



Reno Arts & Culture Commission DRAFT Meeting Minutes

Date: March 15, 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 4:00 p.m.
Present: Geralda Miller, Chair; Erik Fong, Vice Chair (arrived at 4:10 p.m.); Eric Andersen, Debbi Engebritson (arrived at 4:03 p.m.), Doug Erwin (left at 5:50 p.m.), Dana Hatjakes, Bhie-Cie Ledesma, Melanie Rudnick (left at 5:22 p.m.), Mark Salinas.

Absent: Shaughn Richardson, Naomi Duerr.

Also present: Megan Berner, Acting Manager of Arts, Culture and Events; David Pritchett, Recreation and Parks Commission Liaison.
2. **Public Comment on Agenda Items or Other Matters** – none
3. **Approval of the Minutes** – February 22, 2021 Reno Arts & Culture Commission Meeting
Hatjakes motions to approve, seconded by Erwin. All in favor, motion carries.
4. **Approval of the Agenda** – March 15, 2021
Genasci moves to approve, seconded by Erwin. All in favor, motion carries.
5. **City Council Liaison Report** – Council Member Naomi Duerr
Not present, no report.
6. **Financial Report and Budget Update**
 - a. **Review and possible acceptance of the FY2020/21 Commission Budget Report**
 - b. **Review and possible acceptance of the FY2020/21 Public Art Budget Report**Berner summarizes that we have spent the Poet Laureate's second year stipend. His term ended in February. Subtracted the honorariums for the artists on the E. 4th St. Public Art Project.
Public Art budget has not changed. Keystone Bridge project will not happen. The PAC will discuss a budget for 2021/2022 to present to the RACC.

Erwin moves to approve, seconded by Engebritson. All in favor, motion carries.
7. **Discussion and possible approval of a proposed Reno Arts & Culture Commission budget for 2021/22**
Berner summarizes that as a start to map out the next FY budget, we move some of our recurring costs over. Staff estimated the rollover based on current numbers. Used the allocation from last year as a starting point for what the RACC will have to spend.

In 2019 we did the Winter Light Festival. \$60,000 was allocated. This may be something that the RACC wants to bring back this year.

Miller says we haven't done anything with the Creation Award yet. We need to decide if we really want to do that. RACC should also decide if they want to allocate the opportunity fund to a project.

Erwin says he would hate to get rid of the opportunity fund in case something comes up.

Rudnick asks about the Creation Award. Miller says that the RACC wanted orgs to come up with something unique and creative and that grant would help them to produce that work or program. Rudnick is in favor of keeping the Creation Award.

Berner says there is already a program formed around the Creation Award if the RACC wants to move forward.

Hatjakes is in favor of putting in a line item for the Winter Light Festival. Suggests that we put the KUNR sponsorship and the social media marketing into the Community Engagement Committee budget.

Rudnick thinks it's better to leave them separate so we don't have lots of big chunks of money that aren't clearly allocated.

Miller agrees. Miller asks if Arts for All Nevada has been in touch about the ASL program. Berner says no, we can reach out and see if there is still interest. From past feedback, the \$1,000 allocation is not enough to fund the program due to the nature of art events.

Hatjakes says she would be in favor of adding more to that budget if it needs more. Wants to keep it since we are trying to be more inclusive.

Salinas asks what the Community Engagement Committee does and what that money typically goes to. Hatjakes says that the CEC helps with marketing, social media ideas, outreach and community involvement. Engebritson says that the CEC created a rack card with information on the RACC and a small downtown public art map.

Miller asks if any of our materials are in Spanish. Berner says no, they are not.

Salinas says that Americans for the Arts is dedicating 10% of their budget moving forward to BIPOC programming. Wonders if the RACC should have a line item for cultural events that represent Native American, Latino, Basque culture etc.

Rudnick asks if LGBTQ+ should be included. Salinas says yes, maybe we put this in as a placeholder and figure out a program.

Berner asks for clarification—would these be grants? Salinas says he's not sure.

Engebritson suggests a cultural expansion fund. It seems like we do most of our awards through grants.

Miller is in support of this idea. Our strategic goals talk about equitable funding.

Erwin asks if we have a strategy for this. Says that they are working on this in the entrepreneurial sector. They started with a listening tour. Rudnick thinks that is a good idea.

Miller suggests using the CEC to assist with this. Berner says we need to work with someone from within the communities to lead this. We need to pay someone, not the CEC.

Berner says that we are trying to incorporate more of this into our annual grants process. And many that would fit into the BIPOC or LGBTQ+ category already apply for grants. Perhaps think about how this new program could work with that.

Rudnick asks if the RACC could expand or change the annual grant program. Berner says yes.

Berner says that we have a lot of groups that apply for the same programs every year, the DEI initiatives were aimed at getting organizations to start thinking more inclusively and bring those underserved communities in to create programming.

Miller suggests putting an amount in the line item for now. We have a strong Latinx community, African American, Pacific Islander, Native American, LGBTQ+.

