

**Clark County Public Art Committee Meeting**  
**May 28, 2019 at 3:30 pm**  
**Sunset Parks & Recreation Admin Building, Conference Room**

I. MEETING OPENING: Eric opened the meeting. In attendance: Committee Members – Eric Strain, Rebecca Holden, Dr. Robert Fielden and Keith Conley. Staff – Mickey Sprott, Patty Dominguez, Arturo Cecena, Katie Walpole Lonny Zimmerman & Cliff Fields.  
Public: Grace Tam (CACA).  
Absent: Harold Bradford, Vicki Richardson and Dr. Louisa McDonald.

**Meeting Started: 3:37 pm.**

II. PUBLIC COMMENTS: None.

III. MINUTES: **Conley moved to approve April 16, 2019 minutes, Fielden seconded. The motion passed unanimously.**

IV. APPROVAL OF AGENDA: **Conley moved to approve agenda, Fielden seconded. The motion passed unanimously.**

V. ARTS PLAN BUDGET for Presentation to BCC on June 4, 2019 (*not an action item*):  
**Discussion & Q/A:** Fielden asked about the structure of the Arts Plan in relationship to the master plan for the program. Mickey responded that the original Arts Plan written and approved in 2013, lays out the foundations for that plan, including policies and procedures, which our program uses as our program guidelines, as we move forward. That document includes a lot of information; however it does not include everything, particularly since the program's transition to an independent section in the department. For that reason that original governing document will need to be updated and expanded as our transition continues; related updates need to also be added to the revised document to cover things like the *Midtown Maryland Parkway Overlay* ordinance, which went into effect this year.

VI. COMMITTEE RE-APPOINTMENT of Rebecca Holden, on May 21, 2019 (*not an action item*):  
The renewal of Vice-chairman Rebecca Holden, to serve a second 3 year-term on the Public Art Committee, was added to the public record.

VII. BOARD MEMBER ADVOCACY – Reminder that three committee positions will be up for replacement in September 2019 (*not an action item*):  
In pointing out that the second terms of Chairman Eric Strain, Keith Conley and Vicki Richardson (the only remaining Founding Board Members on the CCPA Committee), will be coming to an end in August 2019, Mickey let the committee members know to please forward all interested candidates, for replacement consideration, directly to her, via email or phone. She also mentioned that Admin Services will be updating the application process, due to a new SIRE program, but for the time being any suggestions or recommendations can just be forwarded to her directly. At this time, Mickey has received the names of 3 individuals who have expressed an interest in serving on the committee; however we would appreciate recommendations from the outgoing members. She will check to see if the application is on the website.  
**Discussion & Q/A:** Fielden asked about the areas for representation on the committee. Mickey replied that the original guidelines for that will also need to be

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updated in the near future, as the arts and the higher education communities have continued to expand over the past 6 years and it is important that we are able to utilize and be responsive to numerous constituent elements within the county.

VIII. REVIEW OF SOCIAL MEDIA EFFORTS (*not an action item*):

(Reference the *Facebook Analytics* handout included in the packet.) Mickey went over our social media analytics on the Smart Screen, covering our FB page. Current 'Likes' under the events section hit 15,000 people (due in a large part to the "Organic Study No. 2" dedication at Desert Diamonds Complex – which was viewed by over 2000 FB patrons); the Full Scope Professional Education series has hit 294, with Gig Depio's Sunday, June 9<sup>th</sup> presentation posting currently at 395 (of 'interested' or 'going' responses). She added that we are still low on our actual attendance for the Full Scope series, as opposed to what our social media coverage is. Mickey further explained that when we enter into a contract with an artist or group, we now ask for their social media tags, we try to make sure that they 'Like' our page, so that when we are following their project or process, we can tag them on any postings that we do; thereby drawing more people to our page. When we notice someone who consistently 'likes' our posts, but haven't yet 'Liked' our page, we can invite them to also 'Like' the page.

