

**CITY OF FOLSOM
ARTS AND CULTURE COMMISSION
REGULAR MEETING AGENDA
March 14, 2024
6:30 P.M.
CITY COUNCIL CHAMBERS
50 NATOMA STREET, FOLSOM, CA 95630
www.folsom.ca.us**

Notice Regarding Remote Participation

Effective July 7, 2022, the City of Folsom is returning to all in-person City Council, Commission, and Committee meetings. Remote participation for the public will no longer be offered. Everyone is invited and encouraged to attend and participate in City meetings in person.

- 1. CALL TO ORDER:**
- 2. ROLL CALL:** Commission Members: Marc Allaman, Kat Bahry-Vice Chair, Jacob Cantu, Shivesh Sinha, Chad Vander Veen, Lucinda Winward, Maribel Wyatt-Chair
- 3. PLEDGE OF ALLEGIANCE**
- 4. APPROVAL OF MINUTES:**
 - A. January 11, 2024 Regular Meeting
- 5. BUSINESS FROM THE FLOOR:**

Members of the public are entitled to address the Commission concerning any item within the Folsom Commission's subject matter jurisdiction. Public comments are limited to no more than three minutes. Except for certain specific exceptions, the Commission is prohibited from discussing or taking action on any item not appearing on the posted agenda.
- 6. SCHEDULED PRESENTATIONS:**
 - A. Resolution of Commendation
- 7. DISCUSSION ITEM**
 - A. Placerville & Sacramento Valley Railroad and their historical and/or cultural significance to Folsom
- 8. INFORMATIONAL ITEMS:**
 - A. Gallery at 48 Natoma Exhibit
 - B. Manager's Report
 - C. Johnny Cash Trail Funding Strategy

9. COMMISSION MEMBER COMMENTS:

10. ADJOURNMENT:

*Notice: Members of the Public are entitled to directly address the Commission concerning any item that is described in the notice of this meeting, before or during consideration of that item. If you wish to address the Commission on an issue, which is on this agenda, please raise your hand and when your name is called, you may unmute and be recognized by the Chairperson and then proceed to speak. If you wish to address the Commission on any other item of interest to the public, when the Chairperson asks if there is any “**Business from the Floor**,” follow the same procedure as described above. Please limit your comments to three minutes or less.*

As presiding officer, the Chairperson has the authority to preserve order at all Arts & Culture Commission meetings, to remove or cause the removal of any person from any such meeting for disorderly conduct, or for making personal, impertinent, or slanderous remarks, using profanity, or becoming boisterous, threatening or personally abusive while addressing said Commission, and to enforce the rules of the Commission.

In compliance with the Americans with Disabilities Act, if you are a disabled person and need a disability–related modification or accommodation to participate in this meeting, please contact the City Clerk’s Office at (916) 461-6035 or dklamm@folsom.ca.us. Requests must be made as early as possible and at least two-full business days before the start of the meeting.

Any documents produced by the city and distributed to the Arts & Culture Commission regarding any item on this agenda will be made available at the Parks & Recreation Department at 50 Natoma Street, Folsom, California during normal business hours.

**CITY OF FOLSOM
ARTS AND CULTURE COMMISSION
JANUARY 11, 2024
REGULAR MEETING MINUTES**

1. CALL TO ORDER:

The Arts and Culture Commission meeting was called to order at 6:36 p.m. with Vice-Chair Kat Bahry presiding.

2. ROLL CALL:

Commission Members Present: Marc Allaman, Commissioner
Kat Bahry, Vice-Chair
Jacob Cantu, Commissioner
Shivesh Sinha, Commissioner
Chad Vander Veen, Commissioner
Lucinda Winward, Commissioner

Commission Members Absent: Maribel Wyatt, Chair

Staff Present/Speaking: Tom Hellmann, Community & Cultural Services
Manager
Cindy Abraham, Recreation Coordinator

3. PLEDGE OF ALLEGIANCE:

The Pledge of Allegiance was recited.

