



## MINUTES OF THE JANUARY 24, 2018 COMMISSION MEETING

- COMMISSIONERS PRESENT:** Terri McBride, Chair  
Barbara D'Anneo, Vice Chair  
Janet Geary  
Karen Abowd  
Lupe Ramirez
- STAFF PRESENT:** Mark Salinas, Director of Arts & Culture  
Linda Macauley, Administrative Assistant  
Kyle Horvath, Marketing Manager
- OTHERS PRESENT:** Nancy Lampson, Carson Valley Quilt Guild  
Terri Peets, Carson Valley Quilt Guild  
Matthew Welter, Timeless Sculptures  
Brian Fitzgerald, Carson Valley Arts Council  
Sharon Rosse, Carson City Arts Initiative  
Fred Howland, Nevada Artists Association  
Iris Yowell, Carson City Deputy District Attorney  
Patty Moen, NV Division of Environmental Protection  
Beth Ellis, Carson City Children's Museum  
Bobbi Rahder, Stewart Indian School  
Mischell Riley, Sculptor  
Joel Dunn, NV Consulting, LLC.

1. Call to Order
2. Roll call was taken and a quorum was present. Elinor Bugli and Sandra Nagel were absent.
3. **MS. MCBRIDE BROUGHT THE NEXT ITEM TO THE COMMISSIONERS' ATTENTION – PUBLIC COMMENT:** three minute time limit.

**Ms. Lampson** thanked Mr. Salinas for inviting her to the meeting. She and Ms. Peets are co-chairs of Carson Valley Quilt Show to be held at Douglas County Community and Senior Center on June 2-3, 2018. There are 135 members in the guild, meeting on the 4<sup>th</sup> Monday of every month at the Methodist Church in Gardnerville at 7:00 p.m. The guild supports a number of community organizations with charitable quilt donations. Ms. Lampson and Ms. Peets showed the Commissioners some samples of their work.

**Mr. Welter** introduced himself as a local Sculptor. Fifteen years ago he put in a proposal with the Nevada Department of Transportation (NDOT) about having sculptures on their land which is adjacent to his rented property. He would like to call the area Liberty Parkway.

**Mr. Fitzgerald** stated that he met Mr. Salinas at the Carson Valley Arts Council of which he is President. The CVAC, established in 2004, is located in the old Copeland Lumber building in downtown Minden and serves as the local arts agency (501 C3). Their building has an 18,000 square foot warehouse and they hope to convert it into a performing arts facility someday.



Ms. Rahder reported that Ms. Rupert has consulted with the company Gallagher to do a master plan on the entire Stewart campus, which is still in progress. **Ms. McBride** solicited a June update.

**9. MS. MCBRIDE BROUGHT THE NEXT ITEM TO THE COMMISSIONERS' ATTENTION –  
FOR DISCUSSION:** A Presentation by Mark Salinas of Capital Collage 2017.

**Mr. Salinas** reported this financial report was given to the Culture & Tourism Authority Board at an earlier meeting. Under Expenditures there is approximately \$4,000 of art assets that were commissions now owned by the City. As with the da Vinci sculpture, hand painted parasols purchased from NV Day Parade will be transferred as assets to the City's art collection. Mr. Salinas stated that Ms. Terri McNutt sent a letter offering the Silver Oak event center as possible location for the next Capital Collage. This would be donated space valued \$1,000 minus food and alcohol. Mr. Salinas read some letters from people who attended the event and were very impressed and would be happy to support it again. Ms. Abowd had mentioned at a past meeting to have the event during Mardi Gras in 2019. Mr. Salinas reported that he is currently working on True Grit NEA Grant which will run May through June and that he would consider it thereafter.

**Ms. Riley** shared Capital Collage was a great event for local artists. Compared to Phoenix, AZ where there is a lot of art; Carson City has really picked up since Mr. Salinas arrived. Ms. Riley stated that unless there was a large art piece in the parade she does not think it would be crucial to have the event during Nevada Day.

