

# TRINITY COUNTY ARTS COUNCIL

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Board Meeting – November 16, 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

### Hiring a new Executive Director:

The Board produced an excellent descriptor for the job of E.D. to be used in the Classifieds of the T. Journal, Fb, and Eblast.

TJournal Classified: November 17, November 24 and December 1. Press Release, Nov. 17.

The Eblasts are scheduled for Nov. 17 and 24<sup>th</sup>. More to follow as needed.

I held off on the first blast to let the TJournal get the classified and Press Release out first. (Wayne is less willing to do Press for us if he thinks we are using social media to “break the story”.

It is on Fb and the website is updated with it on home page and revised description as a link from the Eblasts. Additionally; I have personally reached out to many people and expect to receive some applications. Please talk it up. I am happy to discuss my vision of the job to anybody interested.

### Festival Of Light Scholarship: Need Administrator (attached)

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.** Implementing the Program will require dedication. It is a project that a new E.D. can do. 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: Establish a committee to plan & oversee this Program. (suggestions attached)**

Taylor: FOL Video (FB Lani) ( Eblast) 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.

Julie Driver; KIXE support 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: Establish committee to discuss use of KIXE PR. Involve Lani. Coordinate all KIXE PR with FB, Eblasts, articles in the paper, CAC Art Beat. Collaborate with Shasta and Siskiyou Arts Council.**

Art for Arts Sake, Dec. 11, 5:30 – 8:30 pm Event is moving forward.

TCAC NEEDS to help excite people from Weaverville, Lewiston, Down River to come to this event. We are getting ED applications form Hayfork. DO WE support Hayfork Artists?

**ACTION: Meeting to brainstorm Who we know that may carpool over for event.**

Poetry Out Loud is progressing: Lisa Floyd is a fantastic champion and administrator for this project. We have commitments from Hayfork High and Trinity High. Lisa is also reaching out to organizations such as Future Business Leaders, Native American Club, and students off campus. We will produce a calendar of events in the next 2 weeks along with a **Promotions Calendar, website update**, FB Event Page. (**Discuss with Lani** about how to use Facebook) Lisa to provide report.

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

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)**

Received funds Coast Central Credit Union (emailed to Board)

Received T.O.T. Grant 2022: \$12,922.

**ACTION: Create a joint marketing plan for Trinity with TOT Recipients before Dec. 15.**

**TCAC Tourism Team to work with Jessica to develop a plan after Thanksgiving.**

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 on:

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

Festival Of Light: Julie to report

Fundraising / Membership Mailing: To be discussed

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

Budget Review: Set date after New E.D. is hired

Strategic Plan: Consider what matters to Board and new E.D.

Include plan to regularly reach out each TCBOS with updates.

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

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 though Facebook, the Trinity Journal** and publish these links so that artists and musicians can join the database.

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

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

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## OUTREACH –

### 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.

### Redwood Coast Region Economic Development Summit

<https://www.gohumco.com › Redwood-Coast-Region-E...>

Cultivating a Thriving Economy on the Redwood Coast. Save the date for Future Forward, the **2021 Redwood Coast Region Economic Summit**, on October 21 and 22, 10am – 5pm! Registration required for ZOOM link. **TCAC was a presenter on the panel.**

Public Art, Community Revitalization, and Social Well-being: A Conversation with Regional Arts Leaders

“The arts and culture sector plays a critical role in a thriving community. In this panel of regional arts leaders, we will learn about their recent efforts to nurture vibrant cultural ecosystems in their respective regions. In addition, they will discuss how these activities contribute to quality of life in each community and how planning efforts can include greater consideration of the role of the arts in relationship to economic vitality.”

**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, though nothing since July)**

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)

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## **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 2021**

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

- Nov. 26: **Magic Mountain Christmas, Weaverville**  
Nov. 27: **Lewiston Bridge Lighting**  
Dec. 4: **Monthly Art Walk, downtown Weaverville, 5 to 8 p.m.**  
Dec. 5: **Hayfork Christmas Festival**  
Dec. 11: **Art 4 Arts Sake ??**  
Dec. 18: **Hmong New Year – TC Fairgrounds, Hayfork (facebook has info)**

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

### **NEW Received funds Coast Central Credit Union \$500**

### **NEW TOT Grant FY 21-22, #21-156 for grant dated July 1, 2021 – June 30, 2022**

October, TCAC received \$12,922, 18.46% of \$70,000. 50% of funds are expected in December, balance following coordinated marketing play by the partners. 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 new ED, 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 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.