CARSON CITY CULTURAL COMMISSION Minutes of the Meeting of September 17, 2013

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A regular meeting of the Carson City Cultural Commission was held on Monday, September 17, 2013, at 5:30 p.m., in the Community Center Sierra Room, 851 East William Street, Carson City, Nevada.

PRESENT: Vice Chairperson Robert Stansbury

Commissioner Karen Abowd Commissioner Peter Barton Commissioner Elinor Bugli Commissioner Danielle Cook

Commissioner Jaswinder (Jesse) Singh Dhami

STAFF: Roger Moellendorf, Parks and Recreation Director

Tina Russom, Deputy District Attorney

Vern Krahn, Park Planner

Tamar Warren, Deputy Clerk/Recording Secretary

NOTE: A recording of these proceedings, the Commission's agenda materials, and any written comments or documentation provided to the recording secretary during the meeting are public record, on file in the Clerk's Office. These materials are available for review, in the Clerk's Office, during regular business hours.

ROLL CALL AND DETERMINATION OF QUORUM (5:29:02) – Vice Chairperson Stansbury called the meeting to order at 5:29 p.m. Roll was called and a quorum was present. Commissioner Paslov was absent.

CITIZEN COMMENTS (5:29:38) – Vice Chairperson Stansbury entertained citizen comments. Sharon Rosse, Capital City Arts Initiative, extended an invitation to the Commission to attend the opening of an exhibition, titled *an Algebraic Lens*, by Ben Hoffman on Friday, September 20, 2013, at the Carson City Courthouse.

- 1. ACTION ON APPROVAL OF MINUTES (5:33:10) Vice Chairperson Stansbury moved to approve the minutes of the June 18, 2013. The motion was seconded by Commissioner Cook. Motion carried 6-0.
- **2. MODIFICATIONS TO THE AGENDA** (5:33:37) Vice Chairperson Stansbury requested the removal of item 3E from the agenda at the request of the presenter.

3. MEETING ITEMS

- A. INTRODUCTION OF THE NEW CULTURAL COMMISSION MEMBER, ELINOR BUGLI, CARSON CITY ARTS AND CULTURE COALITION REPRESENTATIVE. (5:34:35) Vice Chairperson Stansbury introduced the item. Mr. Krahn welcomed new Commission Member Elinor Bugli replacing the late Chairperson Jeffrey Scott. Commissioner Bugli expressed her enthusiasm about being on the Commission. She also shared some of her involvements in the arts community, including her role as past president of the Brewery Arts Center, treasurer of the Arts Coalition and the Mile High Jazz Association, President of the Carson City Symphony Association, and playing the violin in three orchestras.
- B. FOR POSSIBLE ACTION: TO APPROVE A STAFF RECOMMENDATION TO ALLOW THE CARSON CITY CONVENTION AND VISITORS BUREAU TO DESIGN THE OVERHEAD BANNERS ON FAIRVIEW DRIVE'S LIGHT POLES TO PRESENT A CONSISTENT TOURISM MARKETING MESSAGE FOR CARSON CITY INSTEAD OF USING THE LIGHT POLES AS A VENUE FOR PUBLIC ART. (5:37:05) Vice Chairperson Stansbury introduced the item. Mr. Krahn gave background, presented the agenda materials including photographs of the banner locations, and introduced Joel Dunn, Executive Director of the Carson City Convention and Visitors Bureau (CCCVB). Mr. Dunn outlined his vision for promoting and marketing Carson City and noted that quality of life was a key to attract visitors and future residents. He noted that the intended target market was the professional 25-40-year-olds and disclosed that he had hired "some of the great minds in Carson City" to assist in accomplishing the new

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goals and conveying the "Carson City experience". Discussion ensued regarding logo placement and Mr. Dunn believed both the Cultural Commission and CCCVB could be accommodated by placing each logo on one side of the banner. In response to a question by Commissioner Dhami, Mr. Dunn suggested returning to the next Commission meeting prior to introducing the banners to the community, adding that a new CCCVB website and mobile application would be launched, funded by the Nevada Commission on Tourism. Commissioner Cook inquired about the inclusion of the art galleries in town. Commissioner Abowd urged the inclusion of images such as the Pow Wow and the Jazz Festival as representations of quality of life. Mr. Dunn explained that still images of Carson City landmarks would include activities. Commissioner Barton suggested having an offline conversation with Mr. Dunn regarding banners that were planned for the State's sesquicentennial celebration.

