



Reno Arts & Culture Commission Draft Meeting Minutes

Date: February 22, 2021

Time: 4:00 p.m.

*Meeting via teleconference only pursuant to
NRS 241.023*

Commission Members
Geralda Miller, Chair
Erik Fong, Vice Chair
Eric Anderson
Debbi Engebritson
Doug Erwin
Lisa Genasci
Dana Hatjakes
Bhie-Cie Ledesma
Shaughn Richardson
Melanie Rudnick
Mark Salinas
Naomi Duerr, City Council Liaison

AGENDA

- 1. Call to Order/Roll Call** Meeting called to order at 4:02 pm by the Vice Chair
Present: Geralda Miller, Chair (arrived at 4:05); Erik Fong (left at 6:00 pm), Vice Chair; Eric Andersen (left at 6:00 pm), Debbi Engebritson, Doug Erwin (arrived at 4:05 pm/left at 5:40 pm), Lisa Genasci, Dana Hatjakes, Bhie-Cie Ledesma, Shaughn Richardson, Melanie Rudnick, Mark Salinas.
Also present: Megan Berner, Acting Manager of Arts, Culture, and Events; Naomi Duerr, Council Liaison (arrived at 4:13 pm); David Pritchett, Recreation & Parks Commission Liaison.
- 2. Public Comment on Agenda Items or Other Matters –**
Beth Macmillan from Artown: Previously sent a letter to the RACC so they could see what they are planning for July. They are planning for this event but needed a venue where they could have the capacity to hold their audience. Wingfield Park was not big enough. Worked with the City's Parks Director and there was nothing large enough in the City. Artown worked with Washoe County to use Rancho San Rafael Park with a maximum capacity of 2,000 currently. They will have a stage and pods that create social distancing and ticket all of the events. They will also rent out the space to other entities for Artown events. They are doing this because they want to have Artown but are planning on being back in City of Reno parks in 2022.

Kevin O'Keefe: Comes from an art & design background. Moved out to Reno and joined his daughter who is also an artist and designer and created the Reno Art Collective. The idea is to gather the best artists and get their work out to the world and in retail outlets in Reno. A way to create community. Wants the Commission to consider a space where the artist collective can gather and have spaces. Could lead to an international art event at the events center. Did this in New York with NYC by Design and would like to donate his time and ability to help make Reno a larger influence on the art & culture side. (See attached written public comment.)
- 3. Approval of the Minutes –** January 25, 2021 Reno Arts & Culture Commission Meeting and December 7, 2020 Joint Meeting of the Reno Arts & Culture Commission and the Public Art Committee
Genasci makes a motion to approve, seconded by Rudnick. All in favor, motion carries.
- 4. Approval of the Agenda –** February 22, 2021
Richardson makes a motion to approve, seconded by Andersen. All in favor, motion carries.
- 5. City Council Liaison Report –** Council Member Naomi Duerr
Duerr asks about the art piece for E. 4th Street and whether it's on the south side of the river or the north side of the river. Suggests that someone brief the councilmember whose ward it is in.

Duerr suggests that when opportunities come up for the general public to attend meetings—such as the Arlington Bridge Project—that they are forwarded to the Commission. The other alternative is to formally engage the RACC as a participant. She says they set up a formal review committee for the Virginia Street Bridge. It's a very big, expensive project and the Commission's expertise would be welcome.
- 6. Financial Report and Budget Update**
 - a. Review and possible acceptance of the FY2019/20 Commission Budget Report**

Engebritson asks about \$7500 moved from the balance to spent. Berner explains that this is from the holiday windows project that was approved in November. We did not receive as much as expected in Council donations for this so the \$7500 is coming out of this budget.

Engebritson says she notices that \$7200 was moved from encumbered to spent on the NEA Our Town Grant. Berner says the \$7200 went to our community engagement consultant and will be taking out the amounts for the artist stipend proposals for E. 4th St.

Engebritson makes a motion to approve, seconded by Hatjakes. All in favor, motion carries.

b. Review and possible acceptance of the FY2019/20 Public Art Budget Report

Berner says that the Bicentennial money should be spent soon. The Public Art Committee reviewed the submissions and narrowed it down to three artists that they will get more information on and select two at their next meeting.

