

# TRINITY COUNTY ARTS COUNCIL

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Board Meeting – September 21, 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**

### **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: Jill to complete Grant docs by Oct. 2**

**Create a TCAC Team to pursue the grant.**

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

### **Requested funds Coast Central Credit Union (emailed to Board)**

**Requested funding: letter to TCBOS and CEO T.O.T. Grant 2022 (emailed to Board)** : The CAO, Richard Kuhns, has recommended that the TCBOS fund the T.O.T. Grant in the 2022 budget. Budget hearings begin Sept. 22. If we receive funding, we will propose a budget to the TCAC Board.

### **Tourism:**

Tourism via T.O.T. Grant provides crucial CAC matching funds, hence, we NEED to be seen as valuable and 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. (Details about What we do, Who we partner with is included below, Page 4)

Trinityplaces.org: The TCAC team consists of Susan Hazard, Julie Feely, and Jill. We have revised the website and have one further revision to be performed prior to content development. We have hired a website developer, Jessica Kojabashian, and Elizabeth Watson as writer, content developer. We will meet tomorrow to discuss how to build the content and who we may still hire to complete phase 1 of the website. All costs for contractors, website revisions, and promotions will come from the 2021 T.O.T. Grant.

Shasta Cascade Wonderland / UpstateCA: Jill purchased an advertisement in the 2022 Visitor Guide that is distributed world-wide by UpstateCa. The 1/6 page ad will reside on the TRINITY section and promote trinityplaces.org. Cost \$695. (Email to Board 9/19 has details)

**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>

**Poetry Out Loud:** CAC SLP requires us to go forward with Poetry Out Loud. Timeline and plan to follow outreach to schools in early October.

**ACTION:** Review timeline on website and meet with high school English Teachers.

### **Rebranded 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

Outcome:

- A) Changed name to Art Walk
- B) A new business group was created; First Saturdays / Weaverville / CA
- C) TCAC and some businesses purchased banners, sandwich boards, and signs to put out every 1<sup>st</sup> Saturday to promote the evening's activities, including the Art Walk.
- D) TCAC committed to book and pay for live music at 3 or 4 venues during May-Sept. to broaden the interest to younger and folks not as interested in gallery art. The participation did increase markedly. We will discuss budgeting live music in the future.
- E) The Highland Art Center (and Hal Oleari) have agreed to produce the monthly Art Walk flyer that will be printed and distributed by TCAC.
- F) TCAC agreed to support First Saturdays /Weaverville business participation by paying for the cost of adding color to a page of advertising in the Trinity Journal under the First Saturdays banner (\$100/issue). We will also allow for our 501c discount to be applied to all ads – 15%.  
**ACTION:** Jill recommends that we agree to pay for 2 issues of ads, \$200, after which, the group handle the cost. If agreed upon today, Jill will contact the First Saturdays committee.

**Art for Arts Sake; Hayfork:** Wild Fires and COVID have derailed conversation about this event. TCAC will meet with Chris Semer and the Hayfork team to determine feasibility for Dec.

**Frontier Days:** Anna Carson and Jill discussed (in the produce dept. of Holiday Market) the feasibility for producing the event for May 2022. Anna doesn't have the energy to produce a town-wide venture. Jill suggested that, IF COVID has subsided, we could do a smaller event centering on Celebrating Trinity's Frontier Culture with a Native American village at the Highland, Chinese at Joss House, and Museum.

**ACTION:** Jill will call Sonny Hayward and inquire about his interest. If there is interest, she will create a timeline and get with the Board.

**Festival Of Light:** Julie to report

**Fundraising / Membership Mailing: To be discussed**

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

**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**

## **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. Phase 1 will be completed this year and represent Things To Do, Trip Plans in Trinity for Fall, Spring, Summer and paid for through county funding.

### 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

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## **OUTREACH – Wild Fires have crippled outreach to Trinity County.**

### **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 has been invited to be 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)*

Sept. 24: TCBOS Budget discussion finalize (hopefully)  
Oct. 2: Impact Grant Contract doc deadline to email  
Oct. 2: Monthly Art Walk, downtown Weaverville, 5 to 8 p.m.  
Oct. 9: Harvest / Moon Festival  
Oct. 27: FOL Mailing  
Nov. 6 : Monthly Art Walk, downtown Weaverville, 5 to 8 p.m.  
Nov. 11,12,13 Festival of Light Dutch Auction, EarthDance  
Nov. 13: Festival of Light (Dutch Auction Draw)  
November: Decide about Frontier Days, Celebrate Native American Culture  
Dec. Art 4 Arts Sake ??

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

**NEW CAC Impact Grant PRJ-21-11302 \$16,** Grant Activity Period: October 01, 2021 to September 30, 2022

**ACTION: Complete Grant docs by Oct. 2**  
**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.

**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 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**