4. BUSINESS FROM THE FLOOR:

None

5. APPROVAL OF MINUTES:

A. December 13, 2023, Special Meeting Minutes

Motion by Commissioner Jacob Cantu, second by Commissioner Marc Allaman to approve the Special Meeting Minutes of December 13, 2023. The motion carried with the following vote:

AYES: Commissioner(s): Allaman, Bahry, Cantu, Sinha, Vander Veen,
Winward
NOES: Commissioner(s): None
ABSENT: Commissioner(s): Wyatt
ABSTAIN: Commissioner(s): None

6. SCHEDULED PRESENTATIONS:

- A. Presentation of the Folsom Arts and Culture Commission Certificate of Recognition Award

Vice-Chair Kat Bahry presented the Folsom Arts and Culture Commission Certificate of Recognition Award to Mindy Andrus.

7. ACTION ITEMS:

- A. Election of Chair & Vice-Chair

Community and Cultural Services Manager Tom Hellmann introduced the election of Chair and Vice-Chair and opened discussion to the commissioners to nominate a Chair and Vice-Chair for the coming year.

Motion to elect Maribel Wyatt as Chair made by Lucinda Winward and seconded by Jacob Cantu.

AYES: Commissioner(s): Allaman, Bahry, Cantu, Sinha, Winward, Vander Veen
NOES: Commissioner(s): None
ABSENT: Commissioner(s): Wyatt
ABSTAIN: Commissioner(s): None

Motion to elect Katy Bahry as Vice-Chair was made by Marc Allaman and seconded by Lucinda Winward.

AYES: Commissioner(s): Allaman, Bahry, Cantu, Sinha, Winward, Vander Veen
NOES: Commissioner(s): None
ABSENT: Commissioner(s): Wyatt
ABSTAIN: Commissioner(s): None

- B. Continuation of the Public Art Subcommittee and Appointment of Members

Motion was made for the continuation of the Public Arts Subcommittee and to appoint the same commission members.

Motion by Marc Allaman and seconded by Jacob Cantu.

AYES: Commissioner(s): Allaman, Bahry, Cantu, Sinah, Winward, Vander Veen
NOES: Commissioner(s): None

ABSENT: Commissioner(s): Wyatt
ABSTAIN: Commissioner(s): None

8. INFORMATIONAL ITEMS:

A. Gallery at 48 Natoma Exhibit

Cynthia Abraham, Recreation Coordinator discussed the upcoming gallery exhibit “ABSTRACT IDEAS” which will run from February 16, 2024, through April 11, 2024, as well as the Community Gallery which will display Children’s Art from the Folsom Art Center.

Community and Cultural Services Manager, Tom Hellmann, provided a written report to the commission. Tom reviewed the items on his written report and updated the commission on upcoming events. In addition to the written managers’ report Tom Hellmann distributed the Folsom City Council Staff Report. Tom announced to the commission that Cindy Abraham will be retiring effective March 15, 2024.

9. COMMISSION MEMBER COMMENTS:

Commissioner Marc Allaman thanked Cindy Abraham for all her work and dedication over the years and noted she will not be easy to replace.

Commissioner Kat Bahry thanked Tom Hellmann for his due diligence with the staff reports. She noted she was excited for Cindy and her retirement and was glad we get one more meeting with her.

Commissioner Jacob Cantu thanked Cindy and was excited for her for her next adventure.

Commissioner Shivesh Sinha congratulated Cindy and thanked her for all the work she’s done and congratulated her on her retirement. Shivesh asked if there was a “report card” for the commission to see how effective they are and what they have achieved.

Commissioner Chad Vander Veen congratulated Cindy and said this was great news for her. Chad mentioned the upcoming event at Oak Hills Church Intersection: Arts & Faith Conference on February 24, 2024.

Commissioner Lucinda Winward had no comment.

Commissioner Maribel Wyatt was absent.

10. ADJOURNMENT:

There being no more business brought before the Folsom Arts and Culture Commission, the meeting was adjourned at 7:34 p.m.

RESPECTFULLY SUBMITTED:

ATTEST:

Dawn Klamm,
Administrative Assistant
Parks and Recreation Department

Maribel Wyatt, Chair

INFORMATIONAL ITEM 8A
Arts and Culture Commission
March 14, 2024

TO: Arts and Culture Commission

FROM: Tom Hellmann, Community & Cultural Services Manager
Cindy Abraham, Arts Specialist

SUBJECT: GALLERY AT 48 NATOMA EXHIBIT

INFORMATION

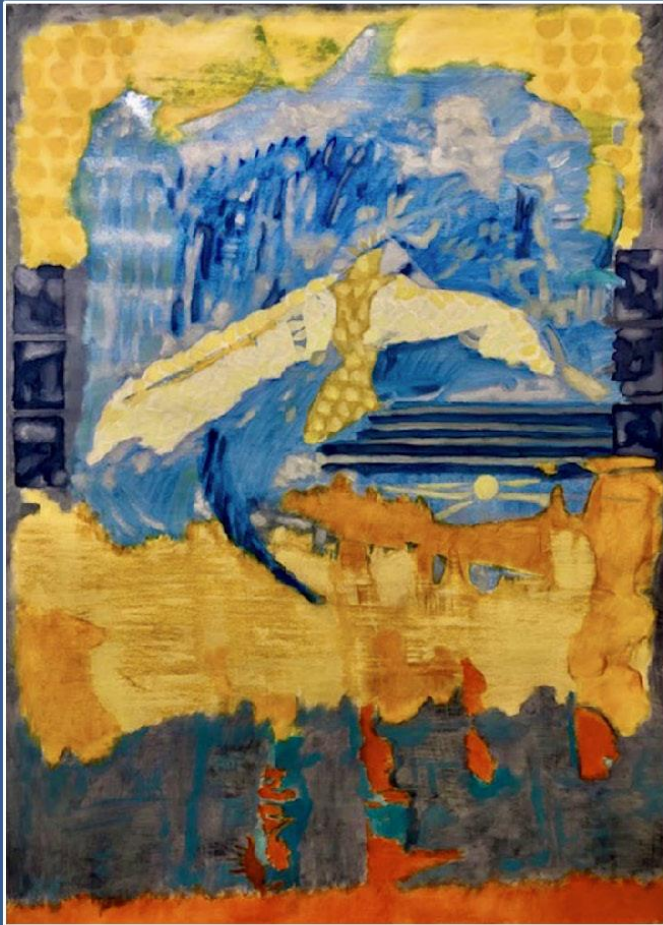
Attached is the Gallery at 48 Natoma exhibit postcard for the upcoming show titled, "ABSTRACT IDEAS" that will be on display beginning February 16 through April 18, 2024. Artists Linda Nunes and Matt Rhoades will have a variety of pieces on display of oil and other mixed media.

The Community Gallery will display Children's Art from the Folsom Art Center and the variety of classes that we hold from February 8 through April 11, 2024.

The Artist's Reception will be on Friday, February 16, 2024 from 6:00-8:00pm at the Gallery at 48 Natoma and we encourage our commission to attend.

ATTACHMENTS:

1. ABSTRACT IDEAS Postcard



MATT RHOADES
oil, mixed media



LINDA NUNES
oil, mixed media

ABSTRACT IDEAS
GALLERY AT 48 NATOMA
February 16 to April 18, 2024

INFORMATIONAL ITEM 8B
Arts and Culture Commission
March 14, 2024

TO: Arts and Culture Commission

FROM: Tom Hellmann, Community & Cultural Services Manager

SUBJECT: MANAGER'S REPORT

City Council Updates:

- February 13, 2024
 - The City Council conducted a budget workshop and heard from each department and their budget requests for FY24-25.
 - Direction on the Future Steam Train Operations at Folsom City Lions Park.
 - Update: Since this is a private operation the steam train owner is communicating with private individuals on the sale before a new owner will engage with the City of Folsom on the land use agreement and concessionaire agreement.
- March 26, 2024
 - Potential Special Sales Tax Ballot Measure for the November 2024 General Municipal Election and Direction to Staff.
- April 9, 2024
 - Consent Item for the application to receive grant funding from State of California in the amount of \$425,000 for Johnny Cash Trail Cash's Pick No. 2.

