



# NEVADA ARTS COUNCIL

*enriching the lives of all Nevadans*

Board Meeting 9-18-2020



- Action may be taken on those items denoted “For Possible Action”.
- Items on this agenda may be taken in a different order than listed.
- Two or more agenda items may be combined for consideration.
- An item may be removed from this agenda or discussion relating to an item on this agenda may be delayed at any time.
- Public comment will be allowed at the beginning and at the end of the meeting. Because of time considerations, the period for public comment by each speaker may be limited to 3 minutes at the discretion of the chair, and speakers are urged to avoid repetition of comments made by previous speakers.
- No action may be taken on any matter brought up under public comment until that matter has been specifically included on an agenda as an item upon which action may be taken (NRS 241.020).
- Meetings are audio-recorded as part of the public record. Speakers are requested to identify themselves before speaking.
- Note: Please provide NAC with electronic or written copies of testimony and visual presentations if you wish to have complete versions included as exhibits with the minutes.

- Select **Gallery** or **Speaker View** in the upper right-hand side of the screen.
- Enable **Chat** function by selecting the Chat button located on the lower tab of your screen.
- Enable **Participants** Function by selecting Participants at the lower tab of your screen. Once this is activated you will see the **Raise Hand** Function. You may use this feature during our Public Comment sections. Select Raise Hand and I will unmute you and call on you one at a time.

## AGENDA

### Opening \_\_\_\_\_

Call to Order and Confirmation of Proper Posting – Gail Rappa.

Roll Call and Determination of Quorum – Gail Rappa.

### Public Comment \_\_\_\_\_

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### **For Possible Action – Review and Discuss Artist Relief Grants** \_\_\_\_\_

Review of Nevada Arts Council Artist Relief Grants, funding intent, timeline, and statute requirements.

Review Nevada Arts Council Proposed funding scenarios for Artist Relief Grants.

Possible vote to approve moving forward with proper community review of Nevada Arts Council Artist Relief Grants.