Vice Chairperson Stansbury entertained public comments. Chris Bayer suggested tying images such as events and art gallery exhibits into the "Google calendar" and using them as icons for the mobile applications or the website. Ms. Rosse inquired about the inclusion process on the banners and Mr. Dunn suggested she contact him directly with suggestions, adding that his goal was to portray Carson City and the arts and culture opportunity versus individual businesses. Commissioner Cook believed that many art galleries such as the one in the Laxalt building should not be overlooked or replaced by an activity such as someone on a mountain bicycle. Mr. Dunn assured the Commission that the CCCVB was creating an extensive image bank; however, he was open to revisiting these images after the next Commission meeting if the Commissioners felt they had missed certain locations. Commissioner Bugli was informed that the banners would most likely be rotated every three years. Commissioner Abowd inquired about additional banners and Mr. Dunn confirmed that there was room for growth and additional partnerships. Vice Chairperson Stansbury entertained additional discussions, and when none were forthcoming, a motion. Commissioner Abowd moved to approve a staff recommendation to allow the Carson City Convention and Visitors Bureau to design the overhead banners on Fairview Drive's light poles to present a consistent tourism marketing message for Carson City, instead of using the light poles as a venue for public art, upon the Commission's approval at a future meeting. The motion was seconded by Commissioner Cook. Motion carried 6-0.

- C. PRESENTATION AND DISCUSSION ONLY ON THE CITY OF RENO'S PUBLIC ART MASTER PLAN AND CULTURAL MASTER PLAN. (6:04:35) Vice Chairperson Stansbury introduced the item, and Christine Fey, Resource Development and Cultural Affairs Manager for the City of Reno. Ms. Fey distributed two handouts, incorporated into the record, and noted that the City of Reno had the first cultural and public arts master plans in Nevada. She gave background on her previous and current positions and delivered a PowerPoint presentation depicting several art initiatives, and Reno's process regarding planning for public art. Ms. Fey clarified for Commissioner Cook that Reno received two percent of the City's redevelopment project funds. Commissioner Abowd inquired about contingency options and was informed by Ms. Fey that it was a "brilliant move". Commissioner Cook commended Ms. Fey on having excellent public art. Vice Chairperson Stansbury entertained public comments. Ms. Rosse inquired about artists' payments and was informed that they always were paid for their work. Ms. Fey elaborated that a budget was created for each work and cited examples of how they used local fabrication houses for the public art. She explained the "jurying" process as well, which gave preference to local and regional artists. Ms. Fey also elaborated on their stakeholders group that reviewed the materials and made recommendations to the arts and culture committee, prior to being ratified by the Reno City Council. Vice Chairperson Stansbury thanked Ms. Fey for her presentation.
- **D.** FOR POSSIBLE ACTION: TO SCHEDULE A TOUR OF THE CITY OF RENO'S PUBLIC ART DISPLAYS FOR THE CULTURAL COMMISSION. (6:42:54) Vice Chairperson Stansbury introduced the item. Mr. Krahn presented the agenda materials and recommended a tour of Reno's public art, consisting of 175 pieces. Ms. Fey noted that she had recently conducted a public art tour of downtown Reno, which had lasted two hours. Mr. Krahn offered to arrange the tour himself in the absence of Stella Hyatt, the Parks and Recreation Administrative Assistant who had recently retired. Vice Chairperson Stansbury did not see the need for a motion, stating that it was evident all Commissioners were interested in such a tour.
- E. UPDATE ON THE BREWERY ARTS CENTER'S EFFORTS TO HOST AN ARTS INCUBATOR OF THE ROCKIES WORKSHOP IN CARSON CITY, NEVADA. This item will be re-agendized for the December meeting.

