

Carson City Arts and Culture Coalition
Minutes of Meeting, Tuesday, Aug. 27, 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 Karen Abowd (Board of Supervisors, CCCC, CCCVB), Mitch Ames (Community Center), Stephanie Arrigotti (Western Nevada Musical Theatre Company, WNMT), Janet Baker (Children's Museum of Northern Nevada), Jeff Basa (Proscenium Players), Chris Bayer (banjo & BAC Board President), David Bugli (Mile High Jazz Band and Carson City Symphony), Ellie Bugli (Mile High Jazz Band, Carson City Symphony, Cultural Commission), Vern Krahn (CCPR Dept.), Gene Paslov (Nevada Performance Academy), Sharon Rosse (Capital City Arts Initiative, CCAI), Carol Scott (Wild Horse Children's Theater), and Tami Shelton (BAC). Danielle Cook was briefly present, but when it was noted that several other members of the Cultural Commission would be present, she left to avoid a conflict with the open meeting law.

Approval of Minutes: The minutes of the July 23, 2013, meeting were reviewed. Gene moved and Sharon seconded that the minutes be approved as written. Motion passed.

Presentation by Karen Abowd. Karen addressed the group. She noted that she "wore four hats": member of the Board of Supervisors, member of the Carson City Cultural Commission, member of the Carson City Convention and Visitors Bureau (CCCVB or CCVB), and business owner.

- **Hat #1:** As a Supervisor, she noted that a problem is that people operate in "silos" and that we need to build dialogues. She sent around a plan that included some 20/20 ideas, ideas about trails, etc. She said it was within the power of the Board of Supervisors to pass an eighth-of-a-cent tax. She had some positive comments about GROW's "History in Motion" project, which put up historical tableaux along the Bypass. She mentioned that the multipurpose athletic facility (the MAC) and the animal shelter might be among the public facilities to be built next, and they could be showcases for public art. She believes in increasing market share, but that a new business, such as a sandwich shop, should not put a similar existing shop out of business.

- **Hat #2:** As a member of the Cultural Commission, Karen feels a big challenge is that it is unfunded. She would like to see the public art ordinance named after Jeffrey Scott. She feels that RACC (Redevelopment Authority) dollars for arts events should not be juried by non-artists. She feels that the BAC would be a logical lead agency in the arts. With regard to improvements to the Community Center, she feels the school district needs to be involved. She would like the BAC to do a survey of what people want to see done artistically.
- **Hat #3:** As a member of the CCCVB, she feels that the train has been marketed, but not the town as a whole. The new tag line ("The experience starts here") involves more people. She said the car dealers agree that we have "something to sell." She's trying to break the silo barriers. The common calendar and its availability, printed and everywhere, is important. We need to coordinate the calendar. Fuji Park is getting improvements, and it may be used for rodeos and maybe even a two-week state fair. Noting the statistics from events (as Joel Dunn has done) is important. The seasoned veterans who put on events do record keeping, but newer event organizers don't always do the record keeping. Karen said some nice things about the Jazz & Beyond festival.
- **Hat #4:** As a business owner (Adele's), Karen noted that NerdWallet awarded Carson City seventh place in the country in its ranking of places on the basis of work-life balance. Also, Google nominated Carson City kudos for its use of online resources. The school system's strategic plan helped Carson City get a "Race to the Top" grant. The arts play a big part in drawing young families to the area and creating a sense of place. Edutopia is relocating a section of its business to the old Stewart Title building.
- **Goals:** Karen outlined some goals. We need to work regionally and change our business model. We need to break down silos and create "collective" events that feed off each other. The BAC should serve as a lead agency (calendar of events, etc.). We need to voice support for the public arts ordinance. We need to work from the ground up, not the top down. The Cultural Commission needs to get funding.

- **Other topics:** Karen encouraged the use of banners and reader boards, including those of Fandango and the Carson Nugget. She said she would bring the use of the Carson St. banner (who gets selected) to the Board of Supervisors. Stephanie said she would like to see a better presentation of lights during the holiday season and that we need someone with a better eye for Christmas lighting. Chris Bayer suggested some sort of scholarships for families who cannot attend events at the regular prices. (Ellie pointed out that the Symphony has been offering free admission to youths for years.) Karen said that the 20/20 group did a great presentation to the Board of Supervisors. In the end, the 20/20 plan was accepted, but if everything on the plan were to be done, it would cost a lot. For example, an ambitious project to build a linear park, Huck Finn Art Park, along Carson St. from NDOT to Clearview through the old armory property, could be a great "drive by" and "walk on" park for families, but would cost a lot. It was noted that Mariar "Mazi" Mahjoobi wants to share his photos for promotional purposes. CCCVB is moving to social media in 30 days, similar to what they are doing on Facebook.

