

**MINUTES**  
**Special Meeting**  
**Cultural Commission**  
**Wednesday May 6, 2015 • 5:30 PM**  
**Community Center Sierra Room, 851 East William Street, Carson City, Nevada**

**Commission Members**

<b>Chair – Elinor Bugli</b>	<b>Vice Chair – Terri McBride</b>
<b>Commissioner – Karen Abowd</b>	<b>Commissioner – Peter Barton</b>
<b>Commissioner – Danielle Cook</b>	<b>Commissioner – Barbara D’Anneo</b>
<b>Commissioner – Jaswinder (Jesse) Dhami</b>	

**Staff**

Roger Moellendorf, Parks and Recreation Department Director
Vern Krahn, Park Planner
Joseph Ward, Senior Deputy District Attorney
Tamar Warren, Deputy Clerk/Recording Secretary

**NOTE:** A recording of these proceedings, the board’s agenda materials, and any written comments or documentation provided to the recording secretary during the meeting are public record. These materials are on file in the Clerk-Recorder’s Office, and available for review during regular business hours.

An audio recording of this meeting is available on [www.carson.org/minutes](http://www.carson.org/minutes).

**CALL TO ORDER**

(5:30:25) – Chairperson Bugli called the meeting to order.

**ROLL CALL AND DETERMINATION OF QUORUM**

(5:30:35) – Roll was called and a quorum was present.

Attendee Name	Status	Arrived
Elinor Bugli	Present	
Karen Abowd	Present	
Peter Barton	Present	
Danielle Cook	Present	
Barbara D’Anneo	Present	
Jaswinder (Jesse) Singh Dhami	Absent	
Terri McBride	Present	

**PUBLIC COMMENTS**

(5:31:03) – Sharon Rosse, with Capital City Arts Initiative (CCAI), introduced herself and distributed flyers, incorporated into the record, for the upcoming two summer exhibitions.

**1. FOR POSSIBLE ACTION: APPROVAL OF MINUTES**

(5:33:25) – MOTION: I move to approve the minutes of the Tuesday, March 17, 2015 Cultural Commission meeting as published.

<b>RESULT:</b>	<b>APPROVED (6-0-0)</b>
<b>MOVER:</b>	Abowd
<b>SECONDER:</b>	D'Anneo
<b>AYES:</b>	Bugli, Abowd, Barton, Cook, D'Anneo, McBride
<b>NAYS:</b>	None
<b>ABSTENTIONS:</b>	None
<b>ABSENT:</b>	Dhami

## **2. MODIFICATIONS TO THE AGENDA**

(5:33:46) – Mr. Krahn suggested discussing agenda item 3C prior to item 3A.

## **3. MEETING ITEMS:**

### **A. PRESENTATION AND DISCUSSION ONLY ON THE COMPLETED FULSTONE WETLANDS MURAL PROJECT BY MS. ERICA GALLEGOS.**

(5:42:58) – Chairperson Bugli introduced the item.

(5:43:02) – Erica Gallegos, a senior at Carson High School (CHS), presented the agenda materials which are incorporated into the record, accompanied by a PowerPoint slide presentation. She also noted that this had been her Senior Project at CHS and thanked Mr. Krahn and the Parks and Recreation Department, and all those who helped the project become a reality. Ms. Gallegos received many thanks and positive comments from the Commissioners.

## **PUBLIC COMMENTS**

Gina Hill thanked Ms. Gallegos for being “an inspiration” to the community and was informed that Ms. Gallegos planned to attend the University of Nevada, Reno.

### **B. FOR POSSIBLE ACTION: TO RECOMMEND TO THE REDEVELOPMENT AUTHORITY APPROVAL OF THE EXPENDITURE OF \$26,000 FROM THE FISCAL YEAR 2015-16 REVOLVING FUND TO SUPPORT THE SPECIAL EVENT REQUESTS, DISTRIBUTED TO THE APPLICANTS AS IDENTIFIED IN ALTERNATIVE \_\_\_ AS APPROVED BY THE CULTURAL COMMISSION, AS AN EXPENSE INCIDENTAL TO THE CARRYING OUT OF THE REDEVELOPMENT PLAN THAT HAS BEEN ADOPTED BY THE CARSON CITY BOARD OF SUPERVISORS, AND BASED UPON THE FINDINGS THAT THERE IS A CAUSAL CONNECTION BETWEEN THIS REDEVELOPMENT EFFORT AND THE NEED FOR THE EXPENSES, THE EXPENSES ARE NEEDED TO ENSURE THE SUCCESS OF THE REDEVELOPMENT PLAN AND THAT THE AMOUNT OF THE EXPENSES TO BE GIVEN ARE MINOR IN COMPARISON TO THE MONEY REQUIRED FOR THE OVERALL REDEVELOPMENT PLAN.**

