

**CARSON CITY CULTURAL COMMISSION**  
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A regular meeting of the Carson City Cultural Commission was held on December 11, 2009, at 3:00 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 Jeffery Scott  
Commissioner Molly Walt

**STAFF:** Joe McCarthy, Director of the Office of Business Development  
Jano Barnhurst, 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-Recorder's Office. These materials are available for review during regular business hours.

- A. CALL TO ORDER (3:03:20)** - Chairperson Barton called the meeting to order at 3:03 p.m.
- B. ROLL CALL AND DETERMINATION OF QUORUM (3:03:26)** - Roll was called and a quorum was present. Commissioner Shirk was absent. Chairperson Barton welcomed Commissioner Mills to the meeting.
- C. ACTION AND APPROVAL OF MINUTES (3:04:46)** - Commissioner Walt moved to approve the minutes from the April 18, 2009 strategic planning meeting. Vice Chairperson Abowd seconded the motion. Motion carried 5-0. Commissioner Block moved to approve the minutes from the September 15, 2009 meeting. Commissioner Walt seconded the motion. Motion carried 5-0.
- D. PUBLIC COMMENTS ON NON-AGENIZED ITEMS (3:06:33)** - Sharon Rosse, Capital City Arts Initiative advised of a closing reception on January 8 from 5-7 p.m., at the Courthouse Gallery. She also advised that June McCormick's exhibition will open on February 5.
- E. DISCLOSURES (3:07:39)** - None.
- F. MODIFICATION TO THE AGENDA (3:07:53)** - None.
- G. DISCUSSION ON GREENHOUSE PROJECT AND POSSIBLE ACTION TO APPROVE THE JURY/LOGO CONCEPT FOR THE GREENHOUSE PROJECT. (3:08:03)** - Chairperson Barton introduced the item and Vice Chairperson Abowd presented background information. She reported that property at the Anderson Ranch was donated but not suitable. She advised that she was contacted by the School District about locating the greenhouse behind the soccer field, they are very close to signing a lease, and expressed hope that they would have a letter of intent by the next School Board meeting. She

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explained that a location is required before they can start applying for grants. She advised that Cameron McCoy, a CHS senior is doing his senior project on the greenhouse and is organizing an art contest for the greenhouse logo.

(3:12:24) Cameron McCoy presented background information on the project advising that he met with Steve Reynolds of Sign Pro regarding laying out the rules for the contest. He discussed the layout of the flyer and the information it would contain. He advised that the contest will be directed to the graphics and art departments at CHS and WNC and mentioned the need for rules and descriptions. He opined that a cash prize for the contest would gain interest and a rough draft of the flyer will be available next week. He advised that Mr. Reynolds volunteered as a judge; and Vice Chairperson Abowd suggested holding the judging at the next Cultural Commission meeting on March 16. Cameron advised that he contacted WNC about incorporating the contest into their Spring curriculum. In response to a question, Vice Chairperson Abowd replied that the cash prize will be provided by greenhouse funds. She thanked Cameron for his presentation. In response to a question, Cameron acknowledged that the mission statement and project overview will be included in the flyer. Commissioner Scott opined that the Greenhouse Project should warehouse the entries. Chairperson Barton thanked Cameron for his presentation adding that they look forward to seeing him at the March meeting. He called for a motion. **Vice Chairperson Abowd moved to endorse the Greenhouse Project logo contest. Commissioner Walt seconded the motion. Motion carried 5-0.**

**H. DISCUSSION AND POSSIBLE ENDORSEMENT ON CONCEPT BY THE NUGGET DEVELOPMENT PROJECT AND THE OFFICE OF BUSINESS DEVELOPMENT ON THE PROPOSED PUBLIC-PRIVATE PARTNERSHIP.** (3:27:15) - Chairperson Barton introduced the item. Mr. McCarthy presented detailed background information on the project and suggested going to [www.downtownanswers.com](http://www.downtownanswers.com) for more information. He advised that the Hop and Mae Adams Trust formed a Foundation to dispose of their estate in service to Carson City and create jobs and opportunities for youth. He explained that a knowledge and discovery center project has been identified, part of which will consist of a business incubation center and digital media lab. He advised that the library will be the centerpiece and a public plaza will be actively programmed. He then gave background information on the private team. He advised that the goal is attracting private investors for residential and commercial space noting a positive interest from the development community. He advised of a 24/7 presence to make it more viable for entrepreneurs considering the community. He noted opportunities of raising donations and stimulus funding. He advised that the project will also be home to Carson City's transportation hub.