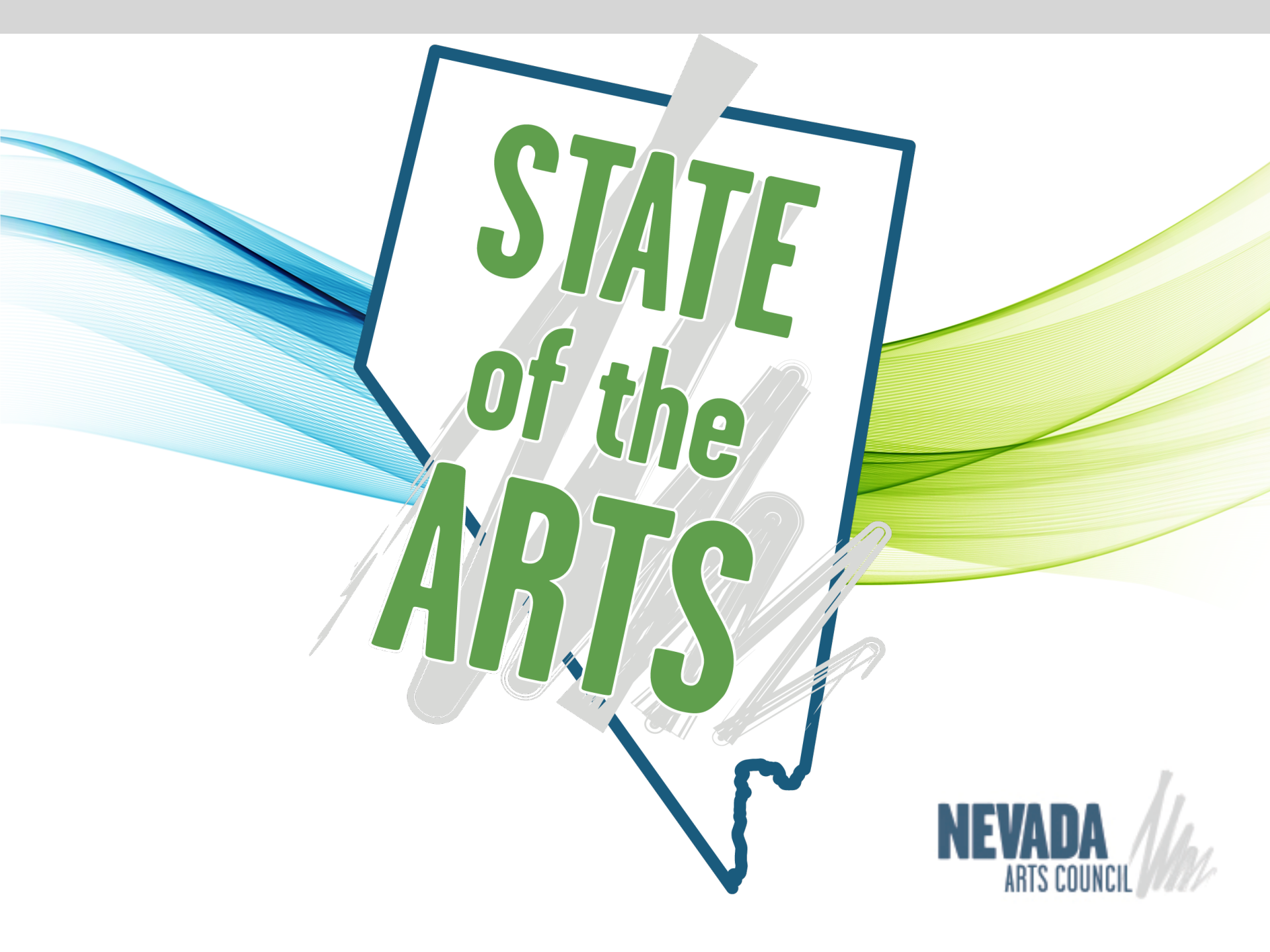
## AGENDA

### **For Possible Action – Strategic Planning** \_\_\_\_\_

Review and discuss Information received from State of the Arts meetings - Tony Manfredi

Review elements of Strategic Plan

Possible vote to move forward with proposed Strategic Plan direction for 2021-2024.

The graphic features a white map of Nevada with a blue outline, tilted at an angle. Overlaid on the map is the text "STATE of the ARTS" in a green, bold, sans-serif font. The word "STATE" is at the top, "of the" is in the middle in a smaller font, and "ARTS" is at the bottom. Behind the text and map are several overlapping, semi-transparent shapes in shades of blue and green, resembling stylized waves or flowing ribbons. The background is white.

# STATE of the ARTS

**NEVADA**  
ARTS COUNCIL 

A stylized map of Nevada is centered on the page, with each county's outline filled with a light gray color. The county names are written in a bold, green, sans-serif font over the map. The background features several wavy, horizontal bands of color that transition from light blue on the left to a bright yellow-green on the right. The text is arranged as follows: WASHOE in the northwest; HUMBOLDT, PERSHING, and LANDER in the