



## MINUTES OF THE JULY 10, 2017 BOARD MEETING

**COMMISSIONERS PRESENT:** Terri McBride, Chair  
Barbara D’Anneo, Vice Chair  
Karen Abowd  
Elinor Bugli  
Lupe Ramirez  
Janet Geary  
Sandra Nagel

**STAFF PRESENT:** Joel Dunn, Executive Director  
Chris McQueary, Operations Manager  
Mark Salinas, Director of Arts & Culture  
Kyle Horvath, Marketing Manager  
Linda Macauley, Administrative Assistant  
Iris Yowell, Carson City Deputy District Attorney

1. Call to Order

2. Roll call was taken and a quorum was present.

**3. MS. MCBRIDE BROUGHT THE NEXT ITEM TO THE BOARD’S ATTENTION – PUBLIC COMMENT:**

Sharon Rosse (Capital City Arts Initiative) presented a new exhibition in the Sierra Room titled Tahoe Clarity by Dillion Silver through November 9<sup>th</sup>. Ms. Rosse handed out an essay on Industrial Art that will be at the Courthouse through the end of September. Tomorrow we are installing art from UNR at the BRIC. This will be sculptures from the students through September 14<sup>th</sup>.

Julie Lozada Ocampo (Kantu Inka) recently retired as a Spanish teacher of 30 years in Northern Nevada. She and her husband formed a musical group called Kantu Inka performing Indian/Peruvian music in schools. They were looking to improve their business and joined the Artpreneur workshop in May. This was a great experience from start to finish and was impressed by the organizers, professionalism and the quality of instruction given. She loves the direction Carson City is going with a vibrant downtown. The arts are alive and thank you.

**4. MS. MCBRIDE BROUGHT THE NEXT ITEM TO THE BOARD’S ATTENTION – FOR POSSIBLE ACTION: Approval of May 8, 2017 CCCC Meeting Minutes.**

**Ms. McBride** and **Ms. Bugli** reported some corrections. **Mr. Salinas** stated that he will have the minutes edited before they go out.

**Ms. D’Anneo** made a motion that we approve with corrections and additions the minutes of May 8, 2017 Cultural Commission meeting.

Second – **Ms. Abowd**

Approved – Unanimously

**5. MS. MCBRIDE BROUGHT THE NEXT ITEM TO THE BOARD'S ATTENTION –  
FOR POSSIBLE ACTION: Adoption of the Agenda.**

**Mr. Salinas** asked that item #7, Abner Rivera, have his presentation first then followed by Cynthia Brenneman item #6.

**Ms. Abowd** made a motion to change the agenda order of Mr. Rivera presenting first.

Second – **Ms. Geary**

Approved – Unanimously

**7. MS. MCBRIDE BROUGHT THE NEXT ITEM TO THE BOARD'S ATTENTION –  
FOR DISCUSSION: Presentation by artist Abner Rivera on a mural in progress.**

**Mr. Salinas** showed images of Mr. Rivera's murals. **Mr. Rivera** has been doing art professionally for 14 years. He is currently working on a mural featuring local wildlife. He likes to beautify the community and work with its leaders. He confirmed receiving payment from the property owner, Sierra Podiatry Center 1801 N. Carson St. Carson City, NV 89701.

**6. MS. MCBRIDE BROUGHT THE NEXT ITEM TO THE BOARD'S ATTENTION –  
FOR DISCUSSION: Presentation by Artist Cynthia Brenneman on an upcoming Arts & Culture event.**

**Ms. Brenneman**, representing the Arts Coalition, showed the Commission the display of painted parasols that will be on the Nevada Day parade float. There are five different sizes that will be displayed on a Green House Garden truck.

The parasols will be due on August 20<sup>th</sup> and she would like the people who will be in parade to dress the part. Mr. David Bugli will have a band with the parasols on the sides of the truck.

The parasols can be decorated any way the person wants. There will be a flow painting demonstration on the 4<sup>th</sup> of August at the Bliss Mansion. **Mr. Salinas** thanked her. This year the Nevada Day parade theme is Arts & Entertainment. He hopes to have the finished parasols displayed at the CCVB.

**8. MS. MCBRIDE BROUGHT THE NEXT ITEM TO THE BOARD'S ATTENTION –  
FOR DISCUSSION: Presentation by Nevada Arts Council on the Arts and Economic Prosperity Survey – Shoshana Zeldner, Community Arts Director.**

**Ms. Zeldner** reported on the Arts & Economic Prosperity study. The results were released in June. Ms. Zeldner went over the numbers which are available on the NAC website. The Commission and public were given copies. The numbers shows that the arts are a booming industry. Nevada was one of the 20 States that participated. This was for only Non-Profit Arts and Cultural institutes so there could be a measure of return on investment from public funding. The surveys were handed out at performances, gallery openings and different events. The survey asked personal amounts that were spent in addition to ticket price. Out of 574 Arts and Culture organizations in Nevada, 164 completed the survey.

