

# TRINITY COUNTY ARTS COUNCIL

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Board Meeting – July 13, 2021

*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**

### **Must prepare TCAC for Jill's departure**

TCAC Board to attend organizational meetings and establish a point person for each component.

These organizations will provide a pier group and mentorship:

- Regional Arts Leadership (Julie attends) 4<sup>th</sup> Tues, 1pm, July 27
- CAC SLP Affinity Group, 4<sup>th</sup> Thursday, July 22, 11am
- TOT / Tourism Team, July 26, 6:15pm

Executive Director Position: (committee)

- Develop the job description (short and detailed)
- Advertise to all appropriate outlets
- Protocol for evaluating Apps
- Protocol for training, hand-over
- Time-line
- Budget

Budget Meeting following books set-up with Dick

Timeline and Budget for Projects to pursue

- Art Walk
- Festival of Light
- Art for Arts Sake
- TrinityPlaces.com
- Poetry Out Loud
- FUNDRAISING: Redding Rancheria Community Fund Grant

Deadline: Sep 22, 2021 5:00pm

Grant amount: US \$500 - US \$10,000

**Fields of work:** Native American Services Youth Services Rural Development Playgrounds

**Applicant type:** Indigenous Group, Nonprofit, Government Entity

**Funding uses:** Project / Program, Capital Project

**Location of project:** Counties in California: Shasta County, Trinity County

Hire Contractors for discrete jobs. Much of this should be coordinated to feed each other content.

Read TJournal, scour FB for events, workshops, arts opportunities – Weekly, and dispense to

- Social Media: FB (Lani)
  - Eblasts; Move to Mail Chimp (Mark Crafford gave 30 day notice to quit)
  - TCAC Website upkeep
  - Trinityplaces.com completion
  - Labor; Art Walk signs (Hugh)
  - Art Walk coordination; Monthly - music, pop-up art, publicity, business interaction
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## **Projects Booked, require attention**

**TCAC.com website:** 70% up-to-date.

Consider Jessica as a Contractor to refine the site and input updates.

Determine HOW we want to use the website, what content we need to have.

### Refreshed:

- Added events, arts shops, resources and revamped on-line database collection forms for Music and Artists and created links to the on-line forms. We can promote our Call to Artists do develop a Database through Facebook, the Trinity Journal and publish these links so that artists and musicians can join the database.

### To Do:

- Sherry Mouser, web designer, to add FB and Youtube links, change footer with correct email - trinitycountyarts@gmail (complete in few days)
- Revamp Maggie's on-line Database form (should not be specific to 1<sup>st</sup> Saturday)
- 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

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

## **Trinity Tourism**

Tourism via TOT Grant provides crucial CAC matching funds, hence, we NEED to be seen as Valuable, integral to the success of developing Trinity as a Tourist Destination. Many of our events, artists and musicians, and businesses that cater to the arts depend upon tourism. Consequently, we attend tourism summits, meet with local and regional tourism businesses to be knowledgeable and offer insightful suggestions about developing a sustainable tourism program.

TOT Team Meeting, June 28, chaired by Supervisor Jill Cox includes TCAC (Jill), Wvllle Chamber (Jean Lam, Scott Watkins), HF Chamber (Charlene Dunetz), Trinity Visitor Center (Travis Finch, Pat Zugg), Historical Society (Dero Forslund), Trinity Information Bureau (Ryan Cinelli, Scott Watkins). Results of meeting:

- Jill Cox believes that Richard Kuhns will recommend that the TCBOS extend the funding per this year's contract for next fiscal year. We have 1.5 years to create a VALUE to the County if we hope for future funding.
- TPlaces is the product that has most value. Video production is exciting. Coop advertising with other regions will be discussed.
- All partners recognize the NEED to work together and will meet July 26 with a vision and suggestions of how they can support a team vision for a structure for Trinity Tourism..
- Development of a Google Drive Database of photos and text so that we have content.

Trinityplaces.org: Progress underway. We have developed New Categories, Navigation, Mapping.

