



**CARSON CITY CULTURAL COMMISSION
(CCCC) ADVISORY BOARD MEETING
MINUTES JANUARY 23, 2017**

The regular meeting of the Carson City Cultural Commission was held Monday, January 23, 2017 at the Carson City Community Center, 851 E. William Street, Sierra Room, Carson City, Nevada beginning at 5:30 p.m.

PRESENT: Elinor Bugli, Chair
Terri McBride
Karen Abowd
Danielle Cook
Sandra Nagel
Janet Geary

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

OTHERS PRESENT: Iris Yowell, Carson City Deputy District Attorney
Travis Rosenberry, Founder of Roska Entertainment
Laycie Corley, Roska Art Director
Stephanie Kulla, Roska Talent Director
Allison Reitz, Founder of Community Yogi
Gina Hill, Brewery Arts Center

Call to Order

Roll call was taken and a quorum was present.

MS. BUGLI BROUGHT THE NEXT ITEM TO THE BOARD'S ATTENTION – PUBLIC COMMENTS AND DISCUSSION (THREE MINUTE TIME LIMIT).

Mr. Salinas stated that he was asked by Sharon Rosse to introduce the upcoming shows in her absence. The information was given to the Commissioners and available at the front door. February 3rd at the Courthouse Gallery is Gil Martin and February 7th as part of the Nevada Neighbors Talk, Phyllis Shafer at the BRIC 7:00 pm. Mr. Salinas stated that he received a text from Commissioner D'Anneo, for public comment, she was unable to attend tonight, regarding the Board of Directors leadership, Terri McBride would be a good choice and can put her name in for any position.

Mr. Rosenberry stated that they recently relocated to the Carson Valley area from Las Vegas. Their platform is to help the community grow a younger demographic for arts. **Ms. Corley** stated that they are working on a project called downtown art project with a monthly art show starting in March and continuing the first Saturday of each month from 1:00 to 5:00 along with the Wine Walk. They plan to have artists show their work at different places for a couple of weeks along with an art magazine in print and on their website. They are looking for sponsors and other businesses to work with. **Ms. Kulla** stated she works with musicians and artists to create a close community to grow together as a community. They have had some successful events already and for more information Roskaentertainment.com.

[March 13, 2017 Agenda Item #4](#)

Ms. Reitz stated that Community Yogi is a newer organization which connects yoga instructors with new spaces in order to make yoga more accessible and affordable. Ms. Reitz stated that she is looking for creative spaces to hold the classes. She handed out fliers with the website is communityyogi.com.

For the record **Danielle Cook** is in attendance.

Gina Hill reported that they have received the Levitt Foundation grant for \$25,000 for the concert series. Over the last 90 days the BAC has sold out and turned away people for 80% of the performances. Ms. Hill reported on; outreach programs, local music nights, performances, art classes and fundraiser Winter Wine and all that Jazz.

**MS. BUGLI BROUGHT THE NEXT ITEM TO THE BOARD'S ATTENTION –
FOR POSSIBLE ACTION: APPROVAL OF MINUTES – December 20, 2016 MEETING.**

Ms. Abowd made a motion to approve the minutes of the December 20, 2016 meeting as published.

Ms. McBride stated that on page 3 item “a” Mr. Salinas stated that on November the 12th he attended a tour at the Stewart Indian School Campus along with other members of the Commission. Ms. McBride stated that just to clarify he was not the only one there. Ms. McBride also stated that a couple of sentences down, Mr. Salinas stated that he had applied for two grants but the minutes show three were reported on. Ms. McBride asked Mr. Salinas if he applied for two grants or three grants? **Mr. Salinas** replied three grants. **Ms. McBride** stated this should be change to three grants have been applied for.

Ms. Abowd amended her motion to include the corrections.

Second with corrections – **Ms. McBride**

Approved – Unanimously

**MS. BUGLI BROUGHT THE NEXT ITEM TO THE BOARD'S ATTENTION –
FOR POSSIBLE ACTION: ADOPTION OF AGENDA.**

**MS. BUGLI BROUGHT THE NEXT ITEM TO THE BOARD'S ATTENTION –
FOR POSSIBLE ACTION:** To elect a Chair and Vice-Chair for the Carson City Cultural Commission for the 2017 calendar year. (Elinor Bugli / Mark Salinas)

Ms. Abowd nominated Terri McBride to be the Chair for the Cultural Commission.

Second – **Ms. Nagel**

Ms. McBride stated that she would be honored to take on that role for the next year and would like to nominate Danielle Cook for Vice Chair due to her seniority on this Commission.

Second – **Ms. Abowd**

Ms. Bugli stated that all in favor signify by saying yea.

Approved – Unanimously

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

Arts & Cultural Coordinator Report – Mark Salinas reported on:

Past Events: 2 weeks ago he put together an Arts & Culture mixer on Ice at the Arlington ice rink. This was attended by about 30 people. Mr. Salinas thanked those who attended. Susan Boskoff the executive director with the Nevada Arts Council is retiring March 31. On the 9th of March the NAC will be having their 50th anniversary with a celebration at the Reno museum. Las Vegas has a new director at the Cultural Affairs, Ally Haynes Hamblen. The area has had some new people in, which is exciting.

Present Events: there is the Road to Future exhibition at the Nevada Arts Association. This is collaboration with the Downtown Business Association, the CCVB and the NAA. This was inspired by the downtown ribbon cutting for Carson Street.

