



**RENO ARTS AND CULTURE COMMISSION'S
MARKETING COMMITTEE
DRAFT MINUTES**

DATE: THURSDAY, AUGUST 17th, 2017 TIME: 10:00 AM
PLACE: MCKINLEY ARTS AND CULTURE CENTER
925 RIVERSIDE DRIVE, RENO, NV 89503

MEMBERS

Nancy Pearl, Chair
Theresa Reilly
Chad Sweet
Geralda Miller
Jennifer Mannix
Esther Isaac
Dana Hatjakes
Yun Ku
Vacant
Vacant
Vacant

- I. **Call to Order** - Chair Nancy Pearl called the meeting to order at 10:19 am
Roll Call – Present: Nancy Pearl, Chair; Yun Ku, Chad Sweet, Theresa Reilly, and Jennifer Mannix.
Absent: Geralda Miller, Esther Isaac, and Dana Hatjakes. Also present: Alexis Hill- Arts, Culture, and Special Events Manager.
- II. **Public Comment** – None
- III. **Approval of Minutes for May 16, 2017 of the Reno Arts and Culture Commission's Marketing Committee** – Motion to approve May 16th minutes by Chad Sweet, seconded by Theresa Reilly. Five in favor, three absent. Motion approved.
- IV. **Reno Arts and Culture Commission Liaison Report** – Item Tabled.
- V. **Project/Special Reports**
 - A. **Art Fest on the River updates**

Alexis Hill gave a status update on Reno Art Fest. The event is this coming weekend August 19th and 20th from 10:00 to 6:00 pm. The reception is Friday, August 18th from 5:00-8:00 pm at Sierra Arts Foundation. Alexis Hill thanked everyone in the marketing committee for signing up to volunteer and help in some capacity. She especially thanked Theresa Reilly for helping with the Reno Art Fest ad buy.
 - B. **Discussion of the Business + Arts Luncheon on September 14, 2017 at the Eldorado**

Alexis Hill stated that the Business + Arts Luncheon nominees have been informed and asked if the marketing committee wanted to get a table. Alexis Hill said she would send an invite to the committee and asked if each person could buy a seat at \$25 a person, and that she would coordinate everything and make sure everyone is seated at the same table. Nancy Pearl stated that she is excited that this event has finally become a realization because she has been advocating for an arts and business awards program for years. Alexis Hill also stated that Jay Dick from Americans for the Arts will be speaking at the luncheon.
 - C. **Discussion and possible action on next steps to pursue the RACC accepted marketing strategic plan for 2017**
 - i. **Discussion and possible action on video publicizing the RACC and arts and culture in the City of Reno**

Chad Sweet and Nancy Pearl are the only people on the working group for the video. Nancy Pearl had a brief conversation with Dana Hatjakes but it was only a casual conversation. Nancy Pearl commented that the committee really needs to start working on the video.
 - ii. **Discussion of the AEP5 Study outcomes and marketing messaging**

Alexis Hill handed out an infographic of the AEP5 Study outcomes to the marketing committee. The Arts & Culture Commission received the full report. Alexis Hill stated that she can send a one page report to the committee in addition to the full report if they would like. The data in the infographic includes the economic impact that the arts in Reno have in addition to the rest of Nevada, however the

rest of Northern Nevada did not participate only Reno did. The infographic also includes numbers from a national survey which highlights the broader economic impact of nonprofit and for profit arts organizations in the US. Nancy Pearl stated that she does not like the infographic, she commented that the infographic is distracting and does not visually communicate the information effectively, she does not like design for design's sake. Nancy Pearl also commented that she is not interested in any of the information beyond what is applicable to Reno because it reduces the value of Reno's numbers. Chad Sweet stated that this is a fantastic first step, but he agrees that every box on the infographic speaks to the same level of importance and he would like to see the infographic more focused on the Reno data rather than including national or regional data. Chad Sweet made a comment about the National GDP and asked if Reno's GDP was stated anywhere on the infographic. Alexis Hill stated that the Reno GDP is the 89 million figure. Chad Sweet commented that he would like to see the relationship between the amount of money generated by the arts in comparison to the amount of money other industries generate in this infographic. Alexis Hill said she could hire an economist to crunch the numbers Chad Sweet is asking for. Nancy Pearl restated that the Reno analysis is the only analysis that matters and that the national information is unnecessary. Alexis Hill responded that she was replicating similar infographics from other studies. In those infographics national figures are usually represented to give the viewer a broader context as to the larger economic impact of the arts. Alexis Hill also stated that many of the non-profit arts organizations in Reno receive state funding so it's important to also include state numbers. Yun Ku stated that we need to highlight Reno and maybe tuck the state numbers in there at a lower level of importance. Theresa Reilly commented that she sees value in including the national and state numbers to give context.

iii. Discussion of Reno 150 events and possible marketing committee involvement – Item Tabled.

iv. Discussion of a speaker series to organizations in town on the key messages, video, and AEP5 messaging.

Because the video is not completed, Nancy Pearl asked Alexis Hill what the next meeting is that the marketing committee needs to aim for to present the video and PSA. Alexis Hill responded that the next meeting is the WIN breakfast on Friday, November 17th, 2017. Nancy Pearl suggested creating a nice pamphlet and bookmarks as handouts for the breakfast. Alexis Hill suggested that the committee create a google doc so that the committee can populate it with arts and business events where they can present the video.

VI. Discussion and possible action on nominating new members to the Marketing Committee

Nancy Pearl stated that there has been a change in committee member allotment, the marketing committee has now expanded from 9 to 11 members because there was a change in the rules of the Arts & Culture Commission. It has always been understood that the rules that apply to the commission apply to its committees. Last year City Council voted to expand the Arts & Culture Commission and with more defined bylaws each committee is allowed to expand as well. Nancy Pearl stated that she already has an application for a person who she thinks would be a good fit. Chad Sweet asked if there are specific qualities the committee is looking for in applicants. Theresa Reilly suggested an agency person. Nancy Pearl responded that she is looking for people who are from different aspects of the community, specifically someone from the business sector. Alexis Hill stated she thinks it would be beneficial to this committee to have an agency person. Nancy Pearl agreed and stated she would prefer a PR agency person over an ad agency person. Jennifer Mannix stated that she doesn't mind expanding the committee as long as it's the right person. Theresa Reilly suggested approaching someone from the Hispanic community to diversify the committee.

VII. Announcements not anticipated at the notice date – Chad Sweet announced that the Reno Little Theater season is opening in a couple weeks. Theresa Reilly announced that she's doing her pledge drive and it's going to be different than previous years because it's going to be a quiet pledge drive.

VIII. **Set, Date, Time and Agenda for the next meeting** – September 11th, 2017 at 3:30 pm located at McKinley Arts & Culture Center

IX. **Public Comment** – None

X. **Adjournment** – Theresa Reilly moved to adjourn the meeting at 11:02 am, seconded by Chad Sweet. Motion carried: All in favor, motion approved.