

**MINUTES**  
**Regular Meeting**  
**Carson City Cultural Commission (CCCC)**  
**Tuesday, March 15, 2022 • 5:30 PM**  
**Community Center Robert “Bob” Crowell Board Room**  
**851 East William Street, Carson City, Nevada**

**Commission Members**

<b>Chair – Barbara D’Anneo</b>	<b>Vice Chair – Karen Abowd</b>
<b>Commissioner – Christopher Leyva</b>	<b>Commissioner – Stan Jones</b>
<b>Commissioner – Sierra Scott</b>	<b>Commissioner – Susan Mowers</b>
<b>Commissioner – Bethany Drysdale</b>	

**Staff**

Nancy Paulson, City Manager
Debra Soule, Arts and Culture Program Manager
Todd Reese, Deputy District Attorney
Danielle Howard, Public Meetings Clerk

**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).

**1. CALL TO ORDER**

(5:35:09) – Chairperson D’Anneo called the meeting to order at 5:35 p.m.

**2. ROLL CALL, AND DETERMINATION OF QUORUM**

(5:35:59) – Roll was called, and a quorum was present.

Attendee Name	Status	Arrived
Barbara D’Anneo, Chair	Present	
Karen Abowd	Present	
Christopher Leyva	Absent	
Stan Jones	Present	
Sierra Scott	Present	
Susan Mowers	Present	
Bethany Drysdale	Present	

**3. PUBLIC COMMENTS (THREE-MINUTE TIME LIMIT)**

(5:36:11) – Chairperson D’Anneo entertained public comments. Capital City Arts Initiative (CCAI) Executive Director Sharon Rosse introduced the new exhibition *Watercolor Stories* by Colleen Reynolds, featured in the Carson City Community Center’s Robert “Bob” Crowell Board Room, and the reception for the artist was scheduled for Wednesday, March 23, 2022 from 5:00 p.m. to 6:30 p.m., with the artist introduction starting at 5:30 p.m. She requested the mailing and email addresses of the new Commissioners to include on CCAI’s contacts. She indicated that the exhibition titled *Two Views* by Robert Ibarra and Cesar Piedra was being displayed at the Carson City Courthouse Gallery until the end of May 2022, and the exhibition titled *Figure Studies* by Phyllis Shafer was

displayed at the Western Nevada College (WNC) Bristlecone Gallery, which consisted of Ms. Shafer's demonstration drawings from decades of teaching life drawing that were all for sale. She mentioned that the Carson High School CCAI Student Gallery exhibition titled *Photo Finished 2022* would be coming down on March 23, 2022, and the group show by four high schools would be displayed after. In response to Chairperson D'Anneo's question, Ms. Rosse stated that a privately funded scholarship is offered for the high school student shows.

(5:38:47) – Ms. Paulson welcomed the newly appointed CCCC Commissioners, Commissioners Bethany Drysdale and Susan Mowers, and provided a brief description of the Commissioners' backgrounds.

### 3. FOR POSSIBLE ACTION: APPROVAL OF MINUTES – DECEMBER 13, 2021

(5:39:32) – Chairperson D'Anneo introduced the item and entertained corrections and a motion.

**(5:39:37) – MOTION: Vice Chairperson Abowd moved to approve the minutes of December 13, 2021 as presented.**

<b>RESULT:</b>	<b>APPROVED (6-0-0)</b>
<b>MOVER:</b>	Abowd
<b>SECONDER:</b>	Jones
<b>AYES:</b>	D'Anneo, Abowd, Jones, Scott, Mowers, Drysdale
<b>NAYS:</b>	None
<b>ABSTENTIONS:</b>	None
<b>ABSENT:</b>	Leyva

### 4. FOR POSSIBLE ACTION: ADOPTION OF AGENDA AS PRESENTED.

(5:40:14) – Chairperson D'Anneo entertained changes and, when none were forthcoming, noted that the agenda was adopted as presented.