Salinas says he likes the idea of a cultural audit and expansion. Suggests \$10,000 as a placeholder. Perhaps bring a specialist in to help with gathering information from the community.

Rudnick says that carving it out and calling it something different might help reach some of these communities. Suggests putting more money in there. Maybe \$25,000.

Miller suggests putting \$60,000 in the Winter Light Festival and \$20,000 in the Cultural Expansion program.

Erwin says that he would like to see some funding remain in the opportunity fund.

Rudnick suggests moving the Creation Award into the Cultural Expansion program.

Miller suggests allocating \$60K for Winter Light Festival, leave \$10,000 in the opportunity fund, and move \$10,000 from the opportunity fund and \$10,000 from the Creation Award into the Cultural Expansion program for \$20,000.

Salinas points out that there is still almost \$15,000 in the CEC budget. Berner says yes, and she was going to suggest that some of that money would be appropriate for this kind of work and outreach.

Miller says this is a good start and the RACC should continue the discussion at their next meeting.

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

a. Public Art Committee Update (For Possible Action)

- i. Discussion and possible acceptance of the Public Art Committee's recommendation of artists Cecilia Lueza and Nathan Pierce for the Bicentennial Sculpture Park project for an amount not to exceed \$40,000 from the list of the following applicants in alphabetical order:** Mary Angers, Nicole Beck, Mike Burke, Dave Caudill, Dee Clements, Annette Coleman, Jim Collins, Jane DeDecker, Tom Drakulich, Martin Eichinger, Eileen Gay, Donald Gialanella, Daniel Glanz, Mike Hansel, Denny Haskew, Peter Hassen, Peter Hazel, Hopen Humanity Memorial Inc., Myles Howell, Gregory Johnson, Fitzhugh Karol, Ray Katz, Mykael Lazzeri, Adrian Litman, Felipe Lopez, Cecilia Lueza, Dalya Luttwak, Ron McBride, Michael McLaughlin, John Melvin, Gina Miccinilli, Peter Mitten, James Moore, Tony Natsoulas, Matthias Neumann, Beth Nybeck, Hector Ortega, Dominic Panziera, Hilary Pfeifer, Nathan Pierce, Colin Poole, CJ Rench, Jeff Schomberg, Stephen Shachtman, Gary Slater, Craig Snyder, Sam Spiczka, Tony Stallard, Eric Stein, Rossitza Todorova, Tomasz Urbanowicz.

Fong states that the PAC selected these two artists and the \$40,000 is only for the artwork purchase. There will be additional fees for install costs.

Berner says these pieces will both go on the existing pedestals in the park. The Rotary would like to have these installed before July and then have a dedication for these two and the other three pieces that were installed permanently in December of 2019.

Engebritson moves to approve, seconded by Salinas. All in favor, motion carries.

9. Discussion and possible approval of an application process for additional NEA CARES Act Funding

Berner summarizes that the National Endowment for the Arts has additional funding to add to our previous award for subgranting operational support to organizations. The additional funding is \$45,590. We can add that to some of the additional money that we set aside from the initial grant for our own operational support and so the new amount to subgrant would total \$62,065.

Berner proposes that we open it up to any eligible arts & culture orgs to apply in case we missed anyone in the last round. Limit the amount orgs can ask for to \$5,000 instead of \$10,000. The period of this grant would be from January 1 – June 30, 2021. The applications would come back to the RACC for funding decisions.

Miller asks how we are going to do outreach on these to reach other groups this time. Berner says that she can reach out to our contacts. Perhaps we can do a press release to get further reach.

Erwin thinks the plan sounds great but suggests that if it's an applicant that never applied before, they could apply for \$10,000.

Andersen says giving priority to those who didn't get funding last time is a great idea.

Salinas moves to approve the process as presented with a maximum ask of \$10,000, seconded by Engebritson. All in favor, motion carries.

10. Discussion, review, and possible approval of a new timeline for RACC Arts & Culture Commission grants

Miller summarizes that we always have a snag this time of year with getting a grants budget approved in time for the start of the fiscal year. The proposal is to move it to a calendar year so we are not always doing this.

Erwin asks how this would affect the organizations. Berner says she isn't sure but there was additional funding available this year through relief funds. There would be a gap in our funding from July through December of this year. Things aren't in full swing so it may be a good time to shift if that is what the RACC wants to do. Erwin agrees.

Berner also points out that we have not been given permission to even open up the application process for grants. That is generally a 4 month timeline from application opening to grants being approved. Is worried about the compressed timeline.

Engebritson moves to approve a move to calendar year for the A&C grants cycle, seconded by Rudnick. All in favor, motion carries.

