



Nevada Arts Council
Board Meeting
Friday, September 18, 2020 – 10:00 AM

MEETING LOCATION:

DUE to COVID-19 this will be a virtual meeting via ZOOM conference platform

THIS MEETING IS IN COMPLIANCE WITH THE "DECLARATION OF EMERGENCY DIRECTIVE 006 3-21-2020 NEVADA OPEN MEETING LAW" AND HAS BEEN PROPERLY NOTICED AND POSTED AT THE FOLLOWING LOCATIONS:

Websites:

<https://www.nvartscouncil.org/about/public-meeting-notice/>

<https://notice.nv.gov>

BOARD MEMBERS

Gail Rappa, Chair
Jerry Schefcik, Vice-Chair
Karen Michaels, Treasurer
Amanda Horn
Dr. Javon Johnson
Andy Lott
Mark Salinas
Yale Yeandel

STAFF:

Tony Manfredi
Cathleen J. Wyatt
Mary Jane Dorofachuk
Rebecca Snetselaar
Stephen Reid
Sierra Scott
Krista Ficken

DAG

Harry Ward

MEETING MINUTES

A. Opening _____

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

Chair Rappa called the meeting to order at 10:03 and confirmed proper posting.

- b. Roll Call and Determination of Quorum – Gail Rappa.

Chair Rappa conducted roll call and determined quorum was established. Staff was introduced.

B. Public Comment _____

- a. Public comment is welcomed by the Board. A period of 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 three (3) minutes at the discretion of the Chair, and speakers are urged to avoid repetition of comments made by previous speakers.

Chair Rappa read a letter received from Sean Griffiths from Virginia City on the 23rd of July in support of the state poet laureate. Other poets who signed the letter in support were June Saraceno, Gailmarie Pahmeier, Douglas Unger, David Winkler, Richard Wiley, Lindsay Wilson, Erica Vital Lazare, Michelle Aucoin Wait, Rodney Lee, Robert Leonard Reid, Steven Nightingale, Sally Denton, Michael P Branch, Ismael García Santillanes, Ann Keniston, Christopher J. Coke, Claudia Keelan, Robert E. Blesse, and Gary Short and two writers from Las Vegas in a separate e-mail, John L. Smith, and John Carmen. She stated they would add it to the next agenda as an agenda item.

There was no other public comment.

C. For Possible Action – Review and Discuss Artist Relief Grants _____

- a. Review of Nevada Arts Council Artist Relief Grants, funding intent, timeline, and statute requirements.
- b. Review Nevada Arts Council Proposed funding scenarios for Artist Relief Grants.
- c. Possible vote to approve moving forward with proper community review of Nevada Arts Council Artist Relief Grants.

Tony Manfredi reviewed the fiscal year '21 grant guidelines. He stated on May 1st, 2020, due to COVID, the board agreed to reallocate the FY 21 grants as proposed and offered relief grants that are more responsive to the immediate needs of our constituents. He reviewed the artist relief grant, which would utilize state funding. The grant amount would be \$1,000 each. Applicants will be asked to describe their financial means and requested to only apply if facing immediate and significant financial strain. He stated the staff would review for eligibility and award funding.

Mark Salinas stated he supported the concept of the grant. He gave some recommendations on the eligibility requirements language and Amanda Horn agreed.

Sierra Scott stated the total amount of funding for the Artist Relief Grant is estimated at \$150,000.

Chair Rappa asked if this verbiage was taken or borrowed from another grant or agency that does the same type of qualification. Tony Manfredi stated that staff reviewed and discussed the need and requirements and that parts of the language were borrowed from other

organizations doing this same work. The board discussed additional eligibility requirements including modification to the conflict-of-interest language.

Edward Estipona made a motion to move forward with the adjustments to the requirements based on the conversations. Mark Salinas seconded the motion. The motion carried unanimously.

Tony Manfredi discussed the Virtual Mini Lesson Grant. Up to \$1,000, \$500 per mini lesson, no match required, must be a current teaching artist on the arts council arts and schools community roster, and stated that they would make the same modification to the conflict of interest language that was discussed in the previous grant.

Sierra Scott stated the total amount of funding for Virtual Mini Lesson Grant is estimated at \$41,000.

The board discussed the grant.

Amanda Horn moved to approve the Virtual Mini Lesson Grant for fiscal year 21 with the changes that have been noted by staff. Andy Lott second the motion. The motion passed unanimously.