north-central area; ELKO, EUREKA, and WHITE PINE in the northeast; CARSON CITY in the west-central area; CHURCHILL and MINERAL in the center; DOUGLAS, LYON, and STOREY in the southwest; ESMERALDA, NYE, and LINCOLN in the south-central area; and CLARK in the south. In the bottom right corner, the Nevada Arts Council logo is displayed, consisting of the words "NEVADA" and "ARTS COUNCIL" in a dark blue, sans-serif font, with a stylized gray graphic element to the right.

**WASHOE**

**HUMBOLDT  
PERSHING  
LANDER**

**ELKO  
EUREKA  
WHITE PINE**

**CARSON CITY**

**CHURCHILL  
MINERAL**

**DOUGLAS  
LYON  
STOREY**

**ESMERALDA  
NYE  
LINCOLN**

**CLARK**

**NEVADA**  
ARTS COUNCIL

<b>County/Region</b>	<b>Day</b>	<b>Date</b>	<b>Time</b>
Carson City	Tuesday	August 11	10:00 am – 12:00 pm
Douglas, Lyon, Storey	Thursday	August 13	10:00 am – 12:00 pm
Pershing, Humboldt, Lander	Friday	August 14	10:00 am – 12:00 pm
Elko, Eureka, and White Pine	Tuesday	August 18	10:00 am – 12:00 pm
Churchill and Mineral	Wednesday	August 19	10:00 am – 12:00 pm
Esmeralda, Nye, and Lincoln	Friday	August 21	10:00 am – 12:00 pm
Clark 1	Tuesday	August 25	10:00 am – 12:00 pm
Clark 2	Wednesday	August 26	4:00 pm – 6:00 pm
Washoe	Thursday	August 27	9:30 am – 11:30 pm

