

CARSON CITY CULTURAL COMMISSION Draft
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A regular meeting of the Carson City Cultural Commission was held on Tuesday, June 15, 2010, at 5:30 p.m., at the Community Center Sierra Room, 851 East William Street, Carson City, Nevada.

PRESENT: Chairperson Peter Barton
Vice Chairperson Karen Abowd
Commissioner Jed Block
Commissioner Delsye Mills
Commissioner Jeffrey Scott
Commissioner Molly Walt

STAFF: Joe McCarthy, Director of the Office of Business Development
Tamar Warren, Recording Secretary

NOTE: A recording of these proceedings, the Commission's agenda materials, and any written comments or documentation provided to the recording secretary during the meeting are public record, on file in the Clerk's Office. These materials are available for review, in the Clerk's Office, during regular business hours.

A. CALL TO ORDER (5:30:30) - Chairperson Barton called the meeting to order at 5:30 p.m.

B. ROLL CALL AND DETERMINATION OF QUORUM (5:30:46) - Roll was called and a quorum was present.

C. ACTION AND APPROVAL OF MINUTES (5:31:38) – Chairperson Barton entertained a motion. **Commissioner Walt moved to approve the minutes of the March 16, 2010 meeting. Commissioner Scott seconded the motion and requested the spelling of his first name to be corrected in the minutes. The motion carried 6-0.**

D. PUBLIC COMMENTS ON NON-AGENDIZED ITEMS (6:32:08) – Chairperson Barton acknowledged Robin Hodgkin, Nevada Arts Council, and invited her to begin with public comments. Ms. Hodgkin gave several highlights of the past month. She stated that Commissioner Block and his wife, Nicole, were able to attend the Oasis Conference in Las Vegas, and had taken advantage of the professional development travel stipends. She indicated that all the available conference proceedings were archived on the www.nevadaculture.org web site, on the Nevada Arts Council pages, on the site. She encouraged commissioners to attend the Cultural Tourism Summit and stated that last year, Kendall Hardin, on a Circuit Riders Grant, worked with the Carson Valley Arts Council, a great result of which was the idea of the Cowboy Poetry Summit. She also stated that the Commission could apply for a Nevada Circuit Riders Grant for \$3500, the consultants of which work for well below market rates. She also shared a newsletter article showing Stephanie Kulla from Carson City had come in second to Washoe County's Emily Orellano, the Nevada State winner of the National Poetry Out Loud competition, who placed in the top 9 in Washington D.C. She added that the State Historic Preservation Office's Cultural Commission had awarded \$170,000, one of its largest grants, to the Brewery Arts Center (BAC). Ms. Hodgkin also stated that the Stewart Indian School had received another large grant. She invited everyone to attend a Pow-Wow event that upcoming weekend, which

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was highlighting a historical exhibit. She also mentioned that the Incline Village Parasol Foundation, a community foundation with an arm called Community Collaboration, creates an opportunity for non-profit groups to work together, and to serve their communities more broadly. The Foundation carried out a great two-part seminar called “Accounting as Good Governance.” Ms. Hodgkin suggested that Carson City should repeat the seminar, so that all the non-profit groups could benefit from it.

Mr. McCarthy reminded everyone not to miss the Capital City Arts Initiative’s latest exhibition at the Courthouse, featuring a poster exhibition of some world-renown artists representing a plethora of nations participating in the World Cup. He also mentioned that the Capital City Arts Initiative was collaborating with St Mary’s Art Center, featuring Scott McCloud, a visiting contemporary artist from San Francisco.

Ms. Hodgkin added that during the week following this meeting, Mandatory Grants Management Seminars would be held on Tuesday in Las Vegas, Wednesday in Carson City, and Thursday in Reno. A new session has been added to the Seminar for specific invited guests. The session called “Doctor is in”, is for grantees who did not score well during the panel process, and can receive the panelists’ feedback in order to get a larger piece of the already-slim grants pie. Chairperson Barton asked whether the Circuit Riders Grant Program was an ongoing program, or whether it was deadline-specific. Ms. Hodgkin replied that it was done on a first-come first-serve basis, without a specific deadline. However, she explained that all grants must be applied for through the online grant system, and that the Circuit Riders Program grants for fiscal year 2011 would probably not go live until July 1, 2010.

E. DISCLOSURES (5:33:01) – None.

F. MODIFICATION TO THE AGENDA (5:33:11) – None.

G. DISCUSSION AND POSSIBLE ACTION ON JOINT WORKSHOP WITH CARSON CITY ARTS & CULTURE COALITION (5:33:31) – Chairperson Barton introduced the item. Mr. McCarthy gave background on the grassroots effort of the Art and Culture Coalition efforts. He stated that the roots dated back since the 1970s creation of the Carson City Arts Alliance, which was formed as the advisor on art and cultural matters to the Board of Supervisors. The Alliance was then transformed into the Brewery Arts Center, when the property on the west side of Carson City was acquired, to provide activities to the local community. Three years ago, a grass roots organization, the Carson City Arts and Culture Coalition, was formed. It represented an amalgamation of all of the small and mid-size arts organizations, individual artists, and folks who were interested in art and culture, and met on a monthly basis. A major achievement of the Coalition had been allowing the city to form this Commission. In addition, they had created two forums for political discussions, where candidates would answer questions from the community regarding art and culture. Commissioner Walt had asked for this agenda item in order to re-energize the collaborative efforts.

Denise Gillott, Chairperson of the Carson City Arts and Culture Coalition, stated that the original goals set by the Coalition had been met, and to set new goals would involve the Commission.

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She suggested having a joint retreat or a workshop to come up with a vision. Ms. Gillott also invited the Commission members to attend the next Coalition Meeting, on June 25th, at 4 p.m., at San Marcos Grill on East Winnie Lane.

Commissioner Walt suggested that once the collaborative goals were set, the Coalition would act as a feeder to the Commission, since they had a wide network and could help accomplish the goals set by the Commission. She proposed to have the joint meeting on Tuesday, August 17th at 5:30 p.m., if the Sierra Room were available. The meeting would be agendaized, and open meeting rules would apply. She also suggested that the Coalition collaborate with Mr. McCarthy, Chairperson Barton and Commissioner Walt on an agenda. Commissioner Walt asked Chairperson Barton to contact Robin Hodgkin and suggest that she facilitate the meeting, and he agreed to do so. **Commissioner Walt moved to have a joint workshop with the Carson City Arts and Culture Coalition on Tuesday, August 17, at 5:30 p.m. Commissioner Block seconded the motion.** During discussion Chairperson Barton noted that there was a need for collaboration between the two entities in order to have their goals closely aligned. He also recommended inviting a member of the Professional Fundraising Association, who has a dynamic program on fund raising, called Returning to the Basics 101. Mr. McCarthy suggested that the Commission recognize there is a bit of consternation within the art and cultural community, and suggested focusing on a common ground. Commissioner Scott stated that as the agenda is put together, the efforts should concentrate on how to engage the public better, and to help get the word out to the community. Once the discussion was over, Chairperson Barton called for a vote. **The motion carried 6-0.**

H. NON ACTION ITEMS

A. PRESENTATION ON THE MAYOR'S INSTITUTE ON CITY DESIGN (5:47:59)

Chairperson Barton introduced the item and invited Carson City Mayor Bob Crowell, to present the outcome and feedback of Mayor's Institute on City Design. Mayor Crowell thanked the Commission for their service to Carson City, and remarked that he was recently told that Carson City was a wonderful place to live, because it was not a group of neighborhoods, but a community. He also stated that he was not there to present a position on the Nugget Project but to convey the results of what he learned at the two-day Mayors Institute on City Design conference, held last March. The event was hosted by the U.S. Conference of Mayors, the National Endowment for the Arts, and Arizona State University. He was joined by 7 other western city mayors, urban planners specializing in transportation, architecture and urban design, together with other disciplines from Arizona State University. Each of the specialists, who were high-caliber authors and professionals, had agreed not to solicit business from the attending mayors. The institute was held in the ballroom of an old hotel in Phoenix, now called PURL, an acronym for Phoenix Urban Research Lab. No city funds were involved for Mayor and Mrs. Crowell's trip to attend the Institute. And, Mrs. Crowell experienced using the city's public transportation system in the form of light rail and city buses. Carson City was selected to present because it fell into the category of similar cities attending the Institute, and also because it had a design project underway, in the form of the Nugget Project. The presentations were made in two hour blocks with a 20-minute overview, and the balance constituted questions or a debate of the pros and cons of the project.

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Mayor Crowell stated that he presented, in a neutral fashion, an overview of Carson City, highlighting the Cancer Center, the Carson City Airport, the V&T Railroad, the State Capitol, Western Nevada College, and the location of the proposed project site. The Mayor also presented an aerial view of what the downtown area could look like, and a future view of Carson Street, as represented in Envision 2006, which incorporated a large amount of community input. The Mayor described some of the challenges facing Carson City, such as a 13.4% unemployment rate, a 1-2 thousand person decline in population, a highly concentrated economy with 42% of the payroll being generated from government jobs and 31% of the payroll coming from manufacturing and trade. He also commented that payday dollars are earned by commuters and spent elsewhere, and that the Carson City sales tax had been flattened after undergoing a reduction, in addition to almost 25% of the city's commercial space being vacant. The objectives of Carson City, based on the results of Envision 2006 were: 1) to create a sustainable economic engine that drives new jobs; 2) energized downtown with a definable town center and a community hub; 3) diversified economic base through new industries; 4) educating and training citizens for primary jobs; 5) building and attracting new companies. He concluded his presentation by stressing the concern about jobs, the sustainability of the community without diversification, and by providing incentives for young people to live and raise families in Carson City.

At the conclusion of his presentation, the Mayor had asked for the following feedback: 1) What were the audience's observations regarding the proposed balance of uses for the project? 2) What should the physical form of the project look like? 3) Is the project financing plan reasonable? 4) Would the project promote community sustainability? The Mayor also explained that he had been told that the Project was about creating jobs in the community and that the library (the Knowledge and Discovery Center) was believed to be a resource to make that happen. He had also been told that the business incubators worked, and that the concept was to include an incubator tilted towards the tech industry. He was intrigued by the thought of linking the K-12 and college education systems in Carson City with the business community, specifically linking it to manufacturing, while adding value to the core downtown area. He wanted to know whether these were "feel-good" thoughts or legitimate thoughts worthy of consideration. The overwhelming response from the group was that the project represented 21st century thinking regarding urban development, and they unanimously suggested staying away from a convention center, unless a hotel was built next to the convention center to facilitate usage. Conference centers were suggested as a workable alternative for a city this size. He received no feedback on a recreation center as a good addition. During dinner, a participant stated that Mayor Crowell was the only mayor linking urban design and educational resources, which the participant thought was exceptional. One Arizona State University participant had stated that the project was too big and that they should consider phasing in the development units. The panel believed that satellite business incubators could be used to mitigate the vacancy effect; however, in general, there was no particular answer to the Mayor's question.

The Mayor was disappointed that he did not come away with an analytical technique in order to make a judgment call. Some general comments were that the land was large enough to accommodate the suggested conceptual pieces. Another comment was to make sure that the library was designed with 20th century attributes, but to be very careful with parking. They also suggested placing the library in a public plaza in relation to other pieces, to mitigate noise. Keeping as many streets as possible in the development area to facilitate use was also suggested. Street improvement on Carson

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Street was critical to the development of the project, to enable maximum use. He was also asked to look into HUD community sustainability grants. Integrating public art to the project was advised and it was suggested that the project think LEED (Leadership, Engineering and Environmental Design) in order to do the right things for the environment. They deemed it critical to keep an eye on the side streets of the project, as they could affect the overall project viability, and to pay attention to development units to maximize use.

A copy of the comments, and the presentation DVD, have already been posted on the city website, in addition to the two-page write-up by the architects. The Mayor also stated that between each mayor's presentations, there were 20-minute presentations by specialists, which the mayor found very interesting. Some things the Mayor learned were: two-thirds of college grads choose the place first when taking a new job, therefore fostering the development by creating an environment where young people come and raise a family was advised. Golf courses were no longer part of the top 10 attractions. Instead, community walkability, farmers markets, and skating rinks provided urban fabric. Green roofs for energy savings were proliferating, but it was also important to retain historic buildings. Smaller lot sizes, condos, and apartments were more desirable for both baby-boomers and young-adults. A complete neighborhood was defined as walkable, provided for mixed use, was transit served, and with an optional neighborhood garden. Urban design affected personal health, promoting and facilitating movement and exercise for healthier communities while the sale of autos in the US had declined over the last 20 years. The Mayor cited Meridian, Idaho, for instance, that had doubled in size in the last 10 years, growing substantially in the health sciences industry, tied to the health sciences business incubator, built on a public and private partnership basis. The Mayor concluded that the Institute was a worthwhile endeavor, he learned much and walked away with the thought that the planning and development efforts in Carson City had been good. He left everyone with a quote from Wired Magazine, "if you can't write, you can't think."

Chairman Barton thanked the Mayor, stated that there was a great deal of information to ruminate over, and wanted to find out what happened if nothing was done to Carson City. The Mayor responded that the issue had not been asked nor answered. Commissioner Walt thanked the Mayor for "thinking 10 years down the road" and said that references to education were "hitting home." Commissioner Abowd thanked the Mayor as well, and said the education component was forward-thinking.

B. UPDATE ON THE GREENHOUSE PROJECT AND THE FLOWER BASKET PROGRAM (6:24:36) – Chairperson Barton introduced the item and commented that the flower baskets looked wonderful. Commissioner Abowd began by saying that the effort was due to all the volunteers and business sponsors. Forty-eight baskets, grown in a heated greenhouse at Nevada's Own Perennials, to get them to the correct scale, had gone up. On June 1, at 7 a.m., everyone met and All Seasons Maintenance volunteered their truck and themselves, Ralph Marrone and Bill Vance drove the Greenhouse Garden Center truck and trailer, Mark Lopiccicolo volunteered two trucks, John Anderson's trailer, and two workers. They returned at 11:15 a.m. Ken Fraser, along with the Parks and Recreation team, had all the baskets hung and watered by 3 p.m. She thanked all the volunteers who helped, and stated that the signage under baskets was donated by Vital Signs. Mark Beauchamp had volunteered the labor for the installations. \$9,461 was raised to make everything happen, and \$6,000 was paid to

the Parks and Recreation Department for two college students' salaries, who are currently doing the watering.

Commissioner Abowd also updated the Commission on the Greenhouse Project, stating that efforts for breaking ground in mid-July were underway, and that the lease would be formally renewed at the end of the month. Mark Rotter, of Manhard Consulting, is working on the building permit. Due to certain restrictions on the CDBG grant, groundbreaking will be pushed to July 14th. Funds raised through grants, donor matches and other fund-raising efforts, are close to \$97,000 to date. A Recreational Trails grant has been applied for but they will not be heard from until the fall season. A meeting with WNC President Carol Lucy indicated that she sees collaboration on three fronts: the business and distance education agriculture program; a construction management internship to help Lopiccolo Construction, can be utilized. In addition, Commissioner Abowd has contacted Carson City School District Superintendent Richard Stokes to work together on programming to start the education facet, to be coordinated by Joanne Skelly, from the Cooperative Extension Office. A big fund raiser is scheduled for July 14, in the Adele's Restaurant parking lot, featuring the band, Sons of Champlin, and a silent auction filled with great items. General admission tickets would be \$35 and VIP tickets \$60. Commissioner Abowd said posters were available to be put up, and she passed around handbills, a copy of which is incorporated in the record. Chairperson Barton thanked Commissioner Abowd and asked whether a time was set for the July 14th groundbreaking. Commissioner Abowd replied that she did not yet know, but would notify the Commission once it is set.

C. STATE'S BUDGET FOR CULTURAL AFFAIRS FOR FISCAL YEARS 2011 THROUGH 2013 UPDATE. (6:29:39) - Chairperson Barton introduced the item and stated that the political landscape will change, and the budget the Commission has been asked to build now would be moving towards a zero-based budgeting model, already in place in other states. A day-long training session was scheduled for the following week. Chairperson Barton iterated that he did not have any inside track or access to information other than what the Commission has seen or heard. He said that there was a move to cut the State's budget by 50%, which would be particularly difficult for Cultural Affairs, because they had suffered more than most state agencies already. He concluded that the numbers shared with him were grim, and indicated that they would be down by about 2/3 of the general fund appropriation of 2009. He thought that they needed to rally all of the supporters for arts and culture, and the State's museum system. Chairperson Barton then asked the Commission's consent to invite Robin Hodgkin to share her comments, since she had arrived after the Public Comments agenda item discussion.

I. INTERNAL COMMUNICATIONS AND ADMINISTRATIVE MATTERS.

A. COMMISSIONER COMMENTS ON NON-AGENDIZED ITEMS (6:43:44) – Chairperson Barton introduced the item and thanked the Arts and Culture Coalition for organizing and presenting to the community the Candidates' Forum in May, presented live and on Access TV. He understood that the event may be repeated since the candidate pool had become much smaller. He also explained that a Museum Day at the Legislature is being organized, through the Nevada Museum Association. Both public and private museums from across Nevada would be invited to participate in displays and information sharing, in the legislative hallways. Information regarding the displays would

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be provided as it became available. Also, on September 8-10, the Nevada Museum association will hold its annual conference in Carson City. This year, the theme would be called “Minting Your Museum’s Future, Getting Back to Basics.” They will look at the basics of fund raising and attracting audiences, and partnering with educational entities. There were no additional commissioner comments.

B. FUTURE AGENDA ITEMS FOR THE NEXT MEETING ON SEPTEMBER 21, 2010 (6:45:23) - Chairperson Barton introduced the item and reminded the Commission of an earlier action to have a joint meeting with the Carson City Arts and Culture Coalition on Tuesday, August 17, 2010, at 5:30 p.m., at a location to be announced.

Commissioner Scott stated that he had contacted Stacy Spain, Reno Public Arts Specialist, who had agreed to give an overview of the economic impact to the City by having a successful public art program. He also said that he would expand on the first phase of the program at that time.

J. ADJOURNMENT (6:46:26) – Chairperson Barton inquired as to any opposition to adjournment. Hearing none, the meeting was adjourned at 6:48 p.m.

The minutes of the June 15, 2010 meeting of the Carson City Cultural Commission are so approved this th day of September, 2010.

Peter Barton, Chairperson