



**Reno Arts & Culture Commission  
Draft Meeting Minutes**

**Date: March 12, 2019**

**Time: 5:00 p.m.**

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

<b>Commission Members</b>
Sharon Honig-Bear, Chair
Geralda Miller, Vice Chair
Dave Aiazzi
Bryce Chisholm
Mario DelaRosa
Doug Erwin
Erik Fong
Dana Hatjakes
Nettie Oliverio
Colin Robertson
Shaughn Richardson
Naomi Duerr, City Council Liaison

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**AGENDA**

**Called to order by:** Sharon Honig-Bear, Chair at 5:02pm

**Present:** Sharon Honig-Bear, Chair; Geralda Miller, Vice Chair (arrived at 5:09pm); Dave Aiazzi, Bryce Chisholm, Mario DelaRosa, Doug Erwin, Erik Fong, Dana Hatjakes, Nettie Oliverio, Shaughn Richardson.

**Absent:** Colin Robertson.

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

**2. Public Comment**

Maria Partridge comments. Concerning Controlled Burn, they have not gotten any money and applied for an appeal. She would like to remind the Commission that in the previous year the event drew in large crowds, and they plan to continue to grow the event. It is an important event and really needs funding to continue.

Dave Aiazzi comments. Tomorrow on the City Council agenda is a contract with the Pioneer Theater. The Mayor asked that the money go directly to this board for decisions instead of City Council.

Hill states that it is her understanding that staff will be directed to move the \$25,000 from the Pioneer Center to the Arts & Culture Commission budget in the fourth quarter budget augmentation.

Aiazzi states he also had a meeting with the City that will affect many of the sculptures. The City building department announced they will require sculpture over six feet tall to have a permit. Any such sculpture will require a contractor to install.

Honig-Bear suggests this be put on an agenda for further comment.

### **3. Approval of Minutes**

February 12, 2019.

Typo to item 11 'agenda' instead of 'gender'.

Nettie Oliverio motions to approve, seconded by Shaughn Richardson. All in favor: 10, 0 abstain, 1 absent.

### **4. Approval of the Agenda**

March 12, 2019.

Nettie Oliverio motions to approve, seconded by Bryce Chisholm. All in favor: 10, 0 abstain, 1 absent.

### **5. Presentation and update from Sierra Arts Foundation.**

Tracey Oliver presents.

The founding board created Sierra Arts Foundation as a foundation that promotes all things art & culture in Washoe county/ neighboring communities and create a unified voice for the arts.

They now have an advisory board, and a junior board.

Sierra Arts Foundation qualifies for the national standard of local arts agency, or LAA.

LAA services can be divided into five general categories:

- Cultural programming
- Grant making
- Facility management
- Services to artists
- Community cultural planning

The artist registry is a new feature for Sierra Arts. Using the registry will provide artists with many tools including marketing/virtual galleries.

There is a \$35 membership fee for artists, which will be used to help artists.

For the next two years Sierra Arts plan to increase artist support by %5, additional venues/sales opportunities.

Sierra Arts has one grant cycle a year. They would like to have two; a fall and spring grant cycle with \$10,000 per cycle.

#### **6. Presentation and request for funding from Artown not to exceed \$15,000.**

Beth Macmillan, executive director presents.

In the past the Arts Commission has supported the opening and closing of Artown.

This year for opening night Artown would like to have a children's activity, but with all the cultures in the city.

Paul Thorn will be performing.

For closing night will have the Squirrel Nut Zippers band.

Another project Macmillan would like to present is to bring awareness to sustainability and to begin that conversation by using the arts.

Artown is in the process of securing a building for the plastic grocery store. It will be open and free to the public for two weeks during Artown, with two puppet shows a day.

It will be expensive but it carries an important message.

Miller asks the name of the artist. What is the total budget?

Macmillan replies Robin Frohardt and the total budget is \$157,000

Hatjakes asks how many people are involved in the project?

Macmillan replies about ten people.

There a very good possibility of drawing national attention.

With the deadline fast approaching, Macmillan will know very soon whether or not the plastic store will happen for Artown 2019.

Aiazzi asks if the project falls through will the money then be transferred to the opening and closing of Artown?

Macmillan replies yes.

The idea is to aim high; what if they got plastic bags banned in the state of Nevada by using the arts to create a cultural shift.

