CARSON CITY CONSOLIDATED MUNICIPALITY NOTICE OF A MEETING OF THE CULTURAL COMMISSION

Day: Tuesday
Date: March 17, 2020
Time: Beginning at 5:30 pm

Location: Community Center, Sierra Room, 851 East Williams Street, Carson City, Nevada

AGENDA

- 1. Call to Order, Roll Call, and Determination of Quorum
- 2. Public Comments and Discussion (three-minute time limit):

The public is invited at this time to comment on and discuss any topic that is relevant to, or within the authority of the Carson City Cultural Commission. In order for members of the public to participate in the Cultural Commission's consideration of an agenda item, the Cultural Commission strongly encourages members of the public to comment on an item during the item itself, subject to a three-minute limit. No action may be taken on a matter raised under public comment unless the item has been specifically included on the agenda as an item upon which action may be taken.

- 3. For Possible Action: Adoption of Agenda as presented.
- 4. For Possible Action: Approval of Minutes (January 27, 2020).
- 5. For Possible Action: Discussion and possible action regarding the CELEBRATE CULTURE! (CC!) Grant application submitted by Kantu Inka in the amount of \$1240 for public arts programming at the Carson City Library April 20& 27, 2020 and May 7 & 10, 2020.

Staff Summary: As per the Carson City Arts & Culture Master Plan, the Cultural Commission's goals shall: "support multicultural diversity of art, heritage and cultural traditions, which include African American, Hispanic, Native American, Asian and other ethnic and folk expressions of culture alongside traditional Eurocentric art forms." The CELEBRATE CULTURE! (CC!) Grant Guidelines, Application Form, Final Report Form, and FY19/20 funding amount was approved by the Carson City Cultural Commission at the July 8, 2019 meeting. This grant is annually budgeted by the Department of Arts & Culture with funds from the Arts & Culture 1% Transient Occupancy Tax. The balance of funding available for CELEBRATE CULTURE! (CC!) applications in FY19/20 is \$1240. (Mark Salinas, msalinas@carson.org)

6. For Discussion Only: A special presentation by Randy Cohen on the economic impact of the arts.

<u>Staff Summary:</u> Randy Cohen is Vice President of Research and Policy at Americans for the Arts, the nation's leading arts advocacy organization. As a member of the staff of Americans for the Arts since 1991, Randy is as an expert in the field of arts funding, research, and using the arts to address community development issues. (Mark Salinas, msalinas@carson.org)

7. For Discussion Only: The Director of Arts & Culture will present a Department of Arts & Culture FY19/20 Annual Report draft and FY20/21 Work Plan draft.

<u>Staff Summary:</u> As per CCMC 2.41.060, "The commission shall submit an annual report and work-plan to the board of supervisors no later than May 1 of each year." The annual report and work plan by the Cultural Commission and the Department of Arts & Culture is scheduled to be presented at the April 16, 2020 Board of Supervisors meeting. (Mark Salinas, msalinas@carson.org)

- 8. Commissioner Reports and/or Comments.
- 9. Future Agenda Items.
- 10. Upcoming Meetings and Events.

March 31@ 530pm: Carson City Cultural Commission Special Meeting May 11 @ 530pm: Carson City Cultural Commission Regular Meeting July 13 @ 530pm: Carson City Cultural Commission Regular Meeting

11. Public Comments and Discussion (three-minute time limit):

12. For Possible Action: To Adjourn.

Agenda Management Notice - Items on the agenda may be taken out of order; the public body may combine two or more agenda items for consideration; and the public body may remove an item from the agenda or delay discussion relating to an item on the agenda at any time.

Notice to persons with disabilities: Members of the public who are disabled and require special assistance or accommodations at the meeting are requested to notify the Department of Arts & Culture in writing at: Mark Salinas, c/o Adams Hub for Innovation, 111 West Proctor Street, Suite 9, Carson City, NV 89703, or by calling (775) 887-2000 at least 24 hours in advance. If a person willfully disrupts a meeting, to the extent that its orderly conduct is made impractical, the person may be removed from the meeting. NRS 241.030(5)(b) and Nevada Attorney General Open Meeting Law Manual, section 8.06.

This notice has been posted in the following locations: Carson City Hall – 201 N. Carson St.; Carson City Community Center – 851 E. William St.; Carson City Library – 900 N. Roop St.; Nevada Department of Tourism and Cultural Affairs – 401 N. Carson St. and on the Carson City web site: www.carson.org.

"Politicians don't bring people together. Artists do."
-Richard M. Daley, Former Mayor of Chicago (1989 – 2011)

DRAFT MINUTES

Regular Meeting

Carson City Cultural Commission Monday, January 27, 2020 ● 5:30 PM

Community Center Sierra Room

851 East William Street, Carson City, Nevada

Commission Members

Chair – Barbara D'Anneo Vice Chair – Lupe Ramirez
Commissioner – Karen Abowd Commissioner – Elinor Bugli
Commissioner – Christopher Leyva Commissioner – Terri McBride

Commissioner – Mylo McCormick

Staff

Mark Salinas, Arts and Culture Coordinator Pierron Tackes, Deputy District Attorney Danielle Howard, Public Meetings Clerk

NOTE: A recording of these proceedings, the board's agenda materials, and any written comments or documentation provided to the recording secretary during the meeting are public record. These materials are on file in the Clerk-Recorder's Office, and available for review during regular business hours.

An audio recording of this meeting is available on www.carson.org/minutes.

1. CALL TO ORDER, ROLL CALL, AND DETERMINATION OF QUORUM.

(5:33:23) - Chairperson D'Anneo called the meeting to order at 5:33 p.m. Roll was called, and a quorum was present.

Attendee Name	Status	Arrived
Barbara D'Anneo, Chair	Present	
Lupe Ramirez, Vice Chair	Present	
Karen Abowd	Present	
Elinor Bugli	Present	
Christopher Leyva	Present	
Terri McBride	Present	
Mylo McCormick	Present	

2. PUBLIC COMMENTS AND DISCUSSION (THREE-MINUTE TIME LIMIT).

(5:34:12) – Chairperson D'Anneo introduced the item. Capital City Arts Initiative (CCAI) Executive Director Sharon Rosse introduced herself and announced that the exhibit titled *Saludos Amigos* at the CCAI Courthouse Gallery would be coming down Thursday morning, January 29, 2020. She stated that the exhibit titled *Impact* by Paula Chung would be the next exhibition at the CCAI Courthouse Gallery and would be opening on February 7, 2020. She mentioned that the reception for the exhibit titled *Faces and Places* was scheduled for February 28, 2020 from 5:30 p.m. to 6:30 p.m., and attendees could meet the artists at this time. She also announced that the Carson High School Advanced Photography program student exhibit titled *Photo Finished 2020* would be shown at the Community Development Building, the Brick.

3. FOR POSSIBLE ACTION: ADOPTION OF AGENDA AS PRESENTED.

(5:37:45) – Mr. Salinas noted that there were no changes to the agenda.

4. FOR POSSIBLE ACTION: APPROVAL OF MINUTES (NOVEMBER 25, 2019)

(5:38:07) – Chairperson D'Anneo introduced the item and entertained comments, questions, and/or a motion.

(5:38:16) – MOTION: Commissioner McBride moved to approve the minutes of the November 25, 2019 meeting.

RESULT: APPROVED (7-0-0)

MOVER: McBride SECONDER: Abowd

AYES: D'Anneo, Ramirez, Leyva, Abowd, Bugli, McBride, McCormick

NAYS: None
ABSTENTIONS: None
ABSENT: None

5. FOR POSSIBLE ACTION: DISCUSSION AND POSSIBLE ACTION TO ELECT A CHAIR AND VICE-CHAIR FOR THE CARSON CITY CULTURAL COMMISSION'S 2020 CALENDAR YEAR.

(5:39:00) – Chairperson D'Anneo introduced the item.

(5:40:23) - MOTION: Commissioner Ramirez moved to nominate Barbara D'Anneo to the position of Cultural Commission Chair.

RESULT: APPROVED (7-0-0)

MOVER: Ramirez SECONDER: Abowd

AYES: D'Anneo, Ramirez, Leyva, Abowd, Bugli, McBride, McCormick

NAYS: None ABSTENTIONS: None ABSENT: None

(5:41:15) – MOTION: Commissioner McBride nominated Lupe Ramirez to the position of Cultural Commission Vice Chair.

RESULT: APPROVED (7-0-0)

MOVER: McBride SECONDER: Abowd

AYES: D'Anneo, Ramirez, Leyva, Abowd, Bugli, McBride, McCormick

NAYS: None ABSTENTIONS: None ABSENT: None

6. FOR POSSIBLE ACTION: DISCUSSION AND POSSIBLE ACTION REGARDING THE CELEBRATE CULTURE! (CC!) GRANT APPLICATION SUBMITTED BY THE NEVADA STATE ART MUSEUM IN CARSON CITY IN THE AMOUNT OF \$1500 FOR THE 3RD ANNUAL LEI DAY ON MAY 2, 2020.

(5:41:47) – Chairperson D'Anneo introduced the item. Mr. Salinas noted that the word "Art" in the Item #6 title was an error. He welcomed Rachel Delovio of the Nevada State Museum, who introduced herself as the Curator of the event, and she delivered a presentation regarding the Third Annual Lei Day with accompanying pictures, which are incorporated into the record along with accompanying documents. She also responded to clarifying questions.

(5:51:00) – Ms. Delovio agreed to share the survey results regarding the event per Chairperson D'Anneo's request.

(5:52:18) – Commissioner Bugli believed that the event would be beneficial in educating the non-Hawaiian community about the Hawaiian traditions.

(5:54:00) – MOTION: Commissioner McBride moved to approve the grant application as presented.

RESULT: APPROVED (7-0-0)

MOVER: McBride SECONDER: Ramirez

AYES: D'Anneo, Ramirez, Leyva, Abowd, Bugli, McBride, McCormick

NAYS: None ABSTENTIONS: None ABSENT: None

7. FOR POSSIBLE ACTION: DISCUSSION AND POSSIBLE ACTION REGARDING THE CELEBRATE CULTURE! (CC!) GRANT APPLICATION SUBMITTED BY THE CARSON CITY SYMPHONY ON BEHALF OF THE RIMSKY-KORSAKOV QUARTET IN THE AMOUNT OF \$1,200 FOR RIMSKY-KORSAKOV QUARTET PERFORMANCE EVENTS ON MARCH 27-28, 2020.

(5:54:52) – Chairperson D'Anneo introduced the item. Commissioner Bugli cited the Nevada Revised Statute (NRS) 281A.420 and disclosed that as the President of the Carson City Symphony Association, she had a disqualifying conflict of interest; therefore, she would be abstaining from voting on the item. No public was available to comment.

(5:56:06) – Mr. Salinas welcomed Mary Clements, and she introduced herself as the United States Manager for the Rimsky-Korsakov Quartet. Friends of the Carson City Library President Patricia "Patti" Cooper-Smith introduced herself and announced that they would be partnering with the Carson City Symphony Association as a non-profit conduit to present the Rimsky-Korsakov Quartet. Ms. Clements and Ms. Cooper-Smith presented a PowerPoint Slideshow along with accompanying pictures and documents, which are incorporated into the record.

(6:02:00) – Mr. Salinas mentioned that after having approved allocations for the Nevada State Museum, \$2,440 remained to cover the request for \$1,200, and reiterated the grant rules.

(6:02:54) – Ms. Clements informed Commissioner McBride that the ticket prices for the Brewery Arts Center concert would be \$25 for general admission, \$20 for seniors and students, and \$18 for the Brewery Arts Center members.

(6:04:23) – In response to Chairperson D'Anneo's question regarding where donation funds would be sent, Ms. Clements stated that funds would be donated through the Carson City Symphony Association, and Ms. Cooper-

Smith mentioned that her goal is that the Rimsky-Korsakov Quartet gets paid the appropriate fees and the Carson City Symphony Association gets the extra funds due to their hard work in the community.

(6:06:25) – Chairperson D'Anneo entertained a motion.

(6:06:30) – MOTION: Commissioner Abowd moved to approve the grant application as presented.

RESULT: APPROVED (6-0-1)

MOVER: Abowd SECONDER: McCormick

AYES: D'Anneo, Ramirez, Leyva, Abowd, McBride, McCormick

NAYS: None
ABSTENTIONS: Bugli
ABSENT: None

8. FOR POSSIBLE ACTION: DISCUSSION AND POSSIBLE ACTION TO EDIT THE FY 20/21 REDEVELOPMENT AUTHORITY CITIZENS COMMITTEE (RACC) SPECIAL EVENT GRANTS GUIDELINES TO REFLECT UPDATED PROCEDURES.

(6:09:30) – Chairperson D'Anneo introduced the item. Mr. Salinas briefed the Commission on the Redevelopment Special Event Grant Guidelines, Application, and Final Report, all of which are incorporated into the record, and received Commissioner edits. Chairperson D'Anneo entertained a motion to accept the discussed edits.

(6:21:39) – MOTION: Commissioner McBride moved to approve the fiscal year 2020/2021 RACC Special Event Grant Guidelines edits as discussed.

RESULT: APPROVED (7-0-0)

MOVER: McBride SECONDER: Abowd

AYES: D'Anneo, Ramirez, Leyva, Abowd, Bugli, McBride, McCormick

NAYS: None ABSTENTIONS: None ABSENT: None

9. FOR POSSIBLE ACTION: DISCUSSION AND POSSIBLE ACTION TO EDIT THE FY 20/21 CELEBRATE CULTURE! GRANTS GUIDELINES TO REFLECT UPDATED PROCEDURES.

(6:22:05) – Chairperson D'Anneo introduced the item. Mr. Salinas briefed the Commission on the Celebrate Culture! Grant Guidelines, Application, and Final Report, all of which are incorporated into the record, and entertained Commissioner received Commissioner edits. Chairperson D'Anneo entertained a motion to accept the discussed edits.

(6:24:43) – Commissioner Bugli moved to approve the amended fiscal year 2020/2021 Celebrate Culture! Grant Guidelines with the discussed changes.

RESULT: APPROVED (7-0-0)

MOVER: Bugli SECONDER: Abowd

AYES: D'Anneo, Ramirez, Leyva, Abowd, Bugli, McBride, McCormick

NAYS: None ABSTENTIONS: None ABSENT: None

10. FOR POSSIBLE ACTION: DISCUSSION AND POSSIBLE ACTION TO HIRE RANDY COHEN (VICE PRESIDENT OF RESEARCH & POLICY, AMERICANS FOR THE ARTS) IN THE AMOUNT OF \$2,500 PLUS EXPENSES TO VISIT CARSON CITY AND PRESENT ECONOMIC DATA ON THE ARTS IN MID-MARCH.

(6:26:28) – Chairperson D'Anneo introduced the item. Mr. Salinas referenced NRS 281A.420 and disclosed in the interest of full transparency that his current position is funded by the one percent Transient Lodging Tax currently set to sunset on June 1, 2021, and although any change in the ordinance authorized in the tax may directly affect his employment, he does not have a vote on the ordinance. He presented the agenda materials, which are incorporated into the record

(6:39:46) – MOTION: Commissioner Abowd moved to approve the amount of \$2500 plus expenses to hire Randy Cohen to visit Carson City and present economic data on the arts in mid-March.

RESULT: APPROVED (7-0-0)

MOVER: Abowd SECONDER: McBride

AYES: D'Anneo, Ramirez, Leyva, Abowd, Bugli, McBride, McCormick

NAYS: None
ABSTENTIONS: None
ABSENT: None

11. FOR DISCUSSION ONLY: DIRECTOR OF ARTS & CULTURE REPORT.

(6:40:36) – Chairperson D'Anneo introduced the item. Mr. Salinas presented his report and accompanying pictures, all of which are incorporated into the record.

12. COMMISSIONER REPORTS AND/OR COMMENTS.

(6:51:55) – Chairperson D'Anneo introduced the item. Commissioner Abowd announced that the Greenhouse Project was selected by KOLO 8 News as a pillar partner and mentioned that there were 15 flower baskets left to sponsor, and those interested can visit https://carsoncitygreenhouse.org/ to download and submit a sponsorship form. She also announced that Concert under the Stars is scheduled for July 8, 2020 at Eagle Valley Gold Course with entertainment to be announced.

(6:53:25) – Commissioner McBride encouraged visiting the Stewart Indian School Cultural Center Museum and compared the displays to those at a national park service visitor center and emphasized the importance of knowing

about the featured history at the museum. She mentioned the features of the museum such as audio recording excerpts and a research library, soon to be set up.

(6:55:12) – Commissioner Bugli announced that on Tuesday, February 4, 2020 the Mile High Jazz Band would be performing at Living the Good Life, and the first concert funded by the Challenge America grant, Latin Xpressions, would be held at the Carson City Community Center on Sunday, February 23, 2020 at 4:00 p.m.

(6:56:45) – Mr. Salinas informed the Commission that the Carson City Symphony Association was a recent recipient of a National Endowment for the Arts (NEA) grant and congratulated Commissioner Bugli and her organization, as there were only three of those grants distributed in the entire State. Commissioner Bugli thanked Mr. Salinas and Vice Chairperson Ramirez for their assistance with obtaining the grant.

13. FUTURE AGENDA ITEMS.

(6:58:05) – Chairperson D'Anneo introduced the item.

14. UPCOMING MEETINGS AND EVENTS.

(6:58:11) – Mr. Salinas noted that the next Cultural Commission meeting is scheduled for March 17, 2020 at 5:30 p.m.

15. PUBLIC COMMENTS AND DISCUSSION (THREE-MINUTE TIME LIMIT):

(6:58:20) – Chairperson D'Anneo introduced the item and entertained public comments; however, none were forthcoming.

16. FOR POSSIBLE ACTION: TO ADJORN.

(6:58:30) – Chairperson D'Anneo adjourned the meeting at 6:58 p.m.

The Minutes of the January 27, 2020 Carson City Cultural Commission meeting are so approved this 17th day of March, 2020.

Teaching Peruvian culture through music and dance

Carlos Ocampo and Julie Lozada Ocampo unite their musical and teaching experience performing as



Kantu Inka (formerly Dúo Kantu). A professional Andean musician and composer for over two decades in the Cusco region of Peru, Carlos is proficient on charango, guitar, zampoña, quena, and bombo. Julie was Nevada's State World Language Teacher of the Year in 2014 and is a National Board-Certified Spanish teacher who plays zampoña and

percussion for Kantu Inka. Julie and Carlos design presentations in English or Spanish that meet numerous academic content standards for world language, fine arts, and social studies. During presentations and workshops, students are encouraged to play instruments, dance to Peruvian rhythms, and interact with the musicians



who present while wearing colorful clothing of the Andes. Julie and Carlos explain the construction and history of the traditional

instruments as well as how Peruvian music reflects the three geographical regions of the country. Kantu Inka also performs concerts in restaurants, cafés, festivals and libraries and designs Andean instrument workshops. Since 2003, Kantu Inka has taught Peruvian culture, history, and geography with Andean instruments to over 30,000 students of all ages in Nevada and California. Kantu Inka is included on the Nevada Arts Council Artists in Schools + Communities Roster 2019 to 2022.

Contact: (775) 722.2134; julie@kantuinka.com

kunturperucocampo@hotmail.com

Website: www.kantuinka.com

Instagram: @kantuinka

Facebook: Kantu Inka Machu Picchu, Peru

Teaching Peruvian culture through music and dance

Attention: Mark Salinas, <u>msalinas@carson.org</u> Department of Arts & Culture, Adams Hub for Innovation, 111 West Proctor Street, Suite #9 Carson City, Nevada 89703

Name of Event: Explore Andean Music with Kantu Inka

Dates of Event: April 22, April 27, May 7 and May 9, 2020

Contact Names: Julie Lozada Ocampo and Carlos Ocampo performing as Kantu Inka

Contact Phone Number: 775.722.2134

Contact Email: julie@kantuinka.com

1) Describe event, any permission or permits for its location, and how funding will be used:

Explore the vibrant culture and music of the Andes with Kantu Inka through a series of three Andean musical instrument (zampoña) workshops of two hours each to be held at the "Digitorium" in the Carson City Library in Carson City, Nevada. Then participate in an Andean Peruvian music concert of an hour and a half where you will demonstrate your Andean musicianship and skills. This program will be promoted as a Carson City Library program in conjunction with the CELEBRATE CULTURE! Grant and will be free to attendees with costs funded by the grant.

Proposed Location: Carson City Library "Digitorium," Carson City, NV.

Proposed Dates:

- April 20 (Monday), 4-6PM: Workshop #1
- April 27 (Monday), 4-6PM: Workshop #2
- May 7 (Thursday), 4-6PM: Workshop #3
- May 10 (Sunday), 2-3:30PM: Concert

Proposed Number of Student Participants: 15 students maximum for workshops (minimum age to participate is 13 years old).

Expected Audience for Concert on May 9 in Carson City Library Digitorium: 60

Plan details:

Workshop #1-April 20 from 4-6 pm:

- Sign up
- Behavior expectations for the program
- Overview of program and brief explanation of where zampoñas come from and their history
- Distribution of zampoñas
- Explanation of playing techniques
- Distribute music for song #1

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- Demonstration of song #1
- Practice with students.

Workhop #2 – April 27 from 4-6 pm:

- Check in
- Review of playing techniques
- Song #1 practice with Kantu Inka
- Distribution of music for song #2
- Demonstration of song #2
- Practice with students.

Workhop #3 – May 7 from 4-6 pm:

- Check in
- Review of playing techniques
- Review and practice of both songs
- Dress rehearsal for concert wearing Peruvian attire

Concert – May 10 from 2-3:30 pm: Andean Peruvian musical concert during which the zampoña students will be invited to join Kantu Inka on stage to play the songs they have learned.

Breakdown of Costs:

	TOTAL REQUEST:	\$1240.00
•	Cost for 1.5 hour concert: \$240	<u>\$240.00</u>
	creation and distribution of publicity and press releases)	
•	Administration fee (sign-ups, communication with students/parents/library,	
•	 Reimbursement for Certificate of Insurance Liability: \$40 	
•	Cost per workshop: \$160 each 2 hour workshop (3 X \$160)	\$480.00
•	Zampoñas (free to students as part of grant funding) \$20 each (\$20 X 15)	\$300.00

Funding and Credit: Kantu Inka will submit a W9, invoice, and Final Report within 30 days of the event's conclusion to Department of Arts + Culture for reimbursement.

2) Describe how event achieves new growth or new awareness for Carson City's multi-cultural diversity.

Kantu Inka brings a fresh cultural focus to an underrepresented culture in northern Nevada. Andean culture and music are rarely seen in our area. Carlos and Julie will teach students how to play a traditional Andean instrument and then share the stage with the students in an afternoon concert. The

Teaching Peruvian culture through music and dance

chance to learn to play an instrument that will be subsequently owned by the student for future enjoyment provides an added perk to this program. The concert will highlight the music and colorful culture of the Andes as well has showcase the students and their instruments.

3) Describe administrative or logistical experience in similar projects.

In 2003, I (Julie Lozada Ocampo) spent a summer in Peru where I focused on learning Peruvian culture and history in a program titled "Peru for Spanish Teachers." One of our more complex homework assignments was to investigate a topic we wanted to learn more about. My focus? Andean music and instruments. As the program wound down in July, I met two Andean musicians in Machu Picchu Pueblo: Carlos Ocampo and his brother, Marco Antonio Ocampo. Both Carlos and Marco Antonio are professional musicians who share their musical talents with audiences of all ages and cultures. As I faced leaving Peru that summer, I realized that my students would likely never have the chance to travel to Peru nor experience the culture and music. Carlos and I dreamed up a cultural project where he and his brother would come to the US to teach the instruments, rhythms, dances, history and geography to my classes in Spanish. I returned to the US determined to make our cultural dream a reality. I garnered support from 15 other teachers who wanted to host a cultural presentation in their classrooms and created an itinerary of presentations throughout northern Nevada. One of those presentations was supported by a Jackpot Grant I wrote to support an Andean music presentation at the Nevada Museum of Art in conjunction with Peruvian poet Roy Chavez. In December 2003, Carlos and Marco Antonio made their first presentations in Dayton, Nevada. We went on to complete the full itinerary, engaging audiences of all ages in schools, libraries, and other venues. We have been presenting Peruvian Andean music in classrooms and other venues ever since. Carlos and I married in 2006. Since 2011, Marco Antonio has stayed in Peru working on a cultural project and Carlos and I continued with the music and education without him. In 2003, I began to learn to play the zampoña and percussion with my personal music teacher (Carlos) and I continue to learn Andean rhythms, sounds and songs as we work to improve our musicianship. Carlos Ocampo has been a professional musician since 1994. He plays guitar, charango and mandolin as well as the Andean wind instruments quena and zampoña. A musician composer, Carlos is founder, director and member of a five-person band "Kuntur Taky" in Machu Picchu Pueblo, Cusco, Perú and ex-president and founder of the Association of Musicians Tawantinsuyo of Machu Picchu (AMMTA). He also founded the "Puka Yurak" group in Arequipa, Perú and "Kantu" in Cusco, Perú.

Regarding our training as teaching artists, I am the Nevada state World Language Teacher of the Year for 2014 and a National Board Certified Spanish Teacher with 30 years of high school teaching experience in northern Nevada. I recently retired from full time teaching in May 2017 and now have more time to devote to music and cultural education. While Carlos was living in Machu Picchu Pueblo, Peru, he volunteered his time to teach pre-K and kindergarten students how to play Andean instruments. He often taught the history and construction of Andean instruments to audiences of tourists in his concerts in Arequipa, Machu Picchu and Cusco, Peru. Here in the US, Carlos and I have been teaching Peruvian Andean instruments and music to all ages of audiences since 2003 when we first envisioned our cultural project. We have presented Peruvian Andean culture and history through music at more than 40 schools throughout Nevada and northern California and as well as playing in libraries, festivals, farmers' markets, restaurants, and even twice at the Nevada State Prison.

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- 4) Describe any community partners or sponsors in the project. The Carson City Library will help promote this project and will provide the Digitorium space for the workshops and concerts free of charge.
- 5) Describe how proposal includes new or innovative outreach methods for publicity, exposure, education, and awareness for the project.
 - Kantu Inka will play before the Carson City Cultural Commission Meeting on March 17 between 5:15 and 5:30 pm.
 - Being a professional Spanish language translator, Julie will create bilingual publicity and place the publicity in multiple venues and calendars such as: Chamber of Commerce Calendar and Everything Carson City.
 - Kantu Inka will send an email blast to Carson City middle schools and the high school with a special emphasis on reaching out to Spanish teachers and music teachers.
 - Kantu Inka will submit press releases to: KUNR, CarsonNow, and Nevada Appeal.
 - Carson City Library will place an announcement on the LED Billboard and Kantu Inka will
 collaborate to create a display for the library entranceway glass case.
 - Bilingual Flyers will be posted at the following locations: Carson City Community Center, Culture
 and Tourism Authority, Carson City Library, Nevada Department of Tourism and Cultural Affairs,
 Nevada Arts Council, Carson Valley Arts Council, Centro Market, Carson City Retirement Homes.



10 Reasons to Support the Arts in Carson City

The arts are fundamental to our humanity. They ennoble and inspire us—fostering creativity, goodness, and beauty. The arts bring us joy, help us express our values, and build bridges between cultures. The arts are also a fundamental component of a healthy community—strengthening them socially, educationally, and economically—benefits that persist even in difficult social and economic times.

- 1. <u>Arts improve individual well-being</u>. 69% of the population believe the arts "lift me up beyond everyday experiences," 73% feel the arts give them "pure pleasure to experience and participate in," and 81 percent say the arts are a "positive experience in a troubled world."
- 2. <u>Arts unify communities</u>. 72% of Americans believe "the arts unify our communities regardless of age, race, and ethnicity" and 73% agree that the arts "helps me understand other cultures better"—a perspective observed across all demographic and economic categories.
- 3. Arts improve academic performance. Students engaged in arts learning have higher GPAs, standardized test scores, and college-going rates as well as lower drop-out rates. These academic benefits are reaped by students regardless of socioeconomic status. Yet, the Department of Education reports that access to arts education for students of color is significantly lower than for their white peers. 91% of Americans believe that arts are part of a well-rounded K-12 education.
- 4. Arts strengthen the economy. The production of all arts and cultural goods in the U.S. (e.g., nonprofit, commercial, education) added \$804 billion to the economy in 2016, including a \$25 billion international trade surplus—a larger share of the nation's economy (4.3%) than transportation, tourism, and agriculture. In Nevada, arts & culture is a \$7 billion industry—4.7% of the state economy (U.S. Bureau of Economic Analysis). The nonprofit arts industry in Nevada alone generates \$472 million in economic activity annually—spending by organizations and their audiences—which supports 10,494 jobs and generates \$37 million in local and state government revenue.
- 5. Arts drive tourism and revenue to local businesses. Attendees at Nevada's nonprofit arts events spend \$28.90 per person, per event, beyond the cost of admission on items such as meals, parking, and babysitters—valuable commerce for local businesses. 8.7% of attendees live outside the state; they average \$78.94 in event-related spending. Arts travelers are ideal tourists, staying longer and spending more to seek out authentic cultural experiences.
- 6. Arts spark creativity and innovation. Creativity is among the top five applied skills sought by business leaders, per the Conference Board's *Ready to Innovate* report—with 72% saying creativity is of high importance when hiring. Research on creativity shows that Nobel laureates in the sciences are 17 times more likely to be actively engaged in the arts than other scientists.
- 7. Arts drive the creative industries. The Creative Industries are arts businesses that range from nonprofit museums, symphonies, and theaters to for-profit film, architecture, and design companies. A 2017 analysis of Dun & Bradstreet data counts 4,942 businesses that employ 28,551 people in Nevada involved in the creation or distribution of the arts—4.4 percent of all businesses and 2.2 percent of all employees.
- 8. <u>Arts have social impact</u>. University of Pennsylvania researchers have demonstrated that a high concentration of the arts in a city leads to higher civic engagement, more social cohesion, higher child welfare, and lower poverty rates.
- 9. <u>Arts improve healthcare.</u> Nearly one-half of the nation's healthcare institutions provide arts programming for patients, families, and even staff. 78% deliver these programs because of their healing benefits to patients—shorter hospital stays, better pain management, and less medication.
- 10. Arts for the health and well-being of our military. The arts heal the mental, physical, and moral injuries of war for military servicemembers and Veterans, who rank the creative arts therapies in the top four (out of 40) interventions and treatments. Across the military continuum, the arts promote resilience during pre-deployment, deployment, and the reintegration of military servicemembers, Veterans, their families, and caregivers into communities.



My philosophical overview is that **CREATION**, **EDUCATION**, and **RELATION** are three curatorial components in building strong public arts programming. These are, in fact, the same shared fundamental elements in building a thriving community that people want to live in or a community that people want to visit and then relay the magnetism of that experience to family and friends. In many demonstrated ways, a good public arts administrator is a good social architect; drafting opportunity, structuring awareness, building foundations of interconnectivity. This comprehensive, annotated listing documents advancements in public arts administration and community infrastructure in Carson City October 2016 - present.

Mark Salinas
Department of Arts & Culture, Municipality of Carson City
FY19/20 Annual Report + FY20/21 Work Plan
March 17, 2020



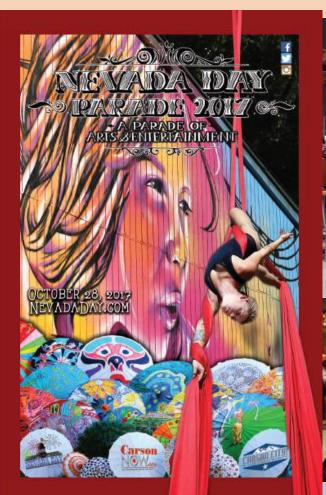




Fashion Films in February (2017)

In partnership with the Nevada State Museum, Carson City Visitors Bureau, and Adele's Restaurant, this ticketed series of sold-out fashion documentaries created a signature event concurrent with New York Fashion Week. Ticket stubs offered dining discounts during the shoulder season of tourism in Carson City.

CREATION





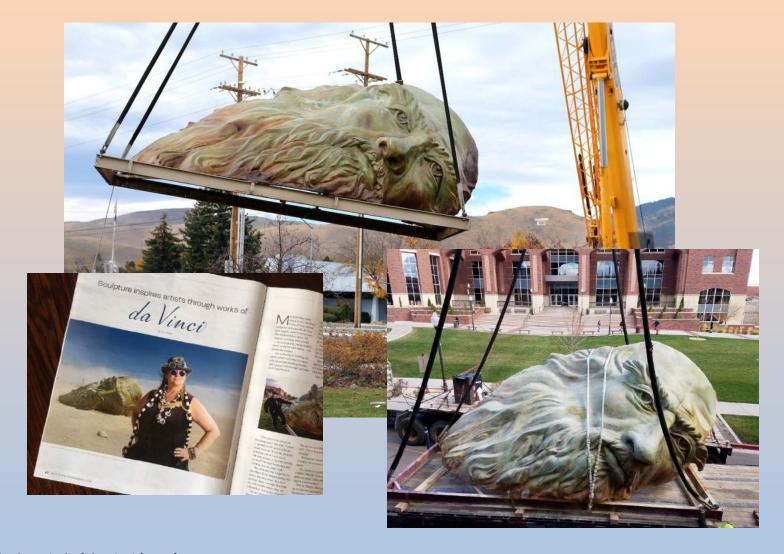




Nevada Day Parade (2017)

Nevada Day Inc. solicited my recommendation for a 2017 parade theme and its parade Grand Marshals. *Nevada's Parade of Arts & Entertainment* had a program cover co-designed by artists in Las Vegas, Carson City, and Reno. Burning Man Founders Will Rogers and Michael Mikel served as parade Grand Marshals. On the eve of the parade was a new event, Capital Collage, a one-night only carnival-like event featuring pop-up installations by artists from throughout Nevada. \$10,000 worth in raffle items, collected statewide, were donated to this inaugural event.

CREATION



Inside the Mind of da Vinci (2017)

Welcomed by Carson City residents on a flatbed truck in the 2017 Nevada Day Parade, this work created by Carson City artist Mischell Riley found its way from the Black Rock Desert to the Carson City Community Center, via the University of Nevada, Reno. It is the first work of public art inducted into the City's collection. I coordinated the de-installation, transportation, and installation from campus to Carson City with UNR.











CC Arts: Taking Flight! (2019)

From February to April 2019, Carson City Arts: Taking Flight debuted at the Reno-Tahoe International Airport. This curated exhibition, stretching over 200 linear feet and visible to traveling state legislators, displayed 84 artworks representing 3 arts organizations in Carson City. The opening drew 187 attendees, enough to fill a Boeing 737. Reno-Tahoe Airport's CEO Marily Mora stated this was the largest art event ever held at the airport. The Reno-Tahoe International Airport hit the 4.45 million passenger mark in 2019, providing unique marketing exposure to Carson City during the 80th Sesssion of the Nevada Legislature. The airpoirt has graciously offered additional wall space in Concourse B for Carson City's return exhibition February 2021.

CREATION











Celebrate Culture! Grant (2019 - Present)

The Carson City Arts & Culture Master Plan states that the Carson City Cultural Commission shall "support multicultural diversity of art, heritage and cultural traditions, which include African-American, Hispanic, Native American, Asian and other ethnic and folk expressions of culture alongside traditional Eurocentric art forms." The new CELEBRATE CULTURE! Grant educates and enhances multi-cultural vibrancy in Carson City and offer exposure of diverse traditions, histories, and heritage which may encompass: language, art, crafts, architecture, performances, ethnic celebrations, customs, and historical events.

20







Zet Gold mural at the Boys + Girls Club of Western Nevada (2019)

Zet Gold is a Saudi Arabian artist living in Iowa. This is the first public artwork in Carson City by a woman of color.

Melissa Melero-Moose at the 2019 Mayor's Arts Awards & Luncheon (2019)

Melissa Melero-Moose is a Northern Puite and the first woman of color to have a commissioned artwork inducted into the Carson City Public Art Collection.

Bill Louis mural at Empire Elementary School (2019)

Bill Louis is an artist living in Utah. This is the first public artwork by a man of color commissioned by the City.

EATION





Empire Elementary Murals (2019)

In partnership with the Carson City School District, two new murals were installed on the playground at Empire Elementary in Ward 3. Utilizing the school's educational theme of 'Reach for the Stars', the ribbon cutting event gathered a crowd of 260 people who included students, staff, administrators, and community.







