



## MINUTES OF THE NOVEMBER 21, 2017 COMMISSION MEETING

### COMMISSIONERS PRESENT:

Terri McBride, Chair  
Barbara D'Anneo, Vice Chair  
Janet Geary  
Karen Abowd  
Elinor Bugli  
Lupe Ramirez  
Sandra Nagel

### STAFF PRESENT:

Chris Kipp, Operations Manager  
Mark Salinas, Director of Arts & Culture  
Linda Macauley, Administrative Assistant

### OTHERS PRESENT:

Iris Yowell, Carson City Deputy District Attorney  
Myron Freedman, Director of Nevada State Museum  
Terri McNutt, General Manager Silver Oak Golf Course &Conference Center  
Rhonda Abend, Director of the Carson City Classic Cinema Club  
Tony Manfredi, Executive Director of the Nevada Arts Council  
Kristy Dial, President of the Nevada Gourd Society  
Maureen Conlin, Arts for Children of Nevada (AFCON)  
Marla Miles, Nevada Artists Association  
Dan Palmer, Former Resident & Musician

**1.** Call to Order

**2.** Roll call was taken and a quorum was present.

**3. MS. MCBRIDE BROUGHT THE NEXT ITEM TO THE COMMISSIONER'S ATTENTION –**

**PUBLIC COMMENT:** three minute time limit.

**Mr. Freedman** reported on the Day of the Dead celebration at the Nevada State Museum which was led in partnership with the WNC Latino Cohort (Lupe Ramirez) and the CTA (Mark Salinas). This partnership produced a wonderful weekend of events. Mr. Freedman thanked all of the sponsors who allowed free admission to the museum in which around 1,000 people attended the museum over the weekend celebration.

**Ms. McNutt** reported that the owner of the golf course has an extensive automobile collection with many old Cadillacs buried in the driving range creating the opportunity for a painting competition for the cars. Expected participants, both children and adults of all disciplines, would pick a car and a theme for their entry. The deadline for entry is January 31<sup>st</sup>. Western Nevada College artists will be the jurors to distribute awards and prizes.

**Ms. Abend** reported that for the last 3 ½ years their organization has steadily grown. They are going to continue growth through a marketing and membership drive this year. They are a 501 C3 which shows classic films at the BAC on the first Tuesday of every month. This programming raises funds to assist in their mission to help kids get involved with the arts. They are looking into community summer events with DBA members, an annual holiday gala to raise money to sponsor an art camp at the Children's Museum. Ms. Abend thanked Mr. Salinas for all of his hard work getting the word out about them.

**Mr. Manfredi** introduced himself as the new Executive Director of the NAC. He is excited about everything Mr. Salinas and the Commissioners are doing and offered the NAC assistance going forward.

**4. MS. MCBRIDE BROUGHT THE NEXT ITEM TO THE COMMISSIONER'S ATTENTION –**  
**FOR POSSIBLE ACTION:** Approval of September 11, 2017 CCCC Meeting.

**Mr. Salinas** stated there is a correction; Mr. Horvath's name was included in the minutes but he was absent. **Ms. McBride** reported some corrections and would like all references to them being a board to stop.

**Ms. Bugli** made a motion to approve the minutes as changed.

Second – **Ms. Abowd**

Approved – Unanimously

**5. MS. MCBRIDE BROUGHT THE NEXT ITEM TO THE COMMISSIONER'S ATTENTION –**  
**FOR POSSIBLE ACTION:** Adoption of the Agenda.

**Mr. Salinas** regarding agenda item # 8b Mr. Horvath is absent and will not have an update of the past two months.

**6. MS. MCBRIDE BOUGHT THE NEXT ITEM TO THE COMMISSIONER'S ATTENTION –**  
**FOR DISCUSSION:** A presentation by Nevada Gourd Society.

**Ms. Dial** reported the Nevada Gourd Society started in 2016 and currently has 60 members statewide with 40 of them in Carson City. The American Gourd Society has 2000-3000 members nationwide, and from them, the Nevada Gourd Society won \$1,700 for winning a membership drive. Award money was used towards their 3-day arts festival which ran September 23-25 at Fuji Park. Monies raised from the festival were in turn donated to non-profit Kids and Horses (\$1000). With a private matching donor grant of \$1000, Ms. Dial's organization made an additional donation to Holiday with a Hero (\$500). The event will return next year. Ms. Dial thanked Mr. Salinas for all of his help.

