

RENO ARTS AND CULTURE COMMISSION'S MARKETING COMMITTEE

DATE: THURSDAY, FEBRUARY 13, 2104 TIME: 11:00 AM PLACE: MCKINLEY ARTS AND CULTURE CENTER 925 RIVERSIDE DRIVE, RENO, NV 89503

ADOPTED MINUTES

I CALL TO ORDER – Chair called the meeting to order at 11:13am.

Nancy Pearl, Chair Beth Macmillan Rachel Kingham Don Morrison Theresa Reilly Jessica Santina Leilani Schweitzer

Chad Sweet Geralda Miller

MEMBERS

II ROLL CALL

Members present: Nancy Pearl, Chair; Theresa Reilly; Jessica Santina; Chad Sweet; and Geralda Miller. Members absent: Beth Macmillan; Rachel Kingham; and Don Morrison. Staff Present: Christine Fey, Resource Development and Cultural Affairs Manager. Public Present: Kyla Hill, UNR student; Megan Patten, UNR student; Athalia Torres-Manzano, UNR student.

III PUBLIC COMMENT – This Item is for either any General Public Comment or any Action Item Comment and is limited to no more than three (3) minutes per person None

IV APPROVAL OF MINUTES FOR JANUARY 9, 2014 MEETING OF THE RENO ARTS AND CULTURE COMMISION'S MARKETING COMMITTEE

Motion to approve the minutes as drafted by Jessica Santina, seconded by Theresa Reilly, five (5) in favor; none opposed; three (3) absent.

V RENO ARTS AND CULTURE COMMISSION LIAISON REPORT

Nancy Pearl, Chair, provided a brief overview of the last Reno Arts and Culture Commission meeting. Specifically: she explained that the Commission appointed a new Sub Committee for Art Blast; the budget process for the next fiscal year; and a Grants update.

VI PROJECT/SPECIAL REPORTS

- A. UPDATE ON THE ARTS AND CULTURE COMMISION BRANDING PROJECT WITH UNR –This item was tabled until the next meeting.
 - 1) REVIEW TIMELINE AND DELIVERABLES Tabled
- B. REVIEW MARKETING SUPPORT FOR 2014 ART BLAST -Tabled
- C. DEVELOP AN ARTS AND CULTURE FACT SHEET
- 1) REVIEW OTHER CITIES WEBSITE MARKETING EXAMPLES

The Committee reviewed a sample fact sheet provided by Jessica Santina and several web sites.

They noted that the Boise, Idaho, site is for both arts and history and has a rather large staff.

They think that bullets read easier than all narrative. They liked the annual report included on the site and the list of staff and Committee/Commission members.

The State of Florida website "Culture Builds Florida" had a good fact sheet for the entire state but

But is a good example to follow with clean easy bulleted style. There is also Arts Education info.

Something like these would give good information to other entities like EDAWN and the RSCVA.

The Committee will continue this discussion at the next meeting as they had run out of time before losing quorum.

VII ANNOUNCEMENTS NOT ANTICIPATED AT THE NOTICE DATE

February 20th, film at Sierra Arts

Oscar Shorts –Feb 21, - 23rd at UNR.

March 20th, Bryce Chisholm show opens at Sierra Arts.

Edible Reno is seeking visual artists for the magazine.

VIII SET DATE, TIME AND AGENDA FOR THE NEXT MEETING

March 13, 2014. This will be a continuation of the website discussion.

IX PUBLIC COMMENT – This Item is for General Public Comment and is limited to no more than three (3) minutes per person

None

X ADJOURNMENT – Chair adjourned the meeting at 11:55am.