# Agenda Item 5B

## Vern Krahn - Minutes of last 3 CCACC meetings on 7/13, 8/17, and 9/21

From:

<dcbugli@aol.com>

To:

<Dcbugli@aol.com> 9/22/2012 11:47 PM

Date: Subject:

Minutes of last 3 CCACC meetings on 7/13, 8/17, and 9/21

Attachments: 120921 CCACC minutes.pdf; 120817 CCACC minutes.pdf;

120713 CCACC informal minutes.pdf

#### Dear CCACC members and followers:

I am attaching the minutes from the last three Carson City Arts and Culture Coalition (CCACC) meetings:

- Informal meeting on July 13 at Adele's 🗸
- Formal meeting on Aug. 17 at BRIC ~
- Formal meeting on Sept. 21 at BRIC <

The first two minutes have been approved (at the 9/21 meeting) and the 9/21 minutes are awaiting approval.

The old CCACC website at carsoncityarts.org is down. I have put up a temporary website for CCACC. I have updated http://davidbugli.com/CCACC.htm with a list of members, the production calendar, future meeting dates, the old Mission and Overview statements (from the Facebook page), a link to our Facebook page, minutes from some past meetings, etc. I need to add some contact information, such as PO Box 4000 and phone number(s).

Mark your calendar: The next CCACC meeting is scheduled for Friday, Oct. 19, at 3:00 p.m. at BRIC (108 E. Proctor St., Carson City).

Speaking of calendars, we have set up a "production" calendar through Google on the website. We would like member organizations to post their future events months and years in the future. This will help with scheduling other events and avoiding some conflicts. Let me know if you need update access for your organization.

Also, please be sure to like "Carson City Arts and Culture Coalition" on Facebook. That will help you follow our activities better.

### Stay involved!

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# Carson City Arts and Culture Coalition Minutes of Informal Meeting, Friday, July 13, 2012 7:30 p.m. at Adele's Restaurant 1112 North Carson Street, Carson City, NV

**Note:** This was an informal meeting. Due to various circumstances, there had not been a CCACC meeting since Jan. 26, 2012. The purpose was to re-establish a consistent meeting plan and to discuss various topics that had recently affected the arts community.

Call to order: There was no formal call to order and no chair was designated. The following people were present: David Bugli, Ellie Bugli, Gene Paslov, Mitch Ames, Carol Scott, Stephanie Arrigotti, and Abby Gardner (new theater program teacher at Silver State High School).

**Banner and other advertising:** Stephanie was concerned about the banner over Carson Street. It appears that 47 organizations want to use the banner 52 weeks a year. She wondered about getting an electronic sign. She would like to get her message about WNMTC out to Reno folks. She "bought" five billboards in Reno for "Phantom of the Opera." She felt it was cheaper than ads in *Reno Gazette-Journal*. She wondered if we (CCACC) could buy/rent/use a billboard for a year.

Wild Horse Theater: Wild Horse Theater Company (WHTC) is being evicted from the Children's Museum of Northern Nevada (CMNN), where they have been a resident company for several years. Carol Scott related details about the eviction. She discussed an exchange of letters between WHTC and CMNN. WHTC's attorney feels there are some inconsistencies in CMNN's second letter, and Carol feels that CMNN has not responded to WHT's letter. Carol expressed bewilderment about the eviction, since WHT brought in about \$12,000 to CMNN, plus audience (especially young folks). WHT is going to go to the Brewery Arts Center. Stephanie offered to draft a letter from the CCACC to CMNN and requested David Bugli, as Interim Secretary, to send it.

**BAC Stage Kids:** Andie Anderson has departed from BAC Stage Kids. Brewery Arts Center did not want to be the production company. Andie will have a new theater group through the Community Center. They will do winter rehearsals at Gina Kaskie's new, big location.

**Jazz & Beyond Music Festival:** Ellie wanted CCACC to buy an ad for the music festival program. CCACC has over \$2000 in the bank. We are in a new fiscal year and haven't collected the new dues.

Leadership and future of CCACC: It was reported that John Shelton has offered, via e-mail, to take over the leadership role that Joe McCarthy had. In the future we should discuss sharing advertising and members sharing facilities. (It was mentioned that Carol rents warehouse space for WHT from WX Signs on Research Way, a company that prints tradeshow displays, vehicle graphics, etc.) There is a consensus to keep CCACC going. Mitch said that Joel Dunn has worked up a formula for figuring "heads in beds" and similar event justifications. Ellie will respond to John Shelton's e-mail and say we'd like to have him run future meetings.

Future meetings and membership: The next CCACC meeting will be Aug. 17 at 3:00 p.m. Future meetings will be on the third Friday of every month at 3:00 through Dec. 21, 2012. David was asked to set up the meeting locations for these five meetings. It was decided we will ask members to join up/renew for this fiscal year for the existing "half price" (continuing the current policy).