## COMMUNITY

- What are the treasures of your community?
- What excites you about living/working here?
- Who is the largest employer(s)? How do they impact your community?
- What are the most coveted/valued jobs? Why?
- How would you describe your community to an *outsider*?

## COMMUNITY

- How would you describe the infrastructure and services available in/to your community?
- What are the biggest challenges/concerns facing your community?
- If you could have one thing in your community that you currently don't have, what would it be?
- Are there marginalized areas in your community? Where?

## COMMUNITY

- How do you collaborate as a community?
- How would you describe the Pre K-12 education in your community/district? Higher Ed? Other?
- How would you describe opportunities for elderly, military?
- How would you describe access to funding in your community – philanthropy, grants, and corporate giving?
- How would you describe your community as it relates to inclusion, diversity, equity, accessibility?



## THE ARTS

- What role does arts and culture occupy in your community?
- Describe a way that arts and culture has changed your community?
- Who are the arts and culture leaders of your community (organizations, artists, advocates)?
- Are artists and arts organizations working together in your community?

## THE ARTS

- What type of arts activities/programming would you like to see increase in your community?
- Where do most of the arts and cultural activities take place?
- Who are the largest funders of arts and culture in your community?

## THE ARTS

- Are there specific areas of your community that could benefit from arts engagement?
- How would you describe the arts education opportunities for youth in your community?
- How do the arts engage with marginalized areas of your community?

## NEVADA ARTS COUNCIL

- What services to you use/rely upon from the Nevada Arts Council?
- What programs and activities, outside of grant funding, do you want the agency to focus on for your community? Why?
- What programs and activities shouldn't the agency provide? Why?
- Have you participated in a Nevada Arts Council meeting, program, workshop? If so, which one and was it a valuable experience? How could it have been improved?
- Does the Nevada Arts Council exemplify inclusion, diversity, equity and accessibility in its grant and program areas? Comment. How can it improve?

## NEVADA ARTS COUNCIL

- Have you applied for a grant from the Nevada Arts Council in the past two years? How would you describe the experience?
- Have you ever taken part in the panel review process as an applicant? If so, was it valuable?
- Have you ever been a panelist? If so, describe the experience.
- With the agency's limited amount of funding in mind, what/who are the highest priority groups, activities, programs, projects, artists that the council should support through grant funding in your community?

## NEVADA ARTS COUNCIL

- How often do you visit the Nevada Arts Council website? What are you most interested in?
- Do you follow the agency's communication/social media posts? If so, which ones? What can improve?
- Have you ever participated in advocacy efforts on behalf of the Nevada Arts Council at the community level? State level? Federal level? How would you describe the experience?
- Are you involved in an arts advocacy group within Nevada? If so, which one?

### RECAP

- 103 Participants
- COVID-19 Pandemic – top of mind recovery and sustainability
- Diversification of Economy
- Racial and Social Justice – some open others status quo
- Optimism and Pessimism – remembering what is was like BC. Difficult for some areas to see beyond the challenges of now
- Pride with their community but wanting more
- Understand parts of the Nevada Arts Council – Opportunity
- Grants / BRX / NTI / Arts Education is critical / Reaching into Underserved Areas / Workshops and Professional Development
- Need for Operational Support in grant funding
- Comments?



## **NRS 23C.020 1967, 1105; 2003, 632**

***The Legislature hereby determines and declares that:***

1. The giving of further recognition to the arts as a vital aspect of our culture and heritage is an essential means of expanding the educational programs and promoting the general welfare of the people of the State of Nevada.
2. The practice, enjoyment and impact of the arts are of increasing importance to the economic vitality of communities in this state.
3. Residents of this state desire increased opportunity to view, enjoy or participate in the performing, literary, visual and folk arts.
4. To this end, it is the policy of the State of Nevada to join with institutions and professional organizations concerned with the arts to insure that the role of the arts in the life of the communities of the State will continue to grow and play an ever increasing part in the cultural development and educational experience of the residents of the State of Nevada.

