



**CARSON CITY CULTURAL
COMMISSION (CCCC)
ADVISORY BOARD MEETING
MINUTES MAY 8, 2017**

COMMISSIONERS PRESENT: Terri McBride
Karen Abowd
Elinor Bugli
Barbara D'Anneo
Janet Geary
Sandra Nagel
Lupe Ramirez

STAFF PRESENT: Joel Dunn, Executive Director
Chris McQueary, Operations Manager
Linda Macauley, Administrative Assistant
Kyle Horvath, Marketing Manager
Mark Salinas, Director of Arts & Culture

OTHERS PRESENT: Myron Freedman, Director of Nevada State Museum
Linda Ficklin, Interim Director of Nevada Arts Council
Sharon Rosse, Capital City Arts Initiative
Steven Saylor, Railway Reflections
Mary Bennet, Producing Artistic Director for the Carson City
Ghost Walk and Bruka Theatre in Reno and Artisans Residence
with the State of Nevada
Baylee Biber, Project Coordinator of the Ghost Walk
Iris Yowell, Carson City Deputy District Attorney
Gina Lopez Hill, Brewery Arts Center
Sharon Rosse, Capital City Arts Initiative
Allison Reitz, Community Yogi
Linda Bellegray, Friends of Carson City Library-International
Film Festival
David Bugli, Mile High Jazz Band
Cathy Mercer, Sierra Nevada Ballet

Call to Order

Roll call was taken and a quorum was present.

MS. MCBRIDE BROUGHT THE NEXT ITEM TO THE BOARD’S ATTENTION – PUBLIC COMMENTS AND DISCUSSION.

Mr. Freedman the new director of the Nevada State Museum starting five weeks ago. He is from Reno but has lived in different places and looking forward to getting involved in the culture in Carson City.

Ms. Ficklin introduced herself as the interim executive director of the Nevada Arts Council and is from Carson City. If there is anything she can do let her know.

Ms. Rosse showed a Reno Gazette Journal full page ad supporting the arts. It will be in 10 community papers which help the communities thrive. It lists 7 organizations that received grants.

MS. MCBRIDE BROUGHT THE NEXT ITEM TO THE BOARD’S ATTENTION – FOR POSSIBLE ACTION: Approval of Minutes – January 23 & March 13, 2017 CCCC Meetings.

Ms. D’Anneo made a motion to approve the January 23, 2017 board minutes.

Second – **Ms. Abowd** Approved – Unanimously

Ms. McBride reported that on page 5 some of the speaker’s names should be in bold.

Ms. Abowd made a motion to approve the minutes with the changes that were suggested for March 13, 2017.

Second – **Ms. Bugli** Approved – Unanimously

MS. MCBRIDE BROUGHT THE NEXT ITEM TO THE BOARD’S ATTENTION – FOR POSSIBLE ACTION: ADOPTION OF AGENDA.

No changes.

MS. MCBRIDE BROUGHT THE NEXT ITEM TO THE BOARD’S ATTENTION – FOR DISCUSSION: Presentation by Steven Saylor on proposed arts & culture events.

Mr. Saylor stated that he has lived here since 1972 and has taught art classes at UNR. In 2007 the Northern Nevada Railway Foundation was raising funds to reconstruct the V&T

Railway. He was asked to create a signature V&T themed event which was in 2008 and broke even. Mr. Saylor showed a short presentation with McAvoy Lane showing the past event. The proposed new event is “Railway Reflections International Art Expo”. Different train and mining items were sold to raise money for the Railway. **Ms. D’Anneo** asked what this would cost to put on. **Mr. Saylor** stated that he had a contract for \$50,000 from the Foundation where he did all aspects of the event. There were also sponsors. The whole event cost under \$100,000. Now with social media and the CCVB abilities it would be lower costs. The event did not continue because of the 2008 economy. The Foundation raised money and then gave it to the Commission to spend. There were not enough resources to put it on again. **Mr. Salinas** had directed Mr. Saylor to the NAC who might have grants available or possibly the CCVB special event grants. **Ms. D’Anneo** stated he could check with the Nevada Division of Tourism who might have grants. **Mr. Saylor** has talked with City officials who thought it was a good idea and wants it to be a positive for the community.

MS. MCBRIDE BROUGHT THE NEXT ITEM TO THE BOARD’S ATTENTION –

FOR DISCUSSION: Presentation on the Carson City Ghost Walk. “Supernatural Entertainment and Historical Folly”.

Ms. Bennett introduced herself along with **Ms. Biber** who stated she was born and lives here in Carson City. Ms. Bennett said she would like each board member to come to the Ghost Walk and enjoy it. The post cards show the dates for the upcoming season. This is 25th season. Mary Walker got the Idea from Boston’s Historic Trail. In the past the CCVB ran the event, the City did decide to let the event go in 2011 so she took it over with the CCVB still marketing it. The cost was around \$22,000 and has applied for small grants in the past. Ms. Bennett plays Mary Curry. In 2011 they decided to have 10 evening walks which start at McFadden Plaza now. This is a historical walk with ghost stories. In October there are 22 tours in one day. She uses volunteers from the community with a stipend this year. In 2016 it made around \$11,000. The Ghost Walk pays for the insurance, customs and do pay the tour guides. The partnership and marketing with the CCVB has been great. They would like a professional video this year. She would like to work with the fourth graders who study Nevada to go on a walk this year. The west side area is so beautiful and the people so generous. People come back every year.