Adjournment. The meeting ended at 8:49 p.m.

# Carson City Arts and Culture Coalition Minutes of Meeting, Friday, August 17, 2012 3:00 p.m. at BRIC (Business Resource Innovation Center) 108 E. Proctor Street, Carson City, NV

Call to order: John Shelton (Brewery Arts Center) called the meeting to order at 3:04 p.m. In attendance were Lindsey Kern (with Clear Channel Outdoor), David Bugli (Mile High Jazz Band and Carson City Symphony), Ellie Bugli (Mile High Jazz Band and Carson City Symphony), Chris Bayer (CASA and performer), Sharon Rosse (Carson City Arts Initiative), Molly Walt (Pinkerton Ballet Theatre), Gene Paslov (CCAI), and Stephanie Arrigotti (Western Nevada Musical Theatre Company).

Approval of Minutes: There were no prior minutes ready to be approved.

Guest Presentation: Charter Outdoor Advertising: Lindsey Kern, from Clear Channel Outdoors, had been invited to discuss billboard campaigns. She presented information on options that CCACC could pursue. Stephanie Arrigotti reflected on Western Nevada Musical Theater Company's (WNMTC's) experience using billboards to advertise its "Phantom of the Opera" productions. Stephanie envisioned CCACC creating a somewhat permanent billboard presence in the Reno area and there being some consistent CCACC-oriented message on the top of the billboard. Lindsey discussed several billboards that could be available. For example, #10062 is a 14'x18' north-facing digital board for southbound 395/580 traffic. No more than eight advertisers are present on the board during any given period, and each ad is displayed for eight seconds. This would result in 1200 ads per day. It was noted that traditional boards cost \$1500 to change. Lindsey also mentioned that there are 250 of the "thirty sheet" poster billboards, but they are generally on a poster rotation through an entire year.

John Shelton said that billboard advertising is expensive, so we may need grants to rent a billboard. However, the Tourism Commission, one funding source, would probably prefer advertising grant money spent outside of the immediate area. Lindsey suggested we start out simple to build the CCACC brand or some type of Carson City arts brand. After that, with the digital options, we could fill in the details. She suggested we take a look at the calendar, build the general arts promotion campaign during a lull (when rates are low, a brand building period), and then promote specific events. The fourth quarter of the year is usually the best time to shop for "remnant space" on billboards. People have to see something about seven times for it to register with them. One strategy to consider: start with a poster campaign for the brand-building period, but later go after the digital billboard option.

**Post-presentation billboard discussion:** After Lindsey left, we talked about the feasibility of using the digital boards. The general consensus is that we don't have the money for them. Stephanie felt that WNMTC's "Phantom" ads were less expensive and got a good response. Chris Bayer suggested "Travel Arts Carson City" as a theme or brand.

Banner over Carson Street: The discussion of billboards led to a discussion on the use and availability of the banner over Carson Street. It appears that events (as opposed to non-date-specific information displays) are not "filtering to the top" (given priority) when various groups are scheduled to use the banner location. For example, the Jazz & Beyond Music Festival did not get a banner placement this summer. Molly Walt said she would look into the situation. Jennifer Pruitt, in the City's planning office, might need some policies.

(Note: David Bugli had to leave the meeting at this point to help set up a concert venue. The following remarks are based on notes taken by Ellie Bugli.)

Further branding and advertising discussion: Stephanie commented on the signs at the entrance to Carson City and asked if we can have another sign saying "Home of the Arts"? John Shelton discussed having a reader board near City Hall or near the Community Center. Gene Paslov suggested we think about a plan for the branding. John suggested seeking proposals from neutral professional ad agencies. Gene commented that the new editor at the *Nevada Appeal*, Dennis Noone, has been fired. Sharon Rosse said we should invite the new editor (Noone's successor) to a CCACC meeting. Stephanie said that most people do not read the *Appeal*, and that we need coverage in the *Reno Gazette-Journal*, which is hard to get.

Candidate Forum preparation: A Candidate Forum should be done before early voting, but close to the election. Early voting starts Oct. 23. October 8th thru 12th are under consideration. Molly Walt will text Mitch about a Forum location at the Community Center. The Brewery Arts Center and Western Nevada College can be considered for alternative locations. We might look into the first week of October for the Forum. Molly indicated that no other forums are scheduled.

The notes from the meeting reflect that the following topics, from the Agenda, were not covered at this meeting:

- Production & Public Calendar Options
- Social Media Tools: Facebook Admin Access; Website Admin Access
- Administrative Reports: Treasurer's & Financial Report
- Membership Contact Data Revisions
- Monthly Meeting Time
- Formal vs. Informal Operational Status
- New Business

**Next meeting:** The notes from the meeting do not reflect a decision on the next meeting date. However, based on a consensus reached at the July 13 informal meeting at Adele's, we decided to hold meetings on the third Friday of every month through the end of the calendar year at BRIC, if it is available. Therefore, the next meeting is Friday, Sept. 21, 2012, at 3:00 p.m. at BRIC.