**Mr. Salinas** reported that he will be working on a calendar and will check the area events to see when this event could be held. The Commissioners thanked Mr. Salinas for putting on a great event.

**10. MS. MCBRIDE BROUGHT THE NEXT ITEM TO THE COMMISSIONERS' ATTENTION –**

**FOR DISCUSSION:** A Presentation by Mark Salinas on Creation of an Arts Influence & Awareness Panel.

**Mr. Salinas** reported that he met with the Adam's Hub in putting together five guiding principles for the future of Carson City's Arts & Culture Programming.

1. Commissioner Profile and Engagement
2. Events & Activities
3. Community Development
4. Communication/Asset Management
5. Brand Identity (Based on the above 4 Pathway discussions)

Mr. Salinas shared a color coded calendar of arts events considered as local, regional, and state influencers. Also included were notable large events that are not art influencers. Mr. Salinas stated that he would like the Commissioners to attend events as much as possible. **Mr. Dunn** reported that the city's shoulder season was October through May. **Mr. Horvath** reported that the BAC's shoulder season event, Winter Wine & All That Jazz, did not produce a lot of money and as a result will be discontinued. **Ms. D'Anneo** congratulated the BAC for the Levitt music award.

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

**FOR DISCUSSION AND POSSIBLE ACTION:** Presentation of FY18/19 RACC Special Event Grants Program Updates.

**Mr. Salinas** reported that the RACC allocates a certain amount of money to the Cultural Commission each fiscal year so it can make recommendations for Arts & Culture events held by organizations within the redevelopment district. He continued saying the online application is dated and he proposes holding workshops to revise the entire process to make it more user friendly.

On February 21<sup>st</sup> from 11:00 a.m. – 1:00 p.m. and February 22<sup>nd</sup> from 5:00 p.m. to 7:00 p.m. he proposes holding workshops to cover updates including a Grant Summary, Organization Eligibility, Ineligibility, Funding Criteria and a Flowchart of Redevelopment Special Grants process. The Nevada Arts Council will partner and present possible

State funding grants.

**Mr. Dunn** stated that when someone is a recipient of one of these grants they will receive information on how the CTA will help them market themselves. **Mr. Horvath** reported that he will post on social media the recipients and will work with them on design and print branded collateral to market their event. The CTA will provide a professional photographer at the event or final event for use and future promotion.

**Mr. Salinas** stated that the better we can define what we are doing the better we can advertise the grant. Mr. Salinas reported that the CCAI celebrated their 15 year anniversary and asked Ms. Rosse for her thoughts on his application updates.

**Ms. Rosse** reported that she had concerns about the RACC funding criteria regarding new programming each year. **Mr. Salinas** stated that the language for this concern can be softened so that the organization should have intent of evolution.

**Ms. Abowd** made a motion that the Carson City Culture Commission accepts the updates to include proposed grant criteria including the changes we discussed here tonight, evaluating the scoring rubrics and the public grant workshop for RACC Special Event Grants FY18/19 as presented.

Second- **Barbara D'Anneo**

Approved – Unanimously

**12. MS. MCBRIDE BROUGHT THE NEXT ITEM TO THE COMMISSIONERS' ATTENTION –**

**FOR DISCUSSION AND POSSIBLE ACTION:** To Elect a Chair and Vice-Chair for the Carson City Cultural Commission for the 2018 calendar year.

**Ms. Abowd** made a nomination for Terri McBride to Chair and Barbara D'Anneo to Vice Chair for another term

Second – **Ms. Geary**

Approved – Unanimously

**Mr. Salinas** thanked the Commissioners for their service.

**13. MS. MCBRIDE BROUGHT THE NEXT ITEM TO THE COMMISSIONERS' ATTENTION –**

**NON-ACTION ITEMS:**

**a. Director of Arts & Culture Report – Slide Show Update -Mark Salinas**

- ✓ da Vinci Sculpture Installation/Signage
- ✓ Reno Philharmonics Task force
- ✓ Art Spot Reno in Carson City
- ✓ WNC Christmas Posada
- ✓ Las Vegas Neon Museum Bone Yard Ball
- ✓ NAC Las Vegas & Carson City
- ✓ U.S. Marshal State of Nevada at True Grit
- ✓ NAA Meeting
- ✓ Carson Valley Arts Council
- ✓ ILI Leadership Program
- ✓ CCAI and the International Film Festival
- ✓ State of the City Reno
- ✓ Polynesian and Hawaiian Culture Event
- ✓ Travel Nevada Hwy 95 Art
- ✓ Churchill Art Council
- ✓ CCCC Facebook Page

