

**MINUTES OF THE
CITY OF FERNLEY
ARTS AND CULTURE COMMISSION
March 23, 2011**

Chairperson Nancy Campbell called the meeting to order at 4:09 p.m. at Fernley City Hall, 595 Silver Lace Blvd., Fernley, NV. Present were Commissioners: Regina Brush, Nancy Campbell, Fran McKay, Dinah Eilrich, Sue Alexander, Jerry Mansker and Nick Pasto, and Staff Liaison Shannon Weltzin.

4:00 pm Open Meeting and Pledge of Allegiance

1. ROLL CALL

2. PUBLIC INPUT – There was no public input

3. APPROVAL OF MINUTES – Commissioner Eilrich MOVED TO APPROVE MINUTES FROM JANUARY 4TH, FEBRUARY 24TH, AND FEBRUARY 28TH. Commissioner Alexander seconded. Motion carried 7-0-0.

4. REPORTS:

(a) Commissioner Reports & Announcements:

Commissioner Mansker reported that he spoke with Bob Burke who is the manager for the group Paul Revere and the Raiders. Mr. Burke will give us a \$12,000.00 discount. He stated the concert will still cost approximately \$20,000 but we could make a counter offer. He stated if the commission is serious the group would probably perform for about \$12,000. This would be a great money making event. He also reported that he recently attended an event at the Governors Mansion that helps underprivileged children learn music. He added it's a nice program that is just getting off the ground.

Commissioner Eilrich reported that the Pillars of the Community Team has been meeting. She added that they want to recognize the early folks (pioneers) of Fernley. She stated that every year they want to add a 10 year span starting with early 1900's through 1919.

She stated that at the end of the year they want to recognize everyone at a big dinner/fundraising event. Hopefully this will become an annual event.

Commissioner Brush reported that on March 22nd Friends of Fernley Truckee Canal met with standing room only. She was happy to see people are taking an interest. She wanted to thank the public for understanding how much the water is needed not only for agriculture but also for the recharge of Fernley.

Chairperson Campbell reported that today was the last day for East Valley Elementary School Adopt an Artist Program. The 3rd grade was able to participate and did abstract art work. She stated the 5 masterpieces that the students created will be auctioned off April 9th at East Valley Elementary School's Art Expo and Gala. She also reported that during a recent airplane trip she was able to sit with a State Assemblyman and had his ear for approximately 2 hours. It was quit a privilege to talk about Fernley.

(b) Treasurer's Report:

Commissioner Pasto reported that the commission has a total of \$3,682.27 in the coffers. He will follow up with Mel Drown to get an itemized list of spending from 2010.

(c) City Staff Reports - No Reports

5. DISCUSSION AND POSSIBLE ACTION REGARDING MONTHLY ACC MEETINGS AND WORKSHOP CALENDAR

Chairperson Campbell stated this item was to entertain discussion regarding moving to quarterly meetings rather than monthly meetings. Commissioner Mansker stated that there seems to be too much of a gap with quarterly meetings. The consensus of the commission was to hold monthly meetings verses quarterly meetings. Commissioner McKay MOVED TO CONTINUE WITH MONTHLY ARTS AND CULTURE MEETINGS TO BE HELD ON THE 4TH WEDNESDAY OF EACH MONTH AND HOLD A WORKSHOP 10 DAYS PRIOR TO THE MEETING. Commissioner Eilrich seconded. Staff Liaison Shannon Weltzin stated that she would need to verify that the room is available for the meetings. She added that if the commission wanted to leave the dates of the meeting open availability could be determined.

Chairperson Campbell inquired if the commission wanted to make a policy change to meet approximately 10 days before the meeting or does the commission want to schedule special meetings as the room is available. Commissioner Eilrich felt workshops could be scheduled as needed and keep the meetings monthly. Commissioner McKay stated she did not want to amend her motion. It was suggested that the workshops be cancelled if there is no business to discuss. Motion carried 7-0-0.