The meeting adjourned. The time was not noted.

(Minutes prepared by David Bugli, Interim Secretary, based on additional notes supplied by Ellie Bugli.)

# Carson City Arts and Culture Coalition Minutes of Meeting, Friday, September 21, 2012 3:00 p.m. at BRIC (Business Resource Innovation Center) 108 E. Proctor Street, Carson City, NV

Call to order: John Shelton (Brewery Arts Center, BAC) called the meeting to order at 3:00 p.m. Also in attendance were David Bugli (Mile High Jazz Band and Carson City Symphony), Ellie Bugli (Mile High Jazz Band and Carson City Symphony), Sharon Rosse (Carson City Arts Initiative), Eugene Paslov (CCAI), Stephanie Arrigotti (Western Nevada Musical Theatre Company), Tami Castillo Shelton (BAC), Vern Krahn (Carson City Parks & Recreation), Andi Moore (Carson City Library), and Carol Scott (Wild Horse Theatre Company).

Odds and Ends: Vern Krahn, of Parks & Recreation, introduced himself to the group. He serves as P&R's representative to the Carson City Cultural Commission (CCCC). John presented the BAC's membership check and Tami presented her individual membership check to Ellie. Andi said the Library's membership check is being authorized. We briefly discussed the letter that CCACC was going to write back in July to the Children's Museum of Northern Nevada on behalf of Wild Horse Theatre Company.

**Approval of Minutes:** The minutes for the informal meeting at Adele's on July 13 and of the formal meeting on August 17 were reviewed. Sharon moved that they be approved as written; Eugene seconded the motion. The motion passed.

Candidates Forum: It is looking unlikely that we can do an early-October forum, such as the one we discussed on August 17. John said we had not followed up much since the last meeting. We know that the League of Women Voters has a forum planned for the Carson City Library. (This is an event that might not have been scheduled on August 17, when we had discussed having our own forum.) John thought that maybe we should team up with the League. Ellie said we need to know which candidates and questions would be on the League's forum. John will follow up after he gets contact information. It is likely that we will not do our own forum this year. Stephanie feels we have questions for candidates related to arts and education topics, including those affecting the future of Western Nevada College. Questions we would like to have on the League's forum should be forwarded to John by Sept. 28. He will get in touch with Denise Gillott and Sara Jones, who organized our October 2010 candidates forum.

**Marketing:** John gave an overview of five marketing topics before we got into discussing details: Coalition ads, Carson Street banner and reader board, production/public calendars, Facebook/website (admin access), and print editorial (*Nevada Appeal* and *Reno Gazette-Journal*).

- Calendar: We seem to need a production calendar, as opposed to an events calendar, in order to share information about events in the future. (See also below.)
- Facebook and website: Our old website (carsoncityarts.org) is no longer up and has not been maintained. Denise Gillott set up a Facebook page, but people are not posting to it. Ellie said we are not using it enough. Ellie will send a request to Denise to allow other CCACC members to have administrative authority to update the Facebook page. (See also below.)
- **Print:** It was remarked that John Barrette at the *Appeal* has been giving positive coverage of the arts. (See also below.)
- Coalition ads: We discussed if CCACC should be purchasing ads at this time and if this is the best use of our limited funds? Ellie moved that we hold off purchasing ads in constituent

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programs; Stephanie seconded it. The motion passed. John said we would come up with a draft policy on how we buy ads for CCACC.

- Banner over Carson Street: Earlier in the meeting we said we might want to have a public representative come to one of our meetings to explain the policies and procedures for the banner over Carson Street. John said that the current arrangement is not balanced and is not favoring events. Stephanie said that the Special Events Committee of the CCCVB (Carson City Convention and Visitors Bureau) discussed policy about the banner at their last meeting. They will come up with draft language for the Board of Supervisors to consider. Ellie said she had received a banner reservation notice and that the due date is Oct. 1. Others in the room did not receive the notice, so Ellie will forward the notice to other CCACC members. There are a lot of groups wanting to use the banner. Jennifer Pruitt is handling the banner reservations. We think that Lee Plemel is Jennifer's boss. John will check to see whom we should contact to get representation on the Events Committee. Lee Plemel and Molly Walt were mentioned as possible contacts.
- Reader board: We also discussed the possibility of having a reader board and where to put it. Stephanie wondered about putting up a reader board on the side of a building. John said that there had been discussion in Rotary and similar organizations about putting up a reader board. David suggested we check with the Ormsby House owners about using their electronic sign for publicizing community events, as was done when the sign was originally put up, many years ago. John will work on a dialog with the city.