FOR POSSIBLE ACTION: ON THE BOARD OF SUPERVISORS REJECTION OF THE F. PUBLIC ART PROGRAM AND THE DEVELOPMENT OF A NEW APPROACH AND FUNDING SOURCE FOR THE ORDINANCE. (6:50:36) – Vice Chairperson Stansbury introduced the item. Member Abowd commented on a specific section of the Reno public arts program. She suggested utilizing funds specifically designated as part of Public Works projects, such as City buildings, City-funded projects, and redevelopment projects. She also suggested utilizing the contingency amount for public art. Mr. Krahn suggested working with the City Manager regarding specific allocations. He cited the example of utilizing a percentage of NDOT project funds for landscaping. Commissioner Bugli suggested exploring the receipt of private funds through a foundation. Discussion ensued regarding the addition of an ordinance to ensure automatic inclusion of public arts funds. Mr. Dunn clarified for Commissioner Cook that the CCCVB was funded by a 10 percent room tax. Vice Chairperson Stansbury entertained public comments. Mr. Bayer suggested the inclusion of public art funding as part of projects such as the downtown corridor remodel. Commissioner Abowd suggested becoming more grant-astute, similar to the sub-committees in Reno as described by Ms. Fey. Ms. Ross cited the example of Bend, Oregon, which "knocked your socks off" by the presence of locals and tourists "all over town". Mr. Krahn relayed a comment by Mr. Moellendorf to ensure that a maintenance component is included in any of the "art features". Commissioner Cook suggested starting small, if necessary. Commissioner Abowd moved to recommend staff use as "a couple of new approaches" to explore monies to fund public art and to forward the public art ordinance: 1) the inclusion of a specific line item in the City's budget. 2) Using two percent of the contingency amount for City buildings and City-funded projects, and not to overlook future redevelopment funds and maintenance. The motion was seconded by Vice Chairperson Stansbury. Motion Carried 6-0.

Commissioner Dhami left the meeting at 7:16 p.m. A quorum was still present.

Vice Chairperson Stansbury called for a short recess at 7:17 p.m. The Commission reconvened at 7:25 p.m.

- FOR POSSIBLE ACTION: TO RECOMMEND TO THE BOARD OF SUPERVISORS TO G. AMEND THE CARSON CITY MUNICIPAL CODE, TITLE 2, CHAPTER 2.41 TO CONFORM WITH THE BOARD OF SUPERVISORS' "POLICIES AND PROCEDURES FOR BOARDS, COMMITTEES, AND COMMISSIONS" APPROVED ON SEPTEMBER 5, 2012. (7:25:13) – Vice Chairperson Stansbury introduced the item. Mr. Krahn presented the agenda materials, gave background on the item, and reviewed the "red line changes" incorporated into the record. He noted that per the recommendation of Mr. Moellendorf and City Manager Larry Werner, a clarification will be incorporated to ensure that it was not conceivable to provide Staff support to all art and culture organizations in Carson City, even though Staff attended many of their meetings; therefore, that support would be limited to this Commission. Commissioner Cook inquired about Staff support for future sub-committees. Mr. Krahn agreed that sub-committees would be subject to the Open Meeting Law, thus requiring Staff support. Vice Chairperson Stansbury entertained public comments, and when none were forthcoming, a motion. Commissioner Cook moved to recommend to the Board of Supervisors to amend the Carson City Municipal Code, Title 2, Chapter 2.41 to conform with the Board of Supervisors' "Policies and Procedures for Boards, Committees, and Commissions" approved on September 5, 2012 and any additional red lined changes. The motion was seconded by Commissioner Abowd. Motion carried 5-0.
- H. FOR POSSIBLE ACTION: TO DEVELOP A CULTURAL COMMISSION'S PROJECT TO HONOR THE MEMORY OF JEFFREY SCOTT, FORMER COMMISSION CHAIRPERSON. (7:32:29) Vice Chairperson Stansbury introduced the item. Mr. Krahn gave background and presented the agenda materials. Commissioners suggested several options such as a scholarship fund in Mr. Scott's memory, a youth-based art scholarship or contest, or a future project named after Mr. Scott. Mr. Krahn stated that the Parks and Recreation Department had an account for grants, gifts, and donations to fund certain projects such as memorial benches. Vice Chairperson Stansbury entertained public comments; however, none were forthcoming. Vice Chairperson Stansbury moved to direct Staff to explore the development of a scholarship fund in Jeffrey Scott's name and to inquire with the District Attorney's Office regarding the inclusion of Mr. Scott's name in future projects. The motion was seconded by Commissioner Abowd. Motion carried 5-0.

