

**STAFF MEMORANDUM**

DATE: April 19, 2018

TO: Board of Supervisors

FROM: Mark Salinas, Arts & Culture Coordinator

SUBJECT: Cultural Commission's Annual Report (2017/2018) & Work Plan (2018/2019)

---

The Cultural Commission is required by Carson City Municipal Code (CCMC) 2.41.060 (7) "to submit an annual report and workplan 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."

"All board, commission, and committee members shall attend at least seventy-five percent (75%) of all meetings in the preceding twelve (12) month period. No differentiation is made between excused or unexcused absences of members." (Excerpt from the Board of Supervisors' Policies and Procedures manual for Boards, Committees, and Commissions (Amended February 4, 2016).

**Chair Report by Terri McBride, Carson City Cultural Commission:  
Achievements towards Arts & Culture Masterplan**

We saw momentum in community interest in the arts and culture build over the last twelve months. According to my count, five individual artists and 16 different arts or cultural organizations introduced themselves or presented at our Cultural Commission meetings since last May. Many of these were new to us, while the stalwarts like the Capital City Arts Initiative and Brewery Arts Center continue to provide event updates throughout the year. *Attendance of Commission meetings by members of the public has also increased. At our January 24, 2018 meeting, we broke attendance records with 21 members of the public in the audience.* I believe this increased interest in being part of the arts community is due to Mark's excellent outreach efforts. I know that he was invited to speak to additional arts and cultural groups in the northern Nevada area.

The increased visibility and interest in the fortification of the arts and culture community was evident at our inaugural pre-grant workshop for organizations interested in applying for the RACC Special Events and Exhibits grants. There were 16 organizations represented there, ten of which were new to the application process. We continue to appreciate the opportunity to make recommendations on the RACC Special Events and Exhibits funding of artistic and cultural events. Supervisors helped us stabilize the annual allocated amount from RACC at \$25,000 this last year; it was previously set to incrementally decline over time. Some organizations have already expressed concern that the amount may not be adequate to serve the increasing applicant pool size. If the Supervisors have any suggestions on how to solve this "good kind of problem" we welcome your input.

For the next 12 months, we have a few specific goals in mind. Our first priority is to complete the drafting of our Policies and Procedures, with the assistance of the DA's office. Mark has been working on these intermittently over the last year and a half. These need to be in place so that we can convene small Public Art Panels to recommend art purchases for installation, loans, donations, and arts and cultural programming. We appreciate any support from the Board of Supervisors to encourage the DA's office to provide staff time to complete these Policies and Procedures so we can start spending Mark's set-aside money.

Also on the list of future projects for the next year: to continue building a cohesive arts and culture community, to support individual artists and organizations through our continued participation of the allocation of RACC grants, and to augment outreach to underserved populations, like the American Indian and Hispanic communities in Carson City.

We thank Joel Dunn for his remarkable effort to get buy-in for the 1% room tax from all of Carson City's lodging operators in 2016. This was a year of transition, as you know. But overall, these were positive developments and the Commission supports the move of Mark's position into City government. I am

personally heartened to see one or more of you attending arts and cultural events around town; it makes me believe that the Board of Supervisors really supports the arts and cultural community. So, thank you!

**Arts & Culture Coordinator Report by Mark Salinas:**  
**Achievements towards Arts & Culture Masterplan**

■ **Extending and Equalizing Access**

On Air:

KUNR FM  
KNVC FM  
KOLO TV

In Person:

10th Annual Nevada Tribal Tourism Conference  
UNLV Spring Break at Stewart Indian School  
WNC Latino Cohort  
Sierra Nevada College  
Dayton High School  
Doral High School, Las Vegas  
Carson City Men's Club  
Capital City Arts Initiative  
New Entrepreneurial Network  
Boys & Girls Club of Western Nevada  
ArtSpot Reno  
Reno Arts Consortium  
Washoe Valley Garden Club  
Reno Tahoe Territory  
Travel Nevada

In Print:

Getaway Reno/Tahoe  
Northern Nevada Business Weekly  
Truckee Sun  
Nevada Appeal  
Carson Now

Web/Internet:

RenoArts News  
Carson City Lifestyle  
It's Your City  
Carson City Arts Instagram Account: almost 700 followers  
Carson City Cultural Commission Facebook Account

