

**CULTURAL COMMISSION  
STAFF REPORT**

**MEETING DATE:** March 17, 2015

**AGENDA ITEM NUMBER:** 3C

**APPLICANT:** Joel Dunn, CCVB Executive Director  
Tara Burke, CCVB  
Vern L. Krahn, Senior Park Planner

**REQUEST:** For Possible Action: To approve the final graphic design for City street banners as a part of the Carson City Visitors Bureau's "The Experience Starts Here" marketing campaign that includes various images of the City's arts/culture events, activities, and experiences.

**GENERAL DISCUSSION:**

On March 18, 2014 Joel Dunn, Executive Director, Carson City Visitors Bureau and Tara Burke gave the Cultural Commission a presentation on the Bureau's overhead marketing banner design concepts for Fairview Drive and other city street corridors. At that meeting, the Commission reviewed and gave final approval on the proposed design concepts (Exhibit A). ✓

The banners are now completed and reflect the Bureau's marketing message "The Experience Starts Here." At this meeting, Mr. Dunn will be present to show the Commission the final graphic designs for the banners. These banners will highlight many of the City's arts/cultural events, activities, and experiences along with other unique aspects of the community. The banners will promote the Bureau's marketing message and will present an exciting and consistent tourism marketing message for Carson City.

The Cultural Commission appreciates this partnership with the Carson City Visitors Bureau and bureau's willingness to include many of the arts and culture events that happen in Carson City in their marketing campaign.

City staff believes that using the light poles on Fairview Drive is a very appropriate location for "The Experience Starts Here." These banners will be located approximately 20 feet above Fairview Drive on the existing light poles along Fairview Drive (Exhibit B) along with other locations in along Carson Street.

**RECOMMENDED ACTION:** I move to approve the final graphic design for City street banners as a part of the Carson City Visitors Bureau's "The Experience Starts Here" marketing campaign that includes various images of the City's arts/culture events, activities, and experiences.

# Exhibit A ✓

### 3. MEETING ITEMS

A. **FOR POSSIBLE ACTION: TO ELECT A CHAIRPERSON AND VICE-CHAIRPERSON FOR THE CULTURAL COMMISSION FOR THE 2014 CALENDAR YEAR.** – Mr. Krahn gave background and cited the election criteria listed in the bylaws.

(5:34:14) – **MOTION: To elect Vice Chairperson Stansbury to the position of Cultural Commission Chair, and Commissioner Bugli to the position of Vice Chair.**

<b>RESULT:</b>	<b>APPROVED (5-0-0)</b>
<b>MOVER:</b>	Abowd
<b>SECONDER:</b>	Singh
<b>AYES:</b>	Stansbury, Abowd, Barton, Bugli, Dhami
<b>NAYES:</b>	None
<b>ABSTENTIONS:</b>	None
<b>ABSENT:</b>	Paslov, Cook



B. **FOR POSSIBLE ACTION: TO APPROVE THE CARSON CITY VISITORS BUREAU'S BANNER DESIGNS FOR FAIRVIEW DRIVE BASED ON THEIR "THE EXPERIENCE STARTS HERE" MARKETING MESSAGE THAT WOULD INCLUDE VARIOUS IMAGES OF THE CITY'S ARTS/CULTURAL EVENTS, ACTIVITIES, AND EXPERIENCES.**

(5:36:00) – Mr. Krahn gave background and presented the Staff Report, incorporated into the record.

(5:37:40) – Joel Dunn, Carson City Convention and Visitors Bureau Executive Director, presented the Bureau's overhead banner designs for the light posts on Fairview Drive. He also clarified that a request for proposal (RFP) will be issued to local sign designers, with a five-year banner life expectancy in mind.

#### PUBLIC COMMENT

(5:50:49) – Sharon Rosse, Capital City Arts Initiative, was informed that the split banners would be 18 by 36 inches.

(5:52:10) – **MOTION: I move to approve the Carson City Visitors Bureau's banner designs for Fairview Drive, based on their "The Experience Starts Here" marketing message that would include various images of the City's arts/cultural events, activities, and experiences.**

<b>RESULT:</b>	<b>APPROVED (6-0-0)</b>
<b>MOVER:</b>	Abowd
<b>SECONDER:</b>	Singh
<b>AYES:</b>	Stansbury, Abowd, Barton, Bugli, Dhami, Paslov
<b>NAYS:</b>	None
<b>ABSTENTIONS:</b>	None
<b>ABSENT:</b>	Cook

**Exhibit B**