# FOCUS AREAS

- **ARTS EDUCATION**

PreK-12, Higher ED, Lifelong Training, Arts Integration/STEAM, Boost Educational Achievement, Soft Skills, Creative Thinkers/Workforce Development, Workshops for Artists, Workshops for Arts Organizations, Artist and Arts Org Rosters, Create Opportunities for Artists and Arts Organizations, Cultural Heritage/Preservation/Understanding

- **ECONOMIC VITALITY**

Economic Recovery, Economic Sustainability, Economic Prosperity, Tourism, Creative Communities, Public Art/Creative Spaces, Rural Development/Prosperity, Low Income Area Support, Create Opportunities for Artists and Arts Organizations, Cultural Heritage/Preservation/Understanding

- **HEALTHY COMMUNITIES**

Creative Aging, Physical, Mental, Emotional Health, Epidemic, Military, Promote Health, Treatment, Create Opportunities for Artists and Arts Organizations, Civil Discourse, Cultural Heritage/Preservation/Understanding, Spirit of the Arts

# PROVIDE ARTS EDUCATION

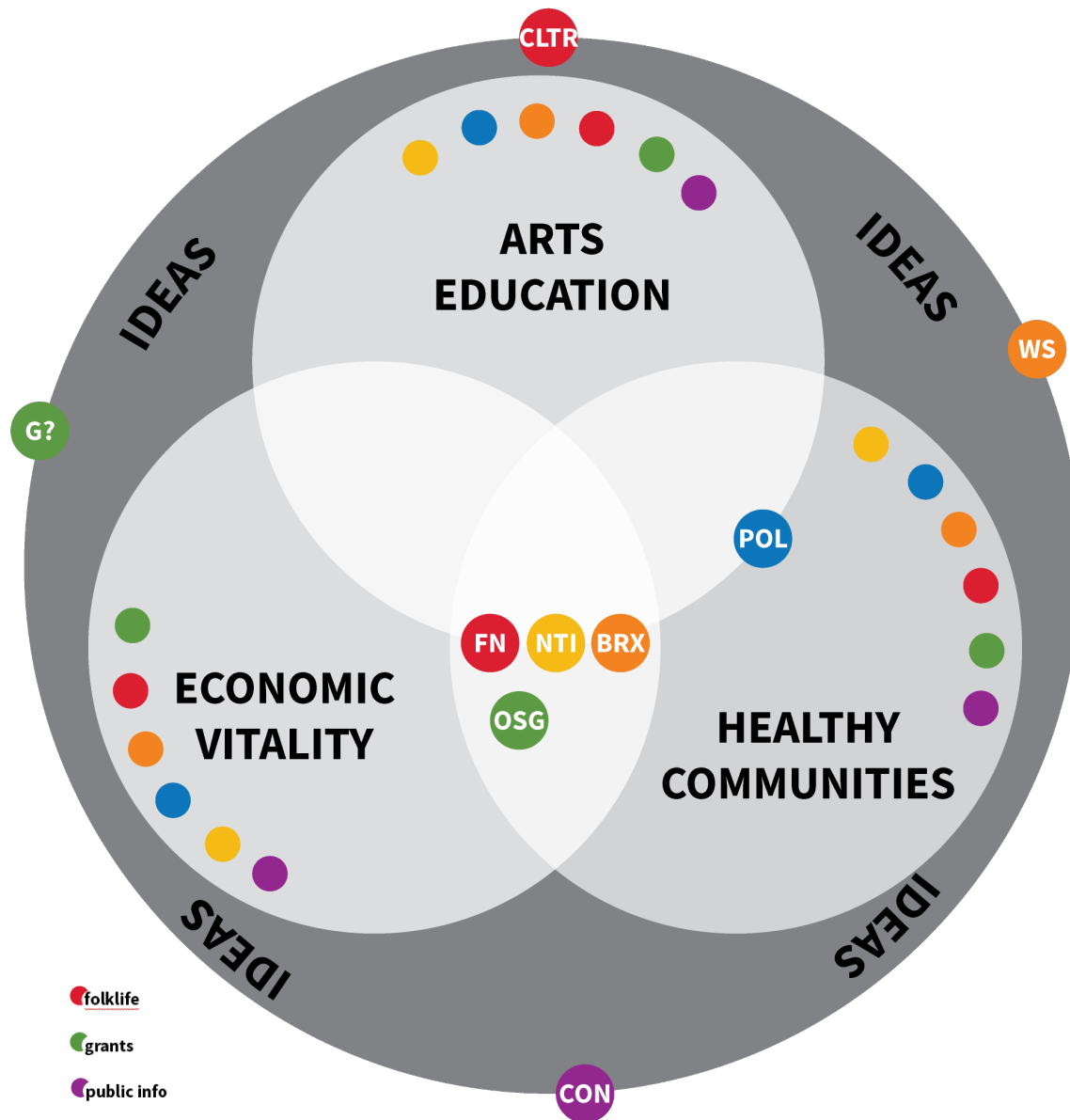
1. Establish state requirements for art credits for elementary and middle school transition, and high school graduation.
2. Establish a communication bridge from between high school art programs and higher education arts programs and teaching programs.
3. Provide lifelong training for arts educators, teaching artist, arts organizations, and artists to help the improve their skills.
4. Create opportunities for artists and arts organizations to create and share their work
5. Understanding of racial and cultural heritage challenges and preservation.
6. Advocacy efforts that highlight and promote this work.