Mr. McCarthy explained that the City will consider raising sales tax 1/8 cent to generate money to build the knowledge and discovery library. He advised that the project will generate new property tax which can be used to build the infrastructure. He added that Meridian Business Advisors conducted a fiscal analysis of the City. He noted that the philanthropy of the Nugget is key and that a land lease will be charged to developers which will go into the Foundation to be returned to the City. He explained that a sales tax increase will equate to \$26 a year to the average family. He noted the possibility of a groundbreaking in November 2010, with construction in 2011 and a grand opening in 2013. He advised that it's about \$100 million project and that the Board of Supervisors (BOS) approved it 4-1.

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(3:49:23) Chairperson Barton opined that the media lab and technology center are opportunities to help museums become adjunct classrooms to try new technologies in a museum setting. He opened the matter for Commissioner comments. In response to a question, Commissioner Walt advised that the Meridian Report can be found on the City's website under "Special Board Meeting" and at the library. In response to a question, Mr. McCarthy replied that he would like to involve the HRC and SHPO and described an opportunity to discover what is on site and celebrate it through an interpretive trail and design work. Chairperson Barton commented that certain federal monies will trigger a necessity for archaeology and consulting with SHPO is the first step. Commissioner Block suggested the possibility of a CDBG grant for historic preservation of blighted areas. In response to a question, **Commissioner Walt moved to endorse the Nugget Development Project and the Office of Business Development on the proposed public/private partnership. Vice Chairperson Abowd seconded the motion. Motion carried 5-0.**

**I. NON-ACTION ITEMS - DISCUSSION AND UPDATE:**

**I-A. NEVADA PRESENTERS' NETWORK (NPN) STATEWIDE TOUR AND NEA AMERICAN MASTERPIECES: PRESENTING GRANT APPLICATION FOR THE 2011-2012 SEASON. CURRENTLY THE FOLLOWING PRESENTERS AND COMMUNITIES ARE INTERESTED IN BEING ANCHOR SITES INCLUDING: CARSON VALLEY ARTS COUNCIL (CVAC), GARDNERVILLE/MINDEN; CHURCHILL ARTS COUNCIL (CAC), FALLON; GREAT BASIN ARTS & ENTERTAINMENT AND THE WINNEMUCCA AREA CULTURAL COALITION (WACC); GREAT BASIN COLLEGE ICE COMMITTEE, ELKO; UNIVERSITY OF NEVADA, RENO (UNR) PERFORMING ARTS SERIES, RENO; YERINGTON THEATER FOR THE ARTS.** (3:57:48) - Chairperson Barton introduced the item. Robin Hodgkin, Nevada Arts Council advised that the Nevada Presenters' Network (NPN) is an all volunteer network who meet quarterly to discuss block booking performers from out of state. She explained that the NPN is trying to obtain a National Endowment of the Arts (NEA) grant for the 2011-2012 touring season and is considering a Basque musical and dance group. She suggested encouraging the Community Center to be part of the NPN to help with bringing in performing artist groups. In response to a question, she advised of grant writing software that can be done remotely. She advised that the Statewide Oasis Conference will be held April 2 in Las Vegas and strongly urged the members to attend. She added that the 30<sup>th</sup> annual Governor's Arts Awards will be held April 1 and will discuss a public/private partnership. She advised that the Oasis Conference is a great opportunity to learn more about how to access arts and culture for all citizens.

**I-B. THE KNITTING FACTORY IS OPENING A VENUE AT 211 NORTH VIRGINIA STREET WITH A NEW YEAR'S EVE CELEBRATION! LEARN MORE ABOUT THIS EXCITING NEW MUSIC VENUE BY VISITING THEIR WEBSITE AT [HTTP://RE.KNITTINGFACTORY.COM](http://re.knittingfactory.com). DEAN HANSON, GENERAL MANAGER PRESENTED AN OVERVIEW OF THIS VENUE AT THE RENO ARTS CONSORTIA MEETING OF NOVEMBER 19TH.** (4:04:23) - Ms. Hodgkin advised that the Knitting Factory is an international company and "everything to do with music." She expressed excitement in watching them work with the Reno Arts Commission in opening the door to public/private partnerships. She explained how General Manager Dean Hanson finds ways to make fund raisers happen.

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**I-C. GENOA COWBOY POETRY & MUSIC FESTIVAL A COLLABORATION OF THE CARSON VALLEY ARTS COUNCIL (CVAC) AND THE TOWN OF GENOA WHICH WAS AN OUTCOME OF A NEVADA CIRCUIT RIDER GRANT AND THE CVAC'S CULTURAL TOURISM SUMMIT IN MAY 2009 IN DOUGLAS COUNTY.** (4:05:54) - Ms. Hodgkin advised that a Nevada circuit writer worked with the Carson Valley Arts Council presenting a cultural tourism summit in Carson Valley and developed four stories that can be worked into iconic events for the community. She noted that this will help put Carson City on the map from a lot of perspectives.