Erwin asks that if the project is successful nationally does Macmillan feel it might open new funding opportunities for Artown?

Macmillan replies she doesn't know but it would great to open those doors.

Honig-Bear states this is the kind of thing she would have liked to have seen in the Creation grants. They were looking for thoughtful, unique projects that make the arts more relevant.

Dave Aiazzi makes the motion to support the plastic bag store, and if it does not work then the money will go to the opening/closing Artown nights. Seconded by Nettie Oliverio.

Erwin asks is there a dedicated budget for video, marketing, ect? As a project that has the potential to create national interest, they need to make sure there is money behind the marketing.

Miller states that it is unfortunate that this was not a Creation grant. Opening night fits within the Commission's strategic goal of DEI; Miller asks that they remember to include those goals.

Aiazzi states that doing something different might really get the RACC name out there for people to understand what they do.

Macmillan suggests the RACC could do the opening night and part of the plastic bag store. Then Keep Truckee Meadows Beautiful can apply for the Creation Grant.

Dave Aiazzi withdraws his motion, Nettie Oliverio withdraws her second.

Doug Erwin makes a motion to fund \$15,000 - half for the opening/closing night of Artown and half for the plastic bag store. Seconded by Nettie Oliverio. All in favor: 10, 0 abstain, 1 absent.

## **7. City Council Liaison Report.**

Absent.

## **8. Financial Report and Budget Update**

Davie Aiazzi suggests item 9 first, as they have people waiting.

### **a. Review and possible acceptance of the FY2018/19 Commission Budget Report**

Berner states they are getting a newly laid out budget. This is just the Commission budget; they have not yet done this for the Public Art budget.

Sources and Uses will be for the next meeting.

The only thing really changed was putting the traditional allocations that were undecided into a separate column.

Artown and Sierra arts went back into this budget; this can be changed.

The grants discussed are for the next fiscal year; there will be a new budget for next year, starting in July.

Aiazzi states he thought there was another column that was not encumbered, but under requested.

Hill states that Councilmember Duerr advised them to take it out.

Aiazzi states that she doesn't run the Commission. It isn't encumbered, but it is in the encumbered column.

For example, the Light Festival; it is sort of encumbered, and it is this fiscal year. Will they still be doing it?

Hill replies Councilmember Jardon has pushed to move that forward.

Hill states they will not use the \$10,000 from the Commission's budget for the holiday lights.

Aiazzi asks will this meeting be agendaized? If they are invited, it better be agendaized.

Hill states she will talk to the Community Liaison, Tess Opferman.

Hill states it sounds like Sharon Honig-Bear will be the Commission's representation at that meeting.

Berner states she changed some column space; she took Light Fest out of encumbered and put it in balance. It will not be encumbered until they make a motion to spend money on those things.

Honig-Bear states that they should add Artown/Plastic bag store.

Erwin asks why are they funding the organizations at the same level, forever? It makes no sense. The Commission should teach them to fish, give them incentive to make them more sustainable. This would benefit them.

Richardson agrees, stating that in case something happens (economic collapse, not receiving as much funding, etc.) that's how an organization should move forward.

Aiazzi asks what will they tell the poet laureate, as it's been a while. He has not been told that he's been chosen.

Hill states the Council meeting is tomorrow. He has not been told because they have been advised that they need both names on the agenda.

Aiazzi asks why two names have to be on the agenda?

Hill replies two Council member recommended doing so.

**b. Review and possible acceptance of the FY2018/19 Public Art Budget Report**

Berner states this will be updated to be a little easier to read.

Hill states they will add the different sources from Rotary, and the different things asked from the Commission (different funds that go into Public Art, funding to fix the Valley Wood Bench, ect.). They are not in there yet. That will be the next meeting.

Geralda Miller makes a motion to approve both budget reports, seconded by Nettie Oliverio. All in favor: 10, 0 abstain, 1 absent.

**9. Project/Special Reports Update.**

**a. Grants Committee Update**

- **Review, discussion and possible approval of Grants Committee recommended funding for FY19/20 Arts & Culture Grants and appeals from applicants.**

Honig-Bear would like to thank the Committee members.

This is broken into Events, Projects, and Access Grants. Honig-Bear has already discussed Creation Grants, she will revisit this.

Dave Aiazzi states his wife is on the Bruka Theater board, he recuses himself.