Berner says that the Keystone Bridge is on the list for RTC to redo before 2030 and so she is not recommending that we move forward with that project. Some of that money could be moved over to the City Hall Parking Garage project.

Duerr says that the Arlington Bridge design will be on the Council agenda this week and hasn't heard if there has been a design review process similar to the Virginia Street Bridge or not. Berner says they did have some recommendations for "artwork" that included textured walls and lighting. They were public meetings but Berner found out about them late and is not sure how they were presented to the public.

Salinas asks if the Keystone Bridge is a CIP project, is this based on a percentage for art. Berner says no, it is not. Some projects qualify for CIP others don't we get an allocation to our public art fund every year and it rolls over if we don't spend it. Salinas asks if there is flexibility in changing the Commission's projects every year. Berner replies that yes, there is. The Keystone Bridge was identified by the Public Art Committee and the Commission as a project since the current mural is in disrepair and located next to our Arts & Culture Center.

Duerr says that she thinks it would be great to get additional funds to the parking garage mural.

Engebritson asks if we want to approve it with the \$50K for Keystone Bridge. Berner says she can move it into the unallocated funds for now and then the PAC can come back and make a recommendation for how much to allocate to the City Hall Parking garage mural.

Miller says that sounds like a good plan.

Richardson makes a motion to approve with amended changes, seconded by Erwin. All in favor, motion carries.

7. Project / Special Reports Update (For Possible Approval)

a. Public Art Committee Update

- i. Discussion and possible acceptance of the Public Art Committee's recommendation of artist John Nelson for the Midtown Sculptural Banners project for an amount not to exceed \$42,000 from the list of the following applicants in alphabetical order:** Tom Askman, Bradley Bowman, Justin Buonanoma, Mike Burke, Brad Carney, Roberto Delgado, Clint Hansen, Jessi Janusee, Haeley Kyong, John Nelson, Duncan Parks, Kirk Seese, Rebecca Sullinger, Richard Taylor, Sid Wellman, Stephan Woodside.

Berner gives an overview of Nelson's submission. They are painted sculptural banners, 40 unique pieces that would form a loose narrative around the neighborhood.

Salinas says that he understands that the \$42,000 is for design and manufacture of the banners but at the end of it, the artist would still own the pieces. Berner says no, they would be City property. Salinas says that the designs would make great awards for an art ceremony of some sort.

Salinas says that there was a robust dialogue on the Public Art Committee. They took into consideration materials, aesthetics, artist experience and the neighborhood. Nelson scored the highest in the independent rankings prior to discussion.

Pritchett asks if we know what these may look like on the light standards in Midtown. He thinks they look to massive. Berner says these are examples of work that are not made specifically for our call. The call included measurements of the light poles, design, etc.

Rudnick asks if we will see another proposal that is specific to Reno. Berner says we can ask for that from the artist, maybe he can share with us as he starts work on this.

Hatjakes asks for clarification as to whether there are going to be 40 unique banners. Berner says the letter states that but we will ask him.

Salinas asks if we can ask for some proposed colors. If he's making 40 are they all going to be a different color?

Miller says since we already have banners, these should probably coordinate in some way with those. Berner says that this was included in the call that the sculptural banners would live alongside these other banners and the four designs were included in the call.

Hatjakes makes a motion to approve Nelson as the artist, seconded by Engebritson. All in favor, motion carries.

- ii. **Discussion and possible acceptance of the Public Art Committee's recommendation to appoint Kelli Du Fresne and Anika Kahn to the Public Art Committee from the list of the following applicants in alphabetical order:** Stacy Andersen, Kelli Du Fresne, Corinne Hechavarría, Anika Kahn, Tracy Kimmons, Jillian Parraguirre, Chad Sweet, Kelsey Sweet, Cindra Rehman.

Fong says that Du Fresne brings a landscape architect background to the committee, which is something they have wanted to bring back. Kahn also adds a distinct voice and these seemed like the strongest candidates.

Salinas adds that there was interest to diversify the toolbox, have representation from different areas of the city and different backgrounds.