D. For Possible Action – Strategic Planning _____

- a. Review and discuss Information received from State of the Arts meetings - Tony Manfredi
- b. Review elements of Strategic Plan
- c. Possible vote to move forward with proposed Strategic Plan direction for 2022-2024.

Tony Manfredi reviewed an important part of the process around the new strategic plan processed involved State of the Arts meetings. He described that these were virtual discussions around the state that engaged with over 103 participants. Tony relayed highlights around the information that was gathered. Tony then reviewed elements around the new strategic plan.

Yale Yeandel moved to move forward with the proposed strategic plan direction for 2022-2024 that Tony set forth. Karen Michaels seconded the motion. The motion carried unanimously.

E. Discussion Only – Board Membership _____

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

Tony Manfredi updated the board on current members and board openings and asked that the board send him names and contact information of anyone who they thought would be a great addition to the board.

Chair Rappa stated even if the person isn't selected, we want to keep a file of names on hand so that we are ready if there becomes an additional opening on the board.

F. Discussion Only – Agency Updates _____

- a. Review of Latest COVID Impact Data – Tony Manfredi
- b. Latest update on FY 21 Budget and Special Session – Tony Manfredi
- c. Review of FY22 and FY23 Budget – Tony Manfredi
- d. Review of Nevada Arts Council Board Members Advocacy Plans

Tony Manfredi provided the latest data from Americans for the Arts survey on the impact of COVID on the arts sector in Nevada. He stated he was informed yesterday that the agency's Live Entertainment Tax revenue of \$150,000 has been reduced/delayed to \$14,500. The rest may come in throughout the year. This puts the total reduction to agency revenue in the \$700,000 range - \$69,990 from general fund, \$590,861 from tourism transfer, and a \$135,500 reduction in Live Entertainment Tax. Tony was also informed that the tourism transfer for fiscal year 22 is projected to cut by 36 percent and transfer for fiscal year 23 is projected to be cut by 21 percent.

Karen Michaels stated she thought it was so important for us to lead the way with positivity somehow, figuring out a way to present that the work that we're doing will uplift the arts community.

Chair Rappa encouraged everybody to use an established Google doc as a place for brainstorming a possible letter to the governor and representatives regarding agency funding.

Details from this presentation can be found at the end of this document.

G. Discussion Only – Board Member Updates _____

Amanda Horn gave updates on the Nevada Museum of Art and that they were one of 12 mid-sized museums across the country to receive a grant from the Andrew W. Mellon Foundation.

H. Discussion Only – Future Agenda Items _____

Chair Rappa stated they would add the discussion on the Nevada Poet Laureate position.

I. Public Comment _____

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- b. Executive Director to state and read any written public comments that have been received during the meeting.

There was no public comment.

J. For Possible Action – Adjournment _____

Andy Lott moved to adjourn and Yale Yeandel seconded the motion. There was a unanimous vote to adjourn.

The background features a vibrant array of vertical lines in various colors including blue, green, yellow, orange, and red. A bright, multi-pointed starburst light is positioned in the upper center. Below the lines, there are flowing, wavy bands of light blue and light green that sweep across the lower half of the image.

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.