- Develop Content Strategy in TOT Meeting, July 26
- Hire Content Developers
- Photo Sharing through Google Drive – Tjournal, photographers have begun to provide images upon request. Taking MUCH time, calls to get content.

- Collaborative Advertising Opportunities - Visit Trinity, Trinity Places and Chamber (?).  
3. Buildaberg's role

#### Shasta Cascade:

- Visit California requests Story Ideas geared to excite tourism. Shasta Cascade forwards the stories to us. I feel that someone MUST respond to these requests IF we want to be considered seriously by the tourism industry. If TCAC submits the story, we build value among our peers and supervisors. We submitted a story due July 11, promoting the County Fair, family fun.
- The stories should be posted on FB (Trinity Visitor Bureau as well)
- Create 3 itineraries in collaboration with TOT Team
- Create PDF and print brochures of itineraries

Become a Board Member of Shasta Cascade / Visit Calif

Meetings with TCBOS Jeremy Brown, Liam Gogan, Keith Groves, Dan Frasier, Richard Kuhns regarding Budget 2021022

#### **FAR Grant:**

- Confirm Contract with Ink People
- Set date for Installation, TJournal, Ink People, HF Chamber
- Complete Maintenance Agreement, determine how to work with artists to insure product is without flaws
- Publish articles in the TJournal, Fb, and CAC Network. Champions diversity.

#### **Rebranding the Art Cruise** Goals:

- A) Increase visibility of art, music, and venues with signage and advertising.
- B) Increase attendance including new market segments including youth and non-art lovers
- C) Provide income opportunities for artists, musicians
- D) Rebrand the Look of Art Cruise

April Art Cruise was 1<sup>st</sup> event to include Music and Pop-up activities. Attendance was up.

May Art Cruise included Music and CHANGE of Hours: 4 -7pm. THIS was a MISTAKE, resulting in a deep discussion among 'Cruisers and Venues.

June 5: Target for ReLaunch Campaign. New Name: Art Walk. New logos. Returning to 5-8pm. Music at 3 Art Venues, Music in Lee Fong Park. Purchase and deploy new signage.

**Taylor handled deployment of signage and all aspects of providing music.**

July 3 added the Water Bar with a band and Ralibertos along with the Golden Age Center Bus. Cost for bus, signs \$400. Labor intensive. Bought good will among businesses. Well attended.

August 7, Sept. and October Art Walks are not booked for music. Lee Fong Park in the air. The New Art Walk flags will be installed.

**TCAC is launching a Promo Campaign** in league with the Weaverville Chamber of Commerce in which the WCOC, as our emissary, hand carry our offer for each business to participate in the Art Walk by extending their hours and flying our new flag and getting included in our FB Posts. They may choose to launch a business promotion in the Trinity Journal on the 1<sup>st</sup> Saturday and utilize our generous offer to allow them to advertise the promo on a page that the TCAC pays for the cost of color \$100, and offers our 15% discount. Wayne of the TJournal will forward the text for our offer. The WCOC will discuss the offer with businesses, buying good will with businesses. All transactions are

done between business and Journal. Jill to compile the forms for the WCOC to hit the stores.

**ACTION:** Hopefully, this will happen in August.

NEW Art Walk Flags will be installed at participating businesses. **ACTION: JULIE is sewing the flags !!! Install the Flags**

**LOGO Contest:** 1<sup>st</sup> Saturday logo: Graphic Artist Laura Seegmiller

TCAC to pay Laura \$200 as agreed **ACTION**

Laura also produced several designs for the Bow Flag

Art Walk logo: THS student, Julia Norman was paid \$200 for her artwork and TCAC will purchase 2 t-shirts and have the logo printed on them **ACTION**

### **Otter Project**

Trinity Otters have found homes in Weaverville. The program has officially launched! TCAC will join in promoting the project, posting photos. Jill will work with FB team (Lani, Sue B.) and Mark on Eblast to share the event.