**Mr. Salinas** stated there are often national studies about the economic impact that the arts has on communities and wondered if they capture such examples of non-profits making financial contributions to other non-profits such as the case of the Nevada Gourd Society. Mr. Salinas offered printing and marketing from the CTA. **Ms. D'Anneo** asked Mr. Salinas and the CTA for a Commissioner arts and events calendar for 2018. **Ms. Geary** stated that Nevada Magazine has print and social media assistance available.

**7. MS. MCBRIDE BROUGHT THE NEXT ITEM TO THE COMMISSIONER'S ATTENTION –**  
**FOR DISCUSSION:** A Presentation by Arts for Children of Nevada.

**Ms. Conlin** introduced Arts for Children of Nevada as a 501(c)3 organization (in progress) offering children's classes, music, art, creative writing, puppetry and clowning. She felt there was currently a lack of such affordable programs of community exchange. Ms. Conlin's daughter in Tucson, Arizona creates wall mosaics and could potentially come to Carson City to work with the kids. Another potential project is for children to create artwork for children patients in hospitals. Ms. Conlin reported that she did get a grant to set up the non-profit and is working on putting together a board of directors and additional private donors. Potential locations for a facility include the Children's Museum.

**8. MS. MCBRIDE BROUGHT THE NEXT ITEM TO THE COMMISSIONER'S ATTENTION –**  
**NON-ACTION ITEMS:**

**Mr. Salinas** stated that the commission meets every other month so some of these things have already passed and it is his goal to eventually meet every month.

- a. **Director of Arts & Culture Report – Slide Show Update -Mark Salinas**
  - ✓ Artistic Bike Rack Welders
  - ✓ Da Vinci Sculpture Installation
  - ✓ Huey Helicopter
  - ✓ Parade Float/NEA Big Read
  - ✓ National State Arts Agencies
  - ✓ Reno Mural Event
  - ✓ Reno/Tahoe American Marketing Assoc. Luncheon
  - ✓ RAC Grant
  - ✓ Burning Man Analytics
  - ✓ Capitol Collage
  - ✓ Café at Adele's Donated Luncheon to NV Day Parade Grand Marshals
  - ✓ Juror for Department of Conservation & Natural Resources
  - ✓ NAC Art in the Hearts Conference in Las Vegas
  - ✓ WESTAF Arts Conference: Future History of Public Art
  - ✓ Western Industrial Nevada Breakfast Meeting
  - ✓ American Indian Achievement Awards
  - ✓ Press updates
  - ✓ Levitt Amp finalists

**Ms. D'Anneo** stated that Mr. Salinas has done a wonderful job this year and looks forward to next year.

**Ms. Ramirez** thanked Mr. Salinas for including the students from WNC in getting them out into the community.

- b. **Marketing Update – Kyle Horvath:** Absent

- c. **CCCC Municipal Code Revision Update – Mark Salinas**

Mr. Salinas reported that he reviewed Municipal Chapter 2.41 (created in 2008) with Ms. Yowell. It states: "The commission will work with its partners in the community including, but not limited to, the Carson City Arts & Culture Coalition, Western Nevada College, Nevada Department on Cultural Affairs, Carson City's Convention & Visitors Bureau, the Carson City Redevelopment Authority and Carson City's future downtown business improvement district."

Mr. Salinas stated that these organizations are actually collaborating parties and not appointing members. Based upon his research of other Cultural Commissions throughout the nation, Commissioners were appointed based upon vacancies for artists, educators, citizens-at-large, governing authorities, etc. Other studies show a further collection of personal information. The Commission seeks to be the voice of the community and the more diverse that Commission is the more it helps Carson City. It is his goal to work with the Commission and Ms. Yowell to update the document in the future but for now he chooses to continue going forward as it is currently written. **Ms. Bugli** stated that she was appointed and has no problem with that change.

**Ms. Yowell** reported that working on the policies and procedures on a public art policy has been a great learning experience. With that, they are going to work on the ordinance changes that are applicable to the public art policy at the same time. Ms. Yowell stated that they are looking at having it done by the summer.

**Mr. Salinas** stated that he is reviewing the Cultural Master Plan as well as the Cultural Commission charter while creating the Policies & Procedures. **Ms. Abowd** asked how this impacts public art so that process can go forward sooner as opposed to later. **Ms. Yowell** reported they had a meeting yesterday with the different departments to discuss some of the requirements they would like to see and are probably about in the middle of where things need to be. **Mr. Salinas** stated that the bike racks along with welding and the large sculpture are two tough first projects.

**d. CTA Update – Chris Kipp**

The September Transient Lodging Report the total room revenue for 2017 was up 35% from 2016 and the occupancy was at 72%.