Arts Advocacy Day + Post-Party (2019)

Bi-annually in March, the Carson City Department of Arts & Culture partners with the Cultural Alliance of Nevada in coordinating Arts Day at the Nevada Legislature. This year, a sell-out ticketed Post-Party Luncheon was created to allow arts administrators and organizations from around the state to convene, network, and share programming. Guest artist Zet Gold from Iowa lectured and the Rimsky-Korsakov String Quartet from St. Petersburg entertained the crowd.



Carson City Nevada Government

Published by Carson City Government [?] - October 4 at 11:43 AM · €

October is National Arts & Humanities Month! This week we discover a HUGE art donation recently made to the Carson City Senior Center.

Join Mark Salinas, Carson City's Arts & Culture Coordinator, every Thursday to spotlight culture and creativity found in our municipal departments!

Carson City Cultural Commission Carson City Senior Center Carson City Fire Department UNR Cooperative Extension Carson City Library... See More



Carson City Nevada Government

Published by Carson City Government [?] - October 11 at 11:21 AM - €

October is National Arts & Humanities Month! This week we tour Carson City's Fire Museum and pay tribute at the Firefighter Memorial in Mills Park. Join Mark Salinas, Carson City's Arts & Culture Coordinator, every Thursday to spotlight culture and creativity found in our municipal departments!

Carson City Cultural Commission Carson City Senior Center Carson City Fire Department University of Nevada Cooperative Extension, Carson City/Storey County Carson City Library... See More





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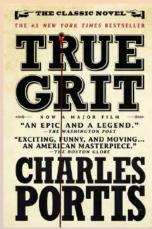
Boost Post

00 22

26 Shares 1.4K Views

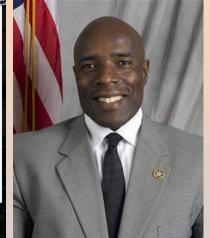
National Arts & Humanities Month (2018)

In efforts to educate the public and city staff about Carson City's new Department of Arts & Culture, I created a series of five short videos that explored and uncovered elements of art and humanities found in other municipal departments. Educational videos made in collaboration with the Library, Fire Department, Senior Center, and UNR Cooperative Extension has complied over 5,500 views to date on the Carson City Government's official Facebook page..





son City Library's "True Grit" float moves down Carson Street during the Nevada Day parade in Carson City on Saturday, Oct. 28, 2017. The Culture and Tourism Authority, the library and several other local agencies are partnering on a National Endowment for the Arts Big Read Grant to create month-long community read













National Endowment for the Arts Grant (2018)

The NEA Big Read Grant challenges communities to create 30 days of public programming based upon a novel. Carson City's winning proposal utilized Charles Portis' classic western novel, True Grit. A 50-foot rattlesnake, created by the Carson City Library and Western Nevada College Latino Cohort students, was in the 2017 Nevada Day Parade. A statewide art competition utilizing canceled playing cards from local casinos yielded 80 artworks on display at Western Nevada College Bristlecone Gallery. U.S. Marshal (NV) Christopher Hoye visited Carson City to speak of law enforcement duties of today compared to those in the 1870s. Four westernstyled Little Libraries were created by the E Clampus Vitus (Snow Shoe Thompson Chapter, Genoa) with one currently active in City Hall and another currently active in the post office in Silver City. The Friends of the Carson City Library supply on-going 11 replenishments of books.











Arts & Culture Coordinator Mark Salinas cooked up Charlie Abowd's famous Creamy Grits ('True Grit' Style!) recipe for the Carson City Fire Department in celebration of the launch of the NEA Big Read program. The NEA Big Read program will feature Charles Portis' True Grit novel with a weekend kick-off event starting on Thursday May 3rd at 5:30PM at Western Nevada College's Bristlecone Art Gallery. The NEA Big Read in Carson City is



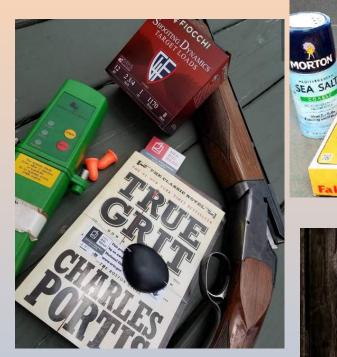
2,001 people reached

Boost Post

758 Views







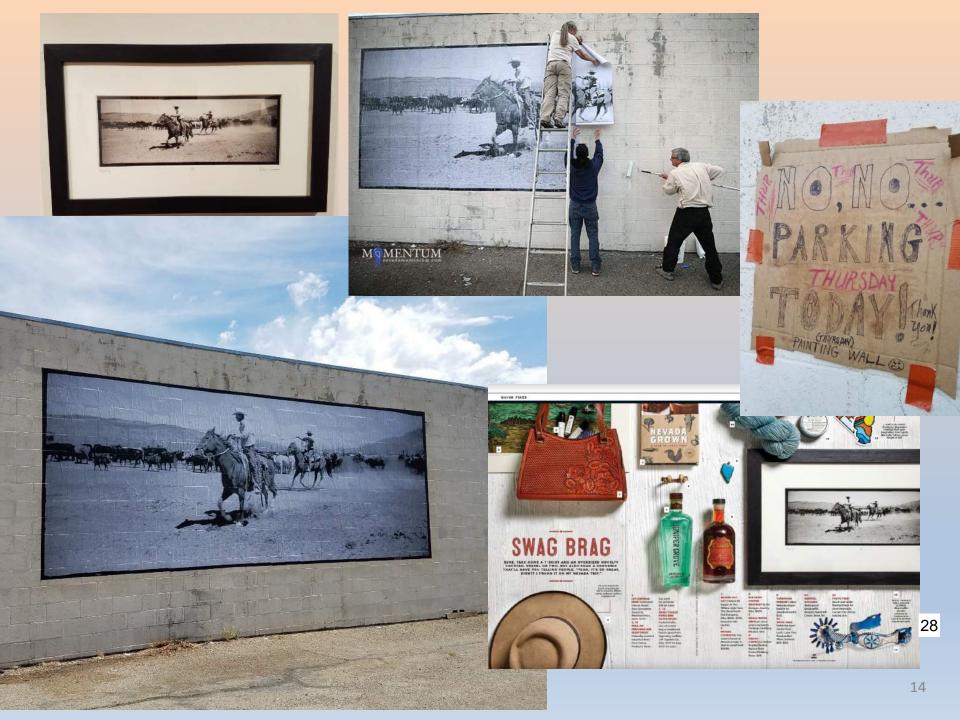


Falls Brand

HONED BRAND

HARDWOOD SMOKED
THICK SLICED BACON











20 CAT







City Hall Gallery (2018 - Present)

The Carson City Hall Gallery has presented curated exhibitions of regional and international artists in coordination with the Reno-Tahoe International Airport, the Resident Artist Program in Silver City, the Town of Tonopah, and Truckee Meadows Community College.



