



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

Date: November 8, 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
Debbi Engebritson
Yun Ku
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, Chair, Zoe Bray, Mario DelaRosa, Debbi Engebritson (arrived at 10:26 am), Yun Ku, Rossitza Todorova.

Absent: Grace Davis, Chad Sweet.

Also present: Megan Berner, Public Art Program Coordinator.

2. Public Comment on Agenda Items or Other Matters –

None.

3. Approval of the Minutes – August 9, 2019

Yun Ku makes a correction to the minutes. She was marked as present, but was absent for the August 9, 2019 meeting.

Rossitza Todorova makes a motion to approve, seconded by Zoe Bray. All in favor, motion passes.

4. Approval of the Agenda – November 8, 2019.

Yun Ku makes a motion to approve, seconded by Rossitza Todorova. All in favor, motion passes.

5. Arts & Culture Commission Liaison Report –

Dana Hatjakes summarizes.

The RACC had a retreat in September. As a result some objectives were identified that includes meeting organization, conflict resolution and the idea of creating a list of accomplishments/a video that can be shared with the public and the City Council.

The RACC now has open vacancies.

Berner adds the idea for the video will come back for the December meeting, if it is approved. There is an intern who has been doing work towards the City artist and the Art Belongs Here program; she does have experience making mini-documentaries.

Some of the work she has done can be used towards the video.

DelaRosa adds that he can do a Spanish translation.

Hatjakes states at the last RACC meeting three artists were chosen for the Winter Light Festival:

- Bland Hoke
- Matthieu Tercieux
- Hugh Livingston

Berner adds the festival will be 9 – 10 days long, with security and is still in need of volunteers. There will be performance art and a fire and ice festival for closing. There will be an ice-carving competition on December 14th. There will also be fire dancers.

Todorova states she can talk to Culinary at TMCC.

Berner states the East 4th Street Public Art community engagement with Forecast public art is beginning tonight at Black Rabbit Mead on 4th Street.

Hatjakes states the other update is the Space Whale, in which the Mayor is looking into possibly purchasing.

6. Financial Report and Budget Update.

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

Berner summarizes.

The artist design logo has been taken out. The \$800 that was removed was put into the Light Fest promotional video.

Berner Requests to discuss item 6 & 7 together. Chair approves.

7. Winter Light Festival.

a. Media buy

Berner summarizes.

Alexis Hill did outreach for the Light Fest marketing. There is a digital billboard, running video and texting image ads on Facebook and Instagram, and PSA's.

The video will need to be created, which may be done by the intern.

There will be a spot on KUNR, which is already paid for.

The press release is almost ready.

The Light Fest was also presented at the Downtown Reno Partnership at town hall and received a positive response.

DelaRosa adds they should do a PSA on the Spanish speaking radio channels as well.

Todorova states they should bump up the budget for Excel Media to do outreach.

Hatjakes states they can make the budget \$5000.

Berner states the Commission feels they should focus on bringing people in beyond the downtown area. A sign on the freeway may be a good way to reach more people.

Councilmember Jardon may have some funding for a Media Buy.

Zoe Bray makes a motion to up the budget for Excel Media by \$1000, add a Spanish language component for \$1000, and ask Councilmember Jardon to put \$2000 towards a buy for television, seconded by Yun Ku. All in favor, motion passes.

Debbi Engebritson makes a motion to put \$2000 towards a call for a video for the RACC to review, seconded by Rossitza Todorova. All in favor, motion passes.

b. Volunteers

Berner summarizes.

They are looking for people for the daytime. They will be trained to act as docents for the artwork as well as watch after the artwork to make sure it doesn't get vandalized.

It will be 3-4 hour shifts, from 10:00 am – 8:00/9:00 pm.

The Commission will be giving \$14.00 an hour as a donation to an organization.

Hatjakes suggests a t-shirt or pin.

Berner states there is the possibility of having two people on a shift, particularly towards evening. The call for volunteers will be put in the newsletter and social media.

Todorova states she can ask her students if they are interested in volunteering.

8. Discussion on 4th Street Public Art Community Engagement input sessions January 2020.

Forecast Public Art will be back in January. They are asking for specific input on the 4th street area; what areas of 4th street are people drawn to, what sorts of public art would they like to see, etc.

What the discussion is not, is landscaping and moving the community assistance center.

Jen Charbonneau is the artist liaison that will do outreach to residences and businesses in the 4th street area.

Engebritson states there is the Pop Culture Convention this weekend; there may be the possibility of collaboration and include an educational element.

9. Updates on ongoing projects.

Berner summarizes.

Bicentennial has no updates; there have been issues with scheduling a contractor.

Art Belongs Here projects:

- The downtown dog park has a bike rack and pet portraits
- The Custom Ink mural is done
- The Montage has some bike racks by Mike Burk
- The Wedekind mural by Asa Kennedy is looking good and is not yet finished.
- Erik Burk has begun his mural on the Center Street parking garage.

10. Announcements not anticipated at notice date.

Dana Hatjakes states her husband has a reception on November 21st.

Rossitza Todorova states there are many portable exhibitions currently including Nevada Fine Arts, Sierra Arts fundraiser, and UNR is having their BFA and MFA open critique. The opening reception will be next Thursday.

Debbi Engebritson states that the Reno Pop Culture Convention will have art as well. The Nevada Museum of Art is having a mural painted inside the stairwell assisted by Erik Burk.

Yun Ku states there is an opening for the director of the Lily Museum.

Dana Hatjakes states there are two open vacancies for the RACC.

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

December 13th, 2019 at 10:00 am.

Hatjakes requests an addition to the agenda concerning the accomplishments list.

12. General Public Comment.

None.

13. Adjournment.

Rossitza Todorova makes a motion to approve, seconded by Zoe Bray. All in favor, motion passes.

Meeting ends 11:34 am.

DRAFT