She also showed the committee our Instagram site. Currently we have 443 followers and will be working to build up this area. She showed how we are utilizing the images that are shared by contracted artists, to help promote the project on Instagram. In addition to current projects, we are also using this format to highlight 'throw-back projects', like past Zap! box images, using images that we have on file or reaching out directly to the artists.

Finally, Mickey showed the website year in review analytics for our Visual Arts webpage and stated that this site has had 1800 people who have clicked onto this page.

**Discussion & Q/A:** Fielden commented that as we continue to build the program, for different levels of artists, and expand our offerings to more of the community that we will also build our social media presence.

**Q:** Conley clarified his comment from the last meeting (about wanting more project involvement in social media), that he wasn't sure that that comment was understood as he meant it; he was referring to utilizing social media, as an interactive part of the creation or documentation of the project (which would also pull more people to the website, as well); creating a project that involves a direct interaction that way; an independent social media project. Mickey agreed that could be a good idea for a future project. What she was discussing today, was to help show an expansion in our current project documents, rather than an independent public art social media project, or a project that has a strong integrated social media component as part of its creation. (...further discussion of social media documenting of all projects, during their creation, to expand interest and outreach.)

**Q:** Fielden suggested that it might be interesting and useful for us to look at other the year in review analytics for other county department webpages, to see how interest in our Visual Arts page compares to those.

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IX. NACo NATIONAL CONFERENCE & the NACo Arts & Culture Award, Local Arts Advocacy Award Recipient Nomination – *(for possible action)*:

Katie Walpole, from Clark County Administrative Services (supporting the County Commission and Senior Management Team), introduced herself and explained that the National Association of Counties (NACo) is a non-partisan national organization, representing counties (numbering 3,059 in total, 2,500 of which are member counties) across the country. They will be holding their 2019 Conference in Las Vegas this July. Clark County is hosting this event, for the first time in 25 years. The 2019 Conference will be held at Bally's and Paris Hotels. Katie, as one of the hosting organization liaisons for the conference, attended to explain about the organization and answer any questions that may arise about what Mickey will be discussing. Mickey then let the committee know that the NACo - Arts and Culture Commission has asked for our Art Committee to nominate an individual, or an organization, to be honored for their work in promoting or supporting the arts and culture in Clark County's Community. She went on to list a few of the recent award recipients and the kinds of activities and arts and cultural advocacy projects that won them this award. The selected final nominee should show dedication to Clark County's arts community and have a good record of local advocacy in the county's arts and culture community. To that end, the committee is asked to suggest 3 or 4 possible award candidates during today's meeting, for consideration, and then to select the recommended recipient from these candidates, during the committee's next scheduled meeting, in June. Mickey further explained that before the committee can make its final selection, she needs to reach out to each one of the candidates to verify that they are not only interested in being involved, but that they will be able to attend the awards ceremony, and can accept the award in person. Mickey also asked that, after today's meeting, for the committee members to email the contact information of all of the nominees selected, to help her reach out to them and prepare for June's meeting.

**Discussion & Q/A:** Fielden asked for clarification that this award should be for arts and culture. Yes. He went on to suggest **MGM** or Mandalay Bay's arts & culture organizations; he also suggested Beverly Rogers, for the various works that she has supported, particularly with the development of the **Black Mountain Institute**. Strain clarified that Carol Harter is actually the Executive Director of the Black Mountain Institute, which has received major funding from the Rogers Foundation. He added that Tarissa Tiberti is the person who runs the arts for MGM. Strain also brought up adding the county's public art program to the nominee list; and stated that Patrick Gaffey and passed Commissioner Chris Giunchigliani, who were the primary forces to create, fund and develop the **Clark County Public Art** program, should be considered (if they were allowed to self-nominate, which they were told will be checked). Strain asked for any other nominees to include for consideration and this was the point that Mickey clarified that the nominees should be operating in areas of unincorporated Clark County, rather than within one of the cities, which narrowed the field. He then suggested the Barrick Museum, which was favorably received. Mickey also brought up the Moapa Valley arts organization in Overton, for consideration.