Notable Updates:

- On January 18 and 19 the Harris Center for the Arts hosted the Johnny Cash Experience. Thank you to commissioners Wyatt, Bahry, and Winward for your assistance at the Johnny Cash Trail table. We were successful with selling a JCASH50 art piece and one donor wall plaque for combined value of \$3,218 to the art experience fund.



- City staff and Capital Valley Engineering and Asphalt held a kickoff meeting for Cash's Pick No. 1 on Monday, March 3, 2024. In attendance were Parks & Recreation Staff along with artist Adan Romo to get this project going.
- The Senior Center and Art Center at 48 received a fresh coat of paint on the interior walls, new track lighting in the Gallery and Community Gallery, and new lighting and space configuration in the Senior Center. Come on in and check it out!
- Folsom Community Service Day will receive the Recreation and Community Program Award from the California Park and Recreation Society (CPRS) District 2 on March 13 in Roseville. Congratulations to all involved!
- Festival of Eggs is coming up on Saturday, March 30 at Lembi Park from 8am-12pm. This is a great family event with community organizations collaborating to host a wonderful community event.



TO: Arts and Culture Commission

FROM: Tom Hellmann, Community & Cultural Services Manager

SUBJECT: JOHNNY CASH TRAIL FUNDING STRATEGY

Background:

- The City of Folsom allocated ARPA funding for a consultant to develop a funding marketing strategy for the Johnny Cash Trail Art Experience.
- The Johnny Cash Trail Funding Marketing Strategy would be a strategic document to assist staff with identifying business, organizations, foundations, and others that could become potential sponsors/partners.
- The strategy document was developed by GROW Development and Design, who have been engaged with the City of Folsom and the Johnny Cash Trail project since the beginning and current manage the digital properties of the Johnny Cash Trail including social media and website development.

Current:

- GROW Development and Design completed the Johnny Cash Trail Art Experience Funding Strategy in January 2024.
- Parks and Recreation Department staff have shared this strategy document with the City Manager and now bring the high levels of the document to you.

Funding Strategy Details:

- The intent of this document is to create a strategy and identify candidates for continued funding for the City of Folsom's Johnny Cash Trail project.
- Organizations within the City of Folsom will have a vested interest in supporting and building a relationship with The City. The City can secure funding for the trail by encouraging these companies to invest a portion of their yearly advertising budget to sponsoring the trail's artwork as a marketing initiative.
- Partnering with the City will allow sponsors to help build their relationship with the local community in Folsom and contribute to the region's continued economic growth.
- The trail has enormous potential to build both local and tourist traffic, to the benefit of these sponsors. Visitors to Folsom spend an average of \$240 each and account for 49.3% of all spending in the city. Outdoor attractions such as Folsom Lake and the Johnny Cash Trail have historically been responsible for bringing many of these visitors to the area.
- The types of organizations within the Folsom community that could benefit from sponsoring the project are medical organizations, development companies, and utility providers. We recommend outreach and marketing efforts focused on these sectors of business.
- The Medical Organization's target audience includes Folsom community members and potential patients in our area. They want to build a relationship with their audience

and inform the community about their brand’s mission and the important work they do in the community. Their other marketing campaigns often invite people to learn more about them or emphasize new services and ways they’re caring for their patients.

- This potential sponsor is a real estate developer or construction company building in Folsom that is seeking to build a stronger relationship with the local community. They have an interest in helping to build up Folsom as an exciting destination for prospective homebuyers to move to.
- Developers are seeking cost-effective sponsorships and advertising. They will be interested in the opportunity to help create an attractive new local landmark near their projects. The Johnny Cash Trail is a natural fit for developers because of the strikingly low cost per impression associated with sponsoring an art piece compared to the cost of sponsoring other events and even compared with traditional advertising mediums like direct mail.
- This potential sponsor provides a utility or similar service to the Sacramento County area, including the City of Folsom. Our contact with this organization will likely be in the Community Relations Department.
- Utilities are looking for sponsorship opportunities that allow them to reach their customers in the communities they serve directly and will be most interested in causes with an environmental or community benefit. They are also interested in sponsorships that help support local economic development.