Mario DelaRosa recuses himself as his organization has applied for a grant. He does not participate in discussion or voting.

Shaughn Richardson recuses himself because of his connection to the Holland Project board.

Honig-Bear suggests looking at Events Grants as a group. There were also three appeals from this group.

There were four appeals in all: Bruka Theater, Classical Gala West, Control Burn and Gospel Fest.

Hatjakes suggests taking each organization and discuss why they received the score they did, for example Controlled Burn.

Berner states she'd like to give an overview first. The Event Grants did not fund anything under 70%. Project Grants was anything under 67%. The Committee then shaved off 7% to get everybody down once they ranked the scoring.

Four grants were fully funded (two Event Grants, and two Arts Access projects)

Hill states concerning Controlled Burn, the CPA's rated the grants on sustainability, revenue dynamics, expense dynamics, balance sheet composition, and liquidity. They pulled balance sheet composition and liquidity because not everyone provided the appropriate documents.

Controlled Burn received a 69% without financial scoring added in and 64% total score.

Erwin states he had trouble comparing different organizations; for example the Phil and Control Burn are two totally different organizations. There should be two different discussions.

Honig-Bear states that this will be on the agenda for next week's discussion.

In a lot of grants the state (Arts Council, for example) uses out of state viewers who know nothing about the organizations. This raises a question that will be discussed next week, as there were some serious issues with the grants.

Erwin states going forward they need to think about funding small vs larger organizations.

Do they have a remedy for today? What options are there?

Oliverio replies a couple of grants have been fully funded; they can pull a little bit of money from that.

Miller states that this is the first year that they have had a strong DEI component; those grants who were fully funded met those goals.

There was the thought that they should be applauded for meeting those goals.

Aiazzi states that they did say that if Art Blast went away, they would still fund the Fire Fest to keep the project going.

Honig-Bear states this year Maria came to them a month or two ago and they gave \$10,000. It hurt the scoring for Fire Fest. It could be (or should be) a subsidiary of Artfest.

There just isn't enough money.

Moving outside the current item, it is Honig-Bear's recommendation that they have a special meeting for special requests.

Erwin states that one thing they can do is suggest people come back and do a one-off.

Along the process there were some things learned about the rubric that were not that great, some things were missed and some people were hurt in the process.

Hill states that this is the least contentious grant cycle she has been in; in the previous year there were 14 appeals, while this year there were only 4.

The Creation Grant needs its own rubric.

Hill states that Megan Berner suggested that for the appeal the Commission reads those four grants as they were and you re-review them.

Fong states that as part of the Commission who hasn't read the grants, they are depending on those who have done all the reading/analysis. They are here to take recommendation; therefore he sees the appeal in looking for any mistakes that reviewers may have made in evaluation.

At this point they should approve of the ones that have been granted, and have some times to review the appeals. If there are extra funds, they should use those instead of taking away from those grants they have already agreed to fund.

Honig-Bear states that one concern is by doing so the door is open for second chances.

Miller states is that fair to those who did not get any funding?

Aiazzi states that everyone has the right to appeal; the question is now is how they handle it.

Perhaps everyone should get together at the end of the process and discuss questions.

Hill states she is looking at best practice for grants; one group looks at everything, scores online, then scores again, and then meets.

Honig-Bear states she will add this to the discussion for next week; the possibility of having a meeting to touch base before scoring.

Aiazzi states he would like to ask if anyone wants to discuss the appeal letters.

Erwin asks about the Lake Tahoe Guitar Society and the dates; is this an issue? Would they be in the 78% if not for the date issue?

Hill replies she can't answer that. On some of the grants, some of the grantees did not address the questions. It was hard to review some of the categories because of that.

Honig-Bear states for next year she would like to clarify what constitutes an event.

Hill states the only appeal they have not discussed is Gospel Fest.

Miller states her concern was the amount of proselytizing. This goes against their rules for supporting a church. They did not emphasize the arts event.

Oliverio states that as a government body, they cannot fund that way.

Hatjakes asks when will this go to Council?

Hill replies in April.

Hatjakes asks that when they do the workshops, are examples of an amazing grant given?

Hill replies no, this is something they will do in the future.

Dave Aiazzi makes a motion to accept recommendations of the Grants Committee funding after the 7% has been taken off, seconded by Nettie Oliverio.