Announcements: Gene mentioned that he and his wife, Susan, could be heard on KUNR the next day (8/28) at 4:00 p.m. talking about their experience at the March on Washington 50 years ago. On Sept. 9 at Sierra Place at 10:00 a.m., Gene will do a presentation on Nevada education and why we are so low in the rankings.

Treasurer's report: Ellie said there was not activity in the past month but she expects funds to come in with new memberships. Ellie will send reminders quarterly, and renewals are based on a member's start month. The current balance is \$2554.46, as noted on the written report she handed out.

Carson Street banner: John Shelton will send along information about the street banner to Lee Plemel and also "CC" the information to Karen Abowd. John still needs to collect more input from CCACC members before he sends it, but he will circulate what he has in the next week. He wants our comments by Sept. 6.

Production calendar: Chris Bayer reported that in 8 weeks Joel Dunn will have the tourism app calendar ready. Chris urged us to add our events.

AIR (Arts Incubator of the Rockies): John Shelton said that the BAC is still on to do the AIR workshop Nov. 1-3, but that Reno may do it the first week of October. Joel Dunn (CCCVB) is agreeing to sponsor the Carson City workshop. John is setting up meetings with NNDA and Ronni Hannaman (CC Chamber of Commerce) to get funding. Tuition for the Carson City workshop should be about \$75 per head, but some scholarships might be available. Forty-five people are still needed. Brochures need to go out before we can sign up attendees.

Cultural Commission: Vern Krahn spoke about the Cultural Commission. He thanked us for selecting Ellie Bugli to be the CCACC representative and mentioned that she was a good candidate. He said the Public Arts Ordinance goes before the Board of Supervisors on Sept. 5, the first of two readings. He will try to identify a specific time for the topic to be considered, but that it might be the first item after lunch. He said it was a good idea for us to send more letters of support of the ordinance to the Board, and that they could be funneled through him. Vern will try to send out a quick-and-dirty synopsis of the changes to the ordinance.

Further announcements: Carol Scott thanked CCACC for a \$200 donation to Wild Horse Theater in memory of Jeffrey Scott. His celebration of life will be scheduled later. Sharon Rosse had handouts on some CCAI events.

Future meetings: Our next meeting is Sept. 4, at 4:00 p.m. at BRIC. We talked about moving the Nov. 26 meeting to another date, since it came so soon after the Thanksgiving weekend. John will look into other dates, but it was mentioned that December was a busy month for several performing groups and that finding a date in December might also be difficult. John asked for suggestions for presenters in future meetings.

Adjournment. The meeting adjourned at 5:45 p.m.

Minutes prepared by David Bugli, Interim Secretary, on 9/24/2013.

Carson City Arts and Culture Coalition
Minutes of Meeting, Tuesday, Sept. 24, 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 4:04 p.m. Also in attendance were Chris Bayer (banjo & BAC Board President), David Bugli (Mile High Jazz Band and Carson City Symphony), Ellie Bugli (Mile High Jazz Band, Carson City Symphony, Cultural Commission), Glen Clemmer (Capital City Arts Initiative, CCAI), Danielle Cook (Carson City Cultural Commission, I Love Carson City), Kelly Foutz (Ventana Sierra), Vern Krahn (CCPR Dept.), Gene Paslov (Nevada Performance Academy), Sharon Rosse (Capital City Arts Initiative, CCAI), Tami Shelton (BAC), and Carla Wilson (Proscenium Players, Inc.).

Approval of Minutes: The minutes of the Aug. 27, 2013, meeting were reviewed. Gene moved and Sharon seconded that they be approved as written. The motion passed.

Banner: The banner over Carson St. was discussed. Oct. 1 is when the banner applications will be accepted for calendar year 2014, and this is done on a first-come, first-served basis. John discussed some possible priorities for the selection criteria (ticketed vs. non-ticketed events, size of events, impact on the community, etc.). The justifications for getting a group's banner approved for posting might require a short narrative. John suggested a proposed change to the banner ordinance:

6.5.2. (Proposed): Reservations for weekly time slots are generally made on a first come, first served basis. However, priority will be give to events over public service announcements, and may favor "gated" over free activities as evaluated on a case per case basis via application narrative. Other considerations may include the degree of community impact and support for recurring annual events sponsored by Carson City, such as Nevada Day.