■ **Conducting Ongoing Cultural Planning**

Establishment of Arts & Culture City department  
Establishment of Arts & Culture Coordinator as City Employee  
Representation on the State Arts Agency NAC Board  
Drafted a 5 Pathways of Arts Influence & Awareness for Staff and Commission development  
Commissioner Profile  
Engagement & Outreach  
Community Development  
Communications & Asset Management  
Brand Identity

■ **Creating a Nurturing Cultural Environment**

**Total Grants Awarded \$21,150**

**National Endowment of the Arts: Big Read Grant \$14,000**

**Travel Nevada Projects Relating to Tourism \$3500**

**Travel Nevada Rural Marketing Grant \$3000**

**Nevada Arts Council: Professional Development Grant \$650**

■ **Improving Quality**

ARTrepreneurs Workshop  
RACC Special Events Grant Re-Fresh Application, Eligibility, and Workshop  
Nevada Day Parade Theme: Arts & Entertainment, creation of artist-made Program Cover

■ **Preserving Cultural Pluralism and Promoting Diversity**

Capital Collage 2017  
Day of the Dead Celebration at Nevada State Museum  
Chinese New Year's Parade at Nevada State Museum  
Lei Day Polynesian Celebration at Nevada State Museum  
Stewart Indian Father's Day Powwow

■ **Promoting Aesthetic Considerations in Local Decision-Making**

Meet your Candidate Assembly with Cultural Alliance Nevada  
Convened Public Art Panels (4 Special Meetings)  
Assisted in Language with Public Works Sidewalk Encroachment  
Downtown Business Association  
RACC Reimagined Space

**The Cultural Commission and the Arts & Culture Coordinator anticipate the following initiatives for their 2018/2019 work plan and are seeking Board of Supervisors approval on the below tasks prior to moving forward with these projects....**

**Dedicated priority** in establishing the Policies & Procedures for Public Art in Carson City. Arts & Culture Coordinator to work closely on this detailed ordinance with the District Attorney's Office. Draft target date: Fall 2018.

**Dedicated priority** in proposing amendments to CCMC 2.41 (creation of Cultural Commission, 2008) that reflect updated vision and future strategies. Arts & Culture Coordinator to work closely on this detailed municipal code with the District Attorney's Office. Draft target date: Fall 2018.

Creating a vibrant Arts & Culture community to grow cultural tourism, awareness, and influence in Carson City on local, regional, and state platforms.

Continuing to provide a public forum for community partnership to elevate the quality of life for City residents.

Continuing outreach to underserved populations and youth (including American Indian and Hispanic communities), in order to foster appreciation of arts and culture as key components of Carson City life.

Promoting and providing grant recommendations to the Redevelopment Authority for Arts & Culture Special Events Funding.

**April 2017- April 2018 Cultural Commissioner Attendance**

4/10/2017	5/1/2017	5/8/2017	7/10/2017	9/11/2017	10/6/2017	11/21/2017	1/24/2018	3/20/2018
*Special	*Special	Regular	Regular	Regular	*Special	Regular	Regular	Regular

**Terrie McBride (Chair): Regular Meetings 100% + 1 Special Meeting 117%**

*n/a	*yes	yes	yes	yes	*n/a	yes	yes	yes
------	------	-----	-----	-----	------	-----	-----	-----

**Barb D'Anneo (Vice Chair): Regular Meetings 100% + 2 Special Meetings 133%**

*yes	*n/a	yes	yes	yes	*yes	yes	yes	yes
------	------	-----	-----	-----	------	-----	-----	-----

**Karen Abowd: Regular Meetings 100% + 2 Special Meetings 133%**

*yes	*n/a	yes	yes	yes	*yes	yes	yes	yes
------	------	-----	-----	-----	------	-----	-----	-----

**Elinor Bugli: Regular Meetings 83% + 1 Special Meeting 86%**

*n/a	*yes	yes	yes	yes	*n/a	yes	no	yes
------	------	-----	-----	-----	------	-----	----	-----

**Janet Geary: Regular Meetings 83% + 1 Special Meeting 86%**

*n/a	*yes	yes	yes	no	*n/a	yes	yes	yes
------	------	-----	-----	----	------	-----	-----	-----

**Sandra Nagel: Regular Meetings 67% + 1 Special Meeting 71%**

*yes	*n/a	yes	yes	yes	*n/a	yes	no	no
------	------	-----	-----	-----	------	-----	----	----

**Lupe Ramirez: Regular Meetings 100% + 1 Special Meeting 117%**

*n/a	*n/a	yes	yes	yes	*yes	yes	yes	yes
------	------	-----	-----	-----	------	-----	-----	-----