**b. Marketing Update – Kyle Horvath:** slide show presentations with updates on Arts & Culture:

- ✓ Tourism and Quality of Life
- ✓ Art Organization Partners
- ✓ Arts Related Content
- ✓ Design Work with Nevada Momentum
- ✓ Articles & Press Releases
- ✓ New Visitor Guide
- ✓ Videos & Photography
- ✓ Silver State Update/Mountain TV Relocation
- ✓ Website and Analytics
- ✓ Carson City APP
- ✓ Social Media/Facebook Live
- ✓ Slide Show Last Year Photos
- ✓ Events Calendar
- ✓ Retargeting Ads
- ✓ Conferences & Events
- ✓ Sponsorships
- ✓ Native American Community
- ✓ Meetings, Trade Shows & Conferences
- ✓ Hispanic Community
- ✓ Internship/Film Festival
- ✓ Nevada Day Weekend
- ✓ Capital Collage
- ✓ Result for 2017 Arts & Culture
- ✓ Policy & Procedures
- ✓ Artistic Bike Rack
- ✓ Redesigned Space
- ✓ Open Door Policy

**Ms. Abowd** asked how the Commissioners can know what specific ways the CTA is going to market and target events. **Mr. Horvath** reported that through continued communication, the calendar, and his reporting.

**Mr. Salinas** reported his priority among the list is completing Policy and Procedures

**c. CTA Update – Chris Kipp (Absent)**

**Mr. Dunn** reported for November 2017:

Room Revenue

Top 5: up 41% from 2016

Total: up 34.62%-total of \$390,376.14

Calendar Year \$20,504,091.06 up 28.23% in 2016.

Fiscal Year \$11,181,937.07 up 31.66% in 2016

1% for Arts & Culture: budgeted \$207,000, plus \$45,000 for this Fiscal Year

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

**Ms. McBride** requested a breakout of the \$207,000 on arts programing/promotion. **Mr. Salinas** reported that the 1% is spent on his salary and benefits, conferences, and arts and culture outreach, art purchases. **Mr. Salinas** reported that Joe McCarthy may do a presentation next month and that there would be an update on the NEA

True Grit events. He stated in Commissioner Bugli's absence he had intended to read her events for Mile High Jazz Band and the Carson City Symphony, but due to late hour he could send this info out upon request.

Mr. Salinas invited everyone to look at Mischell Riley's da Vinci piece after the meeting. **Ms. Abowd** reported The Green House Project has flower baskets available for sponsorship. **Ms. D'Anneo** mentioned she would like times and locations on the calendar of events.

**e. Upcoming Meetings**

1. 02/12/18 4:00 p.m. CTA Board Meeting
2. 03/12/18 4:00 p.m. CTA Board Meeting
3. 03/12/18 5:30 p.m. CC Cultural Commission Meeting

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

None

**15. MS. MCBRIDE BROUGHT THE NEXT ITEM TO THE COMMISSIONERS' ATTENTION – COMMISSIONER COMMENTS AND ANNOUNCEMENTS:** Topics not relating to current Agenda.

None

**16. MS. MCBRIDE BROUGHT THE NEXT ITEM TO THE COMMISSIONERS' ATTENTION – FOR POSSIBLE ACTION:** To Adjourn.

**Ms. Abowd** moved to adjourn at 8:38pm.

Second – **Ms. D'Anneo**

Approved – Unanimously

Approved: \_\_\_\_\_  
**Terri McBride**

Attest: \_\_\_\_\_  
**Barbara D'Anneo**

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

/lm