6. DISCUSSION AND POSSIBLE ACTION REGARDING A PATRIOTIC QUILT EXHIBIT AT CITY HALL JUNE 26 – JULY 5, 2011

Commissioner McKay stated that this item was her suggestion. She added the concept behind this display was the discussion regarding a Patriotic Theme between Memorial Day and July 4th. She stated the application needs to be submitted and the \$100.00 deposit needed to be paid. Commissioner Brush inquired if there would be a reception; she wanted to see more than just the exhibit. Commissioner Eilrich stated the cost for past receptions have been approximately \$150.00. Commissioner McKay stated the only other cost associated may be the cost to mail it back. She added that if it's promoted through the Chamber of Commerce we could have visitors from Reno and other places. Commissioner Eilrich thought maybe the commission could incorporate the exhibit with the City's 10th Birthday Celebration. She added maybe an interactive quilting demonstration would be good so people could see how quilts are made. Chairperson Campbell stated that there may also be a cost for advertising. Commissioner Brush stated that there is a large group of quilters in the community some of the advertising could be word of mouth. Commissioner Brush **MOVED TO HOLD A PATRIOTIC QUILT EXHIBIT AND LIMIT THE QUILTERS TO BRINGING ONLY PATRIOTIC QUILT DESIGNS, HOLD A RECEPTION AND SUPPORT THIS VENUE FOR THE BIRTHDAY OF THE CITY OF FERNLEY JULY 1ST**. Commissioner Eilrich suggested setting the budget for the display and reception at \$400.00. Commissioner Brush **AMENDED HER MOTION TO INCLUDE A BUDGET NOT TO EXCEED \$400.00**. Commissioner Eilrich seconded. Motion carried 7-0-0.

7. DISCUSSION AND POSSIBLE ACTION REGARDING HOLDING A MUSIC CONCERT SERIES – KICK OFF CONCERT

Commissioner Mansker stated that the band management for Paul Revere and the Raiders has offered to do the show for \$20,000. The commission could counter offer for approximately 12,000, they will probably settle for around 15,000. He added with a venue such as the rodeo area people won't necessarily need to pay to get into the venue. If the commission wanted a money making opportunity, the venue would need to be at a place such as the race track. This would be a place where they are forced to pay to see the event. He added the reason the group is offering this good deal is because they are booked for July 3rd in Las Vegas. Chairperson Campbell inquired if there is time to work out the details in a team meeting. Commissioner Mansker stated if this is something the commission wants to pursue there are more details to work out. Commissioner Eilrich inquired if the commission could get a grant from the tourism board. She added it would have to be a money making event to make it worthwhile. Commissioner McKay stated the next scheduled meeting for the Fernley Tourism and Visitors Authority is June. May is the deadline to apply for the grants. Commissioner Eilrich stated the Concert Music Series is a great idea. Commissioner McKay MOVED TO FORM A TEAM HEADED BY JERRY MANSKER, SUE ALEXANDER AND NANCY CAMPBELL TO LOOK INTO THE MUSIC CONCERT SERIES AND TO LOOK INTO A KICK OFF CONCERT WITH PAUL REVERE AND THE RAIDERS. Commissioner Eilrich seconded. Motion carried 7-0-0.

8. DISCUSSION AND POSSIBLE ACTION REGARDING THE COORDINATION OF DISPLAYS BECOMING THE RESPONSIBILITY OF THE ACC FOR 6 MONTHS A YEAR.

Chairperson Campbell stated that at the February Meeting Joan Ficher-Beven requested that the commission take the glass cabinet over for 6 months a year. There was discussion about items to display. Chairperson Campbell called for volunteers from the commission to look after the glass cabinet for six months. Commissioner McKay inquired if it is possible that the Pillars of the Community have some artifacts to display in the case. Commissioner Pasto suggested that one commissioner be in charge of the display case. Commissioner McKay MOTIONED TO PUT THE PILLAR TEAM IN CHARGE OF THE

DISPLAY AND GET CONTRIBUTIONS FROM OTHER PEOPLE. Commissioner Brush seconded. Motion carried 7-0-0.

9. DISCUSSION AND POSSIBLE ACTION REGARDING SENDING OUT A POST CARD ADVERTISING ACC AND OTHER FERNLEY EVENTS DURING THE YEAR.

