

NEVADA ARTS COUNCIL BOARD MEETING

Friday, September 28, 2018

1:30 p.m.

Via Conference Call

716 N Carson Street, Suite A

Carson City, NV 89701

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Present: Board

Joseph O'Neill, Chair  
Gail Rappa, Vice Chair  
Ryrie Valdez, Treasurer  
Mark Salinas  
Karen Michaels  
Annie Zucker  
Edward Estipona

Staff

Tony Manfredi, Executive Director  
Jared Franco, Administrative Services Officer  
Sierra Scott, Grants & ADA Specialist

Unexcused Absent

Eric Strain, Board Member  
Jerry Schefcik, Board Member

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CALL TO ORDER/WELCOME & INTRODUCTIONS

The meeting convened in open public session at 1:30 p.m. Joe O'Neill, chair of the Nevada Arts Council (NAC) Board, welcomed everyone, and asked for introductions. (*Attachment A: Public Meeting Notice/Agenda*)

Board Chair Joe O'Neill took roll call/confirmed quorum.

INTRODUCTION OF NEW NAC ADMINISTRATIVE SERVICES OFFICER (ASO,) JARED FRANCO

Executive Director Tony Manfredi:

Jared is our new ASO, he started on August 27th. I'd like him to do a quick introduction, and say hello to everybody.

Administrative Services Officer Jared Franco:

I've been with the Department of Tourism and Cultural Affairs for almost two years now. I was in the US Army for 11 years, after which I obtained my degree at the University of Nevada (UNR.) Following the three and a half years at UNR, I started state service, and have been working with the state for almost four years. I have two daughters and a son, and a longtime girlfriend. I look forward to meeting all of you in person.

## PUBLIC COMMENT

No public comment in person or submitted via email.

## APPROVAL OF NAC BOARD MINUTES (FOR POSSIBLE ACTION)

O'Neill addressed the approval of minutes from the NAC Board Meetings on June 11, 2018 and June 28, 2018. (*Attachment B: Minutes from June 11, 2018 Board Meeting, and Attachment C: June 28, 2018 Board Meeting*)

Board Chair Joe O'Neill:

I just like to note for this. I'd like to push this agenda item back to the November meeting. Just a comment on my part, receiving the agenda and the support materials within less than 24 hours of the meeting, I feel it doesn't give sufficient time for board members to review it. So I'd like to postpone that to the November 8<sup>th</sup> meeting.

Executive Director Tony Manfredi:

Absolutely understood and noted, and we will do that.

## DISCUSSION, REVIEW AND VOTE OF FY19 2ND QUARTER JACKPOT GRANT PANEL FUNDING RECOMMENDATIONS (FOR POSSIBLE ACTION) (*Attachment D: FY19 2nd Quarter Jackpot Grant Panel Funding Recommendations*)

Board Member Karen Michaels:

The Grant Review Panel charged with reviewing FY19 2nd Quarter Jackpot Grants convened in a public meeting via conference call on September 25, 2018 to discuss and score the applications requesting support for projects and activities scheduled to occur between October 1st and December 31st, 2018. This quarter's panelists were:

- Lisa Fields Clark, Artist - Las Vegas, NV
- Richard Miller, Assistant Professor, Ethnomusicology, UNLV School of Music - Las Vegas, NV
- Vogue Robinson, Executive Director, Poetry Promise - Las Vegas, NV

The panelists reviewed and scored 9 Jackpot Grant Applications. The funding available for this category for the 2nd Quarter of FY19 is \$10,000. The total request for funding was \$9,000. After panel review and scoring, the panel recommended funding is \$8,417. To honor the thoughtful review and scoring of each application, the NAC recommendation is to use the Jackpot Funding Table included below which makes the final recommended funding \$8,564.

#### GENERAL PANEL COMMENTS:

- Overall, panelists had a lot of positive comments about the applications and scored all of the applications above the 60 total point threshold for funding.
- The panelists scored many applications above 95% with some even getting a full 100% score.
- In general, the panelists appreciated the support material in the applications and noted that the items supported the applicant's artistic abilities and their ability to complete the proposed project.
- There were many comments that the artists applying were very experienced and skilled as shown in their resume and work samples.
- Some specific areas of improvement that panelists noted included clarifying project timeline, adding more information about artist selection process, and showing confirmation of project partners by uploading contracts or letters of agreement with the support material.

#### PUBLIC COMMENTS

There were no public comments.