OPPORTUNITY	"FOLSOM PRISON BLUES" ON THE JOHNNY CASH TRAIL	THE SMUD MUSEUM OF SCIENCE AND CURIOSITY	CHALK IT UP!	CROCKER ART MUSEUM BALL
DESCRIPTION	A striking art piece convenient to well-trafficked landmarks like the Rodeo Arena, Historic Folsom, and Greenback Lane.	SMUD entered a 20-year naming rights deal for MOSAC in Sacramento.	Utilities like Waste Management and SMUD have sponsored this festival in the past. There are many sponsorship options, one of which is a sizable three-square piece.	SMUD has been a valet sponsor for this event, which means their name will be placed on the annual donor wall and in the annual report available to Crocker patrons.
COST PER IMPRESSION	\$0.0035 over ten years.	\$1.40 for 20 years.	\$0.017	\$0.067
COST PER THOUSAND IMPRESSIONS	\$3.59 over ten years.	\$1,400 for 20 years.	\$17.50	\$67.91
AVERAGE IMPRESSIONS	27,900,000 impressions per year. <i>This combines the total number of people who hike the trail each year with average vehicle traffic on Greenback Lane and Folsom Lake Crossing.</i>	250,000 guests per year.	40,000 attendees.	147,256 annual museum visitors.

The Johnny Cash Trail's Reach

The trail taps into a rich audience each year, with appeal to commuters passing through Greenback Lane and Folsom Lake Crossing, those who walk and cycle the trail, tourists and visitors to Folsom, and those who interact with the trail online.

The trail's reach in the Folsom community and beyond has significant appeal for potential sponsors looking to promote their brand:

The trail has **13,079,083 impressions** from traffic on **Greenback Lane** each year.

The trail also has **14,582,443 annual impressions** from traffic on **Folsom Lake Crossing**.

The **Johnny Cash Trail** sees **182,443 visitors** each year.

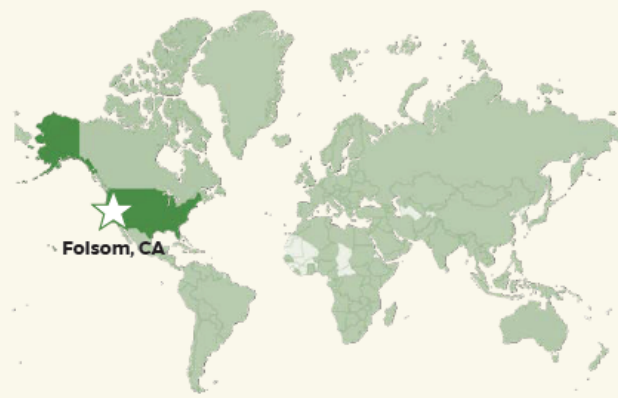
The trail's **website** sees roughly **50,000 users** in a year.

The trail attracts both domestic and global audiences – roughly **15% of users are outside of the United States**, and **55% are domestic traffic outside of California**.



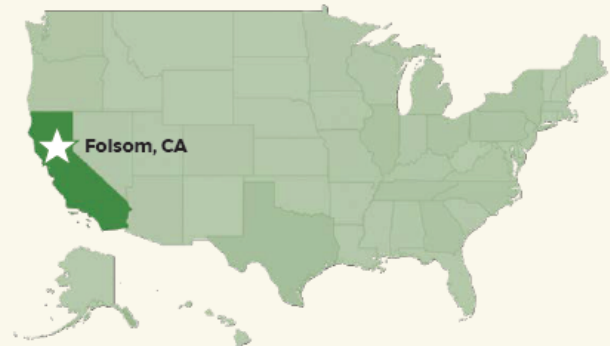
Reaching a Global Audience

Over the past 7 years, the Johnny Cash Trail website and digital footprint have attracted domestic and global audiences. The project's online presence has garnered the attention of thousands of people worldwide and undoubtedly generates visits and revenue to The City of Folsom.



1 329K

15% of All Traffic
Outside of the U.S.



221 149K

55% of Domestic Traffic
Outside of California.