Chairperson Campbell stated that the commission would sponsor a Fernley Postcard with pertinent events that are happening. These cards would be available at several locations throughout the City. Commissioner Eilrich stated it is a great tool. Commissioner Pasto stated he would be happy to put the postcard together and find someone to print it. Commissioner McKay suggested the Chamber could put the postcards in their Welcome Packages. Commissioner Eilrich suggested that Commissioner Mansker is a fantastic photographer. He could probably get some great pictures for the postcard. Chairperson Campbell asked if there were any volunteers to work on this project. Commissioner Eilrich MOVED FOR NICK PASTO, JERRY MANSKER AND NANCY CAMPBELL TO HEAD UP THE ADVERTISING POSTCARD TEAM. Commissioner Mansker seconded. Motion carried 7-0-0.

10. DISCUSSION AND POSSIBLE ACTION REGARDING A RELAY FOR LIFE BOOTH.

Chairperson Campbell stated that she is getting nervous with the Quilt Display and the possibility of a concert on how much time she will be able to contribute to another activity. She added it is definitely a good cause. Commissioner Eilrich also felt it was a good cause but she will be out of town that weekend. Commissioner McKay stated she is already involved with a team. She added the Relay for Life is an all night event. If there is going to be a booth it needs to be staffed the entire time. Her suggestion was to skip it this year, but added anyone could sponsor or donate if they wanted to be involved.

11. DISCUSSION AND POSSIBLE ACTION REGARDING RECRUITING VOLUNTEERS FOR A "FRIENDS OF THE ARTS & CULTURE COMMISSION" GROUP.

Commissioner Eilrich stated there are people that would like to volunteer to help out with our events. Chairperson Campbell stated that this gives the volunteers a group that they can be involved with and gives the commission more help with events. She stated a team needs to be formed. Commissioner Mansker MOVED FOR DINAH EILRICH, FRAN MCKAY AND NICK PASTO TO MEET AS A TEAM TO FURTHER RESEARCH FRIENDS

OF THE ARTS AND CULTURE COMMISSION. Sue Alexander seconded. Motion carried 7-0-0.

12. DISCUSSION AND POSSIBLE ACTION REGARDING EVES ART EXPO GALA, SCHEDULE TO COVER EVENT, BUDGET AND ANY OTHER PERTINENT ITEMS

Chairperson Campbell stated that April 9th is the Gala. She added every year the commission has been represented. The booth rate is \$15.00 and she suggested paying the booth fee. She spoke with Starbucks and they will donate the hot drinks. She added this is a great opportunity to talk to people about the commission and the upcoming events. Commissioner McKay stated that the postcards would probably not be ready but the commission could list the events that are being planned. Commissioner Brush stated she is performing at the event and would help with the booth after that. Commissioner Eilrich stated she will be out of town the day of the event. Chairperson Campbell volunteered to set up the booth and operate it but asked for another volunteer to help out. Commissioner McKay MOVED TO APPROVE THE BOOTH FEE OF \$15.00. Commissioner Alexander seconded. Motion carried 7-0-0.

13. DISCUSSION AND POSSIBLE ACTION REGARDING SETTING UP AN ACC FACEBOOK ACCOUNT

Commissioner Pasto MOVED THAT A FACEBOOK ACCOUNT BE CREATED FOR THE ARTS AND CULTURE COMMISSION. Commissioner Brush stated the items that are being put together for the postcards will be presentable and appropriate for the Facebook Account. The motion was AMENDED TO INCLUDE THE TEAM MEMBERS NICK PASTO, JERRY MANSKER AND NANCY CAMPBELL TO CREATE A FACEBOOK ACCOUNT. Commissioner Eilrich seconded. Motion carried 7-0-0.

14. DISCUSSION AND POSSIBLE ACTION REGARDING THE 4TH OF JULY PARADE AND ACC PARTICIPATION

Commissioner Eilrich stated the ACC participated in the parade in 2009. She stated last year was skipped for various reasons, but she felt this year the commission should participate. Commissioner McKay stated she is also on the Chamber Board. She will get more information on the parade and report back to the commission at the next meeting. This item was tabled until the April meeting.