NAC staff will now facilitate the scoring review for the FY19 2nd Quarter Jackpot grants. Please see the included Jackpot score spreadsheet.

Executive Director Tony Manfredi:

#### JACKPOT SCORING PROCEDURES

During the panel meeting, panelists discuss each application and provide their final score for each applicant.

Those scores are averaged and that Average Panel Percentage is multiplied by the Grant Request Amount to find the Panel Recommended Amount.

Then the Jackpot Funding Table (see below) is used to find the Adjusted Amount. The funding percent is multiplied by the initial grant request to find the Adjusted Amount.

Jackpot Funding Table	
Funding	Score
100.00%	95-100
90.00%	90-94
80.00%	85-89
70.00%	80-84
60.00%	75-79
0%	0-74

- If the Adjusted Amount exceeds the available amount of funding, then funding is determined by awarding the full Adjusted Amount starting with the highest scoring applicants until available funds are depleted. The funding will stop at the last person that is able to be fully funded at Adjusted Amount.
- If there are extra funds at this point, the funds will be distributed to scores from 94% down to 75% by adding Additional Funds to the Adjusted Amount to bring that amount up to the full Panel Recommended Amount. This will continue until all available funds have been allocated.
- The Adjusted Amount (based on Jackpot Funding Table) plus the Additional Funds will equal the Final Recommendation to the board.

Executive Director Tony Manfredi:

We will take the \$1,436 and we will apply that to Q3 jackpot grants. That's the recommendation anyway, so with that, are there any questions for clarity?

Board Chair Joe O'Neill:

Any questions to clarify?

Board Member Gail Rappa:

This is a lot fewer applicants than we've had any other time that I've seen the jackpots coming through. Do you think that's a result of the complications with the grant application process?

Executive Director Tony Manfredi:

We don't think that's the case, we promoted it the same way.

Board Member Annie Zucker:

I feel like we're not advertising deadlines enough.

Executive Director Tony Manfredi:

We will certainly look at that, but we haven't done anything differently as far as promoting them. We are putting them up on our website, Facebook, and messaging that goes out online. We're always looking for ways to improve, so we'll look for ways we can improve that.

Board Member Karen Michaels:

I concur; I do not feel that there is enough information that gets out to the general public. That's something we can definitely work on. I would love to talk more about the social media aspect, and would love to further this

conversation at another time, so that we can get the word out to our artists, who are amazing here in Nevada.

Board Member Edward Estipona:

Regarding social media, are we just putting it there organically, posting that it's up and ready, or are we boosting as well?

Executive Director Tony Manfredi:

We have not had funding available until this year. We do now. I've been working with our marketing resources within the Department of Tourism and Cultural Affairs (DTCA,) to drive that a little differently, and work on some planning. Yes to Karen's point as well, certainly there are ways that the Board can push that to other people. To Annie's comment, there's always room for improvement in communication. I've been working with the staff on a much more comprehensive marketing plan, on how we market our program areas across the board. We are one of a few partners having to utilize DTCA resources, so I'm in conversation with Interim Director David Peterson about opening up some other resources for that. It's very difficult for staff to work their programs, and then be marketers.

Board Member Edward Estipona:

The reason I ask is, if you've done nothing to change anything from the past, Facebook has changed their algorithms immensely over the last three-four months, and based on their new algorithms, you're not reaching them. Unless you're paying now. Just boosting your posts will make a huge difference.

Executive Director Tony Manfredi:

I absolutely agree, thanks.

Board Member Karen Michaels:

You may not know, but I have a side business of social media. It is true that it is more difficult with organic reach, but there are ways that you can boost posts without paying. I look forward to this conversation.

Executive Director Tony Manfredi:

Thank you Karen, I appreciate it.

Board Member Gail Rappa:

Is the NAC eligible for public service announcements on the radio stations?

Executive Director Tony Manfredi:

I doubt it, but I'm not sure. I'll look into it.

Board Member Edward Estipona:

In the past I've worked with Nevada Broadcaster's Association. State agencies used to be qualifiable for things like PSAs, but now you have to be a true 501c3 now.

