



STAFF REPORT

Report To: Board of Supervisors **Meeting Date:** May 7, 2020

Staff Contact: Mark Salinas, Arts & Culture Coordinator

Agenda Title: For Possible Action: Discussion and possible action regarding the Cultural Commission FY 19/20 Annual Report and FY 20/21 Work Plan. (Mark Salinas, msalinas@carson.org)

Staff Summary: Pursuant to CCMC 2.41.060, the Cultural Commission is required to submit an annual report and work plan to the Board of Supervisors. Attendance records of the Commission’s members must be included in the annual report.

Agenda Action: Formal Action / Motion **Time Requested:** Consent

Proposed Motion

I move to accept the Annual Report and Work Plan as presented.

Board's Strategic Goal

Quality of Life

Previous Action

N/A

Background/Issues & Analysis

Applicable Statute, Code, Policy, Rule or Regulation

CCMC 2.41.060

Financial Information

Is there a fiscal impact? No

If yes, account name/number:

Is it currently budgeted?

Explanation of Fiscal Impact:

Alternatives

Modify the Cultural Commission FY 19/20 Annual Report and FY 20/21 Work Plan as presented.

Attachments:

[Annual Report 2019-2020- FINAL.docx](#)

Board Action Taken:

Motion: _____

1) _____

2) _____

Aye/Nay

(Vote Recorded By)

The Cultural Commission is required by Carson City Municipal Code (CCMC) 2.41.060 (7) "to submit an annual report and work plan to the Board of Supervisors no later than May 1 of each year. Attendance records of members shall be included as part of the annual report."

19/20 Annual Report + 20/21 Work Plan

Submitted by Barbara D'Anneo, Chairperson, Carson City Cultural Commission

We have had a full complement of directors (7). Each director has attended at least (76%) of all meetings, including an extra meeting along with the regular schedule. The inclusion of two (2) younger members has had a very positive effect on discussion, ideas and, at times, generational understanding of changing views about the scope of art and culture in Carson City. We bid farewell to Milo McCormick as he has moved out of the area. We appreciated his participation. We stand at six (6) commissioners since Terri McBride has been reappointed to another term.

The CC Cultural Commission board members voted unanimously to present a Resolution to the Carson City Cultural and Tourism Authority and the Board of Supervisors to support the extension of the transient lodging tax funding, or the establishment of a secure and permanent source of funding, for a dedicated Carson City Arts and Culture Coordinator to continue the creation, development, and administration of arts and cultural programming, arts education, the acquisition of art for our community, and the implementation of the Carson City Arts and Culture Master Plan.

Work is progressing on the Public Art Policy; the draft to be distributed and reviewed at our next meeting.

We began the year with the Mayor's Annual Art Awards. 125 Attendees, including Governor and Kathy Sisolak was hosted by the Chamber of Commerce. Attendees included city, legislative, business, artists, and interested community members. A special Art Initiative to be displayed in the governor's mansion was introduced by Kathy Sisolak.

Commissioners reviewed, recommended and awarded Redevelopment grants for FY 19/20. Also reviewed requests for funding and approved approximately \$25,000 in allocated funds for community art/culture programs. We have an ambitious calendar of community programs; some have occurred, and some are on hold until the fall. Due to the Covid-19 Pandemic all programs, meetings and functions have been canceled. Public Arts Programs recommended for FY 19/20 include:

Russian Quartet Concerts; delayed until Fall; Hawaii Lei Day, delayed to fall; Carson City School Murals; Lego Façade Improvement with Boys/Girls Club; Nevada Pow Wow; LatinXpression Concert series coordinated by the Carson City symphony; Dia de los Muertos; Fashion/Fine Arts film Festivals.

Also approved funding for DOT Roundabout Sculpture and appointed 3 commissioners to assist in selection process. Continue discussions around Business leadership in a yearly support program.