Ms. McBride stated that she could see coupling of events in the future. **Mr. Saylor** stated that we need a ghost train. **Ms. Bennett** reported that one route is for 90 minutes along with a 50 minute tour for kids and families with an old fashion trick or treat.

MS. MCBRIDE BROUGHT THE NEXT ITEM TO THE BOARD’S ATTENTION –

FOR POSSIBLE ACTION: To Elect a Vice-Chair for the Carson City Cultural Commission for the 2017 calendar year.

Ms. McBride nominated Barbara D’Anneo.

Second – **Ms. Geary**

Approved – Unanimously

MS. MCBRIDE BROUGHT THE NEXT ITEM TO THE BOARD’S ATTENTION –

FOR DISCUSSION: Scoring Criteria of FY17/18 and FY18/19 Arts & Culture Special Events.

Mr. Salinas has discussed in the past opportunities to look at funding sources. This did not affect the application process that was in motion. Mr. Salinas reported that he would like to see a name change to Arts, Special Events and Exhibitions. At the meeting in March he reported that the funding for the CCCC was going down by a third in five years. At the Board of Supervisors meeting, Supervisor Abowd suggested a sustainable increase in that funding source for \$25,000 for the next 5 fiscal years. Mr. Salinas stated that his recommendation was to have fixed amounts of \$5,000 and \$2,500 for organizations in FY18/19 and \$1,000 grants for individual artist.

Mr. Salinas stated that in the months to come he would like to come to the board with new scoring criteria and new user friendly applications. **Ms. McBride** stated that this will be a future agenda item.

MS. MCBRIDE BROUGHT THE NEXT ITEM TO THE BOARD’S ATTENTION –

FOR DISCUSSION AND POSSIBLE ACTION: Presentation of the Cultural Commission’s grant applicants in request of funding for FY17/18 Arts & Culture Special Events.

Ms. Bugli stated that she has a disclosure that she is a member of some of the organizations that are requesting funds and officer of one and will step down for this deliberation.

Mr. Salinas introduced some late material regarding the Brewery Arts Center Application. Mr. Salinas showed the list of organizations; the Brewery Arts Center, Capital City Arts Initiative, Mile High Jazz Band, Sierra Nevada Ballet, Community Yogi, and Friends of Carson City Library. Mr. Salinas showed the requests from these organizations with a total \$32,700 with \$25,000 to distribute which makes deficit of \$7,700. This Commission will be tasked with dispersing the funds in a matter you see fit among these organizations. The amount requested is shown with a column for the Commission to put in what is recommended to be dispersed. There is \$6,000 that was from the Martin Montgomery application that can be used for individual artists for next fiscal year or another project.

Each applicant had three minutes to do their presentation for request for funds. The Commission will make their recommendations tonight and then will go to the Redevelopment Authority Citizens Committee, RACC, for potential approval. The Commission discussed each candidate and their request.

Ms. Abowd made her recommendation; increase BAC request from \$5,500 to \$6,500, CCAI request in full of \$5,000, Community Yogi \$1,200, International Film Weekend \$2,000, Mile High Jazz Band \$6,000, Peanut Cracker \$1,000 and new event Sierra Nevada Ballet \$3,300.

Ms. D’Anneo agreed with Ms. Abowd recommendations expect for Community Yogi receiving funds because she does not see it as art.

Mr. Salinas stated that Community Yogi is along the Cultural aspect with Eastern Indian practices and culture. **Ms. D’Anneo** stated that she would have a remainder of \$1,200 for individual artist grants. **Ms. Abowd** suggested that the \$6,000 that was left over from last year could go to art scholarships and other projects. **Ms. Geary** stated that she agrees with Ms. D’Anneo’s recommendations.

Ms. McBride asked that Commissioners that all that are in favor of funding all seven organizations for a total of \$25,000 at the levels that were discussed and on the screen in front of us, all those in favor say aye.

Commissioners Terri McBride and Karen Abowd stated aye.

Ms. McBride asked that all those in favor of the second level of funding for only six organizations, excluding Community Yogi. All those in favor say aye.

Commissioners Janet Geary, Lupe Ramirez, Barbara D’Anneo and Sandra Nagel stated aye.

Mr. Salinas stated that he will take this recommendation and have the \$1,200 rollover to the next year to bring in front of the RACC when it is on their calendar.

Ms. Geary made a motion to approve the funding that the four Commissioners approved.

Second – **Ms. Nagel**

Approved – Unanimously with one
Abstention – Elinor Bugli

MS. MCBRIDE BROUGHT THE NEXT ITEM TO THE BOARD’S ATTENTION –

FOR DISCUSSION AND POSSIBLE ACTION: Discussion and Possible Action on the Cultural Commission’s grant procedures and allocation of funding for FY18/19 Arts & Culture Special Events.

