

Carson City Arts and Culture Coalition
Minutes of Meeting, Friday, November 19, 2010
1:00 p.m. at BRIC (Business Resource Innovation Center)
108 E. Proctor Street, Carson City, NV

Call to order: Robin Hodgkin called the meeting to order at about 1:00 p.m. She was substituting for Denise Gillott. Also, in attendance were David Bugli, Ellie Bugli, Sara Jones, Sharon Rosse, Eric Klug (new theater manager at the Bob Boldrick Theater), Andi Moore, and Gene Paslov. Members may want to note that Eric's e-mail address is eklug@carson.org.

Treasurer's Report: Ellie Bugli reported that there were two more memberships since last month's meeting, bringing the total paid memberships to nine artists/organizations. Others are still due. She reported that the Brewery Arts Center (BAC) got its money for the Sierra Room rental for the candidates forum in the spring. We are still waiting for the bill for the most recent forum, and the Carson City Symphony will pay for that and get reimbursed by the CCACC. That bill should be about \$150. Ellie supplied a written treasurer's report, and it shows a bank balance of \$1872.10. Someone recommended removing Stephen Lincoln's e-mail address, since he is no longer on the commission.

Minutes: David Bugli did not supply minutes for the previous meeting.

Various topics: Robin reported that the Carson City Cultural Commission (CCCC) held its most recent meeting on Oct. 25. Joe McCarthy is retiring from Redevelopment in June and is on extended vacation. Lee Plemel will replace Joe as liaison to the Commission. Robin reported that Peter Barton had shared some information with her concerning the arts.

AFTA Webinar: There was an AFTA (Americans for the Arts) webinar on community arts yesterday ("2010 Post-Election Analysis on the Arts"). We need to clearly educate the community on the economic impact of the arts. For example, there is talk of closing the State Railroad Museum because of the current State budget situation, yet it has a \$1.8 million positive impact on the community (meals, gifts, etc.). Every dollar spent on the museum brings in \$3. The museum accounts for 12 direct jobs and 80 volunteers. We talked about doing an assessment of this impact. Gene suggested we start a serious letter-writing campaign (250 or fewer words, per newspaper guidelines). For example, we should respond to letters to the editor that do not support the arts and the Railroad Museum. We should not be intimidated. It would be good to do this through the upcoming legislative session. Ellie brought up the topic of audience assessment questionnaires. She mentioned that she added some questions, such as who purchased meals and hotel space, to a questionnaire used at the last Carson City Symphony concert (Oct. 24). Robin will e-mail a summary on the AFTA webinar.

Advocacy Now!: Robin wants people to note the following dates:

- March 2 - Arts Advocacy Day & Governor's Arts Award
- March 3 - OASIS mini-conference
- March 10 - Museum Day

Robin mentioned that it has been proposed in the State budget that the following be closed: Overton Museum, State Railroad Museum, and Nevada Historical Society (NHS). NHS serves a special role as "keeper" of important records, and its function could not be handled with the same type of continuity by another organization.

The retreat: Sara wants John Shelton, the new BAC Executive Director, to be part of our retreat, when we have it. Robin will approach John to have him select one of two dates, and Robin will facilitate. The possible dates are Thursday, Jan. 13, at 5:30 p.m. and Saturday, Jan. 22, at 10:30 a.m. (both at BRIC).

Governor's Arts Awards: The Nevada Arts Council (NAC) is looking for a location for the Governor's Arts Awards on March 2. They are looking for a place that could seat 200-300 people. David and Ellie mentioned that they had discussed possible locations, including the BAC's Performance Hall, with Susan Boskoff. Part of the problem is finding a location in Carson City that is big enough to seat that large a group and provide a place for eating.

