

**Carson City Arts and Culture Coalition**  
**Minutes of Meeting, Friday, August 17, 2012**  
**3:00 p.m. at BRIC (Business Resource Innovation Center)**  
**108 E. Proctor Street, Carson City, NV**

**Call to order:** John Shelton (Brewery Arts Center) called the meeting to order at 3:04 p.m. In attendance were Lindsey Kern (with Clear Channel Outdoor), David Bugli (Mile High Jazz Band and Carson City Symphony), Ellie Bugli (Mile High Jazz Band and Carson City Symphony), Chris Bayer (CASA and performer), Sharon Rosse (Carson City Arts Initiative), Molly Walt (Pinkerton Ballet Theatre), Gene Paslov (CCAI), and Stephanie Arrigotti (Western Nevada Musical Theatre Company).

**Approval of Minutes:** There were no prior minutes ready to be approved.

**Guest Presentation: Charter Outdoor Advertising:** Lindsey Kern, from Clear Channel Outdoors, had been invited to discuss billboard campaigns. She presented information on options that CCACC could pursue. Stephanie Arrigotti reflected on Western Nevada Musical Theater Company's (WNMTC's) experience using billboards to advertise its "Phantom of the Opera" productions. Stephanie envisioned CCACC creating a somewhat permanent billboard presence in the Reno area and there being some consistent CCACC-oriented message on the top of the billboard. Lindsey discussed several billboards that could be available. For example, #10062 is a 14'x18' north-facing digital board for southbound 395/580 traffic. No more than eight advertisers are present on the board during any given period, and each ad is displayed for eight seconds. This would result in 1200 ads per day. It was noted that traditional boards cost \$1500 to change. Lindsey also mentioned that there are 250 of the "thirty sheet" poster billboards, but they are generally on a poster rotation through an entire year.

John Shelton said that billboard advertising is expensive, so we may need grants to rent a billboard. However, the Tourism Commission, one funding source, would probably prefer advertising grant money spent outside of the immediate area. Lindsey suggested we start out simple to build the CCACC brand or some type of Carson City arts brand. After that, with the digital options, we could fill in the details. She suggested we take a look at the calendar, build the general arts promotion campaign during a lull (when rates are low, a brand building period), and then promote specific events. The fourth quarter of the year is usually the best time to shop for "remnant space" on billboards. People have to see something about seven times for it to register with them. One strategy to consider: start with a poster campaign for the brand-building period, but later go after the digital billboard option.

**Post-presentation billboard discussion:** After Lindsey left, we talked about the feasibility of using the digital boards. The general consensus is that we don't have the money for them. Stephanie felt that WNMTC's "Phantom" ads were less expensive and got a good response. Chris Bayer suggested "Travel Arts Carson City" as a theme or brand.

**Banner over Carson Street:** The discussion of billboards led to a discussion on the use and availability of the banner over Carson Street. It appears that events (as opposed to non-date-specific information displays) are not "filtering to the top" (given priority) when various groups are scheduled to use the banner location. For example, the Jazz & Beyond Music Festival did not get a banner placement this summer. Molly Walt said she would look into the situation. Jennifer Pruitt, in the City's planning office, might need some policies.

(Note: David Bugli had to leave the meeting at this point to help set up a concert venue. The following remarks are based on notes taken by Ellie Bugli.)

**Further branding and advertising discussion:** Stephanie commented on the signs at the entrance to Carson City and asked if we can have another sign saying "Home of the Arts"? John Shelton discussed having a reader board near City Hall or near the Community Center. Gene Paslov suggested we think about a plan for the branding. John suggested seeking proposals from neutral professional ad agencies. Gene commented that the new editor at the *Nevada Appeal*, Dennis Noone, has been fired. Sharon Rosse said we should invite the new editor (Noone's successor) to a CCACC meeting. Stephanie said that most people do not read the *Appeal*, and that we need coverage in the *Reno Gazette-Journal*, which is hard to get.

**Candidate Forum preparation:** A Candidate Forum should be done before early voting, but close to the election. Early voting starts Oct. 23. October 8th thru 12th are under consideration. Molly Walt will text Mitch about a Forum location at the Community Center. The Brewery Arts Center and Western Nevada College can be considered for alternative locations. We might look into the first week of October for the Forum. Molly indicated that no other forums are scheduled.

The notes from the meeting reflect that the following topics, from the Agenda, were not covered at this meeting:

- Production & Public Calendar Options
- Social Media Tools: Facebook - Admin Access; Website - Admin Access
- Administrative Reports: Treasurer's & Financial Report
- Membership Contact Data Revisions
- Monthly Meeting Time
- Formal vs. Informal Operational Status
- New Business

**Next meeting:** The notes from the meeting do not reflect a decision on the next meeting date. However, based on a consensus reached at the July 13 informal meeting at Adele's, we decided to hold meetings on the third Friday of every month through the end of the calendar year at BRIC, if it is available. Therefore, the next meeting is Friday, Sept. 21, 2012, at 3:00 p.m. at BRIC.

The **meeting adjourned**. The time was not noted.

(Minutes prepared by David Bugli, Interim Secretary, based on additional notes supplied by Ellie Bugli.)