**Q:** During the above discussion, Mickey asked Katie to clarify if Patrick & Chris, as two community individuals, would be accepted for nomination. Katie will get the

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details from Mickey (after the meeting) and follow-up after she clarifies this question with NACo.

Discussion followed, later in the meeting, on creating 4 nominee groupings of Beverly and Carol for Black Mountain Institute; Patrick and Chris, for the Clark County Public Art program; Tarissa and Jim Murren (Chair & CEO for MGM), for the MGM Resorts – Arts & Culture; and Alisha Kerlin (Barrick Museum Executive Director) & Marcus Civin (Department Chair – UNLV Art Dept.) for the Marjorie Barrick Museum of Art.

**Fielden motioned to approve the 4 nominee groups for : 1- Black Mountain Institute (Beverly Rogers & Carol Harter); 2- Creation of the Clark County Public Art Program (Patrick Galley & Chris Giunchigliani); 3- MGM – Arts & Culture (Tarissa Tiberti & Jim Murren); 4- Marjorie Barrick Museum of Art (Alisha Kerlin), Holden seconded. The motion passed unanimously.**

**X. REPORT BY CLARK COUNTY PARKS & REC. PUBLIC ART OFFICE STAFF –**  
Regarding Monthly Summary of Current Projects (*not an action item*):

The Public Art Projects Status Report and the Public Art Programming Communication Flyer were included within the committee members' packets.

**Projects Status Report Discussion:** Mickey quickly summarized a couple of changes to the monthly report in the packet.

- The James Regional Soccer Complex project's sculpture design is almost ready to go to the BCC. When that is approved we can release the selected artist's name.
- For the Overton Community Artwork-Part 2 (the gateway project), the jury is currently in the process of scoring the applications. This project received a lower number of applications than expected; only 9 or 10 total applications were submitted. This was a surprise, as there was a lot of social media promotion and project interest expressed in the artist community before the deadline.
- For Nellis Absolute Ceiling, the 5 finalists are creating their designs now. The proposal presentations are scheduled for Wednesday, June 26<sup>th</sup>, 12:30 – 3pm.
- On the UMC project, the finalists have been notified, however the project is moving forward slowly, as the hospital contacts have been wrapped up recently in some legislative issues. Mickey has been in communication with the 5 project design finalists and hopes to be able to schedule a meeting with the finalists and the UMC personnel to move to the next step of the process, soon. UNLV has put together a list of plants that are native to the Las Vegas Valley and have medicinal properties, which they will do a presentation on. There are also a couple of essays on healing gardens that will be distributed to the finalists, along with a map of the utilities lines.
- The last current, active project to review today is Rat Pack-Crossroads. Mickey reported that since she prepared the written report, Rat Pack has gone into the permitting process and it is quite close to moving on to the installation process.

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The sculpture is almost complete and will sit in storage, in Colorado where it is being fabricated, until we are ready to install.

**Discussion & Q/A:** Strain asked if we know why the submitted applications were so low. Mickey responded that we are not sure why, as the call was open for an extended period (2.5 months). Perhaps it was affected by the Nellis RFQ closing date being just before and artists not focusing on the Overton project because it closed so soon afterward. Both Nellis and UMC RFQs had 18-20 applicants.

**Q:** Strain asked if it might be possible to cancel the original Overton project call and re-issue it, to allow for a greater pool of applicants. Mickey responded that she really didn't know what the purchasing directives might be for something like that. She added that what she thinks we would have to do is to go through the initial process and after the finalist presentations, if there is nothing presented that the selection jury is ready to move forward on and fund, that they simply reject all the choices and we opt to start the process again.

**Q:** Strain asked who the 5 Nellis finalists are. They are: Adolfo Gonzalez (Diversified Expressionz), James Ellwanger, Mark Brandvik, Ramon Sanchez (Metamorphosis of Scrap) and Robert S. Davidson (Plastertec).

