



Carson City Arts and Culture Coalition
Meeting Summary
July 20, 2007, 1:00 p.m.
Carson City Library

PARTICIPANTS:

Sara Jones (Library)
Elaine Werlinger (Library)
Pete Livermore (CCBOS)
Joe McCarthy (CCOBD)
John Shelton (Impresario)
Elenor Bugli (BAC)
David Bugli (CC Symphony, Mile High Jazz Band)
Steve Porter (Sierra NV Ballet)
Sharon Rosse (Capital City Arts Initiative)
Jim Peckham (Children's Museum of Northern NV)
Candy Duncan (CCCVB)
Ray Geiser (Nevada State Museum)
Tammy Westergard (CCOBD)
Stephanie Arigotti (WNC)
John Procaccini (Brewery Arts Center)
Wendell Huffman (Nevada Railroad Museum)
Mitch Ames (Community Center, Operations Manager)

ABSENT MEMBERS:

Andi Moore
Ayako Britt (Pinkerton Dance Studio)
Barbara Singer (Recreation Superintendent)
Bill Zabelsky (WNCC Choir)
Chris Bayer (Musician/music historian)
Gina Kaskie-Davis (Western NV Performing Arts)
Jane Theiss (Carson City Music Club)
Jeffrey Scott (Wildhorse Productions)
Judy Monson (Carson City Chamber Singers)
June Joplin (Comma Coffee Gallery)
Karen Chandler (Carson High School, Drama Dept.)
Carol Scott (Wildhorse Productions)

Marilee Swirczek (Lone Mountain Writers)
Michon Mackedon (WNCC-Fallon Campus)
Pam Brekas (Nevada Artists Association)
Pat and Dave Josten (Wilhorse productions)
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)

Meeting Convened at 1:05 p.m.

Following welcome and introductions, Tammy Westergard, Interim Chair for the CCACC, led discussion in the following areas:

MEMBERSHIP

Westergard began with addressing the June 15 meeting proposed structure of the Board of Directors, noting that all CCACC members had been given a copy of the proposal and no member had noted it flawed (for those members who were absent at the June meeting, Tammy hand delivered meeting packets to each, to be sure everyone had the important information).

Pete mentioned that he felt membership should be tiered and Tammy noted that was in fact a recommendation from the June proposal/materials, that members would be identified as “members” or “partners” – pointing to the difference of, say, CCACC member Brewery Arts Center and CCACC partner the Convention and Visitors Bureau.

John Shelton noted that in looking at membership two things may be considered: one being generating members as a revenue stream and the other having members in an organization to work on the mission of the organization. David ask Tammy if by-laws were something she was looking for, and Tammy acknowledged that was the case. Tammy noted that she felt once there was a Board in place, subcommittee work could begin to address some of the areas the CCACC is seeking to clarify about membership and other matters.

The group agreed that the recommended structure including 4 Board positions and 4 Members-At-Large (Chair, Vice Chair, Secretary/Treasurer and Public Information Officer – Members-at-Large will be: Member A, chair of “buildings,” Member B, chair of collaboration, Member C, volunteer center chair and Member D, chair artist/curator opportunity subcommittee) would work well. John Shelton also noted this structure to be fine.

John Procacinni talked about the “founding members” of the CCACC being basically those who had been at most of the general meetings over the last several months (and was more or less addressing those in the room), would be the best folks to assume the organization’s first leadership roles.

John Shelton suggested a nominating committee be formed. Mitch Ames, John Procaccini and Jim Peckham volunteered to be on the committee. They will meet in the following week and develop a slate. They will submit the slate to Tammy she will query members via email for votes and the first Board of Directors will be announced at the next General Meeting, August 24.

SUBCOMMITTEE WORK

Also the group suggested to make an agenda item for the next General Meeting that the entire group and new Board discuss assigning subcommittees to look at the details of things like membership criteria, developing an Arts & Culture Commission, the question of a vision for a new performing arts center, how the group can collaborate to help one another and other possibilities for what CCACC will actually “do.” The group agreed that these topics for discussion should be addressed by subcommittee work, chaired by the different officers and members-at-large.

BRANDING

Each present member then reported on their individual efforts to “brand” their organization with CCACC:

Ellie – posted the CCACC logo on CC Symphony and MHJB websites and meeting agendas. She is currently working on integrating it on letterhead.

John P. – posted CCACC logo on BAC website as well as initiated a link from the BAC site to the CCACC site. Also, posted logo on the BAC’s upcoming member appreciation weekend tri-fold and posters, and intends to

do the same on upcoming Jazz & Beyond collateral, and offered the CCACC a booth at the Jazz & Beyond event. He will also be announcing at all BAC events that the BAC is a “proud member” of the CCACC, and when appropriate explain a little about the CCACC.

Tammy thought it was a great idea to have the CCACC at the BAC event and talked about developing a CCACC piece to have available.

David – posted link from MHJB website and davidbugli.com to the CCACC site.

