

Carson City Arts and Culture Coalition
Minutes of Meeting, Friday, September 21, 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, BAC) called the meeting to order at 3:00 p.m. Also in attendance were David Bugli (Mile High Jazz Band and Carson City Symphony), Ellie Bugli (Mile High Jazz Band and Carson City Symphony), Sharon Rosse (Carson City Arts Initiative), Eugene Paslov (CCAI), Stephanie Arrigotti (Western Nevada Musical Theatre Company), Tami Castillo Shelton (BAC), Vern Krahn (Carson City Parks & Recreation), Andi Moore (Carson City Library), and Carol Scott (Wild Horse Theatre Company).

Odds and Ends: Vern Krahn, of Parks & Recreation, introduced himself to the group. He serves as P&R's representative to the Carson City Cultural Commission (CCCC). John presented the BAC's membership check and Tami presented her individual membership check to Ellie. Andi said the Library's membership check is being authorized. We briefly discussed the letter that CCACC was going to write back in July to the Children's Museum of Northern Nevada on behalf of Wild Horse Theatre Company.

Approval of Minutes: The minutes for the informal meeting at Adele's on July 13 and of the formal meeting on August 17 were reviewed. Sharon moved that they be approved as written; Eugene seconded the motion. The motion passed.

Candidates Forum: It is looking unlikely that we can do an early-October forum, such as the one we discussed on August 17. John said we had not followed up much since the last meeting. We know that the League of Women Voters has a forum planned for the Carson City Library. (This is an event that might not have been scheduled on August 17, when we had discussed having our own forum.) John thought that maybe we should team up with the League. Ellie said we need to know which candidates and questions would be on the League's forum. John will follow up after he gets contact information. It is likely that we will not do our own forum this year. Stephanie feels we have questions for candidates related to arts and education topics, including those affecting the future of Western Nevada College. Questions we would like to have on the League's forum should be forwarded to John by Sept. 28. He will get in touch with Denise Gillott and Sara Jones, who organized our October 2010 candidates forum.

Marketing: John gave an overview of five marketing topics before we got into discussing details: Coalition ads, Carson Street banner and reader board, production/public calendars, Facebook/website (admin access), and print editorial (*Nevada Appeal* and *Reno Gazette-Journal*).

- **Calendar:** We seem to need a production calendar, as opposed to an events calendar, in order to share information about events in the future. (See also below.)
- **Facebook and website:** Our old website (carsoncityarts.org) is no longer up and has not been maintained. Denise Gillott set up a Facebook page, but people are not posting to it. Ellie said we are not using it enough. Ellie will send a request to Denise to allow other CCACC members to have administrative authority to update the Facebook page. (See also below.)
- **Print:** It was remarked that John Barrette at the *Appeal* has been giving positive coverage of the arts. (See also below.)
- **Coalition ads:** We discussed if CCACC should be purchasing ads at this time and if this is the best use of our limited funds? Ellie moved that we hold off purchasing ads in constituent

programs; Stephanie seconded it. The motion passed. John said we would come up with a draft policy on how we buy ads for CCACC.

- **Banner over Carson Street:** Earlier in the meeting we said we might want to have a public representative come to one of our meetings to explain the policies and procedures for the banner over Carson Street. John said that the current arrangement is not balanced and is not favoring events. Stephanie said that the Special Events Committee of the CCCVB (Carson City Convention and Visitors Bureau) discussed policy about the banner at their last meeting. They will come up with draft language for the Board of Supervisors to consider. Ellie said she had received a banner reservation notice and that the due date is Oct. 1. Others in the room did not receive the notice, so Ellie will forward the notice to other CCACC members. There are a lot of groups wanting to use the banner. Jennifer Pruitt is handling the banner reservations. We think that Lee Plemel is Jennifer's boss. John will check to see whom we should contact to get representation on the Events Committee. Lee Plemel and Molly Walt were mentioned as possible contacts.
- **Reader board:** We also discussed the possibility of having a reader board and where to put it. Stephanie wondered about putting up a reader board on the side of a building. John said that there had been discussion in Rotary and similar organizations about putting up a reader board. David suggested we check with the Ormsby House owners about using their electronic sign for publicizing community events, as was done when the sign was originally put up, many years ago. John will work on a dialog with the city.