19/20 Annual Report + 20/21 Work Plan

Submitted by Mark Salinas, Arts + Culture Coordinator

19/20 Annual Report

Carson City's Arts and Culture is a unique office in that it not only provides service to residents, as a municipal department, but also endeavors to attract and retain visitors, as a destination marketing organization. Hand-in-hand, this year-round strategy of developing local arts events and marketing those events outside our community is what brands Carson City as a cultural destination and fulfills the Carson City Arts & Culture Master Plan.

My philosophical overview is that CREATION, EDUCATION, and RELATION are three curatorial components in building strong public arts programming. These are, in fact, the same shared fundamental elements in building a thriving community that people want to live in or a community that people want to visit and then relay the magnetism of that experience to family and friends. In many demonstrated ways, a good public arts administrator is a good social architect; drafting opportunity, structuring awareness, building foundations of inter-connectivity.

With dependable guidance from a diverse Cultural Commission, the Carson City Department of Arts & Culture has achieved creative connectivity to neighbors across the street and across the state. While there has always been a presence of arts and culture in Carson City, we do see data that represents a rapid evolution of growth since 2016. With growing commitment and experience, our combined efforts have delivered Carson City's influence upon both local and state entities which includes schools, universities, businesses, restaurants, hotels, libraries, casinos, breweries, airports, and tourism offices.

All Commissioners are in current good standing, having attended more than the minimum number of regular meetings required by CMCC 2.41.040.

Since the last Annual Report on May 2, 2019, arts programming highlights include Arts Advocacy Day + Post Party, two new murals at Empire Elementary School, I Voted Sticker design competition, four art exhibitions at City Hall, Visiting Artist Lecture Series, The First Lady Presents..., Mayor's Arts Awards & Luncheon, and a ten month cultural exchange with Town of Tonopah.

Since the last annual report, the following media sources have reported on Carson City's Department of Arts & Culture:

Local Media

Carson Now

Nevada Appeal (including new reader voting sections: Best Public Art, Best Arts & Culture Organization)

It's Your City

NGBN Carson City

The Sierra Nevada Ally

KNVC 95.1 FM

Regional / State Media

Double Scoop

Reno Arts News

Reno News & Review (including a new reader voting section: Best Carson City Special Event)

Reno Gazette Journal

Pahrump Valley Times

Lake Tahoe This Week

Nevada Independent

2020 Nevada Department of Tourism Travel Guide

KCKQ 1180AM
KUNR 88.7 FM
KWNK 97.7 FM
KKFT 99.1 FM
KTVN Channel 2 Reno
KRNV Channel 4 Reno
KOLO Channel 8 Reno
KRXI Channel 11 Reno
Nevada State Museums & History Press Office
Office of the Governor Press Office

19/20 Work Plan

- 1) Finalize the Public Art Policy in Carson City – Nearing completion Spring/ Summer 2020
- 2) Create a Cultural Commissioner Retreat – Goal edited and completed
- 3) Manifest common understanding of how 1% for the Arts in Carson City equals 1% for community vitality in Carson City – Completed via ongoing meetings and presentations to the public.
- 4) Communicate long-term sustainability options among Carson City government, Carson City Cultural Commission, and CTA to retain and develop the department's successes of 2018/19 - Completed via ongoing meetings and presentations to the public.

20/21 Work Plan

- 1) Implement the Carson City Arts & Culture Master Plan.

Performance Measures: Ongoing CREATION, EDUCATION, RELATION strategy to collect data such as grant awards + cash contributions, non-cash contributions, ticket + sales, donated labor, audience attendance, media exposure, and purchased art assets.

- a) Develop municipal arts awareness through unified branding, marketing, messaging, and public education initiatives.

Note: Currently in progress.

- b) Integrate public art into gateway or corridor improvements and other capital projects.

Note: With continued gateway and corridor improvements early inclusion from applicable planning departments is necessary to determine staff and budget availability.

- c) Create signature events and/or creative place-making which promote Carson City as cultural/creative destination.

Note: Large placeholder calendar events, while strong for annual programming, lessen the ability to take on new or unscheduled/unbudgeted projects at current funding and staff.