- 11. Possible selection of up to two members of the Reno Arts & Culture Commission to serve on the Art Belongs Here Grants Review Committee from the list of the following commission members, in alphabetical order:** Eric Andersen, Debbi Engebritson, Doug Erwin, Lisa Genasci, Erik Fong, Dana Hatjakes, Bhie-Cie Ledesma, Geralda Miller, Shaughn Richardson, Melanie Rudnick, Mark Salinas

Berner summarizes that we just closed applications for this program. We got 7 applications this year. The review committee consists of 2 representatives from the RACC, 2 representatives from the PAC, various City staff, and in the past it included a member from each of the Neighborhood Advisory Boards.

Hatjakes asks if we did this by Ward or if it's not specific. Berner says it depends on who applies but we try to disperse it as evenly as possible. That may play a bigger role if the program expands or attracts a lot of applications.

Salinas moves to approve Genasci and Ledesma as representatives on the ABH Review Committee, seconded by Hatjakes. All in favor, motion carries.

- 12. Discussion and possible approval of land recognition statement for the Reno Arts & Culture Commission**
Miller says that this is something initiated by Salinas who worked with Ledesma on doing some of the research.

Salinas explains that they compiled some of what is in use around the state at other arts and culture related organizations. Salinas would like this body to create their own statement of recognition. It is meant to be educational and representational and honoring the work that our native community is doing to keep their culture alive.

Miller asks what Salinas's thoughts are on how this would be used.

Salinas says it what we do as a body and what our commitment is. Would like it to be a recurring item on the agenda so we can delve into this and come up with something meaningful. Would like to back it up with programming as well. Maybe bilingual workshops, book club, visiting artists, etc. Includes opening access to things we have, like McKinley Center for convening. Recognizes that this is the least we can do but we aren't even doing that.

Miller asks what his proposal is to come up with our own verbiage. It's important for us to identify and look at the Native Americans that have lived here in our area and our community. Asks how we come up with our own from here.

Ledesma says she thinks this is right on time. She can work with Salinas to draft a statement for RACC to review at the next meeting.

Salinas is interested in the educational component. Maybe it is a biennial thing.

Genasci suggests that we highlight artists in our region.

Berner suggests that the statement can be used by the Poet Laureate at public readings or at the City Artist gallery reception or any public event we do. Any educational component associated with this should be a public event that we can open up to everyone.

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

Miller summarizes that these are goals from 2018. This is an opportunity to assess whether we have met any of these goals, what we need to focus on or change, see if we are on task.

Berner says that the RACC took some good steps in the direction of their goals today.

Miller is wondering about the create evaluation tools goal. What have we done towards that goal?

Berner says that one thing that was changed as proposed by the ad hoc grants planning committee was to create a survey that organizations have to give to participants to fill out. It is optional for participants to complete. That survey collects mostly demographic data so we can see who is being served by our funding—geographically as well. We have collected those surveys from last grant cycle and should have more at the end of this fiscal year. It still needs to be compiled.

Miller asks if staff needs help with compiling data. Berner says yes. We currently have all this raw data, literally stacks of surveys. It would be great to have an intern or a research assistant who could help with this, preferably someone who understands how to compile this kind of data.

Engebritson says that they worked with the university's business school when she was at Circus Circus. The goal was to monetize the mural marathon. Maybe we could work with the school of business.

Berner says that she was also thinking about something like an asset map, a way to map the assets out there and who is using them.

Erwin says they just created something similar for the startup community. Plus, you get metrics out of it. There may be something that exists for arts & culture organizations.

Miller says we need to look at whether we need to get help with this, perhaps we could work with the business school.

Berner says that she can't do this by herself, would be great to talk to some folks at the University and see if they have some ideas or suggestions. We need to have a baseline for our data collection so we can see if we are moving in the right direction.

Engebritson asks if we have a sense of who we have invited to apply for our grants and if they have responded or not. Berner says last year, staff did a lot of outreach and got a few groups to apply that hadn't before but after the pandemic hit, many of those events were cancelled – the Hawaiian Festival, Ballet Folklorico.

14. Parks and Recreation Liaison update

David Pritchett says that the Rec & Parks Commission meets tomorrow, will share the Bicentennial sculptures.

Reports that there are a lot of low and minimum wage positions in the Parks department. Working on a whole new schedule of fees and wages to be more equitable.

15. Updates on ongoing projects

- a. E. 4th Street Public Art Project – Council approved the project and we are moving forward working with the artist and our engineers on how to construct the piece so it works with the existing structure.
- b. Art Belongs Here Grants – already updated in previous item.

16. Announcements not anticipated at notice date

Engebritson says she is also on the Sparks art committee and they just put out a call for two separate murals in Sparks.

Salinas says if the RACC has a chance, check out the First Lady Presents Wild Women Artists. It's a juxtaposition of women Nevada artists next to pre-suffrage garments turned inside out.

Miller says she was part of a video that a UNR student did about the Civil Rights movement in Reno called "Three Weeks". Will share the link with the RACC.

17. Set date, time and agenda for the next meeting – April 19, 2021 at 4:00 p.m.

18. General Public Comment – none

19. Adjournment

Salinas makes a motion to adjourn, seconded by Hatjakes. All in favor, motion carries. Meeting adjourned at 5:59 p.m.