All in favor: 9, 1 abstain (Mario DelaRosa), 1 absent.

Honig-Bear states they are not recommending any additional funding for the four appeals.

**10. Discussion and possible approval of one representative from the Arts & Culture Commission to the Arts Belongs Here Grants Committee from the list of the following candidates in alphabetical order:** Dave Aiazzi, Bryce Chisholm, Mario DelaRosa, Doug Erwin, Erik Fong, Dana Hatjakes, Sharon Honig-Bear, Geralda Miller, Nettie Oliverio, Shaughn Richardon, Colin Robertson.

Berner states the meeting will be Tuesday, April 16<sup>th</sup>, 3 – 5pm.

Nettie Oliverio volunteers.

Shaughn Richardson makes a motion to approve, Dana Hatjakes seconds. All in favor: 10, 0 abstain, 1 absent.

**11. Discussion and approval of procedures for funding requests outside of grant cycle and priorities.**

Honig-Bear states that in order to really look at their procedures and how they give out funds separately than the grant cycles, a special meeting is recommended.

Hill states that it can be discussed on the April 9<sup>th</sup> meeting, after Spring Break.

The Sierra Arts Foundation will be presenting on that agenda, a few Public Art Committee items, and the appeals can be re-agendized.

Miller asks when they need to be discussing the budget, and what the overall directive will be.

Hill replies this is something that can be on the April 9<sup>th</sup> meeting.

Honig-Bear states that the Special Meeting is out, unless it's in April.

Berner asks if they would like to talk about the Creation Awards as well?

The Commission replies yes, that will be added.

Honig-Bear states item 11 will be held for the next regularly scheduled meeting.

## **12. Updates on ongoing projects.**

Honig-Bear states the Holiday Lights meeting has already been mentioned.

Berner updates Bicentennial Park; they are still getting engineering drawings for the install. The install will be pushed back towards the end of May/early June.

Hill states Midtown will be going to City Council tomorrow. RTC is giving \$120,000 for buying/purchasing artistic bike racks/benches which will go through a call for artists, then through the Commission.

Aiazzi states they are offering \$120,000 but the Council may be pushed for more.

Hill states the Art Belongs Here is getting a lot of response.

Berner states Fire Station 21 is hopefully going to be an Art Belongs Here recommendation. To clarify, the Indian Colony is interested in working with Fire station 21 to have kids from the tribe, and an artist, to paint a mural on the doors.

Aiazzi states that they should check on the lease.

## **13. Announcements not anticipated at notice date.**

Honig-Bear states she will bring an update next month about the Reno MOMO.

Legislative Day is this Friday. Concerning Champion for the Arts Advocacy Day, is anyone planning to go down to Carson City?

Bryce Chisholm replies that he is, as is Nettie Oliverio.

Erwin states he knows someone involved in the Sacramento Mural Fest. He would like to see a liaison to Reno.

Hill replies they have spoken to the Sacramento folks. It felt like they wanted to be hired, instead of collaborate.

#### **14. Set date, time and agenda for the next meeting.**

Aiazzi states he would like to talk about recommendations for the Council about the building permit process; an explanation on how, why, where the information is coming from (titles, chapters, ect).

The next meeting date is April 9<sup>th</sup>, 2019.

#### **15. General Public Comment.**

Tami Matus from Controlled Burn states the Art Fest money is separate than when they originally wrote out the budget. She would like to know in the next meeting if there is funding outside of grants.

Hill states they are agendizing how to deal with things outside of the grant process. Unfortunately they won't know until June if she is approved by Council. It will be discussed by the Commission at that meeting, just not her specific proposal.

If it is an option then she can come back in May and ask at that meeting.

Hatjakes adds that a person can go to the City Council and speak during Public Comment.

Aiazzi adds two things: the Council all have discretionary funds, and the next meeting the process will be discussed; if Tami wants to come to that meeting and discuss her experience with the process it would be great to hear her perspective.

Richardson states March 29<sup>th</sup> 6:00 pm is his annual hip-hop fundraiser at Holland Project.

All proceeds go to Holland Project.

**16. Adjournment.**

Geralda Miller 1<sup>st</sup>, Shaugh Richardson 2<sup>nd</sup>. All in favor. Adjourned at 7:29 pm.

DRAFT