### 5. FOR DISCUSSION ONLY ITEMS:

#### 5.a FOR POSSIBLE ACTION: DISCUSSION AND POSSIBLE ACTION TO ELECT A CHAIR AND VICE-CHAIR FOR THE CARSON CITY CULTURAL COMMISSION ("COMMISSION").

(5:40:30) – Chairperson D'Anneo introduced the item and entertained nominations.

**(5:40:59) – Vice Chairperson Abowd moved to nominate Barbara D'Anneo to the position of CCCC Chair.**

<b>RESULT:</b>	<b>APPROVED (6-0-0)</b>
<b>MOVER:</b>	Abowd
<b>SECONDER:</b>	Drysdale
<b>AYES:</b>	D'Anneo, Abowd, Jones, Scott, Mowers, Drysdale
<b>NAYS:</b>	None
<b>ABSTENTIONS:</b>	None
<b>ABSENT:</b>	Leyva

(5:41:10) – Chairperson D’Anneo moved to nominate Sierra Scott to the position of CCCC Vice Chair.

<b>RESULT:</b>	<b>APPROVED (6-0-0)</b>
<b>MOVER:</b>	D’Anneo
<b>SECONDER:</b>	Mowers
<b>AYES:</b>	D’Anneo, Abowd, Jones, Scott, Mowers, Drysdale
<b>NAYS:</b>	None
<b>ABSTENTIONS:</b>	None
<b>ABSENT:</b>	Leyva

**5.b FOR DISCUSSION ONLY: DISCUSSION AND PRESENTATION REGARDING AN UPDATE ON THE ARTS AND CULTURE PROGRAM ACTIVITIES SINCE THE LAST CARSON CITY CULTURAL COMMISSION ("COMMISSION") MEETING HELD IN DECEMBER 2021.**

(5:41:46) – Chairperson D’Anneo introduced the item. Ms. Paulson informed the Commissioners that one of the topics during the February 25, 2022 Carson City Board of Supervisors (BOS) retreat was the Arts and Culture Program, and representatives from the Carson City Culture and Tourism Authority (CTA) and the CCCC were present at the retreat, which had allowed some important decisions to be made to “clear the path to do some actual exciting things in arts and culture for the future.” She stated that after having researched the duties and the authority of the CCCC, the Carson City District Attorney’s Office determined that the CTA does not have the inherent authority to oversee the Arts and Culture Program, and the BOS were provided with different options to address that issue with consideration of the Arts and Culture Manager position and the 1 percent transient tax being under the purview of the CTA. She indicated that the BOS chose the option to create a City-funded Arts and Culture Division under the Carson City Parks and Recreation Department to implement the City responsibilities as defined in the proposed Carson City Arts and Culture Strategic Plan, and the position and additional funding for programming would be added to the City’s fiscal year (FY) 2023 Budget to be finalized by the BOS in April 2022. Ms. Paulson stated that the BOS discussed the CCCC and advised that the City should retain the CCCC but also look into redefining its functions and identifying the CCCC’s roles and responsibilities in implementing the Arts and Culture Strategic Plan.

(5:49:55) – Ms. Soule presented on the following regarding the Arts and Culture Program activities:

- The Cultural Mapping Project was initiated to accompany the Carson City Arts and Culture Strategic Plan, and the cultural mapping function would offer interactive online layers of a map that would identify all Carson City arts and cultural assets. Ms. Soule had been working on the stages of developing the database for that cultural mapping, which includes arts and culture organizations and facilities, heritage sites and properties, City creative economy businesses, public art, and arts and cultural event locations, and she believed approximately 80 percent of this process had been completed.
- Ms. Soule completed the first draft of the Carson City Public Art Policy, and it had been submitted to the City for coordination regarding implementation across City departments.
- A 12-page, glossy Arts and Culture Events Calendar had been prepared for 2022 in consultation with local arts and culture organizations, and 5,000 copies had been printed for distribution to organizations and hotels and lodging properties so residents and visitors will be more aware of the wide range of arts and culture events taking place in Carson City.