It is too late to change the ordinance for the 2014 postings of the banner. We talked about how we shared the banner in 2013. Tami and Gene talked about how they (BAC and Nevada Performance Academy) shared a banner one week. Tami said that this year BAC got 3 of their 5 banner requests, which

they shared with their resident companies. Sharon would prefer a 6-month period, rather than a whole year, since she may not know in October what she will do in the end of the following calendar year. The idea of a half-year calendar was preferable over a full-year calendar to many in this group. It was agreed that events should have priority over PSAs. However, there was no consensus on the issue of "gated events vs. free events." There was some talk of asking for a guarantee of 12 weeks a year for cultural events, but the downside of that is that we might not get good weeks. The banner date selection problems seemed to grow after NDOT handed the process over to the city. John will likely talk to Lee Plemel about changing the procedures (perhaps for 2015). Glen moved that we request two deadlines per year (for 6-month calendars), that events take priority over PSAs through a narrative, and that John bring this up with Lee Plemel in Planning. Carla seconded the motion, and it passed.

Cultural Commission Liaison Report: Vern reported that proposed changes to the Arts Ordinance were defeated three-to-two by the Board of Supervisors, but he thanked us for contacting our people and attending the Board's meeting. The dissenters on the Board did not like having their and future Board members' hands tied on financial matter. Danielle moved and Chris seconded that we send thanks to Karen Abowd and Bob Crowell for their support of the ordinance. The motion passed. Gene will draft it, and we will try to get many active CCACC people to sign it.

Vern mentioned that a public arts funding source could be a line item that the Board could give through a standard budget item, and the Cultural Commission approved of this idea. Another consideration is using art as a component of a construction budget, as Reno does. John said we need to come up with a description of what economic impact that public arts have had elsewhere. He said that Joel Dunn, formerly at the Parks and Recreation Dept. and currently at the Carson City Visitors Bureau, has success because he can show the revenue generation from sports events. It was mentioned that on Oct. 3, the business owners on the north corridor (N. Carson St.), and the east corridor (William St. heading towards Dayton) would

present their plans to the Board of Supervisors. Vern encouraged Chris Bayer to ask about what art components are being included in these "corridor" plans when the plans are presented. It was pointed out that the Downtown 20/20 Action Group was ahead of the other "corridors" in shaping a plan for their area. Chris suggested that the "corridors" "allocate" money in their plans for public art. Larry Werner, the City Manager, wants to work on a new funding mechanism for public arts financing, but Karen Abowd favors using the ordinance method.

Skipped items: We skipped over discussing light post banners and honoring Jeffrey Scott.

Marketing: Chris Bayer presented his ideas for marketing in a handout titled "CCACC Marketing Ideas":

The Vision -- pull together or sink separately. The need -- action/intention.

- 1. Support the CCACC Google Calendar. If we want ARTS and CULTURE visibility regionally and beyond we will only achieve it with a strong CCACC calendar. The sooner the better. We can get left in the dust as Carson City becomes more event and tourism oriented. There is not a wonderful understanding out there of "arts and culture."*
- 2. Support an umbrella marketing effort next summer. Identify two weeks. Brand that effort by the Dec. meeting. Each organization identifies something by Feb. 1 -- has it on calendar. Consider overlap with Jazz festival. Ask the BAC to create the umbrella flyer.*
- 3. Support the BAC in finding funds for a marketing person or persons who will push the CCACC events—both individual and joint efforts. Note that idea No. 2 will only reach its full potential when this happens. The BAC may fund part of this person for itself -- let's discuss that. Specify that this effort will occur within (consistent look, perhaps actual partnership) the branding efforts of tourism.*

Chris said that he had talked to Joel Dunn about using the Visitors Bureau's marketing themes to market the arts. John said he talked with Mark Raymond, Publisher of the *Nevada Appeal*. Sharon moved and Gene seconded that we approve Chris' three-point plan. The motion passed.

Arts Incubator of the Rockies (AIR): The AIR workshop will not be happening in Carson City because it is also scheduled in Reno.

Treasurer's Report: Ellie handed out a summary report that shows that we got \$282.50 in membership fees and \$0.21 in bank interest since the last meeting. The bank balance is \$2817.06.

Future meetings: John will reschedule the November meeting. We might have one meeting on Dec. 3 to cover the November-December period.

Adjournment: The meeting adjourned at 5:33 p.m.

Minutes prepared by David Bugli, Interim Secretary, on 10/22/2013.