Salinas makes a motion to approve the PAC's recommendation, seconded by Erwin. All in favor, motion carries.

8. Review, discussion, and possible approval of a timeline and call for City of Reno Poet Laureate 2021-2023

The new Poet Laureate would be appointed to start July 1, 2021. It's a two year appointment and a \$1,000 stipend for each year.

Salinas says that the Nevada Arts Council was discussing using their poet laureate position for arts advocacy and that could be used here. Perhaps during Arts & Humanities month to open a council meeting, etc.

Engebritson says the requirements are kind of vague and leaves a lot of it up to the Poet Laureate and wonders if we should be more specific. Rudnick agrees, we should add that they might have to speak in front of large audiences or at City meetings. Part of the requirement is that they are out there and can be called upon.

Richardson says the reason we changed some of the requirements were to encourage poets who are used to performing and are spoken word poets.

Engbritson says we should outline the activities instead of letting the poet decide. It feels like it is more about the person and not the position.

Berner says that we would like to play on each individual's strengths and have them engage where they shine.

Genasci suggests changing him or her to their so that it is more politically correct.

Salinas suggests under length of term adding the word 'public.'

Richardson says we should keep in mind when choosing the poet laureate, what role we want them to play and there may be a difference between a spoken word poet and a more literary poet. Some poets are not comfortable reading or performing their work. We should not define it in the call.

Salinas is curious to see the number of applications that are received this year as compared to the past.

Richardson moves to approve, seconded by Andersen. All in favor, motion carries.

9. Review, discussion, and possible approval of a timeline and call for City of Reno City Artist 2021-2022

Salinas asks if the former City Artist had any suggestions or comments based on his experience. Berner says he had nothing but positive things to say, he is eager to help in any way he can in the future. He did not give any suggestions.

Engbritson asks why this is one-year term and the Poet Laureate is a two-year term. Berner says the nature of the City Artist position is bit intense because it is tied to programming the Metro Gallery space and a way to keep them front and center for that year. Richardson says he thinks two years would be overly stressful for an artist to commit to.

Miller asks if the former City Artist commented on the time. Berner says he didn't address that and we didn't ask him specifically about that. Miller suggests having some kind of survey at the end of their term that we ask them so we get that feedback.

Salinas suggests adding into the call that they will commit to providing a consultation to the next City Artist. To give them guidance and any information that may help.

Engbritson makes a motion to approve, seconded by Salinas. All in favor, motion carries.

10. Review and possible approval of a request by Artech Reno to modify their awarded project grant in the amount of \$7,998

Berner says that Artech applied for and received an Arts & Culture Grant from this body and wanted to change the scope of it, which needs the RACC's approval. They are downsizing their event and partnering with Sierra Arts Foundation to put on a different version of the Reno Art Fest.

Miller clarifies that the original event was supposed to take place in the Sands parking lot.

Engbritson asks if they are asking for a new amount on the grant. Berner says no, they were awarded the \$7,998 but are just changing the details of their project.

Hatjakes says since it's a smaller event she assumes that the budget is smaller too.

Berner says yes, it's smaller but still well above the 25% required match.

Salinas assumes they need a city permit to do the event on City Plaza. Berner says yes and they have spoken with us about moving the event.

Duerr comments that the last time we held this in City Plaza it was very hot. There is no shade. Is there an alternative space? Is it all day or in the evening? Engbritson says that was in August.

Duerr says it's been getting really hot in June so is bringing it up as a concern. Thinks it's something that they should consider. She suggests using Wingfield instead.

Erwin asks if we've ever had someone modify a grant substantially, is there any precedent? They are clearly still in within the 25% match. Berner says that last round you did have someone modify a grant. The process is to review and approve or not based on the changes proposed.

Salinas says the award amount was 15% of their total budget so maybe we look at lowering the award to 15% of their new budget. Would the rental costs still be there if they moved the event to Wingfield or McKinley? Berner says yes.

Genasci says they are being very honest and they are still within their match. We have lost so much this last year and that they want to continue to do this event coming off the pandemic is really amazing. Supports the idea of approving this and encouraging a venue change.

