



5 Pathways of Arts Influence & Awareness

Updated 1/17/18

1) Commissioner Profile and Engagement

Topics:

Define clear objectives and goals of individual commissioners, Local awareness, Facebook page, Group portrait, Role of Commissioner, Retreat, Visiting other Arts Commissions, Board composition, Commissioner Recruitment.

Guest Panelist:

Nettie Oliverio - Reno Arts Commissioner & Founder of the Reno Arts Consortium

2) Events & Activities

Topics:

Identify concrete and achievable outcomes, Cultural Commission calendar, Outreach marketing strategy for hosting/attending/sponsoring public events and targeted populations (seniors, ethnic, youth), Advocacy/Ambassador, who should be there?

Guest Panelist:

Tony Manfredi – Executive Director, Nevada Arts Council

Brenda Nebesky – Chief Marketing Officer, Nevada Department of Tourism

3) Community Development

Topics:

Arts & Culture Inventory, One-on-one meetings with all arts organizations listed in Carson City, Exhibition/performance opportunities, monthly specialized ARTicle or newsletter, focus groups and surveys, Access to invitation to and postings of public meetings

Guest Panelist:

Sharon Rosse – Executive Director, Capital City Arts Initiative

Eli Bugli – Carson City Arts & Culture Coalition

Gina Hill – Executive Director, Brewery Arts Center

Carol Brown – Artist, ARTrepreneur participant

Shoshana Zeldner – Community Arts Director, Nevada Arts Council

4) Communication/Asset Management

Topics:

Ongoing communication, Strategy for updating web, app, social media, method of internal communication for updates, Art Guide redesign, External marketing audit, improve and sustain communications and marketing efforts for 2018 and beyond

Guest Panelist:

Amanda Horn – Director of Communications, Nevada Arts Museum

5) Brand Identity (Based on the above 4 Pathway discussions)

Topics:

Style Guide, Logo, font, email header, letter head, template, print material, Grantee requirements (hashtag, ROI), mascot, a stand-alone identity that positions arts as its own force in the community.

Guest Panelist:

Graphic Designer TBA