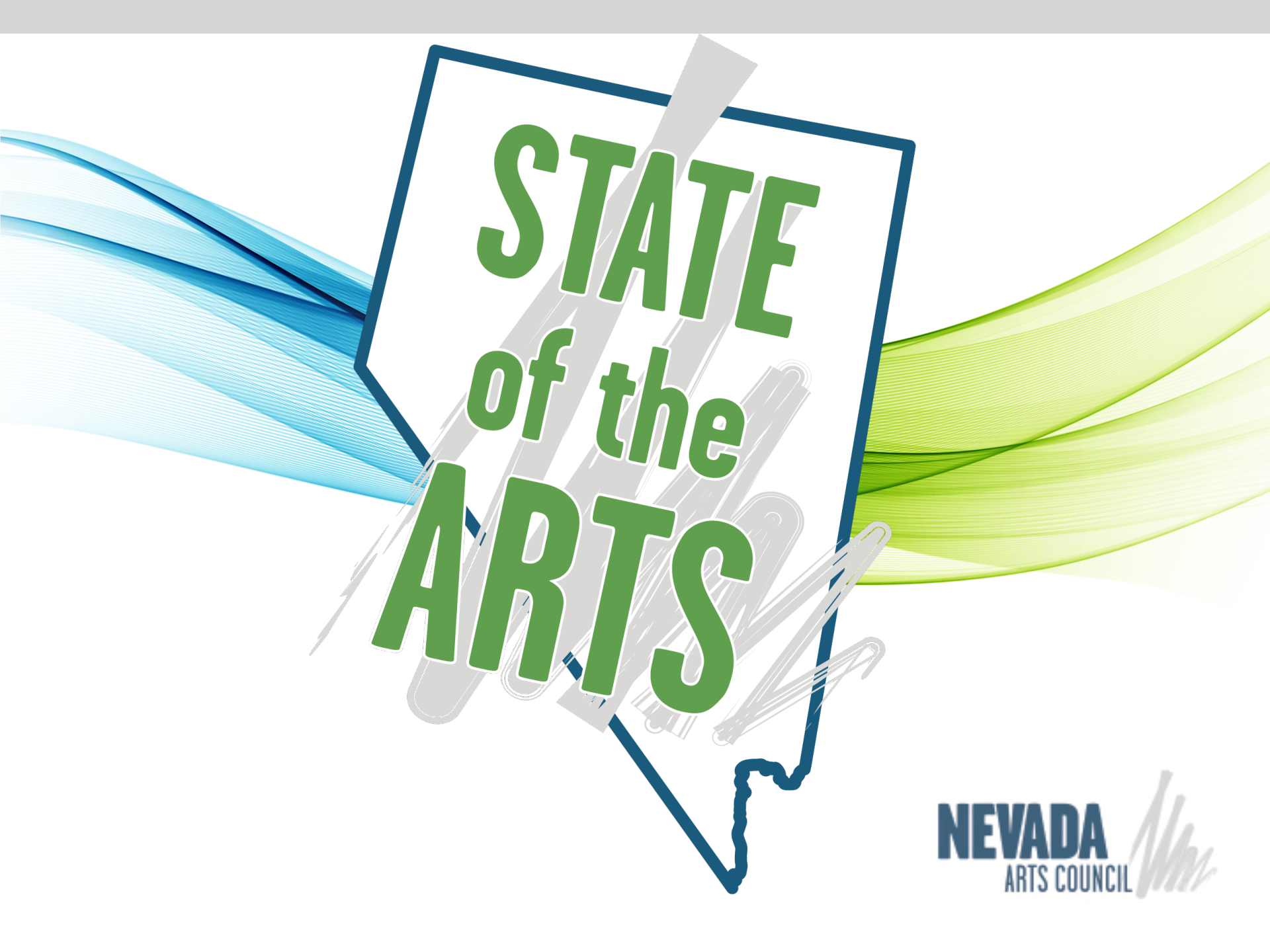
AGENDA

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

County/Region	Day	Date	Time
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

