



**Reno Arts & Culture Commission's
Community Engagement Committee
Meeting Minutes**

Date: November 1st, 2018

Time: 10:00 a.m.

**Place: McKinley Arts & Culture Center Boardroom
925 Riverside Dr., Reno, NV 89503**

| Committee Members |
|--------------------------|
| Vacant, Chair |
| Mario DelaRosa |
| Erik Fong |
| Dana Hatjakes |
| Esther Isaac |
| Yun Ku |
| Jennifer Mannix |
| Theresa Reilly |
| Chad Sweet |
| Vacant |
| Vacant |

AGENDA

1. Call to Order/Roll Call

Meeting Start: 10:34 am. Present: Mario DelaRosa, Erik Fong, Dana Hatjakes, acting Chair; Esther Isaac (arrived at 10:38 am), Yun Ku, Theresa Reilly. Also Present: Megan Berner, Public Art Program Coordinator, Alexis Hill, Arts, Culture and Special Events Manager, Sharon Honig-Bear, Reno Arts & Culture Commission Chair. Absent: Jennifer Mannix, Chad Sweet.

2. Public Comment on Agenda Items or Other Matters –

Theresa Reilly comments her tardiness is due to voting.

3. Approval of the Minutes – Approval of the minutes from the February 8th and October 4th, 2018 Community Engagement Committee Meeting

Minutes were not sent to Committee so no approval at this time.

4. Approval of the Agenda – November 1st, 2018

Yun Ku motions to approve, seconded by Erik Fong. All in favor: 5, 0 abstain, 3 absent.

5. Arts & Culture Commission Liaison Report –

Hatjakes summarizes stating that there are some new grants to be launched, from the September Retreat there has been a discussion about diversity, equity and inclusion. There is the idea to continue arts outreach beyond the scope of the downtown area, which the upcoming grants are focusing on.

Honig-Bear states that last week there was a workshop at the Nevada Museum of Art, with a guest speaker from the Hammer Museum that focused on the idea of 'telling your story'.

(Esther Isaac arrives at 10:38 am)

Hill summarizes the workshop, and expands that the 'telling your story' idea is not just what you do but why you do it and how that relates to a public art government position. Hill would like to bring this idea to the Commission to talk about what the Commission's elevator pitch would be, along with a tagline.

Honig-Bear adds the aspect of why the Commission does what it does is important and how it relates to the community. Instead of getting caught in lists and 'stuff' as opposed to a compelling argument, what is the story of why we do what we do, what would Reno be like if there were no arts?

Erik Fong recommends a TED talk by Simon Sinek that related to the subject of 'telling your story'.

Theresa Reilly asks whether or not this is something to be put into an agenda in the future. Hill replies yes.

6. Discussion on Community Engagement Committee direction and future plans.

- a. Neighborhood Public Art Grants
- b. Community Engagement funding
- c. RACC/Arts & Culture collateral

(a) Hatjakes summarizes stating that the Committee has a new name, which means there is need for a new plan along with spreading awareness of what's happening at the Commission.

Berner summarizes the Neighborhood Public Art Grants, stating that it was inspired by Denver's 'P.S. You Are Here'. In order to make understanding the grants easier Berner has provided a video for the Commission to watch.

Hill states that having been to the Rhino district in Denver, she can say that it is very similar to Reno's Fourth Street, in terms of a run-down area of a city that is in the process of being gentrified. Fourth Street is currently pulling together to create a coalition and working towards being active in 2019 and may be a group that will apply for a grant.

Berner states that they are looking for a community based groups or businesses to initiate the projects and work with artists within the community to pitch a proposal. It would be ideal that a representative from the Committee sit in on review committee for the proposals. Individuals cannot apply; they must work with community groups.

There is the idea that they are temporary projects, on display for at least three months.

Mario DelaRosa asks whether or not the one-to-one match could be a problem for certain groups.

Berner replies it's up to them to work with the community to get that support and it really is a community project, rather than a single person asking for money, it is communication with people. It is not only a cash match and can be in-kind as well.

Ku states that it may come down to something like matching up an artist with a proposal with a corresponding business.

Hill states that the idea is to have artists work with the community to see what they want to do, instead of auctioning an artist proposal to the highest bidder, there should be connection and community.

Berner reminds the Commission that this is the first year this has been done and after a year or two it can be reevaluated and changes can be made.

Hill states there was an idea that came out of the Commission about an 'Art Tank' inspired from the television show 'Shark Tank' to promote the idea for the first year. The biggest concern is not getting any proposals. In order to combat that there will be 2 – 3 months of publicity to neighborhoods to come up with concepts for artists to bring to NAB for review and ultimate approval with the neighborhood grant panel. Advertising for outreach starts in January or February 2019. In April each NAB meeting will meet in McKinley with a presentation. Projects will be chosen in May and executed in September with major publicity. Hill asks for feedback.

Hatjakes asks about the budget.

Hill responds the Committee has been given \$11,000 to work on collateral, video, community meetings, mailers, maybe design. Hill has broken up the costs in a proposed budget but can be changed. The money can also be used for serving community, understanding who the community is, what they have to say, because as of now there isn't a good survey of Reno representation.

Berner states that she has applied for the UNR graduate research program to have a student help assess some of the current data and figure out how to create surveys, outreach and strategy. Hopefully this will take place next semester in January.

Hatjakes states that she approves of the 'Art Tank' idea but one concern is the correlation with Shark Tank brings to mind extreme competition, along with being verbally flayed.

DelaRosa adds that the community might also have the idea that only professional artists may apply and that could put people off.

Hatjakes states that many people don't realize that art can be used for safety within neighborhoods an example being from the video in that the people in the Rhino district used artistic lighting to make a dark area safe and beautiful.

Berner states that the idea is to make art accessible to everyone.

Honig-Bear states that it's important to work with the NABs and asks how do we get everyone on board, how are we engaging with the community, how do we get them excited? This should be the first step.

Hatjakes states that the Committee is at a good place to connect with the business community. There is potential and now the Committee just has to figure what to present and how to present it.

Hill recommends video format.

Hatjakes suggests the idea of showing areas in Reno that are currently dilapidated but could be transformed through art, with visual representations and documentation so through the following years the Commission will have something to show.

Isaac recommends the Playa Park as an area that was previously run-down but has been transformed through art.

Hatjakes states that it would be nice to get feedback from people or businesses who live near areas that have been changed through art and ask questions like what kind of change have they seen, has it been for the better.

Hatjakes asks the Committee for ideas how to proceed.

Hill responds concentrating on the 'telling your story' exercise would be a good start to help with ground level understanding of what the Commission does and who they are, what they are about. This is something that can be done in the December meeting. Deciding the budget isn't something that needs to be done right now.

Berner states that perhaps it's about identifying places that they can reach out to, attending the NABs, thinking about what the presentation will look like, even coming up with flyers.

Honig-Bear states that the video would be a teaser, a visual impact of what Reno could look like through an artistic transformation.

Hatjakes states that contact information should be added towards the end.

Hill states that a motion is not needed as they now have a direction to go. For the next meeting it recommended watching the TED talk concerning 'telling your story', ideas for what a flyer would look like, and outline for a budget for the video and a Chair for the Community Engagement Committee.

7. Announcements not anticipated at notice date

None

8. Set date, time and agenda for the next Special & Regular meeting and future RACC meetings.

December 13th 10:00 am McKinley Arts & Culture Center

9. General Public Comment –

None

10. Adjournment

Esther Isaac motions to adjourn, seconded by Yun Ku