

Trinity County Arts Council  
Director's Report  
January 18, 2024  
By Karla Avila, Executive Director

2024 Priorities

1. Poetry Out Loud - Student Poetry Out Loud teams are preparing with their respective coaches, and the countdown to the competitions is underway. Hayfork High School will have their school round of competition January 27th at 5:00 p.m. in the HHS Auditorium. Alps View and Trinity High School will have a combined school round that is being scheduled presently. The county-wide final round of competition will take place at TAPAC on Sunday, February 11, at 4:00 p.m. A committee for planning the refreshments and volunteers for the county-wide event to be scheduled asap.
2. Festival of Light/Fundraising subcommittee - In order to revitalize this event and our overall fundraising event strategy, we will be working in a subcommittee towards identifying the best options for how to raise funds for the Arts, Music and Dance Scholarship fund, and determine a course for moving forward. Karla will continue to meet with stakeholders such as TCOE, schools, and community arts teachers, to gather information in order to determine how we can improve the efficacy of the event and scholarship program.
3. Trinity Heritage Day - May 4, 2024. Karla will be meeting on January 25th with Nor Rel Muk Tribal Chairman Sonny Hayward and Secretary Cyndie Childress, TCOE liaison Laura Dawson, Artist and UCCC Grant Awardee Jesi Naomi, and representatives of the Wintu Ed Council, as well as 1-2 other artists, in order to finalize the budget and ensure the event is being planned in coordination with the Tribe and Artists. The remainder of the

Heritage Day event outside of the Tribal Artist Workshops in the Highland Meadow, will require a coordinated effort with the business community, and chambers of commerce. Karla has begun outreach and initial meetings. A planning committee will meet regularly, future dates and times to be determined at the January 25th meeting.

4. Art Walk 2024 - Karla has also initiated outreach with galleries and business owners in order to seek input and establish priorities for Art Walk programming, potential improvements, and marketing strategy.
5. TrinityPlaces.org and Tourism Marketing - TCAC is now represented by a board chair on the newly unified Trinity County Chamber of Commerce, which is absorbing the former Visitor's and Development Bureau into one non profit entity, and which will serve as the county's Tourism Marketing arm. The County Board of Supervisors approved an additional \$100,000 in funding for the appointment of a Tourism Marketing Director. As the arts and culture representative, Karla will serve on the chamber's board of directors. Karla is also serving on the Marketing Committee which will continue to formalize a cohesive marketing strategy for tourism across Trinity County, in conjunction with the new Tourism Director. TCAC will be additionally awarded funding in the amount of \$12,900.00 in order to promote tourism. This budget will allow enhancements and updates to TrinityPlaces.org and key advertising which will be done collaboratively with the overall marketing strategy.
6. Artist Directory and Artists in Schools Program Re-development - Karla is working with Joanne Tucker, arts programs coordinator at TCOE, in order to build out an Artist Directory of teaching artists as well as look at seeking grant and funding sources and develop programming options to re-develop a Teaching Artists in the Schools program for Trinity County classroom students.

7. Communications Plan - Development of a cohesive 2024 Communications Plan and Calendar of Events is underway. The Communications Plan includes a robust direct engagement strategy to enhance our outreach. There is also a Content Development strategy and Social media strategy - Lani Lott is slated to assist with social media again in 2024.
8. Community and Artist Gathering Sessions- To be scheduled throughout the spring, TCAC will host in person community sessions, with the goal of gathering together to cultivate creativity, connections in our community and brainstorming about what could be possible. General info on grants of potential interest, and