- Because of the significance of Carson City in Mark Twain's history, Ms. Soule suggested considering a three-day cultural festival, focused in the downtown area, to celebrate Mark Twain's life and adventures in the City, and the suggestion has "immediately generated a tremendous amount of interest." The festival will take place on April 21 to April 23, 2023 during shoulder season so there would be fewer conflicting events, and the lodging properties would have capacity for visitors. A Planning Committee was established for the event, and Ms. Soule believed that Mark Twain's quote "never let the truth get in the way of a good story" sets the tone for the event. Additionally, activities were being planned for the event, including a Mark Twain Look-A-Like Runway Competition, special activities at the former Clemens Home, and literary and musical performances, and vendors and any other themed ideas were being explored. There would be possible activities with the local schools leading up to the event in order to involve the community.
- The project in progress, Art on the Trail, would involve an environmental art component, and it would be a new "outdoor art experience" being planned for this year to reflect the City's "great reputation for outdoor recreation." Art stations would be situated along selected trails that would provide the opportunity for visitors and residents to enjoy a range of outdoor arts activities, including outdoor painting, learning about environmental arts, and gourd art demonstrations, and the day would end with a musical performance over dinner at the Silver Saddle Ranch.
- A mural project was proposed to minimize the visual impact due to the Mercury Cleaners Project, as a demolition project would commence on Curry Street in approximately two to four years, and a mural was proposed to screen the site through the initial form of a mesh fence with a banner that has photographic views of the City. Eventually, a wood fence would be installed, and Ms. Soule had proposed creating movable panels to be displayed at the location that would be the first art weeks for a more permanent set of art installations in the downtown area depicting the history of the City. She added that because there were funds available by the individuals working on the remediation project, the funds would not have to come from the City's budget for the first mural.

(5:58:33) – Chairperson D'Anneo entertained Commissioner comments, and Ms. Soule responded to clarifying questions. Vice Chairperson Abowd commented that the presented items were "absolutely awesome," and she commended Ms. Soule.

**5.c FOR POSSIBLE ACTION: DISCUSSION AND POSSIBLE ACTION REGARDING A REVIEW AND UPDATE OF THE CARSON CITY CULTURAL COMMISSION'S ("CCCC") FUNCTIONS AS IDENTIFIED IN CARSON CITY MUNICIPAL CODE ("CCMC") 2.41.070, INCLUDING A POSSIBLE RECOMMENDATION TO THE BOARD OF SUPERVISORS TO CONTINUE OR AMEND THE FUNCTIONS OF THE CCCC.**

(6:02:08) – Chairperson D'Anneo introduced the item. Ms. Paulson referenced a Slideshow presentation and the accompanying documents, all of which are incorporated into the record, and she and Ms. Soule responded to clarifying questions.

(6:05:42) – Vice Chairperson Abowd wished to add "promoting cultural tourism" to #8 of the CCCC functions, which Mr. Reese confirmed would be acceptable.

(6:07:06) – Based on Ms. Soule's suggestion, Commissioner Scott recommended modifying #7 of the proposed redefined functions to read:

*“Investigation of an eventual non-profit local arts agency dedicated to promoting the arts through fundraising, seeking grants from government sources, state art agencies, and foundations, and providing sub-grants to local organizations.”*

(6:09:21) – Commissioner Drysdale commented that #2 and #7 of the proposed redefined functions seemed to be “a bit repetitive of one another.” Concerning #7 and based on his knowledge of the National Endowment of the Arts (NEA), Mr. Reese indicated that there are multiple ways for getting funding, including through a government local arts agency as well as “a separate track” through a non-profit local arts agency. He added that a local arts agency may be able to acquire funding that may not be available or possibly in addition to a local arts agency that is a part of the City. Commissioner Scott clarified that there are sometimes separate opportunities for funding; however, the City of Reno, as an example of a local arts agency, received approximately \$700,000 of the American Rescue Plan (ARP) grant through the NEA, and it was the only local arts agency that got the subgrant in Nevada, which was almost equal to what the Nevada Arts Council received from the NEA for the entire State.