Wendell and Ray talked about trying to link from their sites as difficult because of State of Nevada issues, but both mentioned they would post logo on all printed pieces.

A DIGRESSION ABOUT COLLABORATION / CALENDAR

Steve in talking about branding connections digressed to discuss the value of collaboration between CCACC members and told the group of a current SNB challenge in that during the Shakespeare Festival they are performing and have inadvertently been booked back to back with another dance production, which is causing a problem with ticket sales because there is much confusion between performances. Steve talked about how it is important that members are aware of calendars so as not to have these kinds of issues.

Tammy mentioned that the CCACC website is currently under construction for a “members only” section that will include a calendar function, to perhaps avoid similar situations.

David ask John Shelton how he managed those kinds of issues at the Pioneer Center. John Shelton explained that he tried to make decisions based on what would be best for everyone, even though some folks had problems with that. His example was first to do Broadway, then resident companies then others. The group felt this is an important issue that carries with it a variety of components, for example sometimes it isn't resident companies who book on top of one another, sometimes it is, say, the booking agent who either doesn't have all of the information, isn't aware of the questions to ask or may not have easy access to an at-a-glance calendar. In further discussion the group felt there were ways to minimize, but never actually 100% solve,

situations and that this is an excellent place to start in subcommittee work on “collaboration” chaired by member-at-large “B.”

BACK TO BRANDING

Stephanie reported she has informed Dr. Lucey and Helaine Jesse about the CCACC efforts and since she is on vacation has not posted CCACC brand with her company, but will do so. She suggested a partnership with our corporate sponsor, Galaxy Theater, relative to “trailer” announcements running on their screens prior to the beginning of a movie – and that if the Galaxy would be willing to run WNC show information she would be happy to give them space in her programs.

Sara reported that she’d like to include the CCACC information on several items including The Big Read and the Library readerboard. She also reported that she’d met with her board and they are aware and pleased with the Library’s CCACC membership.

Candy reported that she’d briefed the CCCVB’s CCACC membership and they were fine with that. She noted the CCCVB is redesigning its website and will include a CCACC link.

Jim Peckham also linked the CCACC site to the Children’s Museum site, noted that Joe and Tammy has presented to his board. He also said they are in the process of developing new signage to include “Wildhorse Theater Company” and thought the CCACC logo may live on that new sign.

Mitch Ames noted that he plans to use the CCACC logo on all Bob Boldrick Theater collateral, and thought perhaps the CCACC could develop a gobo to be used in the theater. Tammy said she would get that done.

Sharon from CCAI noted that they have integrated the CCACC logo on their letterhead, website and have already used it on a collateral piece and will continue these practices as standard operating procedure.

CCACC OPEN HOUSE

Tammy moved to news about the CCACC open house, announcing that the potential of having it when the Galaxy Theater actually opens is no longer possible, due to Galaxy issues; however the Galaxy is eager to partner with the CCACC and will be mentioning the CCACC when they do open on Aug.

2, and would like to partner with CCACC member Carson City Library's Big Read and the CCACC open house in October – tentatively set for the 18th. More plans will be firm in coming weeks. The group agreed that this was an excellent opportunity not just for the Library but for everyone.

CCACC IN THE NEWS

Tammy called members attention to the current CARSON TIMES (see www.carsontimes.com – Friday, July 20, 2007 *Anchoring economic development* – by Matt Farley) front page story about a vision to relocate the library to the old post office and build a new performing arts center. Tammy also mentioned to the group that it is very important to hang on to the vision of how we can make things work for everyone and to know that there have not been any decisions made about details, specifics ... anything. Tammy also told the group that NONE of those decisions would be made without careful consideration of not only the CCACC, but also of individual members and that answers would follow after much input from everyone.

FEASIBILITY STUDY

Joe McCarthy explained that a feasibility study from a disinterested third party is a key component in helping leaders make the best decisions, and that the City is currently working with two different consultancy firms who can provide guidance that will result in the best opportunity. Joe also said that those consultants must be in close contact with every CCACC member which is why it is so important for the CCACC to move forward and begin subcommittee work, as that very work will shed important light on needs and opportunities for everyone.

Joe also told the group that he and other city leaders are talking with the General Services Administration (GSA), especially Linda Ritter – who Joe noted has direct connections – with the GSA which as Joe explained is the Federal agency charged with managing all Federally owned properties, and the very first group that must be contacted with such an idea.

Sara noted that she had made a presentation to the BOS about the idea and explained to the group that the library board is very pleased about the possibility.

OTHER

As the meeting grew to a close, Sharon asked Tammy to develop a list of general talking points about the CCACC for member reference as members

talk about our collective efforts. Tammy noted she would get talking points out the following week.

Tammy then presented an updated website to members and suggested people again visit, to confirm information, proof for errors and omissions etc... web address is www.carsoncityarts.org

The next meeting is Friday, August 24 at 1 p.m. at the Carson City Library.

Meeting Adjourned at 2:20 p.m.