

TRINITY COUNTY ARTS COUNCIL

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Quarterly Board Meeting – January 12, 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

TCAC forwarded several rounds of ARTS Grants to individual artists and businesses through Eblasts and individual email outreach.

Last quarter, we created 17 Eblasts promoting Art Events for TCAC and others

Attended CAC State Local Partner Town Hall, bringing rural arts issues to the council.

1. **Multi-county arts conversation: 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: Jan. 16, take Artists' Contracts to Hayfork, photos of site, artists, get story

Regional Arts Leadership Group: Mendocino, Humboldt, Del Norte, Trinity. We meet monthly to share ideas, funding opportunities, outreach for arts advocacy and tourism. (Jill & Julie, others invited) Discovered resources to create a Virtual Art Gallery, useful for future events (Arts Mendo)

2. **Poetry Out Loud:** <https://www.capoetryoutloud.org/> **Trinity County not participating due to COVID issues**
3. **TrinityPlaces.org:**
 - Need to meet with TC CAO Richard Kuhns regarding 2021 Funds. Expect minimum \$12,000.
 - WE need to meet with county stakeholders and complete the build out and promote the event to travel agencies AND to Trinity County businesses.
 - Postcards for businesses are a key component. Shasta Cascade Wonderland will provide the initial Intercounty outreach.
4. **Shasta Cascade Wonderland / UpStateCA membership - \$920 / year**
(Call from Visitor Center checking to see if Maggie's position on Board will be replaced)
 - 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
 - At least one itinerary that will be on website and media kit.
 - TCAC will produce a trifold brochure for TPlaces Trip Plans for visitor centers in North State.
 - 6 FB posts
5. **OUTREACH: "Get to Know our Neighbors".** New project resulting from Maggie's outreach.
 - Project will begin as a project on our website with a page/text/photos for each segment that explores our Neighbors.
 - 1st Neighbor are the Hmong with Choua Yang providing content about History of Hmong, how arrived in Hayfork. Possibly second segment about Recording History through embroidery of history on clothing. Maybe future about New Year Celebration, singing, dance, food.

- Duncan McIntosh is connected with Native American Tribes down river and the mining community of Denny in which we can develop colorful and informative segments.
 - The Nor-Rel Muk will be approached to share their history, culture, and art. There are many more possible groups that the team may explore through this program.
 - EXPANSION of Project would entail hiring a team to produce short video segments in which we interview our Neighbor and create a piece that lives on TCAC YouTube and can augment schools and TrinityPlaces. Cost for this expansion requires landing funding through grants or donations.
 - We will pursue the CAC Impact Projects Grant for this. **We hope to hire Maggie to Co-Anchor this project**, develop graphics, and help with promoting through TJournal, FB, and to the schools. The segments might become material to augment TrinityPlaces.
6. **Will write CAC Impact Projects Grant, due Feb. 2.** Other grants not as likely to fund. Will explore project grants in Spring (Shasta Regional, Trinity Trust, others based upon projects)
7. **TCAC Budget; Revise for CAC Impact Projects Grant**
Jill to draft 2 year budget (FY 19-20 and FY 20-21)
8. **Pleaser Letter & FOL Donations- Art & Music Lessons for Kids- \$ 5,222 raised**
9. **Update TCAC Website**
- COVID-19 – TCAC RESPONSE
 - Festival of Light Streaming Live (news article)
 - Capitol Diorama Unveiling / News/ Happening
 - (Rec'd) CAC Grant Standard Agreement (STD 213) - AC-19-7456 \$11,875 total, Fiscal
 - Sponsor Artists in Communities
 - Multi-county arts conversation: Fund for Artists Resiliency: HAF Grant for the 3 Counties of Humboldt, Del Norte, Trinity. \$35,000 to split per Guidelines forthcoming.
 - Recognition of Nor-Rel Muk
 - Art in Public Places
 - Appropriate links to FB, YouTube, Instagram
 - Get to Know our Neighbors (Meet the Neighbors)
 - Check ALL images for permission

PROJECTS / PROGRAMS: CONSIDERING

1. **Brainstorming session: Art Cruise, Network with Galleries and Participating Businesses**
Set meeting early February. TCAC Committee
2. **Public Art / The Watershed Center;** partner through art and animals that inhabit Trinity.
Anna Carson wanting to meet Feb. 1 in Hayfork to discuss vision, funding, partnership.
3. **Art Education: Youth & Adults (Feb.)**
 - 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
4. **EARTHDANCE Art Studio:** Partner with Elizabeth Watson and Pam Yearout to produce Art Classes for adults and children. **(Develop Committee)**
 5. **Weaverville Rotary:** Jill wants to join. TCAC pay dues and business costs, Jill pays lunch
 6. **Internships, RURAL School Collaborative** – North State Together, help during COVID, intersection with Art in Schools and Home School. TTCCP partnership

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 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)

- Jan. 16:** FAR Contracts & photo shoot
- Jan. 19:** Get to Know Neighbors Meeting
- Feb. 1:** Watershed Center discussion re: Public Art partnership
- Feb. 2:** CAC Impact Grant due
- 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
- Oct. 9:** Artists in Action (with Salmon Festival, pending COVID)
- Nov. 13:** Festival of Light

?? Art 4 Arts Sake
?? Frontier Days

SUMMARY: INCOME from GRANTS / DONATIONS

Bank Account: Jan. 5, 2021: \$ 31,240
(Does not account for uncashed checks)

NEW Donations: Art & Music for Kids – Pleader Letter and Festival of Light Donations:
\$5,222

NEW Funds raised : Festival of Light Event (Lunches & Raffle): \$ 1,346

NEW Award: FAR 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

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
Businesses: (7), Life Members: (1) Family: (8), Premium Artists (1), Individual (25), Student/Senior (5)

Do Eblast in January, with announcement of website