**I-D. WINNEMUCCA AREA CULTURAL COALITION (WACC) IS ONE OF THE OUTCOMES OF THE FALL 2008 WINNEMUCCA COMMUNITY CONVERSATION HOSTED BY THE CITY OF WINNEMUCCA AND GREAT BASIN ARTS & ENTERTAINMENT. THEY'D LIKE TO LEARN MORE FROM THE CARSON CITY ARTS & CULTURAL COALITION (CCACC) AND THE CARSON CITY CULTURAL COMMISSION** (4:07:19) - Ms. Hodgkin advised that Winnemucca wants to energize their community the same as Carson City has done. She referred to a request to go to the Shade Tree Council (STC) and opined that the Commission decide how to move forward regarding public art. Mr. McCarthy added that a public art ordinance needs to be drafted. Ms. Hodgkin noted that Elko has worked hard in getting community support to establish an art ordinance. Commissioner Scott noted that with the World Trade Center (WTC) and STC projects, Carson City needs to "get on the ball." Ms. Hodgkin advised that Roger Moellendorf and Lee-Ann Keever of the STC have committed to come to the Cultural Commission to discuss their project.

Ms. Hodgkin announced the recipients of the 30<sup>th</sup> annual Governor's Arts Awards: Ellen Hopkins, Carson City, Excellence in the Arts; Tai Cultural Arts Association, Las Vegas, Excellence in Folk and Traditional Art; Nevada School of the Arts, Las Vegas, Leadership in Arts Education; Patricia Lewis, Las Vegas, Leadership in the Arts Individual; Contemporary Arts Center, Las Vegas, Leadership in the Arts; NV Energy, Statewide Patronage in the Arts; and Marsha Robinson, Distinguished Service Award. She urged the Commission to make nominations for the Governor's Arts Awards.

Mr. McCarthy suggested becoming active in the NPN. He stated that when he was involved with the Brewery Arts Center, they were able to get wonderful artists at a reduced rate and suggested thinking about how to approach it. In response to a question, he replied that they will put NPN on the March agenda and asked that he be able to participate in the grant discussion for bringing the Basque group to the area.

**I-E. DISCUSSION AND UPDATE ON THE PROPOSED WORLD TRADE CENTER MEMORIAL** (4:18:28) - Chairperson Barton introduced the item noting that Commissioner Shirk apologized for being unable to attend the meeting. He advised that Commissioner Shirk has not heard back from the Port Authority regarding a WTC artifact but the item will be added to the March agenda.

**I-F. UPDATE ON THE STATUS OF THE STATE'S BUDGET AND FURTHER ACTIONS TO CONSERVE COSTS IN CULTURAL AFFAIRS** (4:19:12) - Chairperson Barton introduced the item and advised that all State agencies have been asked to propose a reduction of another 1.4 and 3 percent in their budgets. He noted that Museums and the Arts Council have done so. He advised that every percent lost in his division translates to more jobs lost and program cuts. Sharon Rosse added that the cuts get

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passed through to the grants which make them conservatively smaller.

**J. INTERNAL COMMUNICATIONS AND ADMINISTRATIVE MATTERS:**

**J-A. COMMISSIONER COMMENTS ON NON-AGENDIZED ITEMS (4:21:02)** - Vice Chairperson Abowd advised that the NDOT permit is ready for the 2010 Flower Basket campaign but only 16 baskets have been sponsored and implored everyone to get a basket sponsored. She advised that the baskets will be grown in a heated greenhouse and will be growing by February, so they can expect to have the full Summit Sierra look. She noted that one basket is \$225 or two for \$400 which is a reduction of \$25 from last year. She explained that the form can be downloaded from [www.downtownanswers.com](http://www.downtownanswers.com) and expressed hope that they will have their own greenhouse next year. She advised that there are a total of 91 baskets which will encompass Carson Street from Vital Signs to Adele's, to the Cracker Box, and a few on Curry Street.

Mr. McCarthy advised that the knowledge center will incorporate as much art as possible and wants to dedicate a permanent space to the Capital City Arts Initiative.

**J-B. FUTURE AGENDA ITEMS FOR THE NEXT MEETING ON MARCH 16, 2010.** (4:24:02) - Commissioner Walt asked to review the strategic planning meeting. Commissioner Scott requested an update of the Public Art Program. Vice Chairperson Abowd mentioned the Greenhouse Project and judging the art contest. She suggested an entry deadline of March 9. Commissioner Block suggested a Carson City history museum item regarding archeological findings. Commissioner Walt requested an action item regarding art in schools which led to an extensive discussion.

**K. ADJOURNMENT (4:39:43)** - Chairperson Barton entertained a motion to adjourn. Commissioner Walt moved to adjourn the meeting at 4:39 p.m. Vice Chairperson Abowd seconded the motion which carried unanimously.

The minutes of the December 11, 2009 meeting of the Carson City Cultural Commission are so approved this 16th day of March, 2010.

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Peter Barton, Chairperson