

Agenda Item 4A

DRAFT MINUTES

Special Meeting

Cultural Commission Culture and Arts Master Plan Subcommittee

Wednesday, July 1, 2015 ● 9:00 AM

Community Center Sierra Room, 851 East William Street, Carson City, Nevada

Subcommittee Members

Member – Danielle Cook

Member – Barbara D’Anneo

Member – Terri McBride

Staff

Roger Moellendorf, Parks and Recreation Department Director

Cheryl Eggert, Deputy Clerk/Recording Secretary

Minutes by: Tamar Warren, Deputy Clerk/Recording Secretary

NOTE: A recording of these proceedings, the Committee’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.

CALL TO ORDER

(9:03:24) – Member McBride called the meeting to order.

ROLL CALL AND DETERMINATION OF QUORUM

(9:04:05) – Member McBride called roll and determined quorum.

Attendee Name	Status	Arrived
Danielle Cook	Absent	
Barbara D’Anneo	Present	
Terri McBride	Present	

PUBLIC COMMENTS

(9:04:21) – None.

1. FOR POSSIBLE ACTION: APPROVAL OF MINUTES

(9:04:35) – There were no minutes for approval as this was the first meeting of the Subcommittee.

2. MODIFICATIONS TO THE AGENDA

(9:04:48) – None.

3. MEETING ITEMS:

A. FOR POSSIBLE ACTION: TO DEVELOP A CARSON CITY ARTS AND CULTURE MASTER PLAN.

(9:05:20) – Member McBride introduced the item.

(9:05:24) – Mr. Moellendorf gave background and presented the Staff Report. He also reviewed the subcommittee’s meeting schedule, which would take place on Wednesdays, every two weeks, at 9 a.m. in the Community Center, Sierra Room. The meeting dates would be as follows: July 1, July 15, July 25, August 12, and August 26, 2015.

(9:08:11) – Member McBride proposed combining all the Cultural Commission member comments received to date and inserting them in appropriate headings, with narratives written by the Subcommittee members.

PUBLIC COMMENTS

(9:10:47) – Carson City Supervisor Karen Abowd suggested the marking of all accomplishments. Member McBride explained that each member would review two headings and their contents, and insert them in the master document.

(9:13:00) – Members D’Anneo and McBride began to consolidate the comments in each section. Discussion ensued regarding the selection of a lead agency and where it should be housed. The Brewery Arts Performing Arts venues, the Silver State School Theatre, the Bob Boldrick Theatre, the Children’s Museum Theatre, and the new stage to be constructed on Third Street were all considered as potential venues. It was agreed that a capacity count would be a next step. The use of other venues such as Fuji Park, the Governor’s Mansion, and other State properties were also discussed. Member McBride wished to include the local restaurant music venues and performances as well. She believed that calendar consolidation and publicity would be important to the success of performing arts. Supervisor Abowd encouraged all agencies to post on the Visitors Bureau calendar. Mr. Moellendorf suggested a Cultural Commission Facebook page.

(9:39:52) – Kelly DuFresne, representing the Nevada Arts Council, introduced herself and believed that the Brewery Arts Center had been designated as the local arts agency for Carson City.

(9:40:27) – The Subcommittee began discussing the Visual Arts heading, and noted that the Courthouse Gallery was a recognized venue for educational exhibits and as a curated and juried art gallery, providing juried shows by recognized artists to the community. Member McBride wished to add the upcoming Stewart Cultural Center to the list of high-quality exhibit venues. Other galleries mentioned were at Western Nevada College, the Chamber of Commerce, and other traveling exhibits. Elinor Bugli suggested using other local venues such as A to Zen. Supervisor Abowd advised using the Community Center Lobby as another exhibit area, and Mr. Moellendorf reminded the members that the freeway art should also be considered under the Visual Arts heading.

(9:49:31) – Discussion ensued regarding public arts spaces such as the Carson City Library, the Courthouse Gallery, the Legislative Building, and the Community Center Lobby and the Sierra Room.