4. STAFF UPDATES – DISCUSSION ONLY

- A. UPDATE ON THE BOARD OF SUPERVISORS APPROVAL OF THE CULTURAL COMMISSION'S MISSION STATEMENT AND BYLAWS. (7:40:03) Vice Chairperson Stansbury introduced the item. Mr. Krahn presented the Cultural Commission's Bylaws and approved changes, incorporated into the record,
- **B.** CARSON CITY ARTS AND COALITION ACTIVITIES. (7:41:10) Mr. Krahn introduced the item and stated that he attended the Coalition's activities along with Mitch Ames. He also noted that there were several Commissioners in attendance; therefore Commissioner Cook had left the meeting in order not to violate the Open Meeting Law. Mr. Krahn mentioned that the Coalition's meeting minutes were also included in the agenda packets.
- **C. FYI ITEMS.** (7:42:38) Mr. Krahn reminded the Commission that the agenda packets included several FYI items that would be of interest to the Commission. He also indicated that Ms. Russom would present the Nevada Open Meeting Law to the Commissioners during the December meeting.
- 5. MEMBERS' ANNOUNCEMENTS AND REQUESTS FOR INFORMATION
 - A. CULTURAL COMMISSION STATUS REPORTS ON PROJECTS AND COMMENTS.
- 1. UPDATE ON THE GREENHOUSE PROJECT LOCATED AT CARSON HIGH SCHOOL. (7:44:35) Commissioner Abowd showed a DVD presentation by KNPB regarding the Greenhouse Project and noted that there were over 160 students on the enrollment waiting list this year. She also announced a Celebrity Chef Harvest Dinner to benefit the Greenhouse Project on November 11, 2013 at Adele's Restaurant.
- 2. UPDATE ON THE NEVADA ACADEMY FOR THE PERFORMING ARTS. Commissioner Paslov was absent and did not present.
- 3. UPDATE ON THE STATE OF NEVADA'S PLANNING EFFORTS FOR THE NEVADA SESQUICENTENNIAL (NV 150) CELEBRATION. (7:53:31) Commissioner Barton announced the NV 150 kickoff on Thursday, October 24, 2013 at the Grand Sierra, Reno, and noted that on Friday October 25, 2013, at 10 a.m., the Nevada State Museum would host Governor Sandoval and Coeur Rochester Mine, which has donated 1,009 ounces of pure Nevada silver, to be turned into 1,000 one ounce bars. Commissioner Barton also announced that the license plates celebrating the 150th anniversary were available at the Nevada Department of Motor Vehicles. Information on the sesquicentennial celebration can be found on www.Nevada150.org.
- **6. FUTURE AGENDA ITEMS.** Previously discussed.
- **7. CITIZEN COMMENTS** (8:01:13) Vice Chairperson Stansbury entertained public comments; however, none were forthcoming.
- **8. ACTION ON ADJOURNMENT** (8:02:09) Vice Chairperson Stansbury adjourned the meeting at 8:02 p.m.

The minutes of the September 17, 2013 meting of the Carson City Cultural Commission are so approved this 17th day of December, 2013.

ROBERT STANSBURY,	Vice Chair	person