(6:12:33) – Discussion ensued regarding whether to table the item until the position, referenced during item 5.b, had been filled, during which Mr. Reese and Ms. Soule provided feedback for the consideration of the Commissioners.

**(6:20:09) – MOTION: Commissioner Jones moved to accept all the changes as discussed.**

<b>RESULT:</b>	<b>APPROVED (6-0-0)</b>
<b>MOVER:</b>	Jones
<b>SECONDER:</b>	Scott
<b>AYES:</b>	D’Anneo, Abowd, Jones, Scott, Mowers, Drysdale
<b>NAYS:</b>	None
<b>ABSTENTIONS:</b>	None
<b>ABSENT:</b>	Leyva

**5.d FOR POSSIBLE ACTION: DISCUSSION AND POSSIBLE ACTION REGARDING A RECOMMENDATION TO THE CARSON CITY BOARD OF SUPERVISORS ("BOARD") CONCERNING PROPOSED REVISIONS AND UPDATES TO THE TEXT, GOALS, AND STRATEGIES OF THE CARSON CITY ARTS & CULTURE MASTER PLAN INCLUDING CHANGING THE TITLE OF THE PLAN TO CARSON CITY ARTS AND CULTURE STRATEGIC PLAN 2022-2026 ("PLAN") AND ADDING AN IMPLEMENTATION SECTION.**

(6:20:38) – Chairperson D’Anneo introduced the item. Ms. Soule referenced a Slideshow on the proposed Carson City Arts and Culture Strategic Plan for 2022-2026, which is incorporated into the record, and responded to clarifying questions.

(6:24:18) – Vice Chairperson Abowd believed that 6.3 of the outlined Strategies should be inclusive of contemporary art so it reads:

*“Prepare a public art policy and oversee a public art program for the creation and inclusion of artwork in public spaces to include contemporary art that reflects the City’s unique cultural heritage and identity, to enhance our cityscape and the artistic richness of the capital city.”*

Ms. Soule indicated that the change could be added.

(6:25:31) – Chairperson D’Anneo complimented the proposed Strategic Plan and believed that “you’ve captured just about everything that we need to have.” She wished to move forward with the proposed Strategic Plan. Commissioner Drysdale noted that the proposed Strategic Plan is “so comprehensive,” and she appreciated the addition of contemporary art because she believed it is “very easy to fall back into history as our culture, and it’s not just history; it’s things happening now.” She also agreed with Chairperson D’Anneo’s input. Commissioner Mowers echoed Commissioner Drysdale’s sentiments, and she supported the inclusion of diversity and inclusiveness in Goal #5, as she did not wish for the CCCC to be “so narrow in our definition of culture that we exclude our more diverse communities in the City, and I think it could be really adding to the richness of the culture.”

(6:27:23) – Chairperson D’Anneo entertained a motion.

**(6:27:31) – MOTION: Vice Chairperson Abowd moved to recommend to the Board of Supervisors approval of the Arts and Culture Strategic Plan as presented with the one addition as suggested.** Chairperson D’Anneo entertained further discussion, Commissioner comments, and public comments and, when none were forthcoming, called for a vote.

<b>RESULT:</b>	<b>APPROVED (6-0-0)</b>
<b>MOVER:</b>	Abowd
<b>SECONDER:</b>	Scott
<b>AYES:</b>	D’Anneo, Abowd, Jones, Scott, Mowers, Drysdale
<b>NAYS:</b>	None
<b>ABSTENTIONS:</b>	None
<b>ABSENT:</b>	Leyva

**5.e FOR POSSIBLE ACTION: DISCUSSION AND POSSIBLE ACTION REGARDING UPDATING OR AMENDING THE REDEVELOPMENT SPECIAL EVENT GRANT GUIDELINES FOR ARTS AND CULTURE, INCLUDING AMENDING THE GUIDELINES TO SPECIFY THAT FUNDS PROVIDED FROM THE CARSON CITY REDEVELOPMENT AUTHORITY ("RDA") MAY BE USED TO CARRY OUT ANY OF THE STRATEGIES INCLUDED IN THE PROPOSED CARSON CITY ARTS & CULTURE STRATEGIC PLAN 2022-2026 AS LONG AS THEY ARE ALLOWED USES PURSUANT TO THE RDA REDEVELOPMENT AREA PLANS.**

(6:28:15) – Chairperson D’Anneo introduced the item. Ms. Soule referenced the Staff Report and the accompanying attachments, all of which are incorporated into the record, and responded to clarifying questions.