15. DISCUSSION AND POSSIBLE ACTION REGARDING INVOLVEMENT WITH LYON COUNTY SESQUICENTENNIAL CELEBRATION

Commissioner Eilrich stated that this celebration would coincide with the Old Time Photo Exhibit. She stated that this exhibit would be Fernley's contribution to the year long celebration. Chairperson Campbell stated that a team has already been formed. Commissioner Eilrich stated she would get the photo exhibit on the Lyon County Sesquicentennial Web Site for Fernley's participation.

16. DISCUSSION AND POSSIBLE ACTION REGARDING PARTICIPATING IN VAQUERO DAYS/FOUNDER DAY

Commissioner McKay suggested having a Concert in the Park. Commissioner Brush suggested the Western Artists' followed up by a dance band. Jerry Mansker, Regina Brush and Sue Alexander volunteered for the team. Commissioner McKay MOVED TO PARTICIPATE IN THE VAQUERO DAYS CELEBRATION WITH THE POSSIBILITY OF A CONCERT AND WESTERN ARTSITS' FOR FRIDAY SEPTEMBER 16TH AND SET UP A TEAM TO DEVLOPMENT IT FARTHER. Commissioner Alexander seconded. Motion carried 7-0-0.

17. DISCUSSION AND POSSIBLE ACTION REGARDING POTENTIAL ACC PARTICIPATION DURING THE NASCAR EVENT AT FERNLEY-RENO RACEWAY

Commissioner McKay suggested the Commission could help sponsor one of the race nights. Commissioner Eilrich stated the Raceway is always looking for volunteers, as a commission they could just help with whatever is needed. Commissioner Alexander stated her company has a box and everyone could watch from that. Commissioner Brush stated that a night needs to be decided on so everyone could be present at the same time. Commissioner Alexander stated that she could find out if there is an event the commission could help out with. Commissioner Pasto MOVED TO CREATE A TEAM COMPOSED OF SUE ALEXANDER, DINAH EILRICH AND FRAN MCKAY FOR PARTICIPATION IN THE NASCAR EVENT THIS SUMMER. Commissioner Eilrich seconded. Motion carried 7-0-0.

18. DISCUSSION AND POSSIBLE ACTION REGARDING THE ANNUAL SPOOKTACULAR HALLOWEEN EVENT

Shannon Weltzin stated that she would verify the date Halloween would be celebrated. This item was table until next meeting.

19. DISCUSSION AND POSSIBLE ACTION REGARDING THE 2011 FESTIVAL OF TREES

This item was tabled until next meeting.

20. DISCUSSION AND POSSIBLE ACTION REGARDING AN ANNUAL EVENT DINNER AND/OR FUNDRAISING EVENT

Commissioner Eilrich stated that this event coincides with the Pillars of the Community. She stated the plan for this dinner is presenting the inductees to the Pillars of the Community at the event. She stated the committee is trying to find a venue to hold the event that holds enough people. She added the Pillars of the Community will be inducted in decades the first decade will be 1900 – 1919. She suggested dressing in the era, farmers, railroad, miners. The tentative date for the event was set for August 20th. Commissioner McKay MOVED THAT THE PILLAR TEAM TAKE ON THE RESPONSIBILITY AND REPORT BACK TO THE COMMISSION REGARDING THE ANNUAL EVENT DINNER AND FUTURE FUNDRAISING EVENT. Commissioner Brush seconded. Motion carried 7-0-0.

21. FUTURE AGENDA ITEMS

Chairperson Campbell stated that the teams that were formed today will report back to the commission at the next meeting.

The next workshop was tentatively scheduled for April 18th at 4:00 p.m.

The items for discussion will be Finalizing the Quilt Exhibit, advertising postcards, possibility of applying for grants, and the Lyon County Sesquicentennial Celebration.

Councilman Roy Edgington donated \$100.00 to the Arts and Culture Commission for the entry fee for the Quilt Exhibit.

22. ADJOURNMENT

There being no further business to come before it, the meeting adjourned at 5:57 pm.

Approved by the Fernley Arts & Culture Commission on _____, by a vote of:

AYES: _____ NAYS: _____ ABSTENTIONS: _____ ABSENT: _____

Chairman Nancy Campbell

ATTEST: