



**RENO ARTS AND CULTURE COMMISSION'S
Community Engagement Committee
Draft Minutes**

DATE: December 13, 2018 TIME: 10:00 AM
PLACE: MCKINLEY ARTS AND CULTURE CENTER
925 RIVERSIDE DRIVE, RENO, NV 89503

MEMBERS

Vacant, Chair
Zoe Bray
Mario DelaRosa
Erik Fong
Dana Hatjakes
Esther Isaac
Yun Ku
Jennifer Mannix
Theresa Reilly
Chad Sweet
Vacant

1. Call to Order/Roll Call.

Meeting called to order by Dana Hatjakes, acting Chair at 10:07 a.m.

Present: Zoe Bray, Erik Fong, Dana Hatjakes, Esther Isaac, Jennifer Mannix, Theresa Reilly (arrived 10:08 a.m.), Chad Sweet.

Absent: Mario DelaRosa, Yun Ku.

Also Present: Megan Berner, Public Art Program Coordinator, Alexis Hill, Arts, Culture and Special Events Manager

2. Public Comment –

Steve Smyth comments, stating that he has an idea for a song that should be a national anthem, 'Keep on Truckin'. He would like to do something with the song, perhaps including it on the national emergency broadcast. Steve also comments on the Crystal Peak Park art (part of ArTrail), stating that an idea would be to include hand crafted structural elements.

3. Approval of Minutes for February 8, October 4th, and November 1st meeting of the Reno Arts and Culture Commission's Marketing Committee -

Theresa Reilly makes a motion to approve with the amendment of adding 'draft minutes' in the October 4th minutes, seconded by Esther Isaac. All in favor: 7, 0 abstain, 2 absent.

4. Approval of the Agenda –

Chad Sweet makes a motion to approve, seconded by Jennifer Mannix. All in favor: 7, 0 abstain, 2 absent.

5. Arts & Culture Commission Liaison Report.

Hill states the RACC presentation before the City Council will take place January 4th 2019, which is on a Friday.

Fong summarizes that in previous meetings council liaison Naomi Duerr updated the Commission on the presentation, and news about her new role as Vice Mayor.

Berner states that the Committee has a new member: Zoe Bray. Bray's background, having originally come from France, includes; art, teaching, conflict resolution and states that she looks forward to her first Committee in America.

Mannix asks if the RACC is having a discussion or presentation and states that she recently heard something she needed some clarity on. There was the notion to take all the arts grants, etc. and have it preapproved by the RACC before going to Council. Is this a process the Commission is looking at (specifically Artown)?

Hill replies that the Commission asks that they do approval of the Council designated funds for Artown and the Pioneer Theater before going to City Council. This will be for the 2019 year.

Sweet asks how the process is different.

Hill replies right now it is a Council allocated non-grant process. The Council decides which are priorities. The Council put forth the idea of whether the Commission or the Council should decide, looks like it will stay with the Council for now.

Dave Aiazzi asked to have those allocations put into the Commission overview, as he feels the City doesn't have a good idea of art spending.

Fong summarizes the Artist in Residency and City Artist. Fong states that this is an idea that has been around for a while, to bring in an artist for a residency. There will be allocated funds for this project as well as bringing an artist to work for the City, similar to a poet laureate.

Duties will include working with the city in a variety of mediums, as it does not need to be visual art only.

Also discussed was formal training for DEI for the various arts organizations and individuals looking to apply for a grant.

Fong states that one of the challenges for this Committee is to try to find a way to reach some of the organizations and businesses within the city.

Hatjakes suggests streaming or having the process on Face Book so people have that knowledge available to them.

Hill states that there is the hope that there will be case study so they can learn and grow from the process as they move forward.

Mannix asks if there is as cost to attend the grant workshops.

Hill replies no, they are free. The Commission is putting money towards the initial training, and perhaps finding some money for food.

The non-profits who are interested and want to learn, and want guidance and support can come to the Commission and have it be a smaller group. It is unlikely there will be a lot of non-profits interested, at least for this year.

Hatjakes states that making it available is important as an engagement group.