Executive Director Tony Manfredi:

That's how we did it at KNPB as well, we put in some pretty strict parameters as well. However, we have \$100,000 in marketing funds this year, so we have the ability to buy some airtime, and media, and ads. So, I now have the money, just not the necessary resources to create all the content. We work through Nevada Magazine, and their creative department. They're great, they do great work, but what I'm trying to do is open up some opportunity to look at some other agency work. We have such a bottleneck of material that needs to be produced. It needs to be frontloaded at this point, with branding, and other elements that I want to create. David from Tourism's in India right now, so I'm going to talk to him when he comes back, because we're just not able to get the work completed in a timely enough manner. It's not a fault of anybody, it's just a matter of resources.

Board Chair Joe O'Neill:

Thank you Tony, and thank you board members for that discussion. I don't want to leave anyone out, do you have anything Mr. Salinas that you'd like to add to this?

Board Member Mark Salinas:

The NAC's been around fifty plus years, grant giving. I still find on my day to day basis that there's still a challenge in raising public awareness and education levels. I think that we, as Board Members, need to do our due diligence as well, and make sure that those NAC Facebook posts get shared on our accounts, and motivated through our own networks as well. All the ideas I heard I would concur. Thank you.

Board Chair Joe O'Neill:

At this time, if there are no other comments, I will accept a motion to approve the FY 19 Jackpots.

Executive Director Tony Manfredi:

Just a point of clarity here, Sierra just gave me some information that there were five applicants for this Jackpot review that were ineligible, which would have changed the numbers, though not the results. We will now review the final scores and recommended funding from the Jackpot scoring spreadsheet. *(See Attachment D: 2nd Quarter Jackpot Score Sheet)*

Board Chair Joe O'Neill:

So at this time, I would accept a motion to approve the FY 19 Jackpot Grant panel.

MOTION: TO APPROVE FY19 2ND QUARTER JACKPOT GRANT PANEL FUNDING RECOMMENDATIONS: Moved by Mark Salinas; seconded by Gail Rappa. Passed unanimously.

Michaels:	Yea
Rappa:	Yea
Salinas:	Yea
Valdez:	Yea
Zucker:	Yea
Estipona:	Yea
O'Neill:	Yea

#### PUBLIC COMMENT

No public comment in person or submitted via email.

#### CULTURAL ALLIANCE NEVADA (CAN) SYNOPSIS

Board Member Gail Rappa:

Tia Flores has been hired as the new Executive Director, I believe this is the first time that they've had this position. CAN has submitted a three question survey to all of the eligible Legislators and politicians in the area. They have a listing of who has received these surveys on their website. They're trying to find out how they support, and feel about, the arts. It will all be posted on CAN's Facebook, website, and I believe Twitter. If you're on Facebook, please "like" the CAN page, and then you'll be able to follow that, it's important information. CAN doesn't endorse any candidates, they're just publishing this information so that voters can see where they stand on the arts. CAN is also spearheading the Arts Day at the Legislature, March 15, 2019.

Executive Director Tony Manfredi:

CAN is an arts advocacy group that covers the state. We've been working with them for quite a while, and have now incorporated NAC's Vice Chair Gail Rappa into a Board Member role on CAN. It should open up a lot of collaboration and connection between the two organizations. We utilize CAN by sending people to the Voter Voice portion of their website. This allows our grant recipients to communicate with local, national, and federal representatives from the Legislature and our Houses of Congress. They work with the advocacy side and lobbying efforts around the legislative session on

behalf of the Arts Council. Previous to Tia's role, it was all voluntary positions, and challenging to say the least. I think we'll start to see some big differences there. March 15, 2019 is Arts Day at the Legislature. I sent out information to all the Board Members just before this call, that talks about it. As more information is developed, and comes into play, we'll be sharing and collaborating on that. I think we have a great opportunity as an agency to have a great showing.

Board Member Gail Rappa:

Do we have a link on the NAC website for CAN?

Executive Director Tony Manfredi:

We have links on the bottom navigation of the website. I believe CAN was pulled off for a reason, but no one can tell me why. I'm researching why that was, possibly because of advocacy. I plan to bring it back, unless there's some issue from the State's perspective that prohibits that.

Board Member Gail Rappa:

If you have a chance to go on the CAN website, it has advocacy links for Voter Voice, Americans for the Arts (AFTA,) National Assembly of State Arts Agencies (NASAA,) and has all of the information there in one spot. It also has the Senate and Assembly Districts. If you click on the NV Legislature, you can go to the Arts and Cultural Survey Responses. The questions are;

1. Approximately how many arts and cultural activities have you attended, participated in, or supported this year?
2. Do you support ongoing, or increased, appropriation of NAC, arts and culture organizations, artists schools in your district, can present high quality programs for all its citizens?
3. Would you support policies to strengthen education, helping young people succeed in the global economies of today?
4. The arts bring communities together and foster understanding of others. How have you supported the arts, and how would you support the arts as a member of the Nevada Legislature?