(5:50:22) – Chairperson Bugli introduced the item and entertained disclosures from the commissioners. Commissioner Cook disclosed that she had served on the Jazz and Beyond Steering Committee in the previous year; however, this year she had been on “the email blast list” but had not attended any meetings and was informed she could participate in the discussions. Chairperson Bugli disclosed that she was the treasurer of one of the applicant organizations and was a member of two others; therefore she was advised to recuse herself.

(5:51:22) – Chairperson Bugli left the Dais and Vice Chairperson McBride chaired the meeting.

(5:51:32) – Vice Chairperson McBride gave background and introduced the agenda item, noting that three applicants had suggested changing the order of the presentations due to other commitments. She also suggested an alternative to the alphabetical order of applicants as previously planned. Vice Chairperson McBride invited the applicants to present their requests, all of which are incorporated into the record.

(5:54:04) – **Western Nevada College:** Stephanie Arrigotti, Producer and Director of Western Nevada Musical Theater Company, presented her funding request for \$13,000, incorporated into the record, to offset venue costs for the Mary Poppins production. Commissioner Abowd inquired about outside funding sources and was informed that Ms. Arrigotti had applied for a Nevada tourism grant for advertising expenses. She also noted that she rents out the costumes and program advertising space. Commissioner D’Anneo was informed that the tickets were sold as a season ticket holder package or individually at either \$28 or \$25 depending on seat location. Ms. Arrigotti acknowledged the many businesses that sponsor or support her events with in-kind donations.

(6:05:33) – **Mile High Jazz Band Association:** David Bugli, Director of the Mile High Jazz band, requested \$8,000 for the Jazz and Beyond – Carson City Music Festival, incorporated into the record. Commissioner Abowd noted that the percentage of this particular request was higher than the requests of the other organizations, and inquired about other fundraising sources. Mr. Bugli explained that ad space sales and sponsorships comprised some of the additional funding sources. He added that charging for an event would mean having “gated events” instead of open ones. Commissioner Cook noted her appreciation for the free events which are open to everyone, and was in favor of allocating most of the funds to paying musicians. Commissioner D’Anneo was informed that the membership to Mile High Jazz Band association was a paid membership of approximately 40 members. Mr. Bugli stated that they received some benefits such as funds from many downtown businesses.

(6:22:51) – **Brewery Arts Center (BAC):** Gina Hill, Executive Director, presented her request, incorporated into the record, for \$2,870 to fund infrastructure help for the Summer Concert Series. Commissioner D’Anneo congratulated the BAC “for clearing off an enormous section of the debt that was owed and for the work...to turn it around”. Commissioner Abowd was informed that there “were four grants in the pipeline” to offset the cost of the event costs. Ms. Hill explained for Vice Chairperson McBride that the anticipated 6,000 attendee figure was calculated based on all event ticket sales to date.

(6:27:17) – **Carson City Arts Initiative (CCAI):** Sharon Rosse, Executive Director, presented her request, incorporated into the record, for \$6,000 to help offset staff costs to produce and coordinate programs. She also corrected the record noting that they had received \$6,000 not \$8,000 for this fiscal year. Commissioner Abowd inquired about CCAI’s dependence on City funds given their receipt of several grants, including an Andy Warhol grant, and Ms. Rosse noted that they needed City support to help with leverage and it would be classified as “staying alive money”. She also stated that they received donations and membership fees as part of their fund raising efforts. Commissioner Cook was informed that wall space was considered an “in-kind donation”. Discussion also ensued regarding the visitor count and Ms. Ross noted that the venue staffs provided the visitor counts.