# PROMOTE ECONOMIC VITALITY

- Support the economic recovery, sustainability, and prosperity of our arts organizations and artists.
- Support Cultural tourism initiatives to bring tourists back to Nevada.
- Incorporate Creative District designations throughout our state.
- Assist in establishing Local Arts Organizations that are sustainable and deeply connected to their local.
- Create relationships within our underserved and marginalized communities to encourage understanding and use of resources.
- Create opportunities for Arts Organization and artists to serve this area.
- Understanding of racial and cultural heritage challenges and preservation.
- Advocacy efforts that highlight and promote this work.

# SUPPORT HEALTHY COMMUNITIES

- Support physical, mental, emotional health and recovery through the arts.
- Create relationships within our underserved and marginalized communities to encourage understanding and use of resources.
- Create opportunities for Arts Organization and artists
- Understanding of racial and cultural heritage challenges and preservation.
- Advocacy efforts that highlight and promote this work.



## **Discussion Only – Board Membership** \_\_\_\_\_

Board Member Term, Position, and Composition Updates – Gail Rappa, Tony Manfredi

## **Discussion Only – Agency Updates** \_\_\_\_\_

Review of Latest COVID Impact Data – Tony Manfredi

Latest update on FY 21 Budget and Special Session – Tony Manfredi

Review of FY22 and FY23 Budget – Tony Manfredi

Review of Nevada Arts Council Board Members Advocacy Plans



## NEVADA IMPACT

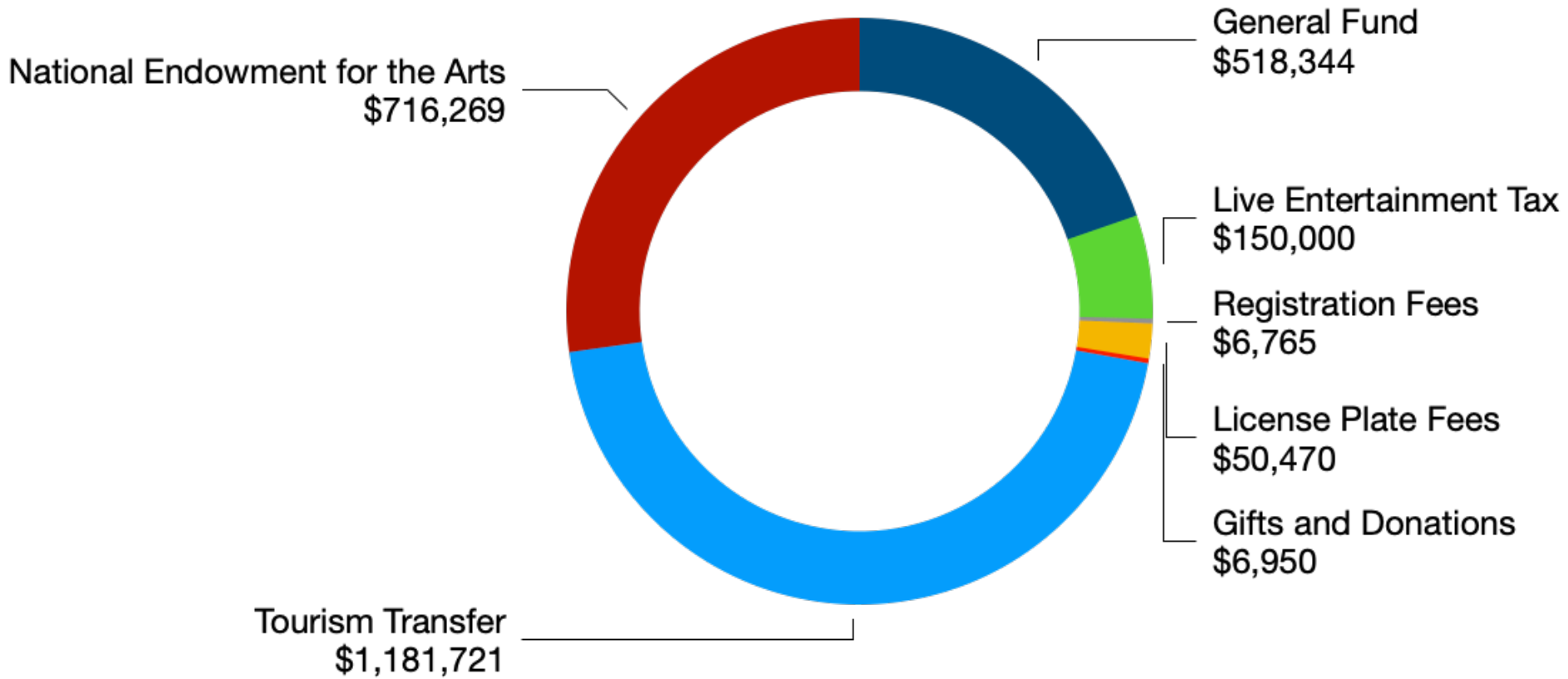
**Government entity, Non-profit, For-Profit, Unincorporated, Government Department, Other)**

- 234 Respondents
- Total Financial Impact to Date -\$10,289,675
- Median Financial Impact per Org -\$18,000
- Organizations that have canceled events 98%
- Total Number of Lost Attendance 1,123,642