(9:58:25) – Under the “Funding to Support Arts” header, it was suggested to have a dedicated Staff member, and Supervisor Abowd explained that the City may have an open position to manage the grant efforts for the entire City. Discussion ensued regarding the understaffed Brewery Arts Center and the importance of grants. Leadership, training, and findings were also discussed. Ms. Bugli commented on the Community Center’s availability as many events are scheduled there, especially in the summer. She also gave background on the formation of the Capital City Arts Coalition and its advisory role to the arts community. Several agencies were listed as grant sources, including the utilization of workshops and training opportunities. Discussion about Cultural diversity and outreach to ethnic communities resulted in identifying certain organizations and individuals that could be of assistance.

(10:44:08) – Economic Development and Urban Design were discussed along with the opportunities of exploring visual arts and events in all corridors including the Downtown Project. The advantages of a historic Capital City and the possibilities of attracting visitors and locals were also discussed. Supervisor Abowd suggested working very closely with the Convention and Visitors Bureau.

4. FUTURE AGENDA ITEMS

(11:20:22) – Incorporate the remaining comments into the document.

5. PUBLIC COMMENTS

(11:21:50) – None.

6. FOR POSSIBLE ACTION ON ADJOURNMENT

(11:21:53) – Member McBride adjourned the meeting at 11:22 a.m.

The Minutes of the July 1, 2015 Carson City Cultural Commission special subcommittee meeting are so approved this 12th day of August, 2015.

TERRI MCBRIDE, Acting Chair

DRAFT MINUTES
Special Meeting
Cultural Commission Subcommittee
Wednesday, July 15, 2015 ● 9:00 AM
Community Center Sierra Room, 851 East William Street, Carson City, Nevada

Subcommittee Members

Member – Danielle Cook
Member – Terri McBride

Member – Barbara D’Anneo

Staff

Roger Moellendorf, Parks and Recreation Department Director
Vern Krahn, Park Planner
Tamar Warren, Deputy Clerk/Recording Secretary

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CALL TO ORDER

(9:04:22) – Member McBride called the meeting to order.

ROLL CALL AND DETERMINATION OF QUORUM

(9:04:30) – Member McBride called roll and determined quorum.

Attendee Name	Status	Arrived
Danielle Cook	Present	
Barbara D’Anneo	Present	
Terri McBride	Present	

PUBLIC COMMENTS

(9:05:09) – Supervisor Karen Abowd suggested that the Subcommittee dissolve and become a Strategic Planning Session, “so that more people can be involved in the creation and the finalization of this Master Plan”. Member McBride suggested “completing the month first” and receiving input from the Brewery Arts Center, the Carson City Arts Initiative, and the Nevada Day planners. She also suggested going through the complete set of Commissioner comments, followed by writing short narratives for the six areas identified in the Creative Capital Document.

1. FOR POSSIBLE ACTION: APPROVAL OF MINUTES

(9:11:02) – There were no minutes for approval. Mr. Krahn noted that the Subcommittee’s audio recordings are available on www.carson.org/minutes.

2. MODIFICATIONS TO THE AGENDA

(9:11:50) – None

3. MEETING ITEMS:

A. FOR POSSIBLE ACTION: TO ELECT A CHAIRPERSON FOR THE CARSON CITY CULTURAL COMMISSION SUBCOMMITTEE.

(9:12:01) – Member McBride introduced the item.

(9:12:18) – Member Cook moved to nominate Member McBride to the position of Chairperson. The motion was seconded by Member D’Anneo. Motion carried 3-0-0.

There were no public comments.

B. FOR POSSIBLE ACTION: To Develop a Carson City Arts and Culture Master Plan.

(9:13:25) – Chairperson McBride introduced the item and summarized the previous meeting’s discussion. She also invited Member Cook to review the comments she had received from several Commission members. It was agreed that they would begin with Visual and Performing Arts. Member D’Anneo briefed the Commission on the changes undergone by the Brewery Arts Center (BAC) and noted that the Performance Hall would require a total renovation. Chairperson McBride stated that the BAC should submit a strategic plan if they desire to be the art agency of record. A residency program was also discussed, and it was agreed to pursue community grants to add to the one-eight cent sales tax, for the Bob Boldrick Theatre improvements. Members D’Anneo and Cook suggested pursuing private sponsorships. It was agreed to consolidate all performances and events on a unified calendar, most likely managed by the Convention and Visitors Bureau. Member D’Anneo believed a sign similar to the one in front of the Community Center should be available at the entrance of town to advertise events. Current art galleries were listed and discussed as well. Member D’Anneo suggested a juried art contest and an art rental program to local businesses. Chairperson McBride advised having a list of existing art inventory, including culinary arts and literature.