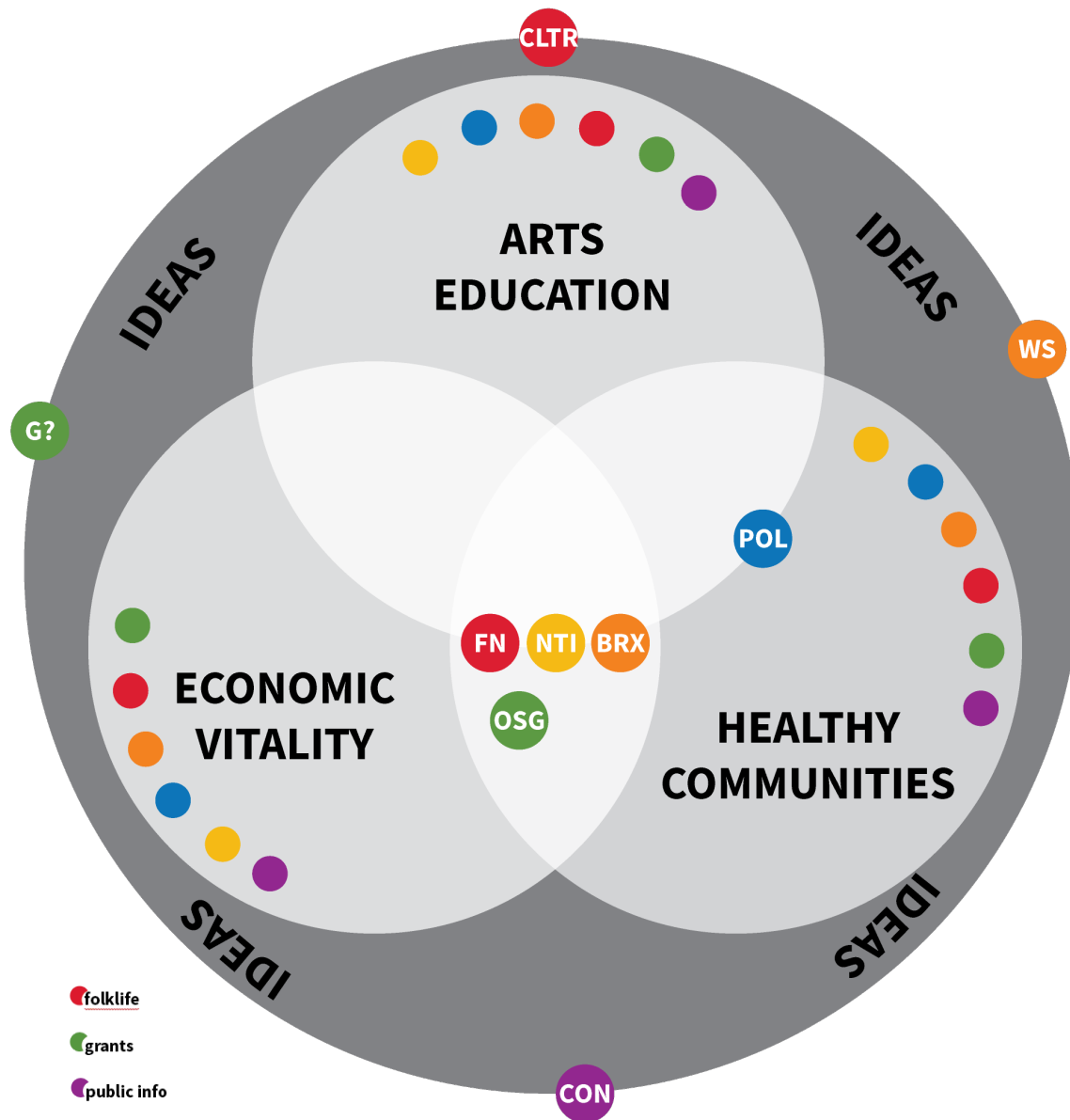
1. Establish state requirements for art credits for elementary and middle school transition, and high school graduation.
2. Establish a communication bridge from between high school art programs and higher education arts programs and teaching programs.
3. Provide lifelong training for arts educators, 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

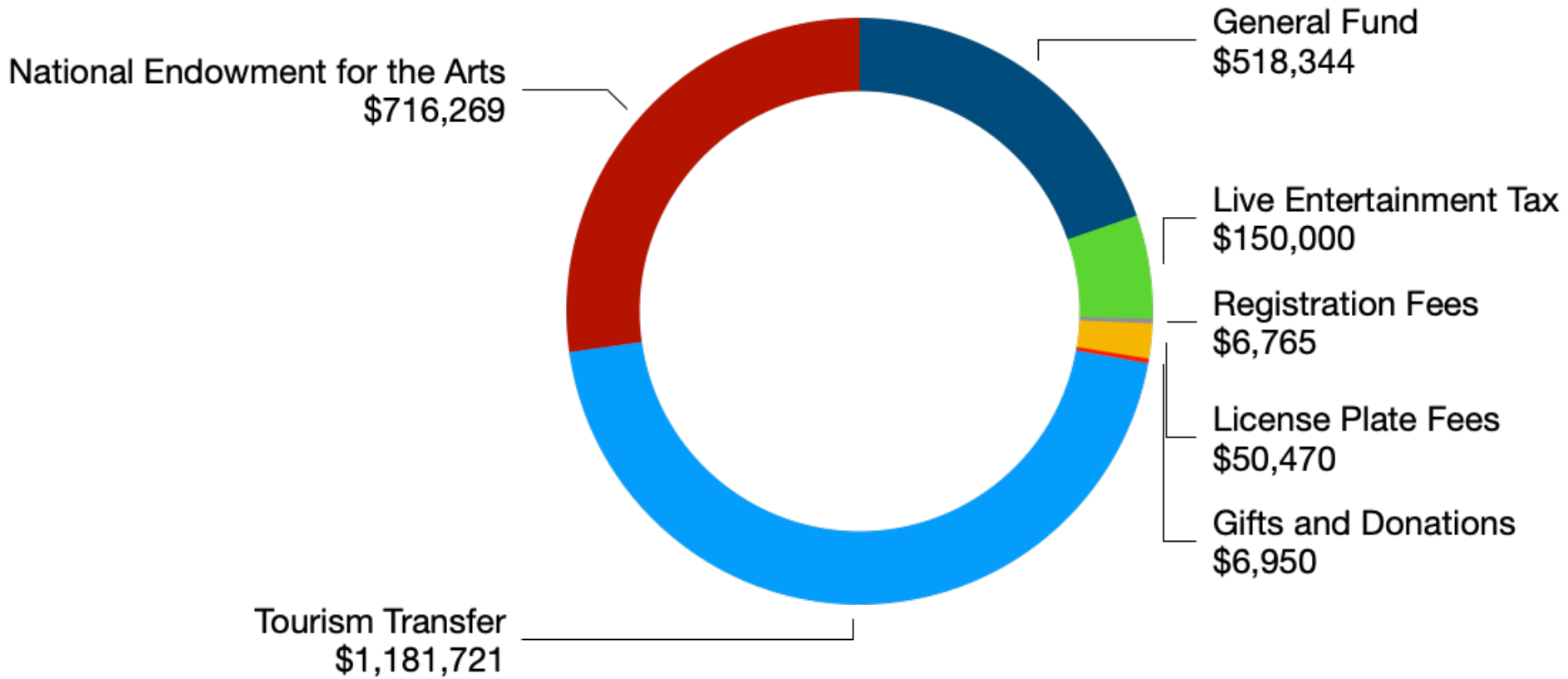
Government entity, Non-profit, For-Profit, Unincorporated, Government Department, Other)