(6:36:04) – **Sierra Nevada Ballet:** Nicholas-Martin Kearney, Director of Development, introduced himself and presented a funding request, incorporated into the record, for \$2,500 to offset stage crew and theater rental costs for The Story in a Nutshell. Commissioner Cooke was informed that the ballet company had started in Carson but was now Reno-based with performances in Carson City. Mr. Kearney explained that keeping low ticket costs was

one of their main objectives to keep the events affordable. Commissioner D'Anneo was informed that of the 1,200 potential tickets, 1,000 public performance tickets were sold last year. She also inquired about public commitment and Mr. Kearney stated that it was his responsibility to create that environment.

(6:45:44) – **Pinkerton Ballet:** Molly Walt, President, presented a funding request, incorporated into the record, for \$2,500 to help offset facility rental costs of the Nutcracker Ballet. Ms. Walt noted that in addition to a performance fee, revenue was generated by having a silent auction and raffle, and selling concessions, and holiday-themed gifts during the performances. She also indicated that the ballet was run by volunteers, adding that they would like to keep the ticket costs low in order to reach a wider audience. Ms. Walt stated that their goals was to go beyond break-even point to hire an orchestra in the future, even with offering low income or foster families free performances. Commissioner McBride was informed that the company had another successful event at the BAC earlier in the year. Commissioner D'Anneo suggested that Pinkerton and Sierra Nevada ballet companies “meet each other and reciprocate”. She also suggested having a dollar of all ticket sales in the City aid the arts community.

(7:01:40) – Vice Chairperson McBride thanked all the presenters and entertained discussion among commissioners. Mr. Krahn presented a staff recommendation, incorporated into the record, reducing all requests by 25 percent, as presented in Alternative A of the spreadsheet below. He also stated that the Redevelopment Authority Citizens Committee (RACC) chose not to allocate the entire amount and reserve it for another yet unplanned event. Mr. Krahn conveyed the RACC sentiment that many established events and organizations should strive toward self-sustainment and find other opportunities and avenues to raise funds. Discussion ensued regarding reduced venue costs and Mr. Moellendorf clarified that the non-profit organizations received a substantial discounts when using City facilities. The CCAI request was also discussed as it was for staffing needs and did not represent a specific event. Commissioner D'Anneo inquired about the recruitment methodology for applying for these grants. Lee Plemel, Community Development Director, explained that the notifications happened informally through various art organizations and were not formally advertised. Discussion ensued regarding other methods of generating funds.

Organization	Event	Event Date(s)	Requested 2015-16 (\$)	Approved last year 2014-15 (\$)	CCCC Recom.	Alt. A	Alt. B	Alt. C	Alt. D	Alt. E	Alt. F
Brewery Arts Center	Summer Concert Series	June - August, 2015	2,870	0	2,000						
CC Arts Initiative	CCAI Season Events	7/1/15 to 6/30/16	6,000	6,000	4,500						
Mile High Jazz Band	Jazz & Beyond Music	August 7 to 23, 2015	8,000	8,000	6,000						
Pinkerton Ballet	Nutcracker Ballet	Nov. 27 to 29, 2015	2,500	2,500	1,875						
Sierra Nevada Ballet	Peanutcracker Ballet	Dec. 4 & 5, 2015	2,500	2,500	1,875						
Western Nev. College	Mary Poppins	Nov. 6 to 22, 2015	13,000	0	9,750						
	<b>Totals:</b>		<b>34,870</b>	<b>19,000</b>	<b>0</b>	<b>26,000</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>
	<b>2015-16 Budgeted:</b>		<b>26,000</b>		<b>26,000</b>	<b>26,000</b>	<b>26,000</b>	<b>26,000</b>	<b>26,000</b>	<b>26,000</b>	<b>26,000</b>
	<b>Remainder/Deficit:</b>		<b>-8,870</b>		<b>26,000</b>	<b>0</b>	<b>26,000</b>	<b>26,000</b>	<b>26,000</b>	<b>26,000</b>	<b>26,000</b>

#### PUBLIC COMMENTS

(7:19:19) – Ms. Rosse expressed surprise that RACC had put funds aside after the application deadline. She also requested that the Cultural Commission not compete with them in raising funds.

(7:21:51) – Stan Jones suggested setting a maximum requested amount for each organization to make things more equitable.

