30, May 28, and June 25. If the "fourth Tuesday" plan works, we will schedule meetings beyond June.

**Purpose statement:** John presented his summary of the one-on-one meetings. The third paragraph reflected how the CCACC relates to the BAC. Here is what he wrote:

*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 [Carson City Cultural 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.*

Until we clarify our role, CCCC does not have justification to provide us with funding. We seem to have been most successful in two things, setting up the CCCC and doing candidates' forums. We need to make sure we are communicating with Board of Supervisors members and key city staff. John mentioned that since we are not a 501(c)(3) organization, we *can* get political, and we can talk on behalf of our constituent members. John said we could do institutional marketing for billboards and print ads, as we have done with the Galaxy Theater ads (reduced rates for all CCACC members), because of bulk contracting.

We could formalize our Facebook usage. We have to think about branding Carson City. For example, when people think about Elko, they "image" cowboy poetry, but when people think of Carson City, they focus on the Capitol Building. How can we develop an image that people will bring up when the city is mentioned? This is related to Tourism. Vern said that Joel Dunn gathered great information, developed formulas, and actually collected data at sporting events. It demonstrated the financial impact of sports tourism. Ellie suggested that Joel should come and address us, so we can learn his methods and insights. Jeffrey talked about ways of doing surveys at events and stated he could program a database for such data. One suggestion was that we could tie surveys to the sale of tickets. Perhaps Western Nevada College (WNC) could tie doing a survey into a class. Robin said Americans for the Arts has a survey method.

**Calendars:** Calendars are a big issue, but we should not duplicate a public calendar of arts events. David demonstrated a Google calendar for scheduling events in the future. Robin asked David to send a link to the calendar. David offered to send a monthly reminder by e-mail to members to list their future events, if desired. John said we should bring in someone from CCCVB to discuss calendars and other issues with us.

**Website:** David mentioned that in the absence of a supported website, he could host a webpage for

CCACC at DavidBugli.com. John feels that a website for us needs to be better designed, with more modern web features.

**ArtSlam:** Robin Hodgkin discussed ArtSlam for Arts @ The Heart (April 22 & 23). We need to get Carson City arts photos to Tami at BAC so Darla Bayer can put it together for us. It could be 20 images at 20 seconds each (at minimum). It was suggested each CCACC group could contribute 3 images each. This is due March 9. Arts @ The Heart have been moved from Carson City to the Siena Hotel in Reno, with ArtSlam at the National Car Museum. Tami will send out technical requirements with her request for photos.

**Treasurer's Report:** Ellie Bugli reported a balance of \$2790.90, reflecting a small bit of interest earned.

**Membership and e-mail list:** We need to get our membership numbers up. Ellie said dues are due in July, the start of the FY. Ellie will send a copy of the dues form to John. John is still working on the e-mail list.

**Next meeting:** The next meeting is Tuesday, March 26, 2013, at 4:00 p.m. at BRIC room B.

**Adjournment.** The meeting adjourned at 4:41 p.m.

Minutes prepared by David Bugli, Interim Secretary, on 3/26/2013.