- 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

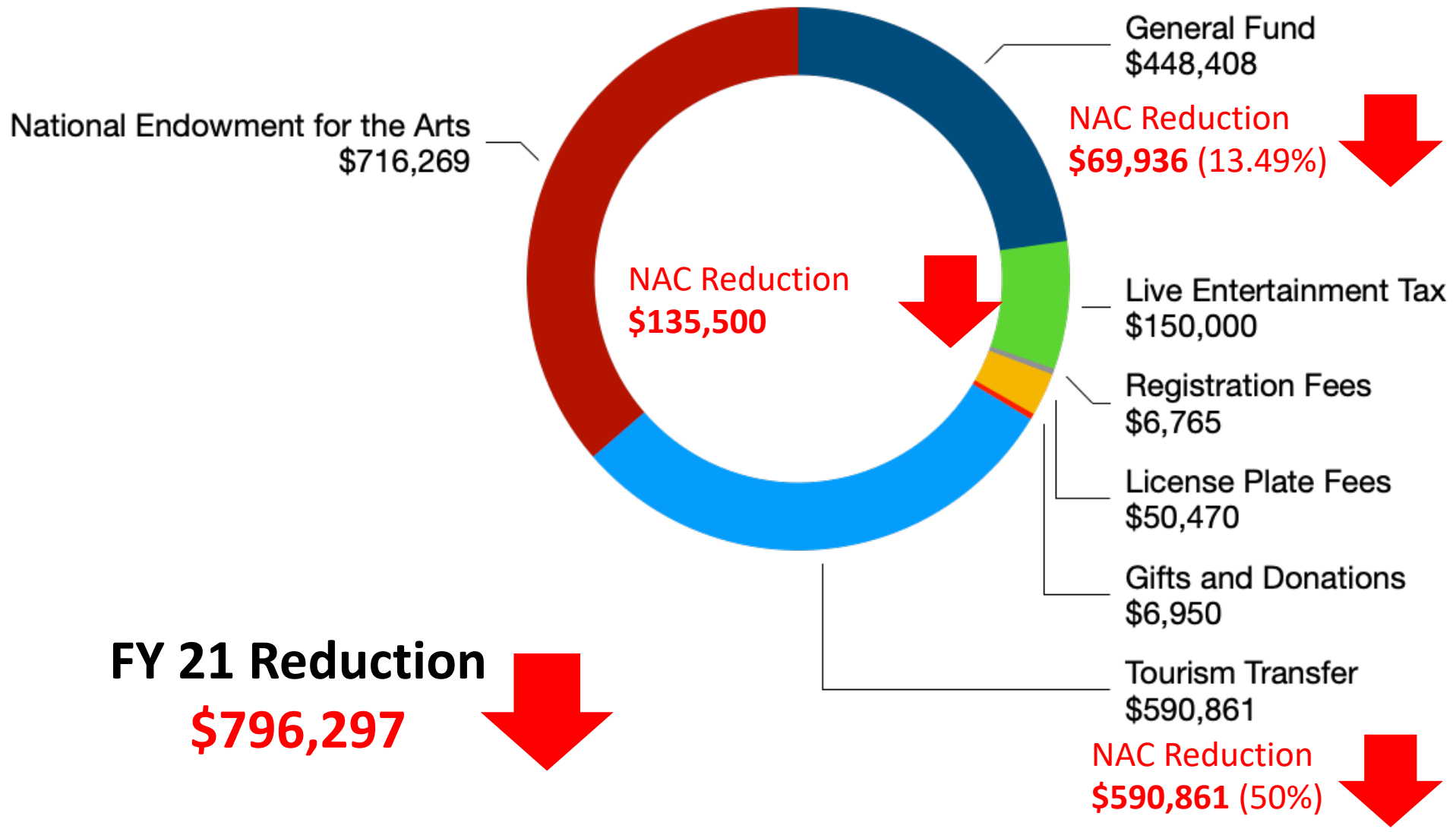
- 184 Respondents
- Total Financial Impact to Date -\$8,921,775
- Median Financial Impact per Org -\$19,250
- Organizations that have canceled events 97%
- Total Number of Lost Attendance 806,403