(6:32:27) – Commissioner Scott was concerned about implementing “a hard and fast two-year sunset rule,” as she was concerned about dealing with another situation similar to the previous year’s that could lead to arts organizations taking “a hit,” and she supported the statement in the draft proposed Redevelopment Arts and Cultural Development Grant Guidelines, Application, and Final Report Requirements stating that *“if more application requests are received than funding allows, new events or projects will be prioritized.”* She wished to “leave the door open to recurring events if there’s a year down the line that there just aren’t a lot of new events, and then we still have organizations coming in for recurring events that we can still support, but still keeping this priority on new events.” Commissioner Mowers believed that keeping the funds open to new seed money was “really good,” and she suggested a longer period than two years, such as a range of two to five years “that shall be … determined … that you put forth your plan.”

(6:35:01) – Commissioner Jones, as a former Carson City Redevelopment Authority Citizens Committee (RACC) Member, commented that the same issue has existed “year after year” with the same seven or eight organizations applying for the Redevelopment Arts and Cultural Development Grant and anticipating being awarded funds. He noted that there are some organizations that likely truly need the support while other organizations took advantage of the RACC. He believed that “it’s time we make a change.”

(6:35:52) – Ms. Soule explained that “we still have a view of events as the major applicant” for the Grant Program, and the intention was to open the Grant Program to any project and activity that would address the Arts and Culture Strategic Plan through funding. She stated that what is being proposed is that “we will be eligible to designate a local arts organization in Carson City, and once that’s done in a three year period, that local arts agency is available to become a subgranting agency through federal funds that can be subgranted down to our cultural organizations for their projects and events and operations, which is what we’ve been really doing with the Redevelopment funds.” She clarified that there will be other funding pools available over a three-year period. Discussion ensued, during which Commissioner Mowers recommended some sort of extension program that an organization could qualify for by explaining why funding is needed beyond the two years and how long the organization is expecting to use the funding, as there are some organizations that need continual funding in order to succeed, and she pointed out that it may be more difficult for an individual artist to be profitable compared to a big event. Ms. Soule noted that if the Grant is opened to projects that “go beyond just events” and “if we focus on new,” a wider variety of projects could be funded for a limited period of time because those projects are intended to be successful and ensure that the funding is available to “subgrant down” to organizations in the future through the available structures. Commissioner Scott commented that, from a Nevada Arts Council perspective, it has been “really difficult” to get people to apply for project grants, and putting more stipulations on grants “is just tricky.” She added that she was not sure if 10 organizations would apply every year with more funding added to the Grant.

(6:42:10) – Chairperson D’Anneo believed that “it’s how it is approached through messaging, communication, in the press” in regards to how the information is presented to the public, and she stated that “one of the best-kept secrets in Carson is that there was this money available in the past” while there were some organizations that were aware of the grant funding. She believed that the matter was an opportunity, with double the funds, to encourage and seek artists and organizations to present an idea with the Grant. She also believed that the Commission needed to be careful with the directions it goes with consideration of the applicants.