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### **Outreach – Details about projects, history (some is repetitive)**

**I have made some headway in outreach in Hayfork and Lewiston.** Follow-up required in all areas. Must ADD to TCAC and Tplaces websites

#### **A) Hayfork:**

1. **Art 4 Arts Sake:** Chris Semer (teacher at HF High and teacher of adult ceramics during the summer is lead for the Art for Arts Sake event in Dec. We are putting together a meeting (July19-23) with A4AS artists; Chris, Angel McMorro, Lisa Howell to develop the timeline, catering, paperwork for Fair, and budget.  
Jill inviting HF Chamber, Matt Johansing (No. Delights Coffee) and Choua to discuss including Hmong, growers, PR, sponsors.  
Jill sending Request for Funds to HF Chamber (TOT funds for advertising)
2. **Meet with HF Chamber;** (Help with TPlaces for tourism website to include “A Day in Hayfork” trip plan.
3. Desire for TCAC to Promote Events. Eblasts, Fb posts
4. Add events and Art Businesses to TCAC Website  
**EVENTS:** Big Foot BBQ at Fair grounds, Hayfork Chamber: Summer in the Park, Farmers Market, County Fair  
**BUSINESSES:** Art Shop (soon; live music) Green Dragon, Curvy Roads, Northern Delights (new management)  
**ACTION:** Road Trip with Susan A. Take photos, recruit Hayfork Liaison

**B) Lewiston;** I have begun to collect content for TPlaces. Jordan Snow (Lakeview Terrace) helping. Scott Watkins drone video footage. Need to ZOOM with Tourism stakeholders to formulate a plan. Meeting to discuss July 26.

1. Add to TPlaces.org, “Day in Lewiston” “Living History”  
**EVENTS:** Live Music: Lewiston Hotel ADDED as Event on TC Arts Alive FB  
**HISTORIC BUSINESSES:** The Old Lewiston Inn, Lewiston Hotel, Library etc
2. **BUSINESSES with ART:** Country Peddler, Deadwood Trading Post (TCAC Web)
3. **TPlaces:** Resorts, Fishery, camping, trails, rentals

(I received offer to spend night for free at Old Lewiston Inn as part of exploring Lewiston)

**ACTION: Assign person to complete entries /research camping**

C) **Down River:** photos and draft road trip including Ghost town of Helena, campgrounds, swim hole. **ACTION: Need to pursue down to Willow Creek**

D) **North Lake:** I have done nothing. **ACTION: Compile a road trip**

## **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 4<sup>th</sup> 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 4<sup>th</sup> Thursday, 11am.

**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.)**

**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)

## **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 enact 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 2020**

*(TCAC has involvement in the events in italics)*

**Aug. 7:** Monthly Art Walk, Music, downtown Weaverville, 5 to 8 p.m.  
**Aug.** F.A.R. Mural Unveiling (Date prior to Trinity County Fair)  
**Aug. 12-15** Trinity County Fair

Sept. 4: Monthly Art Walk, Music, downtown Weaverville, 5 to 8 p.m.  
Oct. 2: Salmon Festival  
Oct. 2: Monthly Art Walk, downtown Weaverville, 5 to 8 p.m.  
Oct. 9: Harvest / Moon Festival  
Nov. 13: Festival of Light  
November: Decide about Frontier Days, Celebrate Native American Culture  
Dec. Art 4 Arts Sake

## **SUMMARY: INCOME from GRANTS / DONATIONS**

**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.

**TOT Grant FY 20-21, for grant dated July 1, 2020 – June 30, 2021**  
TCAC **received** \$12,922. We will pursue funding for next grant cycle.

**CAC 19-7456-Chamber Music 2021** – Total Grant \$10,687.50 to Trinity Alps Chamber Music Festival, TCAC is Fiscal Sponsor for **10% admin fee, \$1,068**

**CAC SLP-19-6661** TCAC was awarded \$ 90,000 / 2 years (Rec'd Contract and first installment / 90% of \$45,000 )  
Final Payment of \$45,000 being released, July 2021 (**Schedule Reports, available on SmartSimple July/Aug**)