### **Nevada Non-Profit/Gov Agencies Status**

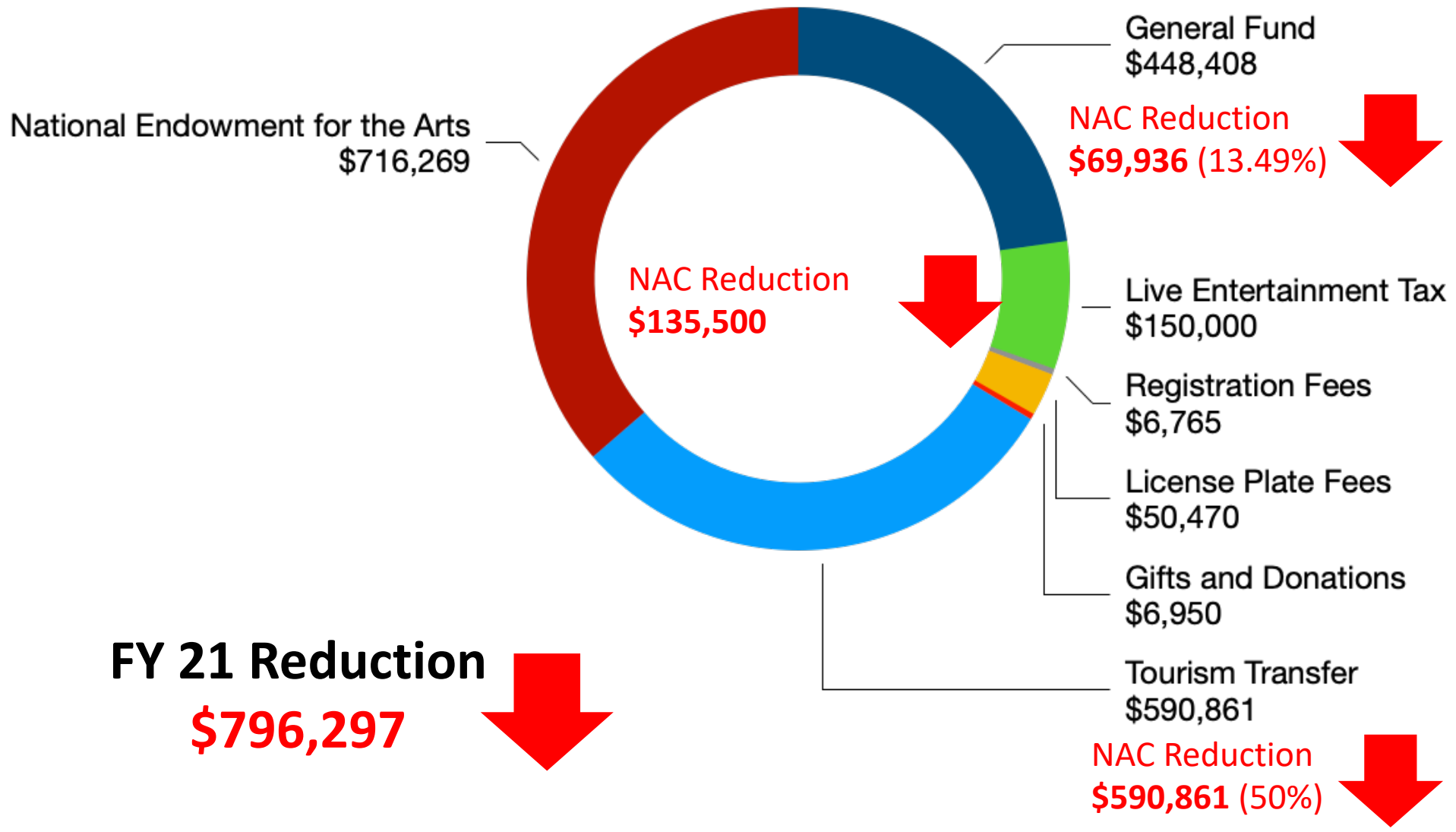
- 184 Respondents
- Total Financial Impact to Date -\$8,921,775
- Median Financial Impact per Org -\$19,250
- Organizations that have canceled events 97%
- Total Number of Lost Attendance 806,403

# NEVADA ARTS COUNCIL – FY 21 LEGISLATIVE APPROVED BUDGET BY \$



**FY 21 Total Budget \$2,630,519**

# NEVADA ARTS COUNCIL – FY 21 BUDGET REDUCTIONS



# NEVADA ARTS COUNCIL BOARD ADVOCACY

- FY 22 - 23
  - District Centered Approach
  - CAN
  - WESTAF / NASAA / AFTA
- AFTA Video Training
- NEA Appropriation for 2022 - December
- Additional Federal relief has stalled

# WHY THE ARTS MATTER - A&C VALUE ADD IN NEVADA

The U.S. Bureau of Economic Analysis reports  
arts and cultural production contributed