(6:44:40) – Commissioner Scott believed that “the best we can do is just see what comes down the road,” and she hoped that grant stipulations would not be a problem with the Grant for attracting applicants. She was concerned about the evaluation criteria regarding having a more event-specific track and an “other project” track because “the criteria are really separate for those things.” Ms. Soule agreed that the Commission needed to be aware of the scoring rubric, and she explained that she added “if applicable” because, as an example, “artistic merit” may not apply to a project-based application while “educational merit” may apply. Commissioner Scott suggested having two separate criteria for each “track.” Ms. Soule indicated that the second bullet point under “Grant Amount” had some language from the previous Grant guidelines and should instead read:

*“Up to \$10,000 for new/emerging arts and culture projects or events.”*

(6:46:46) – Commissioner Drysdale did not support sunset clauses because “there’s always a worthy exception; there’s always something that needs to be funded longer.” She suggested “a negative quarter point” in the scoring rubric for every year that an event keeps getting funded so that the organization is still eligible, but it would have

to work “really hard” to make up the points elsewhere and show how it is a bigger benefit than a newer event. Discussion ensued regarding the possible language for the scoring rubric to incorporate Commissioner Drysdale’s suggestion, during which Chairperson D’Anneo proposed assigning a small group with Commissioners Drysdale and Scott and Ms. Soule to work on the finer points in the Redevelopment Arts and Cultural Development Grant Guidelines, Application, and Final Report Requirements. The Commissioners agreed to work with Ms. Soule on the matter, though Commissioner Scott was also concerned about the timeline, and Commissioner Drysdale noted that she could meet virtually during the week.

(6:50:44) – Chairperson D’Anneo entertained a motion.

**(6:50:53) – MOTION: Vice Chairperson Abowd moved to approve the draft proposed Redevelopment Arts and Cultural Development Grant Guidelines, Application, and Final Report Requirements as presented and with Ms. Soule’s input on finetuning what need be on the document.**

<b>RESULT:</b>	<b>APPROVED (6-0-0)</b>
<b>MOVER:</b>	Abowd
<b>SECONDER:</b>	Drysdale
<b>AYES:</b>	D’Anneo, Abowd, Jones, Scott, Mowers, Drysdale
<b>NAYS:</b>	None
<b>ABSTENTIONS:</b>	None
<b>ABSENT:</b>	Leyva

## 6. FOR DISCUSSION:

### - CITY MANAGER’S ARTS & CULTURE REPORT

(6:53:13) – Chairperson D’Anneo introduced the item. Ms. Paulson informed the Commissioners that she would be trying to present the Arts and Culture Strategic Plan to the BOS at the April 7, 2022 BOS meeting.

### - COMMISSIONER REPORTS/COMMENTS

(6:54:09) – Chairperson D’Anneo introduced the item and entertained Commissioner reports and comments. Vice Chairperson Abowd provided an update on The Greenhouse Project. She indicated that The Greenhouse Project was in the planning stages of the Plant Sale at this time, which is held the Saturday before Mother’s Day, and the Plant Sale would be in person this year. She added that there is a Shopify account for plants; however, attending the Plant Sale in person would provide the opportunity to show the facility behind Carson High School, and the event would include face painting for children and some food trucks, one of which would be selling tacos. Additionally, two former Carson High School students had established their own business called BobaBabes, and they would be selling boba tea at the event. Vice Chairperson Abowd stated that Mother’s Day baskets would be offered at different price points. In response to Chairperson D’Anneo’s request, Vice Chairperson Abowd indicated that all of the downtown flower baskets had been sponsored, and she noted that The Greenhouse Project Executive Director Jon Ruiter had worked “very hard on that.” She also thanked those involved with sponsoring the baskets.

### - FUTURE AGENDA ITEMS

(6:56:26) – Chairperson D’Anneo entertained requests for future agenda items. Vice Chairperson Abowd believed that the map of public art locations would be helpful for the CCCC in furthering the cultural district.

**- UPCOMING MEETINGS AND EVENTS**

(6:57:30) – Ms. Paulson noted that the next CCCC meeting was scheduled for Monday, June 13, 2022 at 5:30 p.m.

**7. PUBLIC COMMENT:**

(6:57:06) – Chairperson D’Anneo entertained public comments; however, none were forthcoming.

**8. FOR POSSIBLE ACTION: TO ADJORN.**

**(6:58:50) – Chairperson D’Anneo adjourned the meeting at 6:58 p.m.**

The Minutes of the March 15, 2022 Carson City Cultural Commission meeting are so approved this 13<sup>th</sup> day of June 2022.