

TRINITY COUNTY ARTS COUNCIL

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Board Meeting – January 11, 2022

The Trinity County Arts Council would like to carry forward a practice of recognizing the original caretakers of these Sacred Lands within and throughout the Trinity region.

We acknowledge and offer gratitude to these indigenous ancestors, and present-day relations of the Nor-Rel Muk Wintu Nation and those tribal people who grace the North State – Maidu, Miwok, and Yurok.

We acknowledge their stewardship of these lands and uplift their legacies as they continue to build and sustain their culture and practices today and for seven generations

Executive Director Report:

FOCUS:

1. OUTREACH:

- Arts Community within Trinity and Partners beyond.
- Determine NEEDS for individual artists, schools, younger artists, Arts Orgs.
- Establish how to support Partnerships within and outside of Trinity County that can increase exposure to the Arts.

2. TOURISM:

- TrinityPlaces.org provides TCAC the best means to provide financial support to our county via tourism.
- 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.
- Develop Partnerships in Shasta and Humboldt Counties to star / Visitor Bureau.

3. STRENGTHEN TCAC:

- Financially
- Succession Planning
- Board Development
- Seek the people who support components of our vision.
- TrinityPlaces.org provides greatest vehicle for seeking funds from businesses and grants.

4. RELEVANCY FOR TCAC: Insure that we are visible to our community and elected officials with every event and community enhancement program that we participate in.

- Exposure to the Arts as with Chico State and JazzReach and Small Town/Big Sound; Events,
- Art in Public Places
- Internship Program
- Support of Chambers, Service Organizations, Schools
- State Capitol Diorama
- Weaverville; Art & Culture District (pursue 2020, 2021) TrinityPlaces.org needs to be promoted as a TCAC product.
- Public Arts Creation; partner with The Watershed Center

Most of these Focus Priorities have overlap and are detailed as action items in our Strategic Plan.

PROJECTS / PROGRAMS: ACTIVE

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: (1) implement the requirements from KIXE
(2) Establish committee to discuss use of KIXE PR. Coordinate all KIXE PR with FB, Eblasts, articles in the paper, CAC Art Beat. Collaborate with Shasta and Siskiyou Arts Council.**

Poetry Out Loud is progressing: Lisa Floyd is a fantastic champion and administrator for this project. We have commitments from Hayfork High, Trinity High, and RISE Academy. Lisa is also reaching out to organizations such as Future Business Leaders, Native American Club, and students off campus to build excitement and recruit. Lisa will submit a detailed interim report for this meeting. Karla will report on the publicity including plans to LIVE STREAM the County Competition on Feb. 6. We are shooting our budget to increase excitement and participation. BUT- with Lisa's vision, we are providing the inclusion that we should do every year.

Festival Of Light Scholarship: Priority for 2022 (Karla, Julie, and a Team)

Choosing to focus on the Festival of Light as a Fundraiser, rather than a crafts event, has encouraged successful outreach to the community. We have received record donations, beyond the purchase of auction tickets and bakery items. My realizations:

1. People want to support the need for Art, Music, Dance lessons for kids.
2. **We should consider making the FOL Scholarship Program a focus, primary pillar of a new Strategic Plan.** It will provide an easy topic for collaboration with organizations that receive grants for arts funding for kids (and possibly matching funds for us:
 - A) HRN
 - B) First 5 and Pre-schools
 - C) Elementary schools and arts program support
 - D) Watershed Center
3. Topic for conversation when ED is reaching out to "get to know our neighbors".
4. Funds available: Orgs such as Rotary could back this type of project. Businesses; Mill, TPUD, Hospital, Holiday, businesses with employees that have kids. Coast Central, Tri-Counties Bank
5. Grantors: Calif Arts Council art in schools (modify), HAF, Trinity Trust, Redding Rancheria
6. IF we seek funds for Supporting the Arts Ed for Kids, we MUST also pay into our administration of this project, **TCAC overhead** as well as lessons.
7. Make front & center on Website. Use new Video. Extend the Fundraiser.

**ACTION: The committee is developing the plan to recruit teachers and has begun to provide dance lessons for kids with Trinity Dance & Fitness Studio.
Develop a budget, advertising plan, funding sources.**

Taylor: FOL Video (FB Lani) (Eblast - Karla) You all saw the new video. WE need to use it in ALL fundraising, along with the "The importance of Art in Early Childhood Development" video.

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. Jill, Dero, HF and Wvllle Chambers are in discussion. We will call for a planning meeting in January.

ACTION: Create a joint marketing plan for Trinity with TOT Recipients in January. Meet with Jill Cox to discuss the plan. She has asked to be involved.

TCAC Tourism Team to work with Jessica to develop marketing tools for trinityplaces.org

Trinityplaces.org is a website that TCAC purchased as tourism tool that would be populated by all businesses and organizations that depend upon tourism. The site is being beautifully revamped by Jessica with support of paid contractors Elizabeth. Jill, Alyse, Sara will join to provide content for Spring Tourism. **(Jill) Complete tourism plan available**

ACTION: Work with TOT Collaborative team for content, QR codes

New CAC Grant: CAC Impact Grant PRJ-21-11302 \$16, 500 (Karla)

Grant Activity Period: Oct. 01,2021 to September 30, 2022

Project: TCAC will produce a new program, Get to Know Your Neighbors. Through collaboration, we will produce online, live, interactive segments, that platform Trinity's diverse community and the issues that they face, using cultural and artistic expression to dispel the ignorance that breeds racism.

