

CULTURAL COMMISSION SUBCOMMITTEE STAFF REPORT

Meeting Date: July 29, 2015

Agenda Item Number: 3B

Applicant: Subcommittee Committee Members
Vern L. Krahn, Senior Park Planner

Request: **For Possible Action:** To develop a Carson City Arts and Culture Master Plan.

General Discussion:

On June 16, 2015 the Cultural Commission voted to create a three member subcommittee for the purpose of developing an Arts and Culture Master Plan for Carson City. It is the subcommittee's task to create a DRAFT document using the **Creative Capital (Carson City Community Arts Plan / Dated: February, 2002)** as a guide and return to the Cultural Commission to review the DRAFT master plan at their regularly scheduled September meeting. This meeting will be for the subcommittee to continue reviewing members comments on the plan, assign tasks, identify missing information, and discuss the overall framework for the Arts and Culture Master Plan.

One of the subcommittee member's assignments from the last meeting was to develop draft paragraphs on various sections within the Master Plan. Each subcommittee member volunteered to do two of these sections. Each member's sections are outlined below:

Terri McBride, Subcommittee Chairperson - Visual Arts and Fund Raising
Barbara D'Anneo - Economic Development/Urban Design and Organizational
Development/Support
Danielle Cook – Performing Arts and Leadership/Training (Exhibit A)

The subcommittee is planning to meet every other week during the summer to complete its work. The upcoming meeting dates are as follows:

- 1) August 12, 2015
- 2) August 26, 2015

This subcommittee will be held to the same Nevada Open Meeting law requirements as the Cultural Commission.

Recommended Action: I move to develop a Carson City Arts and Culture Master Plan.

Exhibit A

Performing Arts:

- The Brewery Arts Center 300 seat Performance Hall is complete, but needs makeover. (paint, carpets, drapes, seating)
- The Brewery Arts Center is adding an outdoor amphitheater.
- The Brewery Arts Center 100 seat Black Box Theater has an upgraded sound system, but is in need of additional lighting upgrades.
- The WNC Theater is shelved for the time being. Questions of funding and parking. Evaluate the feasibility of Marlette Hall and Nugget Hall as venues.
- Upstage Theater is now Silver State Charter School's Performance Hall.
- A usage agreement for the Legislative Amphitheater should be explored.
- The Bob Boldrick Theater is in need of upgrades, some of which are covered under the 1/8 cent capital improvement tax. More space is needed. Now that the MAC is being built, what is the feasibility of using the gym? Is building a balcony to add seats feasible?
- An educational component needs to be included.
- Public venues include: Bob Boldrick Theater, Teixeira Pavilion, Fuji Park, and the Legislative Amphitheater. Is Stewart Indian School a feasible place for an outdoor amphitheater?
- Commercial music/dance venues include: Carson Lanes' Eleventh Frame Lounge, El Charro Avitia, Comma Coffee, Third Street/ Firkin and Fox, the Farmers Market, Jimmy G's Cigar Bar, the Blue Bull/ E. Telegraph Street, Telegraph Square, Carson Cigar Company, Westside Pour House, Whiskey Tavern, the Spoke Bar and Grill, Sassafras Eclectic Food Joint, Adele's, Living the Good Life, Glen Eagles, Tap-Shack, Yapple's Ballroom, Tahoe Ridge Bistro, Casino Fandango, Carson Station, the Carson Nugget, and the DBA Wine Walk.
- Jazz and Beyond can introduce even more cultural components. Participation numbers needed.
- Assess usage agreements for venues with schools.
- Encourage community participation as performers and audience.
- Community Center as Cultural Center? If not, where else would be appropriate?
- Better communication is needed in planning events. What is scheduled when? Who is the steering group behind major events?

Leadership/ Training:

- CCACC needs to define role. Is a 501c3 feasible?
- BAC needs to define role.
- Obtain mentoring from Reno Arts and Culture manager; obtain mentoring from NAC.

- Need better participation numbers. Performers, audience, students, teachers, support services, volunteers, etc. How many local vs. Out-of-towners.
- Nevada Day expects to expand cultural offerings.
- Stewart Indian School expects to expand cultural offerings.
- Who is responsible for funding and organizing training? Training in grant writing and marketing is needed for arts/culture groups and individual artists.
- CCACC needs active participation by member groups.
- Identify who are the underserved groups and what is limiting participation: location of arts and cultural programs, cost, transportation, language barriers, interest
- Need outreach to make community aware of available programs; to attract new participants; to attract new sponsors; to encourage a sense of cultural community.