



**Meeting Date:** 9.6.2017

**Agenda Item:** # \_\_\_\_\_

### **Mission Statement**

To provide our growing dynamic community excellent municipal services to make Fernley a great place to live, work, and play.

Together, we enhance the desirability, safety, friendliness, aesthetics and quality of life in our city.

## **CITY OF FERNLEY CITY COUNCIL MEETING STAFF REPORT**

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**REPORT TO:** Mayor & City Council

**REPORT THRU:** Daphne Hooper, City Manager

**REPORT BY:** **Colleen Unterbrink, Assistant to the City Manager**

**REVIEWED BY:** Brandi Jensen, City Attorney

**REVIEWED BY:** Denise Lewis, Finance Director

**AGENDA ITEM:** Direction and Possible Action to provide direction for the City Manager's Office Arts and Culture Task Force, including a possible recommendation to continue or to disband.

**ACTION REQUESTED:** \_\_\_ Consent \_\_\_ Ordinance \_\_\_ Resolution  X  Motion \_\_\_ Receive/File

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### **RECOMMENDED ACTION BY CITY COUNCIL**

"I move to recommend the Arts and Culture Task Force continue operating out of the City Manager's Office."

Alternative action: "I move to disband the Arts and Culture Task Force out of the City Manager's office."

### **Key Points:**

1. On April 20, 2016, City Council voted unanimously to establish a Task Force on Arts and Culture through the City Manager's Office.
2. The Task Force was established in the Fall of 2016 and consisted of seven members, including local artists, business owners, a Council member, local teachers, a representative of the Nevada Arts Council, and a City staff liaison.
3. The Task Force has met quarterly, and established the mission, vision, and guiding principles.
4. A Task Force member suggested the group disband to allow this member to create their own arts and culture group that will have greater ability, independence, and authority to operate, such as planning and coordinating arts and culture events, without having to follow the direction as provided by the City Manager's Office.

## **POLICY REFERENCE**

*Nevada Statutes:* N/A

*Fernley Municipal Code:* N/A

*Policies & Procedure Manual:* N/A

*Community Assessment:* N/A

*Other:*

## **SUPPORTING INFORMATION**

In 2016, the City Council asked staff to implement a mechanism for inclusion of Arts and Culture in the City. Staff recommended creating an Arts and Culture Task Force to be created and operated through the City Manager's Office. The Task Force was created to devote time and ideas to promote the inclusion of art and culture when possible in future City-related projects, events, and initiatives. The Task Force was established to address the need for a unified approach to the development and marketing of the City's art and cultural assets.

Staff recruited the following individuals to participate in the Task Force:

- Felicity Zoberski (local business owner)
- Chad Rice (Fernley High School art teacher)
- Dana Ulhorn (local realtor)
- Joseph Maino (local photographer)
- Shoshana Zeldner (Nevada Arts Council - Community Arts Director)
- Shari Whalen (Councilwoman, local teacher)
- Colleen Unterbrink, Assistant to the City Manager

The Task Force has met four times over the past year:

- December 20, 2016
- February 24, 2017
- March 29, 2017
- May 5, 2017

The Task Force drafted the following items:

- **Mission Statement:** To encourage creativity and enrich residents' lives through arts and culture.
- **Vision:** To foster an environment in which art and culture strengthen our community.
- **Guiding Principles:**
  - **Advocacy:** The Arts and Culture Task Force promotes the essential value of the arts in the lives of all Fernley residents.
  - **Investment:** The Arts and Culture Task Force recognizes the arts as a valuable platform to promote economic vitality in the community.
  - **Education:** The Arts and Culture Task Force engages all ages in visual, performing, and literary art forms through diverse programming and community outreach.
  - **Support:** The Arts and Culture Task Force facilitates the creative spirit and endeavors of artists and arts organizations.

The understanding of the Task Force members is that the purpose of the group is to establish/address the need for a unified approach to the inclusion and development of the arts and cultural assets for the City. The Task Force as a body is not responsible for coordinating and planning arts and cultural events. However, during the last Task Force meeting, there was concern and frustration from a member, who suggested an alternative direction for the Arts and Culture Task Force. This member proposed creating a separate arts group, rather than being tied to the direction/structure that has been put forward by the City Manager's Office. This member suggested the idea of creating a new group that can operate as its own entity, without Council/City staff direction. It was suggested that this group could provide monthly reports to the City Council, and perhaps apply for FCTA funds as a funding mechanism. At this juncture, staff is seeking Council direction for the future of the Arts and Culture Task Force, should the Task Force continue to operate out of the City Manager's Office? Or would Council prefer to see the group disband so that the member(s) can pursue forming their own arts and culture group?

Should Council wish to continue with the operation of the Arts and Culture Task Force through the City Manager's Office, an action plan is necessary. The Task Force members have put in considerable time and effort to create the mission, vision, and guiding principles for the group. This group offers the Council a unique opportunity to examine Fernley's arts and cultural environment. Should the group continue, staff recommends the Task Force create an action plan. The action plan will establish goals and objectives, some potential examples of goals may be:

- Recommendations for funding opportunities for events
- Placement of art throughout the community
- Requirements for future development to incorporate arts and culture
- Provide incentives and/or public accolades to businesses that foster support for the arts

**FINANCIAL INFORMATION**

**FISCAL IMPACT:**

1. Is There A Fiscal Impact? No
2. Is it Currently Budgeted?
3. If Budgeted, Which Line Item/Account?

**FISCAL SYNOPSIS:**

There will be no fiscal impact.

**PRIOR COUNCIL ACTION/REVIEW**

April 20, 2016 – Council voted unanimously “to approve the recommended direction to develop a Task Force on Arts and Culture through the City Manager's Office.”

**ATTACHED INFORMATION**

None.