Fong states that there has been some money approved for broadcasting through KUNR. Perhaps the Committee should think about what messages should be sent out.

Reilly states that in interest of disclosure she is with KUNR and the message itself can be changed at any time. Currently they are scheduled as a sponsorship for the arts calendar. They can be unassigned and reassigned to a particular event, or something else. The message is flexible.

Hatjakes asks about the length of the message.

Reilly replies fifteen seconds.

Bray asks about other languages.

Hill replies perhaps its worthwhile to see if, having a month left for application, doing something for Spanish language designated media. It could be something to look into, the only issue being it has not been brought before the Commission. It could be the last push for promotion for the initiatives.

Isaac asks if the Commission has been in contact with Entravision, as they do all the Spanish language for television.

Hill responds that she will look into it.

Fong states that the big news is that there is more money in the budget.

Hill states the Commission has done some brainstorming on what to do with the money and have created some temporary allocations, as they do not want the money to disappear.

Berner states that under the Commission report the Commission asked for recommendations from the Committee for the other two vacancies. They are not on the agenda today but Berner has invited the applicants to attend a meeting to see what the Committee is all about. Berner asks for them to introduce themselves.

Rossi Todorova is a local, an instructor at TMCC, and used to work for the Nevada Arts Council and is looking forward to getting back into the community after having been away.

Nathan Mix just moved to Reno, has experience in social work, community engagement, and has a background in diversity, community and engagement.

Berner states it is up to the Committee to decide whether or not they want this on the next agenda, or if they want to wait for other applicants to introduce themselves.

Berner summarizes the new sculptures for the Bicentennial Sculpture Park. The Commission has approved four sculptures, and the recommendation will go before Council in January. They will be installed in the spring. They are as follows:

- Circles, by Chris J. Rench
- Rhinoman, by Carolyn Guerra
- The Daring Young Man on the Trapeze, by Ric Blackerby
- Iron Horse, by Pierre Rich

Hill states that they have left two open pedestals that will be filled at a later date.

Mannix states that a lot of the artists are from out of town and asks if the local artists did not have the strengths they were looking for.

Berner replies that not having many local artists was discussed and the Public Art Committee felt the local talent did not quite measure up to the standards they were looking for as well as wanting more diversity in the art collection. The PAC discussed having training for local artists to be more competitive, potentially in 2019.

Mannix asks where will the current sculptures go?

Berner replies two of them have been purchased by TMCC, Wintermouse has been purchased and the others will return to the artists.

6. Discussion and possible election of Chair of the Community Engagement Committee from the following candidates: Mario DelaRosa, Erik Fong, Dana Hatjakes –

Eric Fong nominates Dana Hatjakes.

Esther Isaac motions to approve, seconded by Jennifer Mannix. All in favor: 7, 0 abstain, 2 absent.

7. Discussion on Community Engagement Committee direction and future plans –

A. Midtown Public Art Outreach/ NEA Grant

Berner summarizes the timeline. There will be an initial public meeting in January, 2019.

Hill states that she would like to give some background. The City received a \$30,000 grant from the National Endowment for the Arts for Midtown public art. They have a match for a total of \$60,000.

There will be a different call this time, a call for artists, not for projects. The Commission wants artists who are willing to work with the community and create community goodwill.

Everything needs to be done and complete by December 2020.

The goal is to spend the complete \$60,000 on the actual art, on something significant to the area that will have an impact.

There are some costs that will need some attention, including artist travel cost, install costs, etc. There are some difficulties raising money with the community, especially when asking as the City. The challenge now is finding the right constituent to ask for support. It is something the Committee can think about. Ideally, another \$15,000 is needed.

Sweet asks if this is something the community foundation can help with?

Hill responds yes, the money would have to be funneled through them anyway as we have an account with them.

Sweet states that they would have a lot of ideas and Hill should reach out to them. He will also reach out to a national organization that organizes things of that nature; where you bring in a lot of people for one night and a certain amount of money goes towards fundraising.

Mannix asks whether or not the location will be dictated by the artist.

Berner replies it is a community collaboration and they are hoping the community will give input and work with the artist on choosing the site.