**\$8,737,718,877**

and is **5.5%** of Nevada's GDP

contributing to

**40,911 JOBS**

Source: U.S. Bureau of Economic Analysis State Arts and Cultural Production 2017

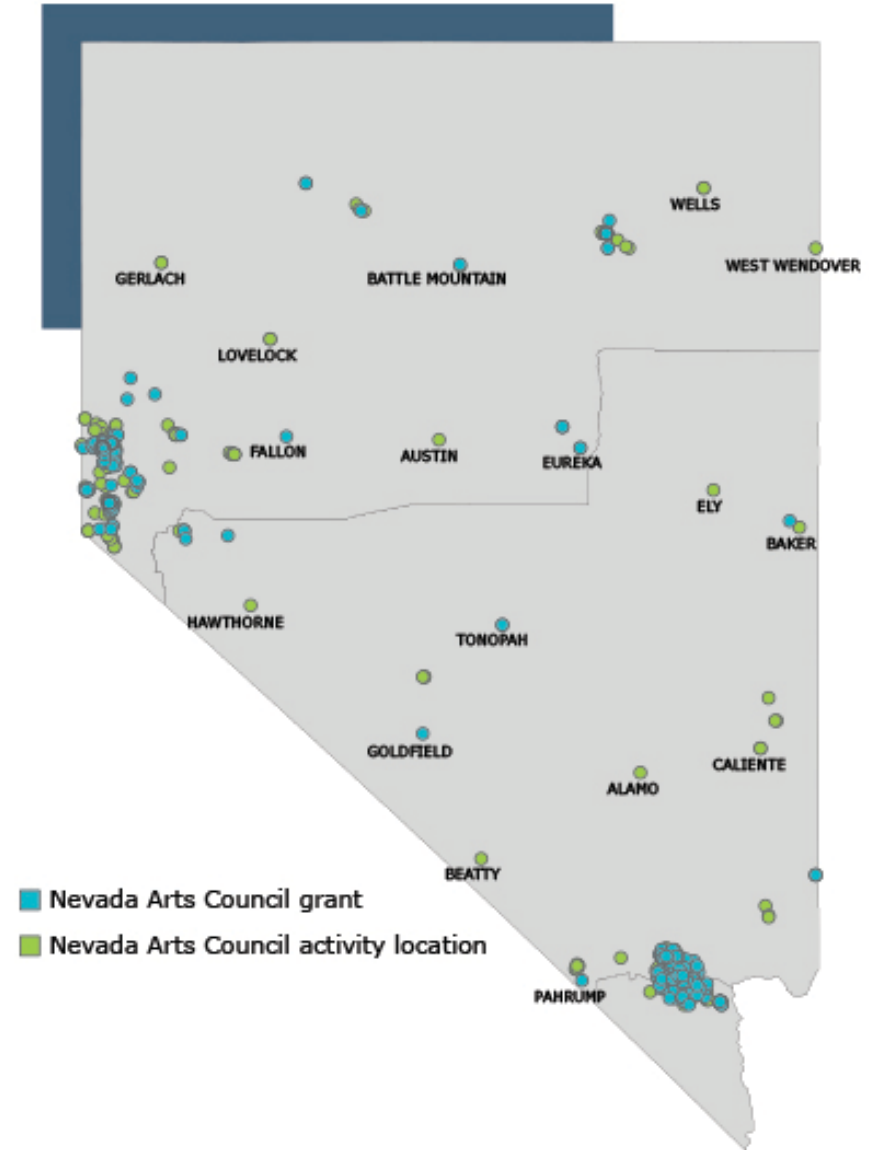
Arts and Culture Value Added in Nevada  
ranks **2<sup>nd</sup>** among Companies and Sectors

Retail	\$10,792,100,000
<b>ACPSA Total</b>	<b>\$8,737,718,877</b>
Construction	\$7,665,100,000
Transportation	\$7,346,200,000
Mining	\$4,348,200,000
Utilities	\$2,382,500,000
Education Services	\$758,500,000



## 2019 Grants and Program Activity Results

- Reached 120 Zip Codes in 51 Cities in our 17 Counties
- 344 Grants Awarded
- \$1,040,839 Grant Dollar Awards
- \$78,395,312 Cash and In-Kind Match
- Over \$72,700,000 Cash Match
- 1,667,805 Persons Engaged
- 12,697 Artists Engaged
- 457,919 PreK-12 Students Served



**Discussion Only – Board Member Updates** \_\_\_\_\_

**Discussion Only – Future Agenda Items** \_\_\_\_\_

**Public Comment** \_\_\_\_\_

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**For Possible Action – Adjournment** \_\_\_\_\_

## Thank You – Stay Safe