PUBLIC COMMENTS

(9:45:20) – Sharon Rosse cautioned that renting art is a very large administrative project and a “huge undertaking”. Cindy Brenneman introduced herself as a member of the Carson City Arts and Culture Coalition, and explained that her organization has been looking into an art exhibit and performance calendar. Chairperson McBride agreed to better utilize the Coalition, and discussion ensued regarding its role. Kelly DuFresne, with the Nevada Arts Council, clarified that in order to receive federal funds, a dedicated source that has “arts and culture” as its mission is needed, and that could be any organization but not under the Parks and Recreation Department umbrella. Mr. Krahn encouraged hearing from organizations such as the BAC, regarding their understanding of their role. He also offered to invite the BAC to the next meeting.

(10:18:55) – Member Cook suggested placing art where people with limited transportation reside. She also noted that the grants the Commission would pursue would be government-agency specific in order not to compete with other arts organizations. Ms. Rosse explained that headcount was needed to manage the calendar, adding that the Cultural Commission needed to have its own budget for grants. Member Cook wished to see an inventory of art instruction and training participation levels. It was also agreed that grant writing and leadership training were needed. Chairperson McBride believed that partnering with schools was important as well. Discussion ensued regarding the importance of arts in the classroom. The need for an art and culture pamphlet was also highlighted, which led to the discussion of having a “steady revenue source”.

(10:48:50) – Member D’Anneo spoke about the underserved Latino community and Mr. Moellendorf explained that a person had already been identified to serve as a liaison. The members inquired about the room tax in Carson City and were informed that the money currently went to the Convention and Visitors Bureau.

(10:56:26) – Chairperson McBride suggested using the summary she had prepared for the Creative Capital Document, and inserting the six topic areas to include all the suggestions and recommendations made in this meeting. She wished to see each member take two topics and preparing two paragraphs about each topic. Chairperson McBride also suggested a Saturday morning workshop, and noted that she would check with members of the community who could be of assistance. Each member chose two topics they preferred, and agreed to solicit input from other Commission members as needed.

4. FUTURE AGENDA ITEMS

(11:08:08) – Mr. Krahn suggested inviting the BAC representatives, re-agendizing today’s item 3B, and looking into the possibility of a strategic planning meeting.

5. PUBLIC COMMENTS

(11:12:11) – None.

6. FOR POSSIBLE ACTION ON ADJOURNMENT

(11:12:23) – MOTION: Member D’Anneo moved to adjourn. The motion was seconded by Member Cook. The meeting was adjourned at 11:12 p.m.

The Minutes of the July 15, 2015 Carson City Cultural Commission Subcommittee meeting are so approved this 12th day of August, 2015.

TERRI MCBRIDE, Chair

(9:09:10) – Gina Hill, Brewery Arts Center (BAC) Executive Director, gave an update of the current BAC status. She also gave the mission statement and the role BAC would play, noting that they did not have staff currently, but had the facility to accomplish the Commission's goals. Commissioner D'Anneo inquired about the additional staff necessary to accomplish this mission.

B. FOR POSSIBLE ACTION: TO DEVELOP A CARSON CITY ARTS AND CULTURE MASTER PLAN.

(9:20:01) – Commissioner Abowd stated that a Grants Administrator position was approved during the past Board of Supervisors (BOS) meeting, and suggested working with that individual.

(9:21:58) – Chairperson McBride suggested that each subcommittee member present a consolidated section of the Master Plan they had selected to update with other members' input.

(9:25:05) – Commissioner Cook presented the Visual Arts and Fund Raising sections. She identified the cultural and entertainment events offered in the City. Discussion ensued regarding grants. Sharon Rosse of Capital City Arts Initiative (CCAI) offered to provide CCAI attendance numbers if needed.

