



Carson City Arts and Culture Coalition
Meeting Summary
August 24, 2007, 1:00 p.m.
Carson City Library

PARTICIPANTS:

Sara Jones (Library)
Elaine Werlinger (Library)
Pete Livermore (CCBOS)
Joe McCarthy (CCOBD)
John Shelton (Impresario)
Jim Peckham (Children's Museum of Northern NV)
Candy Duncan (CCCVB)
Ray Geiser (Nevada State Museum)
Tammy Westergard (CCOBD)
Wendell Huffman (Nevada Railroad Museum)
Mitch Ames (Community Center, Operations Manager)
Karen Chandler (CHS)
Javier Ramirez (Carson City)
Robin Williamson (CCBOS)
Pat Josten (Wildhorse Theater)
Jeffrey Scott (Wildhorse Theater)
Donna Curtis (CC Park & Rec)
Andi Moore (Carson City Library)
Stephen Saylor (Nevada Railway Foundation)

ABSENT MEMBERS:

Ayako Britt (Pinkerton Dance Studio)
Bill Zabelsky (WNCC Choir)
Chris Bayer (Musician/music historian)
Gina Kaskie-Davis (Western NV Performing Arts)
Jane Theiss (Carson City Music Club)
Judy Monson (Carson City Chamber Singers)
June Joplin (Comma Coffee Gallery)
Carol Scott (Wildhorse Productions)
Marilee Swirczek (Lone Mountain Writers)
Pam Brekas (Nevada Artists Association)

Peter Barton (NV State Dept of Cultural Affairs)
Robin Hodgikin (Nevada Arts Council)
Sandy Scheer (Dance Spirit)
Sharon Tetley (WNCC-Carson City/Art Dept.)
Susan Taylor (Carson High School, Arts Dept, Chair)
Tom Strekal (Proscenium Players)
Ursula Carlson (WNCC-Creative Writing)
Elenor Bugli (BAC)
David Bugli (CC Symphony, Mile High Jazz Band)
Steve Porter (Sierra NV Ballet)
Sharon Rosse (Capital City Arts Initiative)
Stephanie Arigotti (WNC)
John Procaccini (Brewery Arts Center)

Meeting Convened at 1:05 p.m.

Following welcome, introductions, and adoption of July 20, 2007 meeting minutes, Tammy Westergard, Interim Chair for the CCACC, led discussion in the following areas:

CCACC new Board of Directors

Westergard thanked the nominating committee (John P., Mitch & Jim P), noted that of a total of 51 “enrolled” members, 29 votes were cast, elected members will serve the remainder of the 2007 term as well as through 2008, and at the first of 2008 a vote for a full board (electing a Chair instead of Westergard acting as interim chair) will take place. Westergard also congratulated those who were nominated and the new board, which is as follows:

2007 CCACC Board of Directors

* Vice Chair	Jeffrey Scott
* Secretary / Treasurer	Elaine Werlinger
* Public Information Officer	David Bugli
*Member-at-Large “A” (co-chaired)	Sara Jones & Stephanie Arigotti
*Member-at-Large “B”	Jim Peckham
*Member-at-Large “C”	Steve Porter
*Member-at-Large “D”	Sharon Rosse

Committee Assignments

Westergard discussed possible first work assignments for each subcommittee and then passed around a sign up sheet for those in attendance to express interest. Topic assignments are as follows:

Committee Work Topic	Chairperson
Leading general direction of CCACC & other related topics ie: define membership levels, draft letter to BOS to let them know we'll be seeking a commission – should be complete by 9-11	Jeffrey Scott
“Space” issues ... why? Where? How? and other related topics	Sara Jones & Stephanie Arrigotti
Volunteer issues, like identifying needs, for who and how to gather train, share ... etc... and other related topics	Steve Porter
Member collaboration, like how to share opportunities, define other opportunities and other related topics	Jim Peckham
“Artist / Curator” issues and other related topics	Sharon Rosse
Ad hoc “OPEN HOUSE” committee	Elaine Werlinger

Westergard noted that she would solicit absent member participation and sign ups for committee work.

BRANDING

Westergard shared with the group our corporate sponsor, Galaxy Theater, and their incredibly generous donation of their on screen, pre movie advertising. Westergard explained that the Galaxy has donated two :15 second advertisements per every 7 minute advertising rotation, which run approximately 5 times per seating period, which is a minimum of 5 times per day on all ten screens. The value is tremendous and will help to educate the wider Carson City audience about who the CCACC is, it's mission and web address, which is made clear in one of the advertisements. The second advertisement is focused on a specific CCACC member, in this case it is the Carson City Library's Big Read event. The Library will kick off the Big Read in concert with the CCACC open house on 9-18, the open house will feature a speaker from the National Endowment for the Arts as well as a free screening of the Big Read book “Fahrenheit 451.”

The on screen advertising can change each month. Westergard showed the group the actual ads that begin running the first Friday of Sept.

CCACC WEBSITE (www.carsoncityarts.org)

Nearly all of the changes offered by members have been made. The “members only” section is nearing completion and members will receive training on that function at the Sept. meeting. Westergard ask members to continue to pass along edits and suggestions as this is an ongoing process and very, very important. She reminded everyone that for now this is our only “collective home” and is how we can work to create that “single source of information about what's going on” that everyone sees as a priority. Also Westergard noted that because of the generous contribution by Galaxy that members must make sure their most important information is on their own home pages. She reminded that tens of thousands of people will become aware of the CCACC web address and via that aware of members addresses. NOW is the time to clean up sites.

OPEN HOUSE

Open house update: October 18 – 5:30 p.m. Galaxy Theater – Northern Nevada Reads ... a project of the Big Read. A CCACC ad hoc open house committee is being formed to address how best to roll out to the arts and culture community and wider audience.

Celebrations

BAC – Little Shop of Horrors & Jazz & Beyond a home run for the BAC! Karen Chandler spoke on behalf of the BAC confirming that the event was an unprecedented success. Joe McCarthy also noted that he was blown away not only by the numbers, but by the cross section of ages, noting that John Procaccini was doing an excellent job of creating a BAC that feels accessible and interesting to a wide audience.

Commission Status for the CCACC

Westergard reminded members that a letter to Carson City Board of Supervisors requesting presentation to Board in support of Arts and Culture Commission is imminent and she charged Vice Chair Jeffrey Scott to gather the subcommittee by 9-11 to draft a letter expressing why at this time there is a need for local government to create a commission representing the arts and culture community.

Westergard also noted that members need to pack the house at the meeting on 9-13!

CCACC In-Service

Westergard suggested that in order to make monthly meetings extra valuable, it may be helpful to offer one another in-service – type training. Topics could include anything that would be relevant to the group regarding their practices, disciplines and / or operations. She noted each session should be about 15 minutes.

Westergard demonstrated an inservice lecture titled: *Talking your Brains Out*. The 15 minute session included current research regarding the necessity of marketing, public relations and advertising.

Next meeting: September 21, 1:00 p.m. Carson City Library

ADJOURN 3:00 p.m.