(7:23:40) – MOTION: I move to recommend to the Redevelopment Authority approval of the expenditure of \$26,000 from the Fiscal Year 2015-16 Revolving Fund to support the special event requests, distributed to the applicants as identified in Alternative A as approved by the Cultural Commission, as an expense incidental to the carrying out of the redevelopment plan that has been adopted by the Carson City Board of Supervisors, and based upon the findings that there is a causal connection between this redevelopment effort and the need for the expenses, the expenses are needed to ensure the success of the redevelopment plan and that the amount of the expenses to be given are minor in comparison to the money required for the overall redevelopment plan.

(7:24:25) – Commissioner Abowd spoke in favor of the Staff’s recommendation and acknowledged Mr. Jones’ suggestion; however, she believed the “fairest way to go at this time” was to apply the 25 percent reduction to all requests.

<b>RESULT:</b>	<b>APPROVED (6-0-0)</b>
<b>MOVER:</b>	Barton
<b>SECONDER:</b>	D’Anneo
<b>AYES:</b>	Bugli, Abowd, Barton, Cook, D’Anneo, McBride
<b>NAYS:</b>	None
<b>ABSTENTIONS:</b>	None
<b>ABSENT:</b>	Dhami

(7:25:25) – Chairperson Bugli returned to the dais and chaired the balance of the meeting.

(7:26:20) – In response to a question by Ms. Walt, Mr. Krahn noted that any representative of an organization could attend the Board of Supervisors meeting to observe or comment on this item when agendaized.

**C. FOR POSSIBLE ACTION: TO SUPPORT A REQUEST BY CAPITAL CITY ARTS INITIATIVE (CCAI) TO ALLOW THEM TO RESEARCH FUNDING AND THE FEASIBILITY OF ACQUIRING A PIECE OF PUBLIC ART TO BE LOCATED IN THE TRAFFIC CIRCLE OF THE AQUATIC FACILITY’S WEST PARKING LOT LOCATED AT 841 NORTH ROOP STREET.**

(5:35:10) – Chairperson Bugli introduced the item.

(5:35:40) – Sharon Rosse, Capital City Arts initiative (CCAI) and Kurt Meyer, Aquatics Manager, jointly presented the agenda materials which are incorporated into the record. In response to a question by Commissioner Abowd, Ms. Rosse noted that the artwork would be permanent but she did not yet know what the piece would look like. Mr. Meyer cited the example of Love Park in Philadelphia as simple yet memorable artwork and noted that he had been working with Reno to follow their example. He also offered to raise funds for the project.

There were no public comments.

(5:42:07) – MOTION: I move to approve [a request by] Capital City Arts Initiative to allow them to research funding and the feasibility of acquiring a piece of public art to be located in the traffic circle of the aquatic facility’s west parking lot, located at 841 North Roop Street.

<b>RESULT:</b>	<b>APPROVED (6-0-0)</b>
<b>MOVER:</b>	Abowd
<b>SECONDER:</b>	McBride
<b>AYES:</b>	Bugli, McBride, Abowd, Barton, Cook, D'Anneo
<b>NAYS:</b>	None
<b>ABSTENTIONS:</b>	None
<b>ABSENT:</b>	Dhami

**D. FOR POSSIBLE ACTION: TO REPLACE THE CULTURAL COMMISSION'S EXISTING LOGO WITH A NEW LOGO AND TO USE THIS NEW LOGO FOR THE GRAPHIC BANNERS ALONG FAIRVIEW DRIVE IN THE CARSON CITY VISITORS BUREAU'S "YOUR EXPERIENCE STARTS HERE" MARKETING CAMPAIGN.**

(7:27:50) – Chairperson Bugli introduced the item. Mr. Krahn explained that there were two versions of the proposed Cultural Commission logo and gave background on the creation of the logo. He also presented the agenda materials, incorporated into the record, and explained the time crunch involved to meet the Visitors Bureau banner schedules. Discussion ensued regarding the design elements of the proposed logos, including the use of the red color, which many agreed was not a representation of Nevada, preferring blue.

**(7:49:59) – MOTION: I move to replace the Cultural Commission's existing logo with a new logo as discussed and to use this new logo for the graphic banners along Fairview Drive in Carson City Visitors Bureau Your Experience Starts Here marketing campaign with the direction of our Chair and/ or Vice Chair working with the graphic artist on the details.**

There were no public comments.