Tree Lighting Ceremony: The Capitol Tree Lighting Ceremony is Thursday, Dec. 2. Lennie, at Platinum Salon and Spa, is with Downtown Business Association (DBA), which is sponsoring the event. Maxine and Fred Nietz of the Arlington Group are the organizers. Sara will check into whether CCACC or BRIC should be a DBA member. Ellie mentioned that Ronni Hannaman, of the Carson City Chamber of Commerce, is inviting groups to perform at the ice rink, which will be set up again in the Arlington Block. It was mentioned that BRIC could be part of the Wine Walks that are held downtown. Robin mentioned the mentor program at the Boys & Girls Club. Some of us might consider giving tickets to mentors so that they can bring their charges to our events.

BRIC Open House: BRIC will have its open house on Dec. 14 at 4:30 p.m. Sara will send out an e-vite to the event. We talked about putting together a Coalition Calendar covering arts events from that date to Feb. 28. Ellie will format information supplied by arts groups, and the calendars will be available at the Open House.

CCACC Letter of Support: Sara wants a letter of support from CCACC to be sent to the Foundation Center for establishing BRIC (Carson City Library) as a resource center for foundation grants, etc. Mona Reno, who works at BRIC, is a trained resource person.

Ross Miller: We discussed the possibility of having Secretary of State Ross Miller attend a CCACC meeting. It is reported that Miller is considering putting Cultural Affairs under him, and Sharon would like more information.

Review of action items: Robin reviewed the following:

- Gene will contact folks to send letters, as needed.
- People should remove Stephen Lincoln from the CCCC list.
- Ellie will find survey forms for assessment purposes.
- Robin will ask member organizations to supply data for the AFTA assessment.
- Ellie will try the AFTA "calculator" (for arts assessment). (It's difficult to operate and navigate.)
- Sara will check on Downtown Business Association membership costs.
- Robin will contact John Shelton regarding the retreat.
- Robin will get out e-mail regarding data for the Coalition Calendar.

Parasol Foundation: Ellie mentioned that the Parasol Foundation at Incline Village does good, inexpensive workshops. She would like to carpool with others to them.

Future meetings: We agreed that future meetings (through May 20) will be on the third Friday of each month at 1:00 p.m. at BRIC. BRIC has been reserved for them.

Announcements:

- **City Center Project:** The Citizens Advisory Committee meeting on the City Center Project will be Nov. 22 at 6:30 p.m. Sara said it would be good if Carson City got a conference center out of the City Center Project. She urged us to attend the meeting.
- **USPS information:** Sara said that the USPS (Postal Service) will be coming to BRIC once a month to talk about direct marketing, starting in January. She will keep us informed.
- **New Years Party:** Sara said there will be a New Years Party at the State Archives. The door prize is a trip to New York.
- **CCAI:** The CCAI Holiday Party is Wed., Dec. 1, at the Bliss Mansion from 5:00 to 7:00 p.m. The next opening for a court house art show (concerning casino carpets) will be Feb. 4.
- **Carson City Historical Society:** David reported that his "Becoming Mark Twain" (piano and narrator version) will be performed at the Historical Societies "Christmas with Mark Twain" party at the Bliss Mansion on Dec. 5. McAvoy Layne and Guy Rocha are among the featured speakers.
- **MHJB:** The Mile High Jazz Band's "Jazz and Poetry" will be Tues., Dec. 14, at Comma Coffee, 8:00 to 10:00 p.m.
- **Symphony:** The Carson City Symphony's 27th annual Holiday Treat will be Sunday, Dec. 12, at 4:00 p.m. at the Carson City Community Center's Bob Boldrick Theater.
- **Strings in the Schools:** Strings in the Schools will do "This is not a Christmas Concert" on Thursday, Dec. 9, at the Plaza Conference Center. They will be joined by the Carson High School Percussion Ensemble. Also, there will be a Carol Playalong for string players at the Carson Mall on Mon., Dec. 20, at 11:00 a.m.
- **Community Center:** Eric reported that the following will be performing at the Community Center: WNC's "White Christmas," Pinkerton's "Nutcracker" show, a Silver State Charter High School play, and Sierra Nevada Ballet's "The Peanutcacker."

Next meeting: The next meeting is Dec. 17 at 1:00 p.m. at BRIC.

The **meeting adjourned** at 2:26 p.m.

(Minutes prepared by David Bugli, Interim Secretary)