

TRINITY COUNTY ARTS COUNCIL

Jill Richards; 623-2760 / 1jillrichards@gmail.com
Karla Avila; 423-1425 / karlaraquelavila@gmail.com

Board Meeting – March 15, 2022

Directors Report:

FOCUS:

1. PROJECTS:

- Wvllle Rotary Bike Racks – installation March 10, others to follow
- Frontier Days: TCAC and Nor-Rel-Muk host Native American Village
- KIXE collaboration
- Video; 2:55 min Trinity County Arts Council, Trinity County (CAC SLP Grant)
- Music in the Park and music at Art Walk - planning with Taylor, Chamber of Commerce coordination
- financial support for fireworks GoFundMe/Paypal via TCAC's 501-c3
- Summer in the Park (Hayfork) - planning phase, and P.R. plan in collaboration with Hayfork Chamber
- CAC SLP Grant Initiatives - A) FOL Scholarship Program B) General Needs Assessment - outreach to Hmong and farther-out geographic communities, to utilize our contacts to increase connections and broaden relationships to artists, gather input, and conduct needs assessments
- IMPACT Grant - strategy to revive

2. TOURISM:

- TrinityPlaces.org provides TCAC the best means to provide financial support to our county via tourism.
- T.O.T. Cooperative Marketing Effort with 3 Chambers of Commerce, Visitor Center, TCBOS, • Target major stakeholders in County, those who produce events or will support the effort in support of their businesses.

3. OUTREACH:

- Launching into Get To Know Your Neighbors campaign strategy, assessment and planning
- Frontier Days P.R. collaboration with TCOE and other partners
- Video from CAC SLP Grant, future content Video capture for events this summer - several potential videographers and opportunities to further utilize video content are being explored.
- CAC SLP Grant outreach for needs assessment to Hmong and outlying regions, as well as to potential Diverse Partnership organizations

PROJECTS / PROGRAMS: ACTIVE

Weaverville Rotary; Bike Racks. After 2 years, the “good idea” to enroll Trinity High School Art students in the design of bike racks to be installed in Weaverville, is realized. On March 10th, the first pair of racks were installed in Courthouse Square in front of UpNorth Confectionery & Merchantile.

The Rotary Club of Weaverville recently received a grant from Rotary District 5160 to fabricate and install bike racks in downtown Weaverville. The grant for \$2,180 was matched by contributions from the Rotary Club members, Buildaberg Consulting, Down River Consulting, Trinity County Arts Council, and Colleen O’Sullivan.

The Arts Council held a contest with Trinity High School students submitting their designs a couple of years ago. The winning design was Lily Fielding's paired racks. A pair of the racks was initially fabricated at Trinity High School, now modified by Rotary.

Our work is done. (I did send Pat Frost an email about changing the design by adding the Rotary logo and not ours or other significant partners).

Frontier Days- TCAC & the Nor-Rel-Muk host the Native American Village. With TCAC and Karla heading the 3rd Frontier Days Celebration on May 21st, the TCAC joins the triangle of culture with the Historical Society and the JJ Museum representing the settlers, the Joss House State Park representing the Chinese heritage, and the Highland Art Center grounds to be turned into a Native American Village. The Weaverville Chamber of Commerce businesses will dress in period costume and carry forward the tradition of Golden Rocks. The Trinity County Office of Education will provide support via printing, publicity, and outreach to the schools.

Julie Driver; KIXE support (Jill and Karla) I received a call from Julie Driver. TCAC has been offered free promotional representation on KIXE in the form of 15sec spots to air at strategic times Jan 2 to June 30. WE have targeted the immediate use of PR for Arts for Kids (as we can continue to fundraise for this goal.) We should actually MEET and develop a vision for using this PR for other programs as well.

ACTION: Implement the requirements from KIXE: Put Logo on website, letter head, posters Coordinate all KIXE PR with FB, Eblasts, articles in the paper, CAC Art Beat.

Taylor: FOL Video (FB Lani) (Eblast - Jill) Taylor remastered our 4:39 minute video: "The Festival of Light - A Fundraiser for Music, Art and Dance Lessons for Children of Trinity County" to meet the requirements of the CAC SLP Grant; shorter than 3minutes' "Trinity County Arts Council, Trinity County" (could be renamed!) Taylor did not charge to do this for us. WE need to use it in ALL fundraising, along with the "The importance of Art in Early Childhood Development" video.