(9:46:35) – Chairperson McBride presented the Visual Arts and Fund Raising sections. Discussion ensued about the freeway art and the possibilities acquiring public art on murals, storage containers, etc. She also proposed art festivals and art programs in or with the schools, held by volunteer artists. Ms. Hill explained that the BAC planned to expand the Artisan Store and offered the ballroom as an exhibit space, in addition to the free art classes offered to disadvantaged children near the Empire Elementary School. Ms. Rosse expressed her disagreement with Vice Chair McBride's proposal to encourage volunteers to provide outdoor art. She believed that artists should be paid. Discussion ensued regarding the role of the Jazz and Beyond Festival.

(9:58:11) – Commissioner D'Anneo stressed the importance of funding and the involvement of businesses, and believed that the marketing efforts should be conducted by paid staff. Commissioner Abowd mentioned former discussions of turning the Nevada State Prison into an artists' colony. An audience member explained that the Wine Walk may morph into an Art and Wine Walk. Discussion ensued regarding efforts to keep the Nevada State Museum open on Mondays as well.

(10:32:13) – Commissioner D'Anneo presented the Economic Development/Urban Design and the Organizational Development Support sections. She wished to engage local and State governments in order to receive funding, and wished to clearly identify all art-related organizations. Commissioner D'Anneo suggested having a single and impartial coordinating agency. Commissioner Abowd encouraged spreading art throughout the City and not limiting it to downtown. Discussion ensued regarding supporting the School Board's art programs in the schools.

(10:33:34) – Chairperson McBride identified the need for a local options tax to have a consistent revenue stream, in coordination with several related entities such as the Historic Resources Commission. She also recommended that should a local arts agency for Carson City is established, its role should be one to develop, support, and become a resource for the entire arts community. Funding options were also discussed as potential additions to the Master Plan.

PUBLIC COMMENTS

(10:37:33) – Ms. Rosse announced that the CCAI was included in the State of the Arts Nevada Museum of Art event to be held that afternoon.

C. FOR POSSIBLE ACTION: TO SELECT A DATE IN AUGUST FOR A CULTURAL COMMISSION WORKSHOP ON THE CITY’S ARTS AND CULTURE MASTER PLAN.

(10:39:28) – Chairperson McBride entertained agenda suggestions for the next subcommittee meeting. Commissioner D’Anneo suggested reviewing the Strategic Plan which was developed in 2011. Chairperson McBride offered to bring back statistics from the state demographer to create a more diverse plan. She also suggested that the subcommittee members edit their documents by incorporating this meeting’s discussions.

(10:47:55) – Chairperson McBride suggested having the workshop after the last subcommittee meeting in August. Mr. Krahn explained that he had a facilitator in mind but would need to confirm prior to announcing a name. Chairperson McBride offered to consolidate all the comments into a single document for discussion during the workshop. Discussion ensued regarding soliciting donations as part of the property tax or the utility bills.

There were no public comments.

D. FOR POSSIBLE ACTION: TO CANCEL THE SUBCOMMITTEE’S AUGUST 12 AND/OR AUGUST 26, 2015 MEETINGS.

(10:57:45) – MOTION: I move to cancel the August 26, 2015 Cultural Commission Subcommittee meeting.

RESULT:	APPROVED (3-0-0)
MOVER:	McBride
SECONDER:	D’Anneo
AYES:	Cook, D’Anneo, McBride
NAYS:	None
ABSTENTIONS:	None
ABSENT:	None

4. FUTURE AGENDA ITEMS

(10:05:23) – Mr. Krahn noted that the 2011 Strategic Plan Review would continue in the next meeting, in addition to planning for the workshop.

5. PUBLIC COMMENTS

There were no additional public comments.

6. FOR POSSIBLE ACTION ON ADJOURNMENT

(11:08:38) – Commissioner D’Anneo moved to adjourn. The motion was seconded by Commissioner Cook. Motion carried 3-0-0.

The Minutes of the July 29, 2015 Carson City Cultural Commission meeting are respectfully submitted on October 6, 2015.

Susan Merriwether, Clerk - Recorder

By: 

Tamar Warren, Deputy Clerk/Recording Secretary

(9:07:00) – MOTION: I move to approve the July 15 subcommittee meeting minutes.

