

**MINUTES OF THE  
CITY OF FERNLEY  
ARTS AND CULTURE COMMISSION  
April 27, 2010**

Chairman Dinah Eilrich called the meeting to order at 3:31 p.m. at Fernley City Hall, 595 Silver Lace Blvd., Fernley, NV. Present were Commissioners: Sue Alexander, Regina Brush, Nancy Campbell, Cynthia Ceresola, Larry Claussen, and Barbara Smith. Also present was Lisa Farmer Recording Secretary. Administrative Specialist/Staff Liaison Leslieann Hayden and Parks and Recreation Director Keith Penner were absent.

**I. \*3:30 pm Open Meeting & Pledge of Allegiance**

**II. \*PUBLIC INPUT:**

There was no public input.

**III. Approval of Minutes**

Commissioner Ceresola noted a correction on the minutes. She was in attendance at the Open Meeting Law (OML) training. Commissioner Campbell noted a correction on page 2; the proceeds go back the Arts Gala, not the PTA. Commissioner Smith moved to approve the minutes as amended. Commissioner Ceresola seconded the motion. The motion carried as follows: Approved 7-0-0.

**IV. Reports:**

**(a) Commissioner Reports & Announcements**

Commissioner Ceresola spoke about the East Valley Elementary School (EVES) Art Gala. She shared a booth with Commissioner Campbell and helped with the Commission's coffee bistro which raised \$45. Commissioner Ceresola mentioned the Art, Home, & Garden Tour's Artist Studio Tour scheduled for May 8<sup>th</sup> from 10pm to 4pm. Tickets were available at the Mirage. Artists included Vivian Olds, Sharri Lou Casey, Janet Story, and Connie Peecher.

Commissioner Brush too participated at the EVES Gala. She played her violin at the event. It was a nice atmosphere. She enjoyed it very much and was excited to see the volume of people being receptive to all kinds of art. Commissioner Claussen did an excellent job emceeding the event.

Commissioner Smith had spoken to Mrs. Deana Peters, Fernley High School (FHS) art teacher, regarding setting aside time annually for her students to display their works. Commissioner Smith said the current FHS exhibit was well received and the kids did a great job. She hoped the Commission would consider setting a block of time aside for FHS each year.

Commissioner Campbell reported the Art Gala was a lot of fun. She raised \$33 for Arthur's Art Cart in donations. She thanked Commissioners Smith and Alexander and former Commission Ann Maybury for serving coffee at the bistro. The Fernley Art, Home & Garden Tour, Artist's Studio Tour tickets are \$10. She hoped people would show their support and buy tickets. The Mirage was on the Tour and would be hosting three artists.

Commissioner Claussen agreed the EVES Gala was an excellent event. There were not as many artists, but the attendance was stronger.

Chairman Eilrich too had a booth at the Gala. She had a great time and did well. She thanked everyone involved with the event.

**(b) Treasurer's Report: No expenditures this past month**

Commissioner Ceresola reported there were no changes in the financial figures. The Commission's fund balance was \$9,238; she would be depositing the \$45 from the bistro with the City.

**(c) Upcoming Community Arts & Culture Events/Activities**

Recording Secretary Lisa Farmer relayed there would be a Cowboy Festival in Genoa on May 1<sup>st</sup>. She encouraged the Commissioners to look into the event as it was developed in a relatively short timeframe, yet there were two full days of activities planned. Chairman Eilrich personally knew some of the event organizers and said they could definitely be used as resources should the Commission decide to plan such an event.

**(d) City Staff Updates:**

**1. Art & Lobby Gallery Exhibit Update**

There was no Staff present to give direction on that item.

**2. Commission Housekeeping: still need bios for each of the Commissioners for website**

Chairman Eilrich said she was still working on hers. Commissioner Ceresola had finished hers. Chairman Eilrich asked all the Commissioners to please send them to Leslieann Hayden, Staff Liaison, before the next meeting.

