

TRINITY COUNTY ARTS COUNCIL

Jill Richards; 623-2760 / 1jillrichards@gmail.com

Board Meeting – May 11, 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

Outreach

I have made calls, done road trips, taken notes and photos. Must ADD to TCAC and Tplaces websites

- A) Hayfork Chamber; (work on tourism and website update required numerous calls resulting in:
 - 1. Desire for TCAC to Promote Events. Maybe with T Journal as well
 - 2. Interest in working with TCAC to include “A Day in Hayfork” trip plan
 - 3. TPlaces.org include businesses
 - 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, Kurvy Roads, Northern Delights (new management)

ACTION: Road Trip with Susan A. Take photos, recruit Hayfork Liaison
 - B) Lewiston; Businesses open after Memorial Day, May 31
 - 1. Add to TPlaces.org, “Day in Lewiston” “Living History”

EVENTS: Live Music: Lewiston Hotel

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**

Tourism Committee

- A) We met with Elebase designer Jen Frandsen April 28 to explore changes.
- B) Jen will provide a quotation for required changes.
- C) Jen did send us a fantastic Trails Program that we will show to TCRCD and Trinity Trails Alliance. It is beyond our capacity today.
- D) I have produced a draft list of categories along with suggested navigation changes. Emailed to Maggie, Julie, and Jen to give feedback, help streamline the many choices. (attached)
- E) **May 13**: Meeting with Buildaberg, Weaverville and Trinity Chambers to discuss Summer Ad Coordination
 - 1. Photo Sharing Process - development & process, assigning of work, who can access.
 - 2. Collaborative Advertising Opportunities - Visit Trinity, Trinity Places and Chamber (?).
 - 3. Buildaberg's role

TO DO

- F) Trinityplaces.org:
 - 1. Define Categories
 - 2. Create To Do List to streamline putting content on the site (Create a budget)
 - 3. Meeting of Stakeholders and complete the build out for Summer travel
 - 4. Maggie or contractor can follow and “standardize” look of entries
 - 5. Clean-up back-end (labeling photos etc)
 - 6. Promotion of TPlaces.org site
 - Create partnership for promotion with Visit Calif, Visit Redding, Visit Humboldt

- Calendar Events; La Grange Classic, Car Show, Fair, Artist in Action
 - Photo release
 - Postcards for businesses are a key component.
- G) 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

TrinityPlaces.org ACTION:

- Resolve Categories and Navigation. Elebase to implement.
- Generate To-Do List for 2021 Travel Season
- 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 (Pre-Paid)
- Create postcards and put in businesses. Maybe placemats for restaurants

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

Goals:

- Increase visibility of art, music, and venues with signage and advertising.
- Increase attendance including new market segments including youth and non-art lovers
- Provide income opportunities for artists, musicians
- Rebrand the Look of Art Cruise (Maggie as TCAC lead)

April Art Cruise was 1st 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.

Maggie and Taylor are handling deployment of signage and all aspects of providing music.

LOGO Contest: 1st 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, _____

TCAC will purchase 2 t-shirts and have the logo printed on them **ACTION**

The contest perimeters were changed from Art Walk to 1st Saturday without conveying that requirement to the THS students. Consequently, the THS student submitted a logo for Art Walk, not 1st Sat. The student logo is the best for Art Walk, and if we follow the letter of our proposal, should offer the winning Art Walk logo \$200.

Decision: How do we want to compensate the THS student?

The Branding Committee did a survey of Weaverville businesses to alert them to the venture, of First Saturdays / Arts & Entertainment / Weaverville, CA. Ascertain their interest in using the monthly event to promote their business, stage an activity, help with promotion and signage. The implementation of the survey puts TCAC front and center as supporting businesses.

ACTION: May - June

TCAC to approve Budget for Relaunch (attached)

- Purchase signage
- Determine deployment of signage based upon survey results.
- Book Music for Summer
- Solicit Pop-up vendors and activities
- PR: TJ, FB, magazines, venues support, lodging

Otter Project

Trinity Otters have found homes in Weaverville. COVID has changed the scope of the project. In the meantime, we look forward to launching the otters online and an ongoing social media campaign on **27 May**, which is **World Otter Day 2020!** Jill will work with FB team (Lani, Sue B. and Maggie) and Mark on Eblast to share the event.

Finances

TCAC QuickBooks shows \$58,000 in our accounts (recognizing that there are outstanding expenses to deduct approximating \$1500). T.O.T. Grant check due; \$13,000, totaling approx.. \$69,500.

All Grants are current with exception of T.O.T Grant.

Plans;

- A) Julie is working on a second Membership Mailing keying on Business and Tourism support.
- B) Jill to develop a Trinity Tourism Plan, and propose it to the TCBOSS end of June.
- C) Jill to explore future grants that support projects: Shasta Regional (Kevin Cahill for TPlaces), Cultural District, Frontier Days - Celebrate Native American Culture next May 2022
- D) Budget – (May Project – prior to end of June)
 - Streamline chart of accounts.
 - Revise 2020 and 2021 figures

Advertise for Executive Director: end of June

Jill to refine job description and send to TCAC Board mid June.

ON-Going Projects

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: Artists are progressing on Mural. Need photos. Publish their story in June.

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: Advice from Lani Lott

ACTION: Working on. Accomplish tasks end of June

- 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

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.**

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)

June 5: Relaunch Monthly Art Walk, downtown Weaverville, 5 to 8 p.m.

June 1: (behind schedule. TBD) F.A.R. Mural Unveiling

July 3: Monthly Art Walk, downtown Weaverville, 5 to 8 p.m.

July 10: 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: May11, 2021: \$ 57,000

(Does not account for uncashed checks nor expenses to be recorded)

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.

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 \$13,000. 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)

REC' D Coast Central Credit Union Grant: \$5000 for Itinerary Software Program