



CITY OF FERNLEY

CITY COUNCIL AGENDA REPORT

Meeting Date: March 17, 2021

REPORT TO: Mayor and City Council
REPORT FROM: Daphne Hooper, City Manager
REVIEWED BY: Brandi Jensen, City Attorney
REVIEWED BY: Denise Lewis, City Treasurer

FINANCIAL IMPACT:

Yes: No:

CURRENTLY BUDGETED:

Yes: No:

FUND/ACCOUNT:

100-413-322

ACTION REQUESTED: Consent Ordinance Resolution Motion Receive/File

AGENDA ITEM: Staff Report (For Possible Action): No Action Requested. Presentation and update for the City of Fernley Arts and Culture Task Force.

Agenda Item Brief: The Arts and Culture (A&C) Task Force was established in April of 2016. This is a semi-annual report of the accomplishments of the task force.

Recommended Motion: No Action Requested. Presentation and update only.

Business Impact (per NRS Chapter 237):

- A Business Impact Statement is Attached.
- A Business Impact Statement is not required because this is not a rule (term excludes vehicles by which legislative powers are exercised under NRS Chapters 271, 278, 278A, or 278B).

See attached report for background, analysis, alternatives.

ALTERNATIVES:

The Council may:

- Request additional information

BACKGROUND:

Through the City Manager's Office, the Arts and Culture Task Force was created in April 2016 to devote time and ideas to promote the inclusion of art and culture when possible in future City-related projects, events, and initiatives. This task force addresses the need for a unified approach to the development and marketing of the City's art and cultural assets.

The City Manager's Office developed a task force comprised of one representative from each of the following entities:

- City Manager's Office
- City Council
- Rotary
- Chamber
- Lyon County School District (Art teacher, etc.)
- Local (resident) graphic designer/professional artist/architect
- Representative from one of the key players from the Reno Tahoe Industrial Park (such as Tesla or Switch)

The committee representation assists in combining efforts to sustain a working relationship with local artists, businesses, schools, civic and non-profit organizations. There is a desire to raise the visibility of the arts and culture in the community, and to communicate a message about the broad role and value of the arts in Fernley.

The Arts and Culture Task Force defines "arts" and "culture" as: high or fine art; popular, ethnic, and commercial arts; and historic preservation. It also includes a range of people, such as visual and performing artists, craftspeople, designers, and culture practitioners. Furthermore, it includes a range of cultural events such as performances, exhibitions, festivals, parades, and celebrations.

MISSION AND VISION STATEMENTS AND GUIDING PRINCIPLES

The Arts and Culture Task Force spent the first two years developing mission and vision statements and the guiding principles for the task force. They are stated below.

Mission Statement

The mission of the Arts and Culture Task Force is to encourage creativity and enrich residents' lives through arts and culture.

Vision Statement

The vision of the Arts and Culture Task Force is to foster an environment in which art and culture enhance 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.

Appreciation: The Arts and Culture Task Force encourages the creative spirit and 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 endeavors of artists and small arts organizations.

ARTS AND CULTURE TASK FORCE PROJECTS

- Display of Local Artists at City Hall, Ongoing Annually
- Installation of The Greeter, by Chad Rice, October 2018
- Skatepark Mural by Bryce Chisholm, August 2019

CURRENT PROJECTS

- The Arts and Culture Task Force purchased two “Welcome to Fernley” signs by Twisted Steel in November 2020 as part of the Main Street Beautification project (installation TBD).
- Coordinating with local public service organizations to display artwork.
- Installation of Fernley High School artwork on four signal boxes.

FUTURE PROJECTS

30 Murals in Fernley Project

The Arts and Culture Task Force is proposing a budget of \$30,000 for FY2021-22. The proposed budget will fund the installation of 30 Murals in Fernley project. Experience shows that a mural in a well-considered location often brings a community together and improves spaces for people passing through neighborhoods. A mural can create belonging and a sense of pride, reduce graffiti and tagging, and allow neighborhoods to shape their community through beautification and shared project goals. The project involves identification of 30 mural canvases throughout the Fernley on City property or private property in visible locations, a Call to Artists, artist selection, wall assignment, supplies and equipment, the mural installation, and, possibly, an opening or unveiling event open to the community and media.

Strategic Implementation Plan 2.4

The City’s Arts and Culture Task Force will also work with the Planning Department to encourage and promote art installations with new development and public projects and identify funding opportunities to incentivize art installations.

PRIOR COUNCIL ACTION:

In April 2016, Council established the Arts and Culture Task Force through the City Manager’s Office.

In 2011, the Arts and Culture Commission was dissolved by City Council (Ordinance #2011-006).

In 2007, the City of Fernley established the Arts and Culture Commission. This commission consisted of five members, appointed by the Mayor, and confirmed by the vote of a majority of the members of the City Council. One commissioner was selected from the community-at-large; four commissioners resided or worked within the City limits at the time of appointment throughout their terms of office. The term of office was three years. Commission members were appointed on the basis of demonstrated interest in, and knowledge, and support of the arts.

FINANCIAL IMPLICATIONS:

FY2020/21 Budget for the Arts & Culture Task Force \$20,000

Proposed FY2021/22 Budget for the Arts & Culture Task Force \$30,000

ATTACHMENTS:

March 2021 Arts & Culture Task Force Powerpoint Presentation