**Q:** Conley brought up the fact that he will be out of town the week of the project presentations, so we will need to select a proxy to attend the presentations and participate, in his place. Mickey asked the other committee members in attendance for a volunteer to be his proxy. Holden will check her calendar when she returns to her office and if she is open that day and time, she will confirm to participate in Conley's place. Mickey will also check with Richardson and Bradford to see if either member is interested in participating, as well.

**Q:** Strain asked who the 5 UMC finalists are. They are: James Chadwick & Assoc., Harvard Graduate School of Design (which is a local group-Helena Cohen & Estello Raganit), Mendre Sculptures, Circle Dancers (Gael Hees-Founder) and James Ellwanger.

**Q:** Strain asked for clarification that the Wetlands project was not out yet. No. Mickey went on to clarify that the next projects to be released would be the Sunset Marquee (waiting on RMP to move forward), Alexander Villas (we need to do a public information survey in the surrounding neighborhood).

**Q:** Fielden asked for clarification on what the process is now for the Sunset Marquee. Mickey responded that the current sign will be demoed; the neon portion will be donated to the Neon Museum Boneyard, and then after the area is cleared out and cleaned up, we will develop a RFQ for a new public art design call. She has asked RPM to leave the electrical leads live for that area so that our new public art project will have power to the area.

**Programming Communication Flyer Discussion:** Mickey reported that for our upcoming Full Scope Artists' workshop, Gig Depio will be our next presenter, on June 8<sup>th</sup> & 9<sup>th</sup>. Currently in the Rotunda Gallery is an exhibition by the Las Vegas News Bureau celebrating its 60<sup>th</sup> anniversary, until June 4<sup>th</sup>. With the NACo Conference coming to town this summer, the next Rotunda show will be an exhibit by the Centered Artists. The Winchester-Dondero Gallery is currently dark. New galleries curator, Miranda Lopez, is in the process of developing a new format for the

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next show, which will be an open artists' call. That call will go into the marketing phase, in June.

XI. FUTURE AGENDA ITEMS – POSSIBLE COMMITTEE DISCUSSION (*not an action item*): None.

XII. PUBLIC COMMENTS:

Staff member Arturo Cecena added to the record about connecting public art projects to the social media and other outreach resources. He suggested a way to better leverage social media activities with print and in-person outreach, would be to have more staff coverage at more county event activities, which would allow us to interact directly with more patrons. For example, it would have been a great opportunity to have a public art table at the recent Jazz in the Park event. He also talked about documenting activities as well as community art events, in the field, and posting the edits to social media that could be shared by other sources in the community and outside of the local arts community. He suggested that a larger budget for this kind of activity would allow staff to spend more time and resources in these areas, for either in-house or out-sourcing these projects.

**Q:** Fielden asked him what the advantages and disadvantages were to out-sourcing as opposed to focusing funding on in-house coverage. Arturo responded that out-sourcing would involve a professional production house, who could bring their experience and talents to the project(s), vs. the personal passion and connectedness of the activities for internal staff-produced documentation and media product(s). Discussion followed about the values and possibilities of in-house vs. out-sourcing and other community resources and interactive opportunities. Event photo booths and event apps that could be utilized were mentioned as well. Holden explained about the city's experience as a sponsor of Art Pop-Vegas over the past couple of years. After a few minutes of discussion on this topic, Holden suggested that Art Pop-Vegas might be added to a future meeting agenda, for further exploration. The general consensus of the committee concurred.

XIII. FUTURE MEETING SCHEDULE: 4<sup>th</sup> Tuesday of each month, beginning at 3:30 p.m. (*for possible action*)

- a. Next scheduled meeting: June 25, 2019.
  
- b. Currently, all regularly scheduled meetings are held at Sunset Parks & Recreation Admin Building, 2601 E. Sunset Rd.

XIV. ADJOURNMENT: **Fielden motioned for adjournment, Conley seconded. The motion passed unanimously.**

**Meeting Ended: 4:38 pm.**