<b>RESULT:</b>	<b>APPROVED (6-0-0)</b>
<b>MOVER:</b>	Abowd
<b>SECONDER:</b>	Cook
<b>AYES:</b>	Bugli, Abowd, Barton, Cook, D'Anneo, McBride
<b>NAYS:</b>	None
<b>ABSTENTIONS:</b>	None
<b>ABSENT:</b>	Dhami

**4. STAFF UPDATES - DISCUSSION ONLY**

**A. UPDATE ON THE PARKS AND RECREATION DEPARTMENT'S POWERPOINT PRESENTATION TO MR. MIKE MALLEY'S CARSON HIGH SCHOOL'S AP ART CLASS ON A SENIOR PROJECT OPPORTUNITY TO DO ANOTHER MURAL PROJECT FOR THE CITY.**

(7:51:15) – Mr. Krahn updated the Commission on his presentation to the Carson High School AP art class to recruit other art students to choose murals for senior projects such as the one discussed in item 3A. Vice Chairperson McBride and Commissioner Cook suggested contacting Silver State High School and Western Nevada College as well.

There were no public comments.

**B. UPDATE ON THE CULTURAL COMMISSION'S ANNUAL REPORT AND WORK PLAN PRESENTATION TO THE BOARD OF SUPERVISORS SCHEDULED FOR THURSDAY, MAY 7, 2015.**

(7:55:10) – Mr. Krahn presented the agenda materials, incorporated into the record, which included the presentation to the Board of Supervisors. Vice Chairperson McBride noted that she would be presenting on behalf of Chairperson Bugli. Commissioner Abowd suggested having the Board of supervisors adopt the Carson City Arts Assessment and Creative Capital Arts Plan as the Cultural Master Plan for Carson City with the notation of “amended as appropriate since this document was done in 2001”. Suggestions such as the use of the terms “template” “or working document” were discussed and it was agreed to call it a “working document”. Commissioner Abowd also advised informing the Board of Supervisors that other avenues were being explored for revenue generation.

There were no public comments.

**5. MEMBERS' ANNOUNCEMENTS AND REQUESTS FOR INFORMATION**

**A. CULTURAL COMMISSION MEMBERS' STATUS REPORTS ON PROJECTS AND COMMENTS.**

**1. UPDATE ON THE GREENHOUSE PROJECT.**

(8:03:30) – Commissioner Abowd gave an update and noted that discussions between Adams Hub for Innovation, The University of Nevada Reno, and the Greenhouse Manager had resulted in water-conscious growing methods and a test-site partnership with the Desert Research Institute and two students. She also announced the plant sale at the Greenhouse Project and the upcoming Concert under the Stars fundraiser on July 8, 2015.

There were no public comments.

**2. UPDATE ON THE STEWART INDIAN SCHOOL'S CULTURAL CENTER.**

(8:05:09) – Vice Chairperson McBride invited everyone to attend the June 19-21, 2015 Fathers' Day Pow Wow. She also announced the two additions to the Cultural Center staff.

(8:06:35) – Commissioner Barton announced that the Western Governors' Association would meet in June in Lake Tahoe and that Governor Sandoval had arranged for a tour at the Stewart Indian School for the attendees.

There were no public comments

**6. FUTURE AGENDA ITEMS**

(8:07:07) – Incorporated into the record. Chairperson Bugli suggested adding a discussion on temporary public art and grant opportunities in the future as well. Commissioner Abowd suggested additional funding sources such as adding \$1 to certain bills or payments.

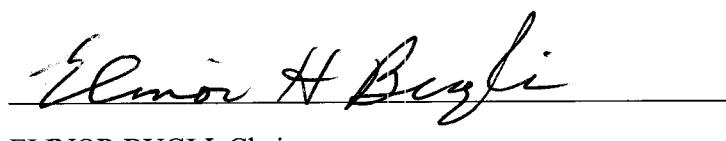
**7. PUBLIC COMMENTS**

(8:11:50) – None.

**8. FOR POSSIBLE ACTION ON ADJOURNMENT**

**(8:11:58) – MOTION:** **Commissioner D'Anneo moved to adjourn.** The motion was seconded by **Commissioner Abowd.** The meeting was adjourned at 8:12 p.m.

The Minutes of the May 6, 2015 Carson City Cultural Commission meeting are so approved this 16<sup>th</sup> day of June, 2015.



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ELINOR BUGLI, Chair