ACTION: Create a TCAC Team to pursue the grant.

Publish on Website, FB, Trinity Journal (after establishing a community team)

Funds for Artists Resiliency (F.A.R.) Project: The Hayfork mural is nearly complete. Due to the Monument Fire, installation and the completion date have been extended. **Follow up: (Jill)**

INSTALLATION <https://www.facebook.com/Hayfork-Valley-Legacy>

Art for Arts Sake, Dec. 11, 5:30 – 8:30 pm The team of Hayfork artists produced a successful event that burst the budget while making more money. The model of elegance paid off. Next year TCAC and the HF Artists will meet by early Sept. to seek business donors as sponsors. Advertise to Redding.

ACTION: Awaiting story with photos from Chris Semer. Jill to submit to TJournal, FB, Eblast, website in the News section and adder to the event.

Fundraising / Membership Mailing: hit the post office late November. (Jill & Julie)

Campaign should drive people to website. Put videos on website.

We should do follow-up Email with personal emails

Budget Review: Set date in February

TCAC.com website: 80% up-to-date.

Jill and Karla will revise the site

To Do:

- Projects: Update (decide how to proceed re: Get to Know our Neighbors)
- Cultural Happenings: Update (explore Trinity, Shasta, Humboldt, Tehama, Siskiyou)
- About Us: Update, add meeting minutes
- Confirm permission for all images
- Resources: Database of Artists, Musicians, sales opps, workshops

TCAC Google Drive, Organize and Move content. Email access for all Board Members

OUTREACH –

CAC Impact Grant: Cultural Awareness & Racial Equity declaration and any follow-up: Nor Rel Muk, Hmong “*Get to Know Your Neighbor*” Program (Maggie’s report) on website and social media and in future: Hosted in-person and virtual interviews of our neighbors (Oct. with CAC Impact Project)

Campaign to increase TCAC Visibility and Relevance: TJ stories / FB / website (Lani Lott to support this endeavor. Why Creativity Matters, article that Susan A emailed, tourism, highlight artists, workshops, businesses, good deeds. **(Budget Advertising. Have been providing content to TJournal, though nothing since July)**

Clubs, Orgs in Trinity

Weaverville Rotary; Bike Racks.

Junction City Grange Communication Fellow – Chad Smith. Smith vice president NF Grange in JC and gatekeeper for Calif State Grnge. What do they do? Learn about org.

Advocates for rural American and agriculture and brings rural communities together.

Collaborations Beyond Trinity

Regional Arts Leaders: Eureka, Humboldt Arts Council, Ink People, Humboldt University, Del Norte Arts, Mendocino Arts, Trinity County Arts Council meet monthly to discuss what is working, not working and seeking suggestions, Arts Advocacy to state. Hopes that our coalition can leverage funding from funders such as Humboldt Area Foundation as with F.A.R. Project. ZOOM Meeting 4th Tuesday, 1pm.

CAC SLP Affinity Group: Arts Council Directors, Theater Groups, Californians for the Arts Advocacy Group, CAC Staff meet to discuss the state and needs of our communities, grants and opportunities. The group provides mentorship to new directors and are a source of history and support. ZOOM Meeting 4th Thursday, 11am.

PROJECTS / PROGRAMS: CONSIDERING

Art Education: Youth & Adults TCAC will

- Engage local galleries and arts orgs outside of Trinity to develop a list of artists who teach workshops. We will promote those being offered by others.
- We will provide “scholarships” for individuals unable to afford tuition.
- Work with local orgs and schools to facilitate arts education utilizing artists who teach.
 - Investigate what each school has for Art Ed, holes, interest in supporting a vision
 - Funding to inact the plan
 - State Board of Education Adopts New Guidance for Arts Education and World Languages Instruction in California. **Create Focus Group to pursue.** Sarah Supahan, Tim Nordstrom, Jill

Public Art: Restore Mural Gold Rush Jewelers, Watershed Center Projects. **Need to explore funding for these projects. Jean Lam suggested Clampers. Possibly Craig Muir.**

ARTS Calendar for 2022

(TCAC has involvement in the events in italics)

Jan. 25: *POL, Hayfork High Competition, 6pm*
Jan. 25: *POL, THS, RISE Competition, 6pm*
Feb. 1: Chinese New Year Celebration
Feb. 5: *Art Walk*
Feb. 6: POL County Competition 2:30, TAPAC and Live Stream
March 5: *Art Walk*
March: Hammer In (Historical Society)
April 10: Rodney Crowell at TAPAC

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.

ACTION: Need to schedule meeting by Dec. 5.

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

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 AC-19-7456-Chamber Music 2021 – Total Grant \$11,875. Activity Period: July 1, 2020 – June 30-2021 \$10,687.50 to Trinity Alps Chamber Music Festival, TCAC is Fiscal Sponsor for 10% admin fee, \$1,068 \$11,875 (10% CAC with holding)= \$10,688 (less 10% TCAC of \$1,187)= \$9,501. We will mail the final 10% to Ian Scarfe upon copy of the final report and receipt of the check.

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