Miller says this festival is similar to what the gentleman who gave public comment proposed. Reno has had an art festival for a long time now and is excited that they are continuing this year. It looks like they are not bringing in the outside artists this year and this may be an opportunity for this festival to showcase more local artists than they have in the past.

Erwin says he thinks we should support it and if they had applied for this originally we would have scored it similarly and awarded them the same amount.

Erwin makes a motion to approve, seconded by Genasci. All in favor, motion carries.

11. Review, discussion, and possible recommendation for placement of large-scale sculpture "Flybrary" by artist Christina Sporrng

Berner pulls up the proposal. This is being brought to the Commission because they have been asking to see potential pieces for City Plaza as part of a long-term plan for the space.

Erwin left at 5:40 pm.

Salinas asks if the artist submitted a public art proposal via our website. Berner says no. Salinas asks if this is work that Berner is curating. She says no, Maria Partridge submitted this to staff.

Engebritson asks where we are at with Space Whale and if this is a potential to replace it or if Space Whale stays is this an addition to City Plaza.

Berner says she has no additional news on Space Whale. RSCVA and EDawn were talking about potentially purchasing the piece and she does not know where those talks are at.

Miller says that she is of the opinion that we should be prepared to rotate the art at City Plaza. We the PAC and RACC should be able to have ideas of what we want to put in there next. She wants to be proactive and has been open to being presented with ideas for that space. We don't want to remove Space Whale and not have something ready to replace it. She is happy that Maria brought this proposal.

Salinas asks if this location is going to be Burning Man art leftover from Burning Man. Miller says it has been so far. Salinas is wondering if there is partnership with them where Burning Man Project contributes. Berner says she doesn't believe that they do that kind of thing anymore. Salinas says this is an advertisement for Burning Man on City property. Salinas asks if this will be taken to the Public Art Committee and why did it come to the RACC first. Berner says because this body has been having a long-term discussion on what to do with this space and has specifically asked for proposals for artwork that could potentially fit the space.

Duerr asks what kind of money we are talking about. Berner shows the budget page.

Salinas says the information given is a mess. The documents contradict. This doesn't positively reflect a good communication or experience to the public. It's not professional at this stage.

Pritchett asks if the RACC is thinking about the eastern side of the plaza. Miller says she is aware of the other space, there is a pad on the eastern side of City Plaza.

Berner says this was brought to the Commission for initial feedback and to gauge interest. Miller says she thinks the proposal should be looked at thoroughly by the PAC and this is just for the Commission to say whether they are interested.

Duerr says she thinks before you have them spend time on this you need to find out when or if the Space Whale is leaving and what is the process. Once you know the Space Whale is leaving wouldn't you do a call?

Miller says no, we've never done a call and if we do a call, we have to purchase the art, it can't be temporary. The Public Art Committee has suggested spending the money on a commissioned piece instead because financially it may make more sense.

Salinas says that we have to look at, financially, where we are going to find artwork that fits this space. Everything points to Burning Man. Doesn't think we should have artwork that is created for the desert and not specifically for the space. He believes that we should have an MOU with Burning Man or work with them on that.

Berner says that Burning Man organization has placed work in other cities and they charge those cities a very large fee. Most of that fee does not go to the artist.

Fong says that Space Whale was never intended to be a permanent installation on City Plaza. We made a decision to have Space Whale removed and to honor the contract that was agreed upon. There are factions that want it to stay and that has made it very difficult for this Commission to create a process or plan for that space.

Miller says if we still like the idea of having temporary art, we have some serious contractual issues. We need to relook at our contract. What is the vision for City Plaza?

Hatjakes says we have talked about coming up with a process for these one off requests in the past. We haven't come to consensus on what that should look like.

Richardson suggests tabling this until we have some idea of what is going to happen with Space Whale and we work with the Public Art Committee to have an idea of what we can do and what we want to do with this space. And that when we choose a piece that it's done fairly so we don't end up with a situation like we have with the Space Whale.

Miller says this will be tabled.

12. Review, discussion, and possible recommended edits to Reno Municipal Code Title 2.08 Article XI – City of Reno Arts and Culture Commission

Berner suggests mapping out a plan for this item. Summarizes that the code needs to be changed first. It's a three-step process and makes sense to do that first and approve code before working on bylaws so they match up with code.

