

DRAFT MINUTES
Special Meeting (Workshop)
Cultural Commission
Thursday, September 24, 2015 ● 5:30 PM
Community Center Sierra Room, 851 East William Street, Carson City, Nevada

Commission Members

Chair – Elinor Bugli	Vice Chair – Terri McBride
Commissioner – Karen Abowd	Commissioner – Peter Barton
Commissioner – Danielle Cook	Commissioner – Barbara D’Anneo
Commissioner – Stan Jones	

Staff

Roger Moellendorf, Parks and Recreation Department Director
Vern Krahn, Park Planner
Adriana Fralick, Chief Deputy District Attorney
Tamar Warren, Deputy Clerk/Recording Secretary

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

An audio recording of this meeting is available on www.carson.org/minutes.

CALL TO ORDER

(5:33:03) – Chairperson Bugli called the meeting to order.

ROLL CALL AND DETERMINATION OF QUORUM

(5:33:07) – Roll was called and a quorum was present.

Attendee Name	Status	Arrived
Elinor Bugli	Present	
Terri McBride	Present	
Karen Abowd	Present	
Peter Barton	Present	
Danielle Cook	Present	
Barbara D’Anneo	Present	
Stan Jones	Present	

PUBLIC COMMENTS

(5:34:09) – Janice Keillor, Carson City Grants Administrator, announced that she had applied for an Our Town Arts Grant from the National Endowment for the Arts. She also explained that she was here tonight to listen to the Master Plan discussions. Commissioner Abowd noted that she was working with Kyle Horvath, Brewery Arts Center (BAC) Executive Director, to acquire a piece of art from the 2015 Burning Man event, and Ms. Keillor agreed to work with her, adding that the grant amount she had applied for was \$100,000.

1. THE PUBLIC IS INVITED TO ATTEND A WORKSHOP ON THE DEVELOPMENT OF AN ARTS AND CULTURE MASTER PLAN FOR CARSON CITY. THE PUBLIC IS

NOTIFIED THAT A QUORUM OF THE CARSON CITY CULTURAL COMMISSION WILL BE IN ATTENDANCE AT THIS WORKSHOP. HOWEVER, NO FORMAL ACTION WILL BE TAKEN.

A. Overview of Project – Exhibit B

B. Background/Approach

- **Four Planning Documents**

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C. Leading Cities Research

- **Characteristics of Leading-Edge Cities in Arts and Culture**

- **Policy Guidelines for Arts and Culture Master Plans**

*******BREAK*******

D. Preliminary Draft Format

- **Planning Components and Strategies**

*******BREAK*******

E. Funding Models

- **Options and Opportunities**

F. Commission and Agency Models

- **Local Arts Agency Update (*Americans for the Arts*)**

G. Re-Cap

- **Where We Go From Here**

(5:37:34) – Chairperson Bugli gave background and thanked the Cultural Commission Subcommittee for their efforts over the summer to develop the Carson City Arts and Culture Master Plan. She also introduced Kendall Hardin of Idea Factory as the facilitator for tonight’s workshop, and whose services had been obtained via a \$4,000 Circuit Rider Grant.

(5:38:10) – Ms. Hardin introduced herself and cited several of her accomplishments. She presented a preliminary draft of the Master Plan, made marketing and operational suggestions, and reviewed important resources, all of which are incorporated into the record. Ms. Hardin noted that the Commission’s current data was old, suggested enhanced marketing tactics, and shared key learnings from other communities. She also recommended creating funding models, developing clear and strategic plans, and acquiring powerful champions for the arts. Commissioner D’Anneo was informed that Ms. Hardin had received a copy of the 2011 Strategic Plan document.

(5:53:50) – Ms. Hardin clarified the role of government in preserving cultural pluralism and diversity in communities that “don’t have that much money”. She also stressed the importance of planning and community ownership. Commissioner Abowd inquired about a paid position versus a lead agency, and Ms. Hardin shared examples of work done by lead agencies, and their relationships with city agencies and other community stakeholders.