Mr. Salinas there is the \$1,200 and the \$6,000. Does the Commission want to have fixed amounts to be given out? **Ms. McBride** for the next five years we are guaranteed \$25,000 to recommend. **Mr. Salinas** the amounts would be up to this Commission when the applicants are in front of you. **Ms. Bugli** there could be caps, a small amount up to \$2,500 and a larger up to \$5,000.

Ms. Abowd made a motion that beginning in 2018/2019 with our RACC special event funding that we set caps of up to \$5,000 for applications and caps of \$2,500 for applications.

Second – **Ms. Geary**

Approved – Unanimously with one
Abstention – Elinor Bugli

**MS. MCBRIDE BROUGHT THE NEXT ITEM TO THE BOARD’S ATTENTION –
NON-ACTION ITEMS:**

a. Cultural Commission Update – Mark Salinas gave updates on:

Past Events:

- ✓ Arts Advocacy Day in Washington DC
- ✓ Visionary Workshop for the Stewart Indian School
- ✓ Burning Man Leadership Conference – Outdoor Sculptures
- ✓ Annual Report to the Board of Supervisors
- ✓ Public Art Panel Muscle Powered Bike Rack – 6 Finalist
- ✓ Arts Day at the Legislature
- ✓ Artrepreneur Workshop at Adams Hub – 30 Applicants
- ✓ Mural at FISH

Present Events:

- ✓ UNLV Alternative Spring Break at Stewart Indian School

Future Events:

- ✓ Marjorie Russell Textile Museum Tour
- ✓ Grant, to be announced at a later date
- ✓ Nevada Day, Develop New Traditions – CCCC Costume Ball

b. Marketing Update – Kyle Horvath gave updates on:

- ✓ Ad with Travel Nevada – Mandarin Communities
- ✓ Visitor Guide Summer/Fall Outdoor Events
- ✓ Article Larry Burton Photo Stops
- ✓ Mt. Resort Tahoe Interview
- ✓ June/July Events Rack Card

c. CCCC Municipal Code Revision Update – Joel Dunn gave update on:

- ✓ Interlocal Agreement between the CCVB and the City

d. CCVB Update – Mr. Dunn reported on:

- ✓ Rural Tourism Round up
- ✓ Promote Carson City in the Eastern Gateway
- ✓ Overnight Stay in Eureka at Art Gallery
- ✓ March Room Tax Numbers
- ✓ Grants Update

e. Future Agenda Items – Mark Salinas

- ✓ Discussion for the Cultural Commission Costume Ball
- ✓ Renaming Special Events Grant for FY18/19
- ✓ Updating Scoring and Applications

f. Upcoming Meetings

- ✓ 06/12/17 4:00 p.m. Carson City Board of Directors meeting
- ✓ 07/10/17 5:30 p.m. Carson City Cultural Commission

MS. MCBRIDE BROUGHT THE NEXT ITEM TO THE BOARD’S ATTENTION – PUBLIC COMMENT (three minute time limit).

Ms. Rosse thanked the Commission for their efforts. On Friday, June 9 is the opening exhibition at the Courthouse 5:00 p.m. to 7:00 p.m. with Industrial Arts Exhibition.

Mr. Horvath the Downtown Business Association has dedicated funds to a mural downtown and is looking for a location with a building owner. He is working with Artistically Inclined Tattoo Artists to show their work in downtown along with temporary murals.

Mr. Salinas welcomed Lupe Ramirez to the Commission.

Ms. Reitz thanked the Commission for considering Community Yogi with her request.

MS. MCBRIDE BROUGHT THE NEXT ITEM TO THE BOARD’S ATTENTION – BOARD COMMENTS OR ANNOUNCEMENTS: (topics not relating to current agenda)

Ms. Abowd the Greenhouse Project has their plant sale on May 13th from 8:00 a.m. to 1:00.p.m. On July 12th is the Concert Under the Stars and to buy tickets at carsoncitygreenhouse.org or the Visitors Bureau or the BAC.

Ms. Bugli Mile High Jazz Band will be performing tomorrow night at Comma Coffee for \$5.00. The Symphony presents A Royal Birthday Celebration next weekend on Friday at St. Peters and on Saturday at Sheppard of the Sierra for free. On June 11th the Symphony will have their Pops Party Concert at the Governor’s Mansion back yard at no charge.

Ms. D’Anneo would like to have an update or conversation about the area outside the swim center having some sort of art piece. **Mr. Salinas** is still looking into it.

Ms. Geary Nevada Magazine is sponsoring a photographer’s workshop. Four photographers will be teaching on June 28th for a four hour workshop at 401 N. Carson Street. Contact her if interested.

**MS. MCBRIDE BROUGHT THE NEXT ITEM TO THE BOARD’S ATTENTION –
FOR POSSIBLE ACTION: TO ADJOURN**

Ms. Abowd moved to adjourn at 7:50.

Approved – Unanimously

Approved: _____
Terri McBride

Attest: _____
Janet Geary

Tapes of this meeting are available at the office of the Carson City Visitors Bureau,
716 North Carson Street, Carson City, Nevada 89701.

/lm