Future Events: tomorrow night is an artist reception at the Nevada Arts Council of Gig Depio from 5:00 to 7:30. **Ms. Cook** stated that it has been postponed due to weather. **Mr. Salinas** reported that at the Visitors Bureau is exhibiting work from the Great Basin Native Artist coalition for 2017. The reception will be February 3rd from 5:00 to 7:00. The art work is for sale. Mr. Salinas reported that he recently met Jan Loverin, the Curator of Clothing and Textiles at the Marjorie Russell Clothing and Textile Research Center. This Thursday she is doing a lecture: A Brief History of Underwear. In conjunction, Mr. Salinas is coordinating three Fashion Films in February. The tickets will be \$8 and free to museum members. Each documentary will have a red carpet with pictures taken. He and Mr. Horvath have been working with the Adam's Hub and the NAC on building a development workshop for artists. This will be a four class program for all types of arts to put together a sales marketing approach of what they do. This will launch in mid-March. There will be a group show in the back of Adam's Hub on the Wine Walk in May. On March 3rd there will be an art walk in collaboration with Muscle Power.

The special events funding request form is now available on the carson.org website. The deadline is April 15th.

Grant Updates: **Mark Salinas** thanked the CCVB, the library and the museum for their help with the NEA big grant for \$20,000. This will be sent in on Thursday. This will be a month long program with 45 events and 40 partners based on the novel True Grit. Regarding the Vans Muriel grant, he is still waiting to hear back from them. The National Association of Latino Arts & Culture grant was not received.

Visitor Bureau Update – Joel Dunn reported on: the Bureau increased the room tax 1% dedicated to public art. The Bureau collects the tax directly from the lodging properties; this is how all of our operations are funded. Mr. Dunn reported the room tax numbers for November 2016 which shows revenue increase of 22.93% from November of 2015. This has a lot to do with the rebranding effort of Carson City and the effort of the tremendous staff that he has and how we market ourselves as a community. The occupancy and revenue per available room are continuing to trend up.

Marketing Update – Kyle Horvath reported on: the CCVB has done two annual visitor guides in house and are going to start doing two a year. These are a partnership with Nevada Appeal who print it and do the advertising but the CCVB has total control over the content. The new issue is cultural heavy and introduces Mr. Salinas. In the winter time is when we do the website audit and are revamping the art gallery page. We are also revamping the history page and are working with author David Toll to tell the lesser known stories of Carson City and the area. The CCVB partners with events of all kinds to help out with their marketing. There are new features on the community calendar where people can add their event or we can use information from other calendars that are compatible. The quarterly newsletter is going out to over 23,000 people with art features and introducing Mr. Salinas. The Legislature is in session and he will be making sure they know all about Carson City including the arts & culture.

Ms. Reitz stated that the automatic feature on the website calendar is really helpful.

Future Agenda Items – Mark Salinas reported: that as he has mentioned he has identified three tiers for creating or acquiring public art. One is through lease, rent, purchase, or loan of public works funded in part by city contribution, transient tax, and/or private donations on city property in creating destination public arts & cultural programming, second is through RACC Re-Grant Awards via Cultural Commission, and third is through his own grant research and application. In March he would like the Commission to consider putting a small percentage of the 40% RACC gives the Cultural Commission as to create an Individual Artist grant for FY18-19. **Ms. McBride** asked with the proceeds that come in from the room tax would the CCVB be able to offer mini grants to individual artists in the future. **Mr. Dunn** stated that he will bring an update on the grant funding to the March meeting.

Mr. Salinas stated he would have some updates on grants next month too. Also he would like to look at branding options for Carson Arts to identify us as a creative community. Mr. Salinas is also creating a public art proposal form.

Upcoming Meetings – Elinor Bugli stated that February 13th will be the CCCVB Board of Directors meeting at 4:00 pm. March 13th the Carson City Cultural Commission at 5:30 pm in the Sierra Room.

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

Ms. Hill reported that the BAC has completed their chemical dark room which develops film out of negatives and if anyone has any 35mm or 110mm cameras they would like to have them. Any artist can use the chemical dark room and classes are available.

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

Ms. Bugli reported that the Arts & Culture Coalition meets tomorrow at 4:00 at the Bliss Mansion. **Ms. Abowd** stated that in March she will have an update and announcement about a new partnership with the Concert Under the Stars. **Ms. Bugli** stated that later this week there will be a planning meeting for the Jazz & Beyond which is August 4th through the 20th this year. **Ms. Cook** thanked Ms. Bugli for being the chair for the last two years and appreciates all of her hard work. **Ms. McBride** agreed.

Ms. McBride asked about the terminology on the paperwork given to us for this meeting. We are the Carson City Culture Commission Advisory Board now? Please clarify, is that our new name? **Mr. Dunn** stated that he will look back but when you were formed you were formed as an advisory board to the Board of Supervisors. You are not a management board you are an advisory board. **Ms. McBride** stated that she went to the Carson City Government page today to see how the commissions and boards are listed and we are just the Carson City Cultural Commission. She was not sure and asked if this is their new name this is what I’m asking. **Mr. Dunn** stated that you are the Carson City Cultural Commission and you are an advisory board to the Board of Supervisors. **Ms. McBride** asked if it is always necessary to have advisory board every place we are mentioned in the documents, did we change our name. **Mr. Dunn** stated no, you are still the Cultural Commission and function as an Advisory Board we have not changed the name. **Ms. Bugli** stated that she thinks all of the Commissions are advisory boards.

Ms. Bugli reported that at the Coalition meeting tomorrow we are expecting Susan Boskoff to be there to talk to us.

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

Ms. Abowd moved to adjourn at 6:30.

Second –**Ms. McBride**

Approved – Unanimously

Approved: _____
Terri McBride, Chair

Attest: _____
Danielle Cook

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