Calendar: It was pointed out that we don't need to duplicate a public calendar of current and near-term events, such as the CCCVB's, but we need a production calendar so that CCACC members can post future events months and years in advance. David said he would set up a Google "production" calendar that can be read from DavidBugli.com/CCACC.htm, the temporary website he is maintaining for CCACC. David said he would give update authority to CCACC members needing to post their future events. It was noted that the CCCVB wants to do bundling with out-of-town events, so this calendar should be convenient for them in their marketing and planning.

**Website:** John will meet with Tara Burke about the old website (CarsonCityArts.org), which was not maintained and which has since disappeared (not being hosted). [Note: The URL CarsonCityArts.org is currently registered through 3/19/2013 through GoDaddy.com to visionASP Inc., which lists its phone number as 775-841-7389 and maintains a Reno P.O. Box.] John might also consider hosting CCACC's website on the BAC's website host. For now, an unofficial version is hosted at DavidBugli.com/CCACC.htm. Stephanie would like CCACC members not to post their events on other member's Facebook pages. However, such postings can be deleted by the Facebook page's owner.

More on print media: We generally like what John Barrette's column does for the arts, but we'd like to get more. John Shelton said we should invite Mark Raymond, the *Appeal* publisher, to one of our meetings. He will contact Mark. John suggested we meet with the newspaper people every six months or so to emphasize that publicity needs to be a week before the event, not the day of the event, to be effective. David suggested that we need to remind Reno people that Carson City is now "closer," now that 580 is open south of the Mount Rose Highway, and that they can take advantage of Carson City cultural events. The trip takes about eight minutes less. We need more *Reno Gazette-Journal* editorial content covering our cultural events. John said that Reno is the BAC's second largest market. Eugene offered to talk to Peggy Santoro at the *RGJ*. Stephanie offered to go with Eugene as part of a contingent. Perhaps we can get Beryl Love, the publisher, to attend such a meeting.

**Membership:** Carol Scott said that Wild Horse Theatre Company would renew tonight. Also, the BAC, Tami Shelton (as an individual artist), the Carson City Library, and Eugene Paslov (as an individual) are joining/renewing today or are in the process. John plans to make a personal appeal to some of those who have not renewed for this fiscal year. It was noted that Dana Rose Fleming is the new drama teacher at Carson High School. In order to assist in locating potential members, David will update his CCACC e-mail list.

Treasurer's Report: Ellie Bugli handed out a printed report showing a \$2339.92 bank balance.

**CCACC Letter to Children's Museum:** Stephanie and David indicated that she had drafted a letter to the Children's Museum concerning the Wild Horse Theater eviction. However, before it was sent, Carol Scott indicated that she would pursue another method of dealing with the situation, and the letter was not sent.

**Shared Facilities:** John discussed trying to find facilities for storage and administration at the BAC, including off-site rehearsal space. There are situations where the BAC needs additional rehearsal space, but they can also offer space for other artists' needs. He handed out a BAC rental space brochure. BAC is producing a series of brochures concerning BAC services and facilities.

**Working with Tourism:** John thinks we should get Candy Duncan from CCCVB to one of our meetings to discuss how we can work together.

**Future meeting:** Monthly meetings will generally be scheduled for the third Friday of each month at BRIC (Business Resource Innovation Center, 108 E. Proctor Street, Carson City, NV). The following meetings are currently scheduled at BRIC (subject to change):

- Friday, Oct. 19, 2012, at 3:00 p.m. at BRIC
- Friday, Nov. 16, 2012, at 3:00 p.m. at BRIC
- Friday, Dec. 21, 2012, at 3:00 p.m. at BRIC

David Bugli said he would make the reservations with BRIC.

Adjournment. The meeting adjourned at 4:27 p.m.

Minutes prepared by David Bugli, Interim Secretary, on 9/22/2012.

## Vern Krahn - Cancellation of CCACC meeting on Oct. 19

From:

<dcbugli@aol.com>

To:

<dcbugli@aol.com> 10/18/2012 1:35 PM

Date: Subject:

Cancellation of CCACC meeting on Oct. 19

CC:

<jshelton@breweryarts.org> Attachments: 120921 CCACC minutes.pdf

#### Dear CCACC members,

We are canceling the CCACC meeting scheduled for tomorrow (Friday, Oct. 19). Several key individuals are tied up in other matters of importance to the arts community and would find it difficult to attend. There appears to be no "pressing issues" to be discussed tomorrow, so we hold off on having a meeting until the next one scheduled, which is for Nov. 16 at 3 p.m. at BRIC.

John Shelton is urging members to attend the candidate debate tonight at the Carson City Library. According to John, "We've gotten approval to have question cards submitted at the Candidates Forum tonight, and I have draft questions available."

I am attaching (again) the minutes from the last meeting.

#### - David

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