**9. 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 FY 18/19 Arts & Culture Special Events.**

**Mr. Salinas** discussed the special event grants that Redevelopment Authority Citizens Committee (RACC) distributes. On June 1<sup>st</sup> the Board of Supervisors approved all of the FY17/18 recommendations that the Cultural Commission had made. Mr. Salinas wants a more user friendly PDF form for applicants. The grant is intended to fund Music, Theatre, and Visual Arts. He is proposing to a change in name from 'Special Events' to 'Special Events and Exhibitions'.

**Ms. Abowd** made a motion to approve changing of the current name of the annual Redevelopment Special Event funding to Redevelopment Special Event and Exhibition funding.

Second – **Ms. D'anneo** Approved – Unanimously

**10. MS. MCBRIDE BROUGHT THE NEXT ITEM TO THE BOARD'S ATTENTION –  
FOR DISCUSSION AND POSSIBLE ACTION: Creation of a Cultural Commission Costume Ball for October 27, 2017**

**Mr. Salinas** showed the Commission a presentation of the Boys and Girls Club venue for the costume ball which would be October 27<sup>th</sup> the night before the state parade. He would like the Commission to work to help to facilitate this. The proposed event would be from 9:00 p.m. to 1:00 a.m. with mariachi band, live painter, photo booth, and local brewery, among other entertainment. Regarding the parade itself, Mr. Salinas has reached out to WNC Latino group, the Library and State Museum to make a float to celebrate the NEA Big Read grant. Mr. Salinas wrote a grant on behalf of the Nevada Day Parade which they won for \$3,000 on a one to one match. The Visitors Bureau will partake in the marketing of the ball. For parade participants, the NAC Jackpot grant would be eligible with a deadline in August. Money generated through costume ball ticket sales could potentially bring in 30-40% of current RACC funding. **Ms. Geary** stated that 9:00 p.m. to 1:00 a.m. is a little late for Carson City along with the parade being in the morning.

**Ms. Abowd** made a motion to approve the Carson City Cultural Commission's participation in creating working groups to assist in facilitating creation of a Carson City Cultural Commission Costume Ball scheduled for October 27, 2017 with ticketed revenue to create a new source of funding for public art for Carson City.

Second – **Ms. D'anneo**

Approved – Unanimously

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

##### **a. Cultural Commission Slideshow Update – Mark Salinas:**

- ✓ Museum Textile Collection Group Tour
- ✓ Alternative Spring Break at Stewart Indian School
- ✓ NAC Grant Panelist
- ✓ A State Library Exhibition space
- ✓ Bike Rack Finalists/Contracts Update
- ✓ Nevada Museum of Art discussions
- ✓ Art Tech site visit
- ✓ Artrepreneur Workshop/DBA Wine Walk
- ✓ NEA Big Read Grant Award
- ✓ Carson City Fire Museum
- ✓ Stewart Indian School Powwow/GBNA Art Reception
- ✓ Local art fabricators/ Buffalo Creek Art Residency
- ✓ Tour of Virginia City / St. Mary's Art Residency
- ✓ Different Themes for Train Rides
- ✓ Golden Gate Petroleum Wagon
- ✓ Burning Man Founders in Nevada Day Parade
- ✓ Appointment to NAC Board

**Ms. McBride** asked about the Policies and Procedures. **Mr. Salinas** reported that they are using the Bike Rack project as a trial and test for this on a smaller scale. There is a draft outline which needs to be modified. The City is working on getting this together, probably in the next couple of months.

##### **b. Marketing Update – Kyle Horvath:**

- ✓ Special Events
- ✓ Great Basin Native Artists
- ✓ Leavitt Amp Series at the BAC
- ✓ Concert Under the Stars
- ✓ Carson City Fair
- ✓ Jazz and Beyond
- ✓ Community Calendar
- ✓ Gallery Page Update
- ✓ Weekly E-Blasts

**Ms. Ramirez** asked if these could also be in Spanish. Mr. Horvath agreed and (the CCVB) would like to work with Ms. Ramirez on translating upcoming events.

**c. CCCC Municipal Code Revision Update – Joel Dunn:**

- ✓ Update at the CCCC September meeting. This will most likely go to the Board of Supervisors for two readings with Implementation in January.

**d. CCVB Update – Mr. Dunn:**

- ✓ New name as of today-Carson City Culture & Tourism Authority
- ✓ Room Revenue Increases

**e. Future Agenda Items – Mark Salinas:**

None. Expressed thanks to the Commission and audience for support. Expressed excitement for the CCVB name change.

**f. Upcoming Meetings**

- ✓ 08/14/17 4:00 p.m. Carson City Culture and Tourism Authority
- ✓ 09/11/17 5:30 p.m. Carson City Cultural Commission

**12. MS. MCBRIDE BROUGHT THE NEXT ITEM TO THE BOARD’S ATTENTION – PUBLIC COMMENT:**

None

**13. MS. MCBRIDE BROUGHT THE NEXT ITEM TO THE BOARD’S ATTENTION – COMMISSIONER COMMENTS OR ANNOUNCEMENTS:**

**Ms. Abowd** update on Concert Under the Stars.

**Ms. Geary** update on Nevada Magazine and its Art Scavenger Hunt in Nevada.

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

**Ms. Abowd** moved to adjourn at 6:55

Second – **Ms. Nagel**

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.

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