**e. Future Agenda Items – Mark Salinas**

**Ms. McBride** stated she would like a report on the next agenda in January because she is concerned about the level of marketing that was done for the Capitol Collage event. She would like a marketing report on what was done to promote the Capital Collage event. Specifically print media, social media, radio ads or press releases, and any other outreach.

Ms. McBride also stated that she would like to know how the marketing resources within the Culture & Tourism Authority are allocated and how much has been allocated for arts and culture promotion. What she is looking for is staff hours, percentage of time and would also like to know how those resources are prioritized. Who makes the decision on what gets marketed and what week it gets marketed, week of the event or six months before? She would like specific numbers on what happened with Capital Collage so the Commission can advocate for further funding if needed.

**Mr. Salinas** stated that he will pass that on to Mr. Horvath. **Ms. Bugli** stated that in the past there were organized co-promotions from several arts organizations and now it all goes through the CTA. **Ms. Ramirez** stated there was not a professional photographer at the Day of the Dead event and as a result, no documentation for next year's promotion.

**Ms. Abowd** asked as a future agenda item possibly taking Capital Collage to the next level and doing a Mardi Gras event in February.

**Ms. D'Anneo** stated that she agrees with Ms. McBride that she would like to know about the allocation of time and resources in terms of marketing and public relations. She continued that there needs to be a fair distribution of time, energy, and money for marketing all organizations that are putting on events. She would like to see an up to date calendar 4-6 months in advance. **Ms. Abowd** stated out is there is a specific percentage from the CTA that is allotted to the arts and culture and that it is up to us to figure out how we take those fixed monies and make the most of it. **Ms. D'Anneo** stated we need to be more visible. **Mr. Salinas** sought clarification, asking if the Commission wanted a marketing strategy for arts & culture. **There was Commission agreement.** **Ms. McBride** confirmed and continued saying and where that fits into the mission of the CTA. **Mr. Salinas** summarized the future agenda items as: Bobbie Rahder, Mr. Horvath's report, discussion on marketing strategy, and Capitol Collage/Mardi Gras.

**f. Upcoming Meetings**

1. 12/19/17 4:00 pm CTA Board of Directors
2. 01/08/18 4:00 pm CTA Board of Directors
3. 01/08/18 5:30 pm Carson City Cultural Commission

**9. MS. MCBRIDE BROUGHT THE NEXT ITEM TO THE COMMISSIONER'S ATTENTION – PUBLIC COMMENTS AND DISCUSSION (three minute time limit):**

**Ms. Miles** reported that the Nevada Day show is on display. The gallery will be closed December 26 - January 13 to remodel the gallery. Ms. Miles reported that she is the outgoing president for the Nevada Artists Association and she introduced her successor Fred Howland who was present in the audience.

**Mr. Palmer** introduced himself as a full time musician and a Carson City/Sacramento resident. He expressed interest in serving on the Commission, but his residency status does not allow for it. Mr. Palmer stated that he was excited to hear that Mr. Salinas was hired as the Arts Director and would like to be involved somehow going forward.

**10. MS. MCBRIDE BROUGHT THE NEXT ITEM TO THE COMMISSIONER'S ATTENTION -**

**COMMISSIONER COMMENTS AND ANNOUNCEMENTS:** Topics not relating to current Agenda.

**Ms. Abowd** reported that the Green House Flower Baskets campaign is underway with a total of 80 baskets and 20 sponsors thus far. Ms. Abowd also thanked their sponsors, angel donors and the attendees who came to the Harvest Dinner which raised \$45,000 for the program. The Concert under the Stars is slated for July 11, 2018 with Jefferson Starship.

**Ms. Geary** reported that Travel Nevada magazine has an Events & Shows specifically for Northern Nevada including cultural events section and please let her know of any cultural events coming up.

**Ms. Bugli** stated the Arts & Culture Coalition will have a meeting November 28 at the Nevada Arts Association Gallery. Mile High Jazz Band will have a Holiday Jazz and Poetry event at Comma Coffee December 12 featuring Jakki Ford. The Carson City Symphony Association will have the Carson's Children's Choir at Heritage Park November 30 and in Carson City December 2.

**11. MS. MCBRIDE BROUGHT THE NEXT ITEM TO THE COMMISSIONER'S ATTENTION –**

**FOR POSSIBLE ACTION:** To Adjourn.

**Ms. Abowd** moved to adjourn at 6:55.

## Second – Ms. D'Anneo

Approved – Unanimously

Approved: Terri McBride

Attest: \_\_\_\_\_

Tapes of this meeting are available at the office of the Carson City Culture & Tourism Authority, 716 North Carson Street, Carson City, Nevada 89701.

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