PUBLIC COMMENTS

(6:11:30) – Susan Boskoff, Executive Director of the Nevada Arts Council, explained that many of the “live/work art spaces” were low income housing, with bylaws that give artists priority to live there. Discussion ensued regarding National Endowment for the Arts (NEA) funding from federal and state sources. Some of the suggestions included having an arts incubator, a presenting museum, an archival center, youth programming, a management stabilization program including core development and marketing.

(6:30:30) – Vice chair McBride was informed that the outline presented by Ms. Hardin was the one suggested for this Commission. Ms. Hardin also suggested having a cultural attractions map, and example of which is incorporated into the record. Commissioner Abowd reminded the Commission that the City’s Visitors Bureau provided a mobile application highlighting Carson City’s cultural attractions. Ms. Hardin gave several examples of cities utilizing social media very effectively. She also discussed grant pursuits and audience integration, including engaging “the real heavy hitters in the community”. Ms. Hardin discussed engaging local business people for pro bono work. Commissioner Abowd suggested utilizing the City’s website effectively. Ms. Hardin suggested “making heroes out of ordinary people” by celebrating their contributions.

(6:59:2) – Joel Dunn, Executive Director of the Carson City Convention and Visitors Bureau, introduced himself and listed several Art and Culture-related grants. Ms. Hardin believed that cultural events brought many out-of-towners, and suggested “putting your best and brightest people” together to work on art programs such as multicultural art projects, and stressed the importance of involving the younger generation in art projects.

(7:13:49) – Ms. Hardin suggested a 10-minute recess.

(7:33:56) – The meeting reconvened. A quorum was still present.

(7:35:57) – Ms. Hardin discussed the marketing and communications components of the plan and cited the example of integrated art programs in Fort Collins, Colorado. She also commended Carson City for providing non-profits with reasonable rates for the theatre and community center rentals. Ms. Hardin suggested having a rural development strategy as well, with an emphasis on the schools. She also believed in community education. Discussion ensued regarding a dedicated full-time employee and the possibility of charging a once-per-year tax dedicated to supporting the arts community. Further discussion ensued regarding Redevelopment Funds and their use for special events. It was agreed that a dedicated funding source would be required and the possibility of utilizing a City-owned building to house staff. Vice Chairperson McBride recommended using the content of the Cultural Commission Strategic Plan developed in 2011 to define the roles of the Commission and the dedicated Staff member(s). Discussion ensued regarding the Commission’s enabling legislation and the members’ roles and term limits. Mr. Moellendorf cited the Open Space Advisory Committee’s role as an example to follow.

(8:45:50) – Ms. Hardin suggested creating some metrics to measure success and to track progress against goals. Commissioner Abowd advised collecting visitor data to track the percentage increase, year-over-year. Ms. Hardin thanked the Commissioners and the key stakeholders for their contributions. Vice Chairperson McBride explained the contents of the working document created by the Cultural Commission Subcommittee and why it was included in the agenda packets. Ms. Hardin explained the importance of a business roundtable and its interaction with the Commission. It was agreed to consolidate the items discussed in this meeting and to finalize the Master Plan in October to be presented to the Board of Supervisors when completed.

2. PUBLIC COMMENTS

(8:55:39) – Kelli Du Fresne, Nevada Arts Council, introduced herself and encouraged the Commission to read the economic prosperity document she had sent out via email. She also encouraged the Commissioners to “play with” the economic calculator. It was agreed that the document prepared by Ms. Hardin was a working document and its vision would change as the economic environment changed.

(8:59:29) – David Bugli, President of the Mile High Jazz Band Association, thanked the Commission for all their work. He also noted that he had sent the economic calculator to Chairperson Bugli for distribution.

3. FOR POSSIBLE ACTION ON ADJOURNMENT

(7:17:19) – MOTION: Commissioner Abowd moved to adjourn. The motion was seconded by Commissioner D’Anneo. The meeting was adjourned at 9:04 p.m.

The Minutes of the September 24, 2015 Carson City Cultural Commission meeting are so approved this 23rd day of November, 2015.

ELINOR BUGLI, Chair