Calendar: It was pointed out that we don't need to duplicate a public calendar of current and near-term events, such as the CCCVB's, but we need a production calendar so that CCACC members can post future events months and years in advance. David said he would set up a Google "production" calendar that can be read from DavidBugli.com/CCACC.htm, the temporary website he is maintaining for CCACC. David said he would give update authority to CCACC members needing to post their future events. It was noted that the CCCVB wants to do bundling with out-of-town events, so this calendar should be convenient for them in their marketing and planning.

Website: John will meet with Tara Burke about the old website (CarsonCityArts.org), which was not maintained and which has since disappeared (not being hosted). [Note: The URL CarsonCityArts.org is currently registered through 3/19/2013 through GoDaddy.com to [visionASP Inc.](http://visionASP.com), which lists its phone number as 775-841-7389 and maintains a Reno P.O. Box.] John might also consider hosting CCACC's website on the BAC's website host. For now, an unofficial version is hosted at DavidBugli.com/CCACC.htm. Stephanie would like CCACC members not to post their events on other member's Facebook pages. However, such postings can be deleted by the Facebook page's owner.

More on print media: We generally like what John Barrette's column does for the arts, but we'd like to get more. John Shelton said we should invite Mark Raymond, the *Appeal* publisher, to one of our meetings. He will contact Mark. John suggested we meet with the newspaper people every six months or so to emphasize that publicity needs to be a week before the event, not the day of the event, to be effective. David suggested that we need to remind Reno people that Carson City is now "closer," now that 580 is open south of the Mount Rose Highway, and that they can take advantage of Carson City cultural events. The trip takes about eight minutes less. We need more *Reno Gazette-Journal* editorial content covering our cultural events. John said that Reno is the BAC's second largest market. Eugene offered to talk to Peggy Santoro at the *RGJ*. Stephanie offered to go with Eugene as part of a contingent. Perhaps we can get Beryl Love, the publisher, to attend such a meeting.

Membership: Carol Scott said that Wild Horse Theatre Company would renew tonight. Also, the BAC, Tami Shelton (as an individual artist), the Carson City Library, and Eugene Paslov (as an individual) are joining/renewing today or are in the process. John plans to make a personal appeal to some of those who have not renewed for this fiscal year. It was noted that Dana Rose Fleming is the new drama teacher at Carson High School. In order to assist in locating potential members, David will update his CCACC e-mail list.

Treasurer's Report: Ellie Bugli handed out a printed report showing a \$2339.92 bank balance.

CCACC Letter to Children's Museum: Stephanie and David indicated that she had drafted a letter to the Children's Museum concerning the Wild Horse Theater eviction. However, before it was sent, Carol Scott indicated that she would pursue another method of dealing with the situation, and the letter was not sent.

Shared Facilities: John discussed trying to find facilities for storage and administration at the BAC, including off-site rehearsal space. There are situations where the BAC needs additional rehearsal space, but they can also offer space for other artists' needs. He handed out a BAC rental space brochure. BAC is producing a series of brochures concerning BAC services and facilities.

Working with Tourism: John thinks we should get Candy Duncan from CCCVB to one of our meetings to discuss how we can work together.

Future meeting: Monthly meetings will generally be scheduled for the third Friday of each month at BRIC (Business Resource Innovation Center, 108 E. Proctor Street, Carson City, NV). The following meetings are currently scheduled at BRIC (subject to change):

- Friday, Oct. 19, 2012, at 3:00 p.m. at BRIC
- Friday, Nov. 16, 2012, at 3:00 p.m. at BRIC
- Friday, Dec. 21, 2012, at 3:00 p.m. at BRIC

David Bugli said he would make the reservations with BRIC.

Adjournment. The meeting adjourned at 4:27 p.m.

Minutes prepared by David Bugli, Interim Secretary, on 9/22/2012.