



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

Meeting Minutes

Date: June 21, 2019

Time: 10:00 a.m.

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

Committee Members
Dana Hatjakes, Chair
Zoe Bray
Grace Davis
Mario DelaRosa
Erik Fong
Yun Ku
Theresa Reilly
Chad Sweet
Rossitza Todorova
Vacant
Vacant

AGENDA

Meeting called to order by: Dana Hatjakes at 10:07 am.

1. Call to Order -

Present: Dana Hatjakes, Zoe Bray, Mario Delarosa (arrived 10:15 am), Erik Fong, Yun Ku, Theresa Reilly, Rossitza Todorova.

Absent: Grace Davis, Chad Sweet.

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

2. Public Comment on Agenda Items or Other Matters –

None.

3. Approval of the Minutes –

April 12, 2019.

Yun Ku makes a motion to approve, seconded by Theresa Reilly. All in favor: 7, 2 absent. Motion passes.

4. Approval of the Agenda –

June 21, 2019.

Theresa Reilly makes a motion to approve, seconded by Rossitza Todorova. All in favor: 7, 2 absent, motion passes.

5. Arts & Culture Commission Liaison Report –

Hatjakes summarizes.

There were some items in the budget that were moved around.

Tom Drakulich was approved as the City Artist.

A call for art was approved for suspended artwork in the National Bowling Stadium.

Hill adds the 'America Goes Bowling' sculpture that was in the building has been donated to the National Bowling Association in Texas. Eileen Gay's piece Pin Setting will be moved to the lobby and there will be a call for art that will likely be for a suspended piece.

Hatjakes states there is a call for artistic bike racks and benches for Midtown.

The Good Luck Horseshoe sculpture has been placed as part of the Art Belongs Here project at the livestock center.

Berner adds they are working on getting signage for the piece but don't have an exact date for that yet.

Hill states that the other Art Belongs Here projects are in progress; the mural on Booth and Keystone will be done in conjunction with the construction, as it will shut the street down long enough to get the mural done.

The mural for Fire Station 4 has been completed and had a dedication ceremony.

Hatjakes recently attended a presentation from Jacobs Entertainment. There is still little information from them but there is the possibility of a future presentation for the RACC.

Berner states she is hoping the construction for the footing can be done in the next couple of weeks for Bicentennial Park. The final install will likely be in July.

There is one new horse sculpture in Bicentennial Park.

Hill states one new RACC Commissioner was added: Yevonne Allen.

There will be more open spots in the Commission come September.

The three chosen artists for the Midtown project came to an RTC meeting to interact with the public and present their work. The final proposal presentation will be July 11th.

There is more information on the website.

The NEA grant for 4th Street is moving forward with an RFQ for consultants to help with public outreach, beginning in fall of 2019.

6. Financial Report and Budget Update.

a. Review and possible acceptance of the FY2018/19 Community Engagement Committee Budget.

Berner summarizes.

The end of the fiscal year is in nine days so they will focus on 2019/20.

b. Review and discussion of the FY2019/20 Community Engagement Committee Budget.

Funding is broken down for: Light Fest marketing, Art Belongs Here and a collateral piece.

Hill adds there was originally \$7,000 for Light Fest marketing and \$2,000 has been moved into the collateral piece discussed in a previous meeting.

Berner states part of the discussion on the collateral piece was how long it would remain relevant. Last year the RACC approved purchasing a collection management system through Westaff.

Berner is in the process of getting all the records into the system.

There is an outward facing aspect called Public Art Archive, which the public can locate public art collections and learn about the art in the collection.

The process is not quite done, but there is the hope of launching within the next few weeks.

There is the thought of doing a collateral piece for this.

Hatjakes states they can do a recommended tour through the interface, is there access to graphic design?

Hill replies they were thinking of something similar to the Artown map printed in the pamphlet. The deadline for that would be the Business and Arts Luncheon in September so they can place a physical copy on each seat.