Reilly states that she wants to go back to funding. She can't see retailers being able, but some of the larger institutional businesses would be interested, such as banks.

Hatjakes asks what sort of message do they want to send out to the community, and how did the presentation go.

Hill replies the first presentation is just to let the neighborhoods know it is happening. There has been a survey. With the help of the community engagement department through the City will help get the word out. Berner will send out a link to the Google form.

Berner had a meeting with the Ward 3 NAB, however, there was no quorum due to bad weather, and only three members showed up. They will try again in January.

Hill states she would like some guidance towards communicating with the public, as there may be a meeting with the businesses in January. There is an issue with the businesses not caring about art as their attention is turned towards the road construction on Virginia Street being done.

Hatjakes states an important part of communicating with the businesses is to lay out what advantages there would be for them, better PR, and having an opportunity to change the negative narrative surrounding the RTC construction.

Bray asks whether or not the downtown businesses have formed an association, and do they have representation.

Hill responds there is an association but it's not as well organized as it could be. Another issue with downtown is that there are a lot of residents that they are trying to reach out to through the neighborhood advisory committees.

Sweet states there is an advantage in a small geographical area; it will be easier to canvas.

Hill states that there is some gentrification going on in Reno, and that may result of some parts of the community feeling as though they are not part of that community anymore.

There is an RTC meeting coming up, December 14th, 2018 at 10:00 a.m. to discuss the issue with RTC not buying/being interested in art. RTC cannot buy per their federal grant art for art's sake.

While RTC is not commissioning art, it doesn't mean that they can't do artistic seating, or lighting, or some sort of artistic design element.

Reilly asks what issues are RTC having, is it a budget concern?

Hill replies it might be that they just hadn't thought of it. The goal for the Committee/RACC is to help nudge them in that direction, to put out a call for art for an artistic bench, and put art into the timeline and process.

This is what the meeting with RTC is about; the RACC can be a resource for RTC.

Reilly asks if there are any other potential (artistic) elements that could be incorporated at this point – something on the sidewalks, mosaic, etc. to make the streetscape more interesting.

Hill replies that something that is on the table is historical markers, because if you put street names/signs that may be changed through the construction process, why not add historical markers and similar things.

Hill asks the Committee if they recommend media bites, or if there is any expertise they can provide for the timeline. Public service announcements are an idea as well.

Hatjakes states that a good start would be with the street team and the BID ambassadors, as they could be utilized to get the word out. There was discussion about a video at one point, as well, and a PowerPoint.

Hill states that they need a video for the neighborhood grants for certain, because they are new and no one knows about them.

B. Neighborhood Public Art Grants

i. Re-Know Minute

Berner summarizes. On the Arts & Culture page, located on the Renoculture.com website, the Midtown art project and neighborhood public art grants will be added. Under the Grants tab, there is a drop down for the Art Belongs Here grants – the name of the neighborhood public art grants.

Hill gives a background. The grant program is based on the P.S You Are Here Denver grant program. There are five different pots of money for each ward at \$10,000 each. It is a neighborhood initiative. Neighborhood groups/community/businesses collaborate with an artist and come up with a project.

There will be a committee to decide on the projects.

Launch will be January 2019.

Hatjakes states that there are some common themes, strategy-wise. Building community, what is a community, how does art solve problems in a community. Whatever message the Committee comes up should have a community theme/equity, inclusion, and diversity.

There should be a message about why art is important, and how the projects will help build a stronger community.

Berner states that they are getting an intern for research from UNR.

8. Announcements not anticipated at notice date –

Sweet states Reno Little Theater has a show and it has sold out.

9. Set date, time and agenda for the next meeting.

January 10th 2019 10:00 a.m.

10. General Public Comment

Steve Smyth comments he has lived in the Midtown area for a long time and there is a lot of construction. The worst problem now is the sidewalks and the narrow spaces. He hopes that will be changed.

He would like to offer himself as a volunteer.

Hatjakes suggests to go to one of the neighborhood advisory ward meetings to find out what's going on in his neighborhood.

11. Adjournment – 11:30 am

Chad Sweet motions to approve, seconded by Theresa Reilly. All in favor: 7, 0 abstain, 2 absent.