**3. Update and recommendation from City Attorney to discontinue team meetings in an abundance of caution in relation to recent changes to the Open Meeting Law.**

Chairman Eilrich asked to add this to the next agenda because the City Attorney was not present. They did learn during the recent OML training, that team meetings that were not noticed or recorded were in violation of the OML.

**V. New Business:**

**(a) Presentation, discussion and possible action to recommend to the City Council development of city flag promotional items for sale to the public. Discussion includes, costs, sales prices, charges, where and how to sell the items, where the receipts are allocated – Dinah Eilrich, Lisa Farmer**

The Commission received cost and quantity estimates from a couple of different manufacturers. Ms. Farmer was encouraged to see the prices for the flags around \$9 to \$8 per flag without large quantity requirements. She received another estimate after the Commission packets were disseminated for a minimum order of 21 flags at \$8 a piece. Discussion followed regarding the size of the flag and how they would fair compared to other retail garden flags. Commissioner Smith asked who would sell the flags and be responsible for inventory and the money. Commissioner Claussen suggested using the City's website to advertise what was available, and utilizing online forms for orders. The Commission had several upcoming events at which the flags could be sold. Discussion followed regarding what to charge for the flags and how many should be ordered the first time. Commissioner Claussen MOVED TO PURCHASE 25 12.5X18 GARDEN FLAGS FOR RESALE IN THE AMOUNT OF \$15 A PIECE. Commissioner Smith seconded the motion. The motion carried as follows: Approved 7-0-0. Ms. Farmer would handle placing the order with a purchase order to be paid out of the Commission's budget. Commissioner Claussen offered to work with Staff to market them through the City website.

**(b) Update, discussion and possible action to select and schedule Chautauqua – Barbara Smith**

Commissioner Smith still needed to get together with Staff Liaison Hayden. The City may run into a problem as the program was for non-profit organizations and schools. The City did not

meet the criteria. This item was tabled until Commissioner Smith could meet with Staff and possibly discuss it with the Director of Cultural Affairs, who was coming to speak to at the Lingo of our Calling reception.

**(c) Update, discussion and possible action on musical performances in City Hall – Larry Claussen**

Commissioner Claussen had been thinking about the idea of possibly bringing musicians into City Hall for regular performances. He was not sure City Hall had significant volumes of traffic on a daily basis. He was still interested in the possibility of the Commission reaching out to the community and sponsoring or promoting events to showcase local artists. The Commission was establishing a growing community of supporters. He suggested using them to find and sponsor an event to show off local talent. Commissioner Brush recommended reinstating the Concerts in the Park concept. Commissioner Ceresola expressed there was a need to reach out to others in the community to find the necessary support. She suggested contacting Mrs. Amanda Burleson or some other resources before deciding to add an event to the Commission's calendar. Discussion followed regarding a possible start up of a concert series in one of the City's parks allowing a venue for local artists. Commissioner Claussen thought Mrs. Burleson would be an excellent resource to work with the Commission for whoever was directed to investigate what is available and what type of activities should be planned. Commissioner Brush has a list of local musicians, she would work with Commissioner Claussen to research the project and they would report back at the next meeting.

**(d) Commission discussion, planning details and possible action for Lingo of Our Arts Reception with State of Nevada Director of Cultural Affairs**

The reception was scheduled for June 8<sup>th</sup> at 6:30pm. Discussion followed regarding what should be provided in the way of refreshments, advertising the event, and the even theme. A budget for the reception was already approved at \$200 budget. Commissioner Alexander volunteered to work with Staff Liaison Hayden to establish the menu. The Commission decided on wine, punch, water, and coffee as the beverages. More discussion followed regarding logistics. Commissioners Ceresola and Brush offered to bring western themed food. Commissioner Claussen after verifying the date and time of the presenter would email another public service announcement and post the information on the website. The Commission had not heard whether the speaker had confirmed and at what time his

presentation would be. Chairman Eilrich would follow up with Parks and Recreation Director Keith Penner.