Duerr says ex-officio members need to be addressed. Suggests that she and staff meet with attorney and sketch up a plan for a future meeting.

13. Discussion and review of the Reno Arts & Culture Commission's strategic goals

Tabled until next meeting.

14. Parks and Recreation Liaison update

None

15. Updates on ongoing projects

- a. Midtown Public Art
- b. Gates at Wingfield Amphitheater
- c. E. 4th Street Public Art Project

Tabled until next meeting.

16. Announcements not anticipated at notice date

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

March 15, 2021 at 4:00 pm

Salinas requests an agenda item to work on land acknowledgement statement for the Commission.

Hatjakes mentions adding an item for the year in review and/or presentation to Council.

Engebritson asks to be updated on the grants that were awarded and the new grants workshops. Berner says that she has not been given permission to open up that grants cycle, she sent an email to the Commission.

18. General Public Comment – None

19. Adjournment

Meeting adjourned at 6:10 pm

Salinas makes a motion to adjourn, seconded by Hatjakes. All in favor, motion carries.

DRAFT

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 Questions & Comments:
 Reno Fine Arts Collective (RFAC) www.renofineartscollective.com

Overview:

RFAC is a new initiative launched February 15, 2021 aiming to represent, showcase and promote Reno's finest talent in the arts and unique creations. Just entering the Reno arts and culture scene, our first objective is to grow the collective itself. Our larger umbrella goal is to drive what we are calling the Reno Creative Movement to fan Reno's already prominent creative fire and to elevate it for significant regional and national recognition.

Founders:

Kevin O'Keefe is a Reno resident and homeowner, artist, designer with 25 year history of major event creation, development and production in 10 countries. Latest work included the development of ICFF into the leading design exhibition in North America, with the co-creation of NYCxDesign, New York's citywide celebration of design and art attracting 350,000 participants, a third attending from outside the region or the US.

Briana Dolan is a Reno resident and homeowner, artist, designer and marketing communications executive latest with the world's leading design firm in the luxury hospitality space.

Initial

Steps:

1. Assemble Reno- Tahoe's finest talent (goal 20 artists) and showcase and promote on www.renofineartscollective.com (very positive reception to date- 6 RFAC accepted artists)
2. Position RFAC art widely in local community supportive businesses (very positive reception from several)
3. Work with the Arts & Culture Commission (RACC) to position a physical RFAC in downtown Reno as a pop up or permanent location to drive more traffic downtown year round.

Reno

Creative

Movement:

The concept envisions the citywide collaboration of the various art related organizations and events in a comprehensive campaign that focuses and concentrates activities for maximum regional attendance draw (i.e. Art Basel Miami, South by Southwest Austin, NYCxDesign NYC). In 2022, a new Reno Tahoe International Art Show at the RSCC would be added to increase the attraction to art enthusiasts and high end buyers from outside of the region.

Steps:

1. Work with RACC, Artown, Artech, Artfest, Sierra Arts Foundation, ArtSpot, RAW, Generator, UNR and others to develop a comprehensive campaign that celebrates and energizes Reno's creative spirit. To include local art featured t-shirts, mugs, window decals for

retailers, bars, restaurants, on resident car windows and pole banners, bus shelter signage throughout downtown Reno and in key high profile locations throughout the city and on campus at UNR.

2. Create a dedicated Reno Creative Movement website that calls out the mission, participants, activities and developing citywide schedules where visitors can best plan their time.

3. Work to concentrate dates of key events into a citywide celebration that creates the greatest regional attendance draw

4. Create a Reno Creative Movement awards program by category that includes citywide recognition and cash prizes to artists and student winners

5. Work with RSCVA to provide complimentary space, dates and labor to develop a new international Art Exhibition at the convention center tied to 2022 citywide celebration dates.

a. Local artists are featured in a pre-day or early opening

b. Local installations a key feature

c. On floor talks feature local talents

d. 100-150 exhibitors first time

e. Promoted regionally and nationally

6. Reno Creative Movement party and awards held at Reno Contemporary Arts Museum

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