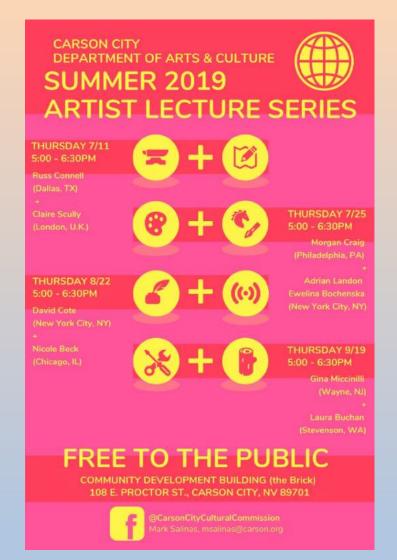




ARTrepreneur Workshop Series (2017)

This was a four-week arts marketing workshop series, in collaboration with the Nevada Arts Council and Adams Hub for Innovation, for visual artists, artisans, performing artists and even literary artists to achieve business success as they follow their creative passion. Classes included web and social media strategies, marketing and branding, sales, and photographic documentation with a culminating pop-up gallery exhibition allowing workshop attendees to demonstrate their new skills. The pop up event drew over 300 people.

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Summer Artist Lecture Series (2019)

A curated series of eight lectures from artists-in-residence at Buffalo Creek Art Center (Gardnerville) and Artist in Residency Program (Silver City) debuted in Carson City this past summer. Visiting artists hailed from cities which included London, Dallas, Philadelphia, and NYC.







I Voted Sticker Competition (2020)

The competition, in partnership with the Carson City Clerk-Recorder Office, is open to students Grade 9-12 enrolled in any high school in Carson City. Students are encouraged to submit creative designs that excite and encourage voting participation. Two original 'I Voted' sticker designs will be selected and reproduced into 14,000 stickers for distribution at polling locations in the Community Center and Courthouse for Primary Election Early Voting (May 23 – June 5) and Primary election Day Voting (June 6). The Nevada Independent and KTVN covered the story.





The First Lady Presents (2020)

I proposed a new collaboration between the Nevada Governor's Mansion and the Carson City Department of Arts & Culture designed to recognize, promote, and celebrate contemporary Nevadan artists committed to elevating arts excellence. This initiative allows the opportunity for (1) contemporary Nevadan artist to display (3) temporary wall-hung artworks within the Nevada Governor's Mansion in Carson City for (6) months. At present, this exhibition opportunity identifies (3) locations within the Mansion available to visitors and tour groups. The initiative was covered by the Nevada Independent and KWNK FM.





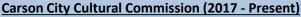
Mayor's Arts Awards (2019)

In partnership with the Carson City Chamber of Commerce, the Carson City Cultural Commission, and the Carson City Visitors Bureau, a sell-out 125 seat ticketed inaugural event created by the Carson City Department of Arts & Culture to honor 18 nominees (arts individuals and organizations) with 4 commissioned awards made by Northern Paiute artist Melissa Melero-Moose.









Created by municipal code in 2008, the Carson City Cultural Commission has been refreshed to accurately reflect and represent voices of our diverse community through the appointment of its first Latinx commissioner, its first Native American commissioner (24 yr.), and Nevada's youngest municipal arts commissioner (19 yr.).

ELATI



Your Attendance is Kindly Requested

Carson City Cultural Commission 10th Anniversary Celebration

Honoring the Service of Commissioners Karen Abowd Peter Barton Jeffrey Scott

> Friday July 20th 11:30 - 1:30pm

Bliss Mansion 608 Elizabeth Street Carson City

Lunch sponsored by the Carson City Arts & Culture Coalition Venue provided by Cynthia Brenneman

Lunch 12:00pm / Awards 12:45pm

RSVP please: msalinas@carson.org







Carson City Cultural Commission (2018)

The Carson City Cultural Commission celebrated its 10th year Anniversary with a luncheon I produced to gather all past and present Commissioners for the first time and to update them on the future of the arts in Carson City under its new Department of Arts & Culture. At the event we honored 3 past Commissioners who were on the initial 2008 Commission.

Carbon rubbing by Carol Brown

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Arts & Culture 'Sister City' status with Silver City (2018 - Present)

On November 13, 2018, the Silver City Town Advisory Board proclaimed "its desire and intention to formally declare Carson City a valued 'Arts and Culture Sister City' in appreciation of Carson City's history of promoting the arts and culture of Silver City and in recognition of our mutual understanding that arts and culture are pathways to maintaining our vibrant communities."





A 10-month cultural swap with the Town of Tonopah's Visitors Bureau, sponsored by a grant from the Nevada Arts Council, collaborates with local ghost walks, breweries, hotels, and artists to create shared cultural tourism between our rural and urban destination marketing locations.







Paint, Sip, and Chip! (2018 - Present)

In partnership with the Carson City Library, Nevada Artists Association, Nevada State Museum, the Boys + Girls Club, and Killer Salsa, this is a free family annual event created in 2018 to create decorative skulls for the Nevada State Museum's Dia de Los Muertos celebration which the Carson City Dept. of Arts & Culture annually co-presents.

ADE IT TO THE FINAL AOUND BEST SPECIAL EVENT IN CARSON CITY **VOTE NOW!!** GO TO WWW.BESTOFNORTHERNNEVADA.COM

Dia de Los Muertos (2017 - Present)

Co-presented annually by Carson City Department of Arts & Culture, this event draws hundreds of guests from as far as Fallon and was voted 2nd Place in Reno News & Review's Best Special Event in Carson City.