**(e) Commission discussion and Possible action regarding online Artist Registry – Larry Claussen**

After the last meeting, Commissioner Claussen did some research on different registries and what the City Clerk's Office is undertaking in terms of establishing a business registry. He was unable to find much information on why the Commission wanted to charge for acceptance into the registry. He understood that one of the hold ups in getting the registry up and running was the inability to collect the registration fee through the website. Personally, he would rather use the registry as a community resource listing local artists. He thought it was something that was needed and would be highly utilized by schools and other organizations. He recommended the Commission consider giving Staff direction to prepare a memo or presentation to repeal the fee for the registry. And then take a fresh approach to publicize the registry to the community and encourage artists to register. There was consensus to ask the City Council to repeal the registry fee. Commissioner Smith MOVED TO ALLOW COMMISSIONER CLAUSSEN TO RESEARCH MINUTES AND FIND OUT WHETHER OR NOT THE ARTISTS REGISTRY FEE IS SET IN STONE AND IF SO, TO APPROACH THE CITY COUNCIL ABOUT REPEALING IT. Commissioner Brush seconded the motion. The motion carried as follows: Approved 7-0-0.

**(f) On-going discussion and possible action regarding fundraising and upcoming grant opportunities – Report and update by Commissioners**

Commissioner Claussen would like to see the Commission devote the next agenda to marketing arts events. This would allow time to officially layout how to effectively communicate events to the community. And possibly start the momentum toward creating a single, repeatable event. He would also like to discuss how the Commission's revenue was being spent. He asked for an actual breakdown of funds; he would like to see the Commission work to establishment a scholarship fund. Chairman Eilrich agreed a marketing plan needed to be established. Commissioner Campbell agreed with Commissioner Claussen in setting time aside to devote the entire session to one topic. Commissioner Smith added it was a good time of year, as the year progressed, the Commission's activities would increase. Commissioner Ceresola asked to leave a little bit of time to discuss the final plans for Lingo of our Calling as well. There was consensus to have the next meeting geared solely toward items f and g.

**(g) On-going discussion and possible action regarding Arts and Culture marketing and promotions - Report and update by Commissioners**

**VI. \*Future Agenda Items**

Commissioner Brush would like to see the Commission celebrate Fernley day on September 18<sup>th</sup>. Discussion followed regarding upcoming activities and possible application to the Lyon County Room Tax Board and the Fernley Convention and Tourism Authority for both Spooktacular, which was an excellent event for Lyon County and the Festival of Trees/Christmas Home & Garden Tour. Commissioner Campbell also suggesting seeking funding for the EVES PTA Tour, as they would like to expand and include all the other elementary schools. Discussion followed regarding what the room tax revenues can be used for: advertising and promotion of tourism. Commissioner Ceresola said during the last Tour there were people from Yerington and Reno who attended the event. Commissioner Claussen MOVED TO DIRECT COMMISSIONER CAMPBELL AND HIMSELF TO APPLY FOR FUNDING TO THE LYON COUNTY ROOM TAX ROOM AND FERNLEY CONVENTION AND TOURISM AUTHORITY. Commissioner Ceresola seconded the motion. The motion carried as follows: Approved 7-0-0.

Fernley days could be discussed on the June agenda. Commissioner Campbell announced Vivian Olds was organizing a Poetry Slam at EVES on May 11 from 5:30pm to 7:00pm. Commissioner Claussen said next month's meeting would be very involved, with significant, large items. He recommended that anything in the way of reports be written and submitted for review the Friday before the meeting. Chairman Eilrich agreed, Staff Liaison Hayden had made the same recommendation as well. She asked the Commissioners to prepare any reports to be submitted for distribution prior to the meeting.

**VII. Adjournment**

There being no further business to come before it, the meeting adjourned at 4:48pm. Approved by the Fernley Arts & Culture Commission on \_\_\_\_\_, by a vote of:

AYES: \_\_\_\_\_ NAYS: \_\_\_\_\_ ABSTENTIONS: \_\_\_\_\_ ABSENT: \_\_\_\_\_

\_\_\_\_\_  
**Chairman Dinah Eilrich**

**ATTEST:**