Hatjakes states she would like to see something about the Arts Commission, perhaps on the line of 'supported by your local Reno Arts and Culture Commission'.

Hill adds they are still looking for nominations for the Business and Arts luncheon. The category nomination has been extended until July 23.

Hatjakes replies that when she looked it said the categories were closed, if they are still open they need to update that.

Hill states under separate RACC marketing there is \$1,000 for social media marketing and \$2,500 for KUNR.

There was a discussion about promoting the Commission and what the Commission generally does for Reno. This can be further discussed under 'they why'.

Ku states they can talk more about the mission of the RACC on the cards, or create a mission statement. They can also drive traffic to the website.

Hatjakes approves and adds they can put a mission statement, artist funding and grants programs.

Hill states they need to do an RFQ for the video.

Theresa Reilly makes a motion to approve, seconded by Zoe Bray. All in favor: 7, 2 absent, motion passes.

7. Discussion and possible recommendation of a new member to fill the vacant position for the Community Engagement Committee.

Debbi Engebriston is nominated.

Erik Fong makes a motion to approve, seconded by Theresa Reilly. All in favor: 7, 2absent, motion passes.

8. Discussion on using ‘the why’ exercise (Reference: Simon Sinek TEDxPuget Sound – How Great Leaders Inspire Action) to better establish the community engagement 2019 priorities.

Erik Fong has created a typed summary for ‘the why’.

Hill summarizes the previous discuss on ‘the why’. The ‘why’ is something that still needs to be defined.

They need an answer for why people should be supportive of arts and culture.

Bray adds:

- Identity
- Inspiration
- Interaction
- Imagination

Hill states that this will help give them the tools to talk to the public, other committee’s and commission’s about the work they do.

Hatjakes adds ‘inclusion’ for another ‘I’ word.

Bray adds ‘Innovation’.

Hatjakes states they can put together a slogan that states something like ‘one person that steps forward to put all the ‘I’s’ together eventually comes together to make a community’.

‘Individual’ is another I that can be used.

Fong states they should focus on community connection and strengthening bonds, creating a more cohesive community.

Reilly adds ‘Interconnected’.

Bray adds they can focus also on the natural environment – the Truckee River, the mountains, etc.

Hatjakes adds part of their mission is to education the community on what the Commission does, and the funding isn’t being taken out of the public’s own pockets.

Reilly states they need to tie it to ‘Big Arts Little City’.

Hatjakes adds they can add the ‘I’s’ into the slogan.

Hill summarizes the ‘I’s’

- Identity
- Inspiration
- Interaction
- Imagination
- Inclusion
- Innovation
- Interconnection

Must have include: Inclusion, Imagination, Inspiration

Todorova states as a statement they could use ‘culture starts with ‘I’.

Alexis Hill and Megan Berner will work with the information at hand and return at the August meeting with an update.

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

Hill summarizes.

The collateral will debut at the Arts & Business lunch in September.

There are ten seats available at the table if the CEC wants to attend.

10. Updates on ongoing projects.

Subject has been covered.

11. Announcements not anticipated at notice date.

Fong states he is on the D.I.C.E Committee (Design, Innovation, Creativity and Entrepreneurship). This year they are looking into bringing back the folding chair with a new design. There is the hope of creating more community engagement.

Todorova states there is the need for Light Fest volunteers and if she can get the information to her students early in the semester, she can require them to participate.

Reilly states KUNR's reporters and interns are doing extraordinary work and are being recognized for it.

Bray states she is pleased to hear Artown will be a plastic free event.

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

There will be no July meeting; the next meeting is August 9th, 2019.

13. General Public Comment.

Hatjakes states her husband is having an art show in October.

Todorova states her studio does a second Saturday open studio. The studio will be open for Artown on July 13.

Ku states Paul Baker Prindle is leaving his position at UNR.

14.Adjournment.

Rossitza Todorova makes a motion to approve, seconded by Theresa Reilly. All in favor7, 2 absent, motion passes.

Meeting ends 11:31 am.

DRAFT