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

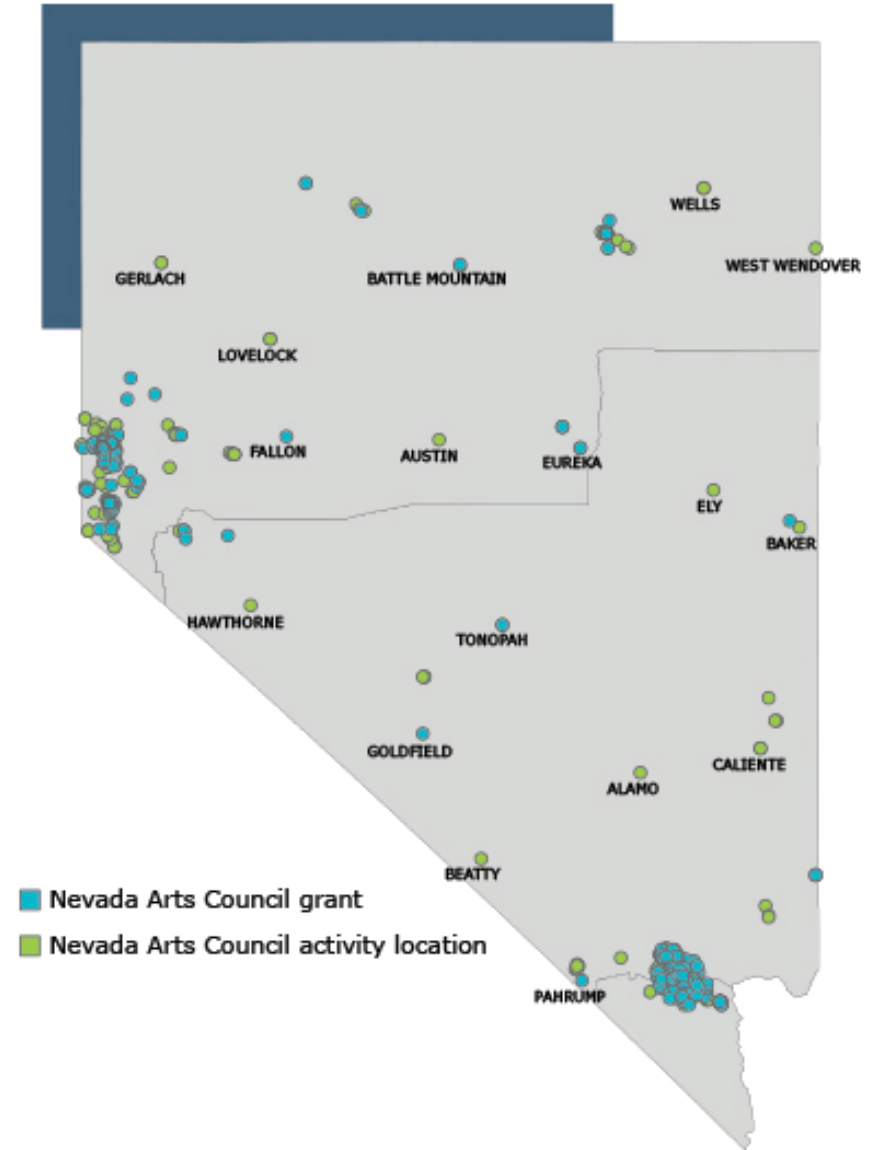
Arts and Culture Value Added in Nevada
ranks **2nd** among Companies and Sectors

Retail	\$10,792,100,000
ACPSA Total	\$8,737,718,877
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