

Carson City Arts and Culture Coalition
Meeting Summary
June 15, 2007, 1:00 p.m.
Carson City Library

PARTICIPANTS:

Sara Jones (Library)
Andi Moore (Library)
Elaine Werlinger (Library)
Pete Livermore (CCBOS)
Joe McCarthy (CCOBD)
John Shelton (Impresario)
Jim Earl (Chinese Worker's Museum)
Miriam Blanchette (Blanchette School of Irish Dance)
Sue Kitts (CC Symphony, Strings in Schools)
Elenor Bugli (BAC)
David Bugli (CC Symphony, Mile High Jazz Band)
George Baumgardener (NV State Museum)
Steve Porter (Sierra NV Ballet)
Jeffrey Scott (Wild Horse Productions)
Sharon Rosse (Capital City Arts Initiative)
Jim Peckham (Children's Museum of Northern NV)
Caitie McCarthy (Macwest Marketing)
Tammy Westergard (CCOBD)

ABSENT MEMBERS:

Alan Harvey (WNCC Theatre Dept.)
Ayako Britt (Pinkerton Dance Studio)
Barbara Singer (Recreation Superintendent)
Bill Zabelsky (WNCC Choir)
Candy Duncan (Carson City Convention and Visitors Bureau)
Chris Bayer (Musician/music historian)
Gina Kaskie-Davis (Western NV Performing Arts)
Jane Theiss (Carson City Music Club)
John Procaccini (Brewery Arts Center)
Judy Monson (Carson City Chamber Singers)
June Joplin (Comma coffee Gallery)
Karen Chandler (Carson High School, Drama Dept.)
Marille Swirczek (Lone Mountain Writers)
Michon Mackedon (WNCC-Fallon Campus)

Mitch Ames (Community Center, Operations Manager)
Pam Brekas (Nevada Artists Association)
Pat and Dave Josten (Wilhorse productions)
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)
Wendall Hoffman (Nevada Railroad Museum)

Meeting Convened at 1:00 p.m.

Following group announcements and introductions, Tammy Westergard, Interim Director for the CCACC, started the meeting by addressing the outcomes of the last meeting and complimenting John Shelton of Impresario on the success of the last retreat. She urged each member to go over John's report after the meeting. We examined new strategies and materials relative to retreat outcomes. Each member present was given a folder containing: an Agenda, Impresario's report, Benefit Vision, Did You Know, Tactical Plan Matrix, Structuring the Arts and Culture Coalition, Branding Kit, CD with CCACC logo, CCAI example of branding, Downtown Carson City brochure, National Endowment for the Arts study, Carson Magazine, summer issue, and The Business Report of Northern Nevada's June issue.

Tammy Westergard continued the meeting by discussing handout documents. Next Westergard discussed the Tactical Plan Matrix, explaining the "tools" portion of the Matrix at length because the tools are what the members use to finish their tasks. One of the most important tasks for CCACC members is to get the word out to their organization about CCACC – using the "Benefit Vision" and the "Did You Know" sheets to explain the benefits of CCACC.

Next steps for CCACC members, after getting the word out about CCACC to their members, organizations should begin to connect the CCACC brand with member brands. On the left side of the packet, all members received a branding kit: instructions on the right way to attach the CCACC to their brand as well as a CD with the CCACC logo stored in all typical graphic

design-type files. As Westergard discussed the branding kit, Jeffrey Scott interjected with a comment about the logo. He believed the words “arts and culture” seemed too small compared to the “Carson City” and the “coalition.” Westergard explained that the CCACC can change their logo in the future when more funds are available. Tammy Westergard then discussed member, CCAI, as an example of how they have successfully integrated the CCACC brand in some of their collateral material and letterhead.

Subsequent discussion was directed at structuring the CCACC. It was consensus that the CCACC should seek a 501©3. First however, the CCACC should elect a board of directors in July. After the board is elected, the CCACC should elect subcommittees for certain tasks. The Tactical Plan Matrix outlines these critical subcommittees. At the end of the discussion, Tammy Westergard reiterated that none of this is set in stone, and this is just a preliminary outline for structuring. Each member can weigh in on what they think the structure of the CCACC should be.

Westergard continued the meeting by going over the member tasks and their obligations. Each member needs to complete their tasks and then report back to Tammy Westergard their experience. “We have a big voice as the CCACC, but everyone has to sing,” Westergard noted.

On the Tactical Plan Matrix, Tammy Westergard explained that during months four, five, and six subcommittees will be appointed by the board.

Next, Andi Moore of the Carson City Library raised a motion to change the ratified mission statement to the statement on the Structuring the CCACC sheet, which was slightly longer. She believed it was a better mission statement. Sharon Rosse, of the Capital City Arts Initiative disagreed. She thought the ratified mission statement was more succinct, and the other sounded too much like a marketing statement. Jim Peckham of the Children’s Museum agreed with Sharon Rosse. He believed that mission statements are generally shorter and vision statements are longer. Everyone agreed to make the statement on the Structuring the CCACC sheet the vision statement, but keep the ratified mission statement the same.

The meeting continued with a discussion about a collaboration calendar. The website will aid the members in communication and be the primary collaborative vehicle for members. When the website was brought up,

Tammy Westergard reminded the members to email her their active website links and any changes they wanted in their profiles.

The discussion moved on to discussion of a CCACC open house, and that the new Galaxy Theatres is interested in hosting. The members were very excited. The theatre was described by Tammy Westergard at length and the movie premier was explained. Public officials will be invited, and it will be an excellent way for the CCACC to form their bond with Galaxy Theatres. All of Galaxy's advertisements will show the CCACC logo. Next, Joe McCarthy told the story of how Galaxy came to town. They were courted by Carson City because of their history of community involvement. Galaxy Theatres will be the most technologically advanced movie theatre in Northern NV, and their support for CCACC will be an important catalyst for the arts and culture and ultimately the economy in Carson City.

The final discussion was focused on the National Endowment for the Arts study as well as the Business Week article which ranked Carson City #3 in a list of ten top emerging arts and culture communities. Joe McCarthy discussed the study and what it can mean for a town like Carson City. Arts and Culture brings growth and prosperity in communities and it has been proven time and time again. The prospects for Carson City are exciting and the CCACC will strengthen our community. The plans for the downtown area are packed with arts and culture, and Carson City could become the hub in Northern NV.

Afterward, Tammy Westergard urged the members to go around the table and discuss their organizations' activities and events in July. There are exciting things happening in Carson City, and the members are the proof. Each member had events and performances to report, and their excitement for the future of Carson City was apparent.

Meeting Adjourned at 3:00 p.m.