RESULT:	APPROVED (3-0-0)
MOVER:	D’Anneo
SECONDER:	Cook
AYES:	Cook, D’Anneo, McBride
NAYS:	None
ABSTENTIONS:	None
ABSENT:	None

2. MODIFICATIONS TO THE AGENDA

(9:08:41) – None.

3. MEETING ITEMS:

A. FOR POSSIBLE ACTION: TO IDENTIFY TOPICS AND/OR ISSUES IN THE DRAFT/UN-ADOPTED CARSON CITY CULTURAL COMMISSION’S STRATEGIC PLAN (DATED JANUARY 2011) FOR USE IN THE CARSON CITY ARTS AND CULTURE MASTER PLAN.

(9:09:05) – Chairperson McBride introduced the item. Commissioner D’Anneo commented that the 2011 strategic plan, incorporated into the record, was well-written and non-biased. The subcommittee discussed the plan and suggested several “well-written key points” which could be incorporated into the draft Master Plan. Discussion ensued regarding funding, and the possibility of bringing another ordinance to the Board of Supervisors.

There were no public comments.

(9:36:52) – MOTION: “I move to identify the Strategic Plan that was drafted in 2011 by the Carson City Cultural Commission (CCCC) to be used in the final drafting of the Arts and Culture Master Plan when we meet with the full Commission, with the following specific items that the Subcommittee recommends as integral: the definition of the CCCC at the top of page 2, the ordinance sections that lay out the purpose of the CCCC (pages 3-5), pages 7 and 8 which outline the goals of the CCCC, page 10 which lists the performance indicators, and pages 13 and 14 which outline the direction, priorities, and goals.

RESULT:	APPROVED (3-0-0)
MOVER:	McBride
SECONDER:	Cook
AYES:	Cook, D’Anneo, McBride
NAYS:	None
ABSTENTIONS:	None
ABSENT:	None

B. FOR POSSIBLE ACTION: TO DEVELOP A CARSON CITY ARTS AND CULTURE MASTER PLAN.

(9:39:59) – Chairperson McBride gave background and explained that all changes and edits made by the subcommittee had been given to Staff for consolidation. She also stated that she was scheduled to meet with Mr. Krahn to work on inserting the subcommittee’s changes in the Creative Capital document. Chairperson McBride also distributed a Demography and Ethnic Diversity document, incorporated into the record and published by the State demographer, for discussion regarding the demographic and diversity changes in the community.

PUBLIC COMMENTS

(9:50:09) – Ms. Rosse announced that CCAI’s March through June exhibit will be held in conjunction with Native American artists, in the Sierra Room of the Community Center.

(9:51:25) – Ms. Hill stated that the Ash Canyon Poets now meet at the BAC. Ms. Hill also noted that the 21 percent Hispanic population seemed low and Chairperson McBride commented that the data was from the 2010 census. Discussion ensued regarding ways to reach the Hispanic community and their cultural needs. The Empire neighborhood was identified as the largest area housing the Hispanic population.

C. DISCUSSION ONLY ON THE PLANNING EFFORTS FOR THE CULTURAL COMMISSION’S ARTS AND CULTURAL MASTER PLAN WORKSHOP.

(10:11:15) – Chairperson McBride introduced the item. The subcommittee members discussed potential dates and available venues for the workshop. Mr. Moellendorf suggested September 24, 2015 as a possibility, noting the Sierra Room availability for that date.

PUBLIC COMMENTS

(10:25:10) – Ms. Rosse thanked the subcommittee for all their hard work and inquired whether the CCAI Board should be present. Chairperson McBride clarified that it would be an open meeting and would involve the entire Cultural Commission.

4. FUTURE AGENDA ITEMS

(10:37:29) – Mr. Krahn explained that the workshop would take place in September and the Master Plan would be finalized in November for BOS review in January. An October meeting was also suggested.

5. PUBLIC COMMENTS

There were no additional public comments.

6. FOR POSSIBLE ACTION ON ADJOURNMENT

(10:31:33) – Commissioner D’Anneo moved to adjourn. The motion was seconded by Commissioner Cook. Motion carried 3-0-0.

The Minutes of the July 29, 2015 Carson City Cultural Commission meeting are respectfully submitted on October 6, 2015.

Susan Merriwether, Clerk - Recorder

By: T. Warren

Tamar Warren, Deputy Clerk/Recording Secretary