Three candidates have already submitted responses. As they come in, they're posted on Facebook, and the website. It's a great resource to have access to.

Board Chair Joe O'Neill:

We had a comment from Wolfe O'Rourc, based on the earlier conversation that I would like to get on the record. Mr. O'Rourc states that "the lack of awareness may not be the only issue, the long application is intimidating, having gone through it multiple times already, I still dread it. I nearly didn't apply this quarter because justifying the amount of work that goes away from



the artistry, isn't easy. On top of that, the application, and necessary supporting documents, also takes a tremendous amount of time.”

Mr. O'Rourc, I thank you for your comment on this issue. I believe the 2nd Quarter Jackpot panel was still on the Go System. Is that correct Tony?

Executive Director Tony Manfredi:

That is correct Joe.

Board Chair Joe O'Neill:

Okay, so to your concerns, Mr. O'Rourc, if you are listening, we have just launched a new system, which makes it a little bit simpler, and more information is out there on the Nevada Arts Council website. Tony, do you want to add anything?

Executive Director Tony Manfredi:

Thanks Joe. I'm anxious to see how the results of the new application change some of those experiences. It falls in line with a lot of the work that we're doing for the grants. The updates that we've been looking at, and addressing, that really speak to the concerns as they were stated, in terms of, time, application process, value, and amount for the money. It's great to get those comments, and exciting to see where we're moving the program.

Board Chair Joe O'Neill:

Very good, thank you. Also, Tony sent me an email that, the Office of the Attorney General's for Boards and Commissions, is offering a training which is scheduled for October 24<sup>th</sup>, in both Reno, and in Las Vegas. The training will consist of information on Open Meeting law, and other issues that are pertinent. Information that relates to being a board or commission member. There is an application that needs to be completed, which is due by October 17<sup>th</sup>. Tony, if I may ask you, or staff, to send that to all board members so that, if they're interested in this training opportunity, they can take advantage of that.

Executive Director Tony Manfredi:

I will get that link out to everybody, and do encourage everybody to take part in it. It's a day commitment, and will explain the things around open meeting, and other things that board members face.

Board Member Gail Rappa:

I'd like to encourage everybody who hosts a meeting to do interactive video, or offer something for the rural areas. The rurals feel like they're out of the loop, and with our technology, I feel like that shouldn't be an issue anymore.

Executive Director Tony Manfredi:

Thank you Gail, I'll push that back to the Attorney General's Office, I feel that that's a valid point.

Board Chair Joe O'Neill:

Thank you Tony. Any comments from board members or from the public?

Board Member Mark Salinas:

A reminder that October is National Arts and Humanities month. This is a coast-to-coast collective recognition that AFTA launched over thirty years ago. For us in arts administration, it's a time to dig deep and raise public awareness among government and business, about the importance of the arts on local, state, and national levels. November 9-12, is AFTA's National Arts Marketing Project Conference in Seattle.

Board Chair Joe O'Neill:

Yes it is. Thank you Mr. Salinas. Any other comment? I think Mr. O'Rourc just posted something just a moment ago. He says on a positive note, "I found it very helpful that the panel discussion, and the board meetings, are broadcasted, and I wish that other granting organizations did the same. The comments during the scoring process really helps me know where to focus my time, and put together an application that is helpful to the panel and the board. So thank you for that Mr. O'Rourc. Okay, and so if there's no other comments, we'll move on to agenda item F, which is for the adjournment. Is there a motion to adjourn?"

## ADJOURNMENT

MOTION: TO ADJOURN THE MEETING: Moved by Mark Salinas;  
seconded by Ryrie Valdez. Passed unanimously.

Board Chair Joe O'Neill:

With that, this meeting is adjourned.

The meeting adjourned at 2:16 p.m.

Respectfully submitted,  
Cathleen Wyatt, Administrative Assistant III  
Nevada Arts Council

List of Attachments on file with original minutes in NAC offices:

Attachment A:	Public Meeting Notice/Agenda
Attachment B:	Minutes from June 11, 2018 Board Meeting
Attachment C:	Minutes from June 28, 2018 Board Meeting
Attachment D:	FY19 2nd Quarter Jackpot Grant Panel Funding Recommendations