ACTION: Include video in PR Plan. Jill to Eblast when FOL Committee asks.

Karla: Music in the Park and music at Art Walk Karla with Taylor and joint committee from WCOC -

WCOC is spearheading the volunteer manpower efforts to bring Music in the Park to 2 First Saturdays this summer (currently examining whether best to do May and June, or June and July (considerations being taken into account for assessing whether to incorporate into 4th of July or to produce only May and June). Ongoing committee under WCOC with collaboration from TCAC to hire Taylor and fund musicians for 2 Music in the Park 8-10 pm performances following Art Walk. Karla also coordinating with Taylor to plan out musical acts during the Art Walk in strategic locations to drive traffic to the businesses on the Art Walk from 5-8 pm.

ACTION: Karla to develop MOU with Taylor to contract musicians and handle booking

Karla: Trinity County Placemaking Steering Committee

Karla is participating in the Trinity County Placemaking Steering Committee on behalf of TCAC, for a USDA Grant awarded to Trinity County to focus on rural economic development, workforce, housing and quality of life. Jill and Karla meeting with consultants as stakeholders.

TOURISM:

Trinityplaces.org is a website that TCAC purchased as tourism tool that would be populated by all businesses and organizations that depend upon tourism. We have spent all existing funds allocated to build the content for the website. Jessica of Trinity River Designs, Elizabeth Watson, and Alyse Hazard are contractors hired to populate the site and will be paid by the balance of the TOT Grant - \$6000. Following TPlaces.org Planning Meeting, March 11:

ACTION: Alyse creating 2 Trip Plans centered around the North Lake

Alyse to determine what trail heads into Alps and lakes NOT burned Elizabeth creating 1 Trip Plan around event: Peddlers Faire in June Jill to do Trip Plan following existing plan for Down River (3 days to investigate) Karla to discuss Hayfork with Dana Jill to work with Trinity Trail Alliance on Wvllle Trailsystem

Work with TOT Collaborative team for content: History, Events Wvllle, QR codes TCAC Tourism Team to work with Jessica to develop marketing tools for trinityplaces.org

Received T.O.T. Grant 2022 (JILL) \$12,922. Dec. 27, we received 50% of funds with the balance due upon providing the TCBOS a Collaborative Tourism Plan. The TOT Collaborative met and hope to have the Collaborative Doc. to the TCBOS following the meeting March 23. Lani will work with the team in April to better discuss HOW we will collaborate in promoting TC Tourism. Should get \$6,000 funds in 60 days.

ACTION: Meet with all TCBOS for ideas re: TPlaces. Jill Cox has asked to be involved. TCAC Tourism Team to work with Jessica to develop marketing tools for trinityplaces.org

SUMMARY: INCOME from GRANTS / DONATIONS

NEW Received funds Coast Central Credit Union \$500

NEW TOT Grant FY 21-22, #21-156 for grant dated Oct. 16, 2021 – June 30, 2022 October, TCAC received grant for \$12,922, 18.46% of \$70,000. 50% of funds were received Dec. 27, 2021, balance following coordinated marketing play by the partners, expected May 2022. **ACTION: March 23rd meeting should result in completed Collaborative Doc. for TCBOS**

CAC Impact Grant PRJ-21-11302 \$16,520. Grant Activity Period: October 01, 2021 to September 30, 2022

ACTION: With Karla, Reach out to the group and revive project

F.A.R. Project Grant, Humboldt Area Foundation and Wild Rivers provided to Ink People for 3 counties. TCAC receives \$5,000 for Art Projects and \$2,000 for admin

ACTION: Mural Installation to be scheduled

Membership Drive: Mailing to 38 businesses.158 to individuals, Emailed to 338 addresses combining businesses and individuals. Many have been returned as undeliverable. We will clean-up email list and resend in January 2022.

CAC SLP-19-6661 TCAC was awarded \$ 91,000 / 2 years (Rec'd Contract and first installment / 90% of \$45,000) Grant Activity Period: July 01, 2020 to June 30, 2022.
Final Payment of \$45,000 received July 2021.

Interim Report submitted on deadline; Sept. 15, 2021

CAC SLP-22-16617 - Karla completed the application, March 9.
Request: \$65,000