

# TRINITY COUNTY ARTS COUNCIL

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## Board Meeting – March 9, 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 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**

### **Finances:**

- A) NEW Calif Small Business Emergency Relief Package for Nonprofit Cultural Institutions  
4<sup>th</sup> round of funding opens in 2 weeks. Maximum amount for our income level \$5000 (with possible future match from CAC) Likelihood of funding slim. **Jill will explore.**
- B) Fundraisers: Art & Music for Kids. Procured video from Taylor Aglipay for use in future fundraisers.
- C) Membership Mailing (separate report) Disappointed in lack of response. We will launch a Campaign to increase Visibility / Relevancy of TCAC. **We will resend the email membership plea (when? ) Include the video as leader into email.**
- D) Explore future grants that support projects: Shasta Regional (Kevin Cahill for TPlaces), Cultural District, Frontier Days - Celebrate Native American Culture next May 2022
- E) TOT Grant awaiting funding with expectation in 2 weeks – **March 21ish.** Jill Cox and Keith Groves are prodding Suzie Hawkins to get funded. (Check on requirements for reports)
- F) Budget – (April Project – prior to end of June)
  - Streamline chart of accounts.
  - Revise 2020 and 2021 figures
  - Complete open grants and reports: CAC Trinity Alps Chamber Music Festival, CAC SLP, CCSU, Trinity Trust

**Creative Assistant Position:** hired Margarita Alvord with responsibilities:

- A) “Get to Know Your Neighbors” Program
- B) Support for Tourism and Trinity Places.org website & Shasta Cascade Wonderland
- C) Trinity Together: development of Student Liason Role with focus on Art Cruise
- D) Produce graphics, support social media campaign (Lani Lott & Sue Bateman)

### **Active Projects:**

TOT-2021-22: Develop Action Plan for TCAC to lead push for Trinity Tourism with recognition of matching funds to pay a director. Trinity Together hopes to be selected to “pass through” next year’s funds in hopes of receive matching funds to support their community vision. Maybe a team approach?

### **Tourism Committee:**

- A) Visit California Outlook Forum (Julie, Maggie, Jill attended)
- B) Meeting with Kelli Gant and Ryan Cinelli (action items on previous report)
- C) TPlaces: **ACTION: Priority for March / April**
  - Maggie evaluate and suggest reparations
  - Create partnership for promotion with Visit Calif, Visit Redding, Visit Humboldt
  - Meeting of Stakeholders and complete the build out for Summer travel
  - Calendar Events; La Grange Classic, Car Show, Fair, Artist in Action
  - Photo release
  - Postcards for businesses are a key component.
- D) Shasta Cascade Wonderland / UpStateCA membership - \$920 / year
  - Partnering with Trinity County Visitor & Economic Devel. Bureau (TC County Chamber) who is purchasing County Representation in the website and Visitor Guide.
  - We are supplementing with a business listing under Arts and Entertainment
  - 1/6 page ad for TPlaces.org

### **ACTION**

- Create County Database of photos, videos, and stories (solicit using FB, TJ)
- Create at least one itinerary that will be on website and media kit along with PDF.

- TCAC will produce a trifold brochure for TPlaces Trip Plans for visitor centers in North State.
- 6 FB posts

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)

Brainstorming the Art Cruise: First meeting Feb. 24 included multiple businesses with many ideas and action items for follow-up.

Goal:

- 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 (report from Maggie)

April Art Cruise will be 1<sup>st</sup> event to include Music and Pop-up activities

July Art Cruise is the goal for Rebranding

**ACTION: March-April:**

- Purchase signage
- Schedule support to book Music
- Pop-up activities
- Set-up and take-down signs

FAR -Fund for Artists Resiliency: HAF Grant for the 3 Counties of Humboldt, Del Norte, Trinity. \$35,000 to split per Guidelines forthcoming.

- Artists Selection was Hayfork Mural by 4 artist team headed by Karlie Elliott.
- We forwarded 2 Artists, Timbre Beck and Joliene Felice, from Trinity for relief funding beyond the grant award for Public Art.
- Design, fabrication, and installation of artwork: .January 1, 2021 – June 1, 2021 (This timeline will shift along with the extension for applications.

**ACTION: March 14, contact artists regarding progress. Publish their story**

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 April) (Stories beginning March)**

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.

Website Update: Meeting with Lani Lott

**ACTION: Accomplish tasks March**

- Change email, Paypal link, add FB link, revise home page, About us
- Add Program: Get To Know Your Neighbors
- ‘Happenings’ on home page: FAR updates, Call for Artists, Grants
- Grants and opportunities for residents
- Art in Public Places
- Check ALL images for permission

- Capitol Diorama (Story, Unveiling on website along with **date to install Sact./** News/Happening

## **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.**

Weaverville Rotary: Jill wants to join. TCAC pay dues and business costs, Jill pays lunch

NEW Ideas: Youth Stickers (Leia Annaliese)

## **EVENTS to Pursue or Postpone**

Artists in Action - Oct. 9, 2021. We will **reach out to artists in July** and begin meetings.

Art for Arts Sake, Hayfork, Dec. ?, 2021. The Hayfork Chamber of Commerce has promised us \$ 500 for advertising, 2020 Event. 2019 **was a success.** The attendance was down (last year 890, this year 640) Live Auction was a money maker. Net \$1,210

Weaverville: Art & Culture District – I propose that we pursue this designation. TCAC as member of the Trinity Together Cradle to Career Program (TTCCP), we are deepening our relationships with McConnell Foundation and Shasta College Foundation, 2 funding sources. We have the assets and partnerships to go forward. I am going to the Redding Cultural Dist. Summit Thursday to investigate how to proceed.

**Create a Committee to proceed. Trip to Eureka Nov. 6, 2020 for Roundtable meeting**

Virtual Sales: businesses and artists; Joe Feinstein (Partnership Weaverville Chamber, July 24)

TCAC can provide opportunities to local artists. **Focus Group.**

**Consider Virtual Events, Virtual Art Festival Fundraiser (FOL)**

**Help in creating Virtual Art Galleries are available by contacting Arts Mendocino (Regional Partners)**

## **ARTS Calendar for 2020**

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

**March 6:** **Monthly Art Cruise, downtown Weaverville, 5 to 8 p.m. ( COVID ? )**

**April 3:** **Monthly Art Cruise, downtown Weaverville, 5 to 8 p.m. (Young Artist Showcase)**

June 1: F.A.R. Mural Unveiling  
July 1: Decide about Artists In Action Event  
Oct. 9: Artists in Action (with Salmon Festival, pending COVID)  
October: Decide if going forward with Art 4 Arts Sake  
Nov. 13: Festival of Light  
November: Decide about Frontier Days, Celebrate Native American Culture  
Dec. Art 4 Arts Sake

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

Funds in Account per QuickBooks: March 8, 2021: \$ 57,250.56  
(Does not account for uncashed checks)

**NEW Fundraiser: Art & Music: Mailing and Festival of Light donations: \$5,730**

**NEW 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**

**NEW 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.**

**AWAITING: TOT Grant FY 20-21, for grant dated July 1, 2020 – June 30, 2021**

TCAC made our pitch and expect to receive minimum of \$12,000. We will pursue. Funds arrive December.

**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 )**

**Coast Central Credit Union Grant: \$5000 for Itinerary Software Program (Need to invoice for this)**

**Trinity Trust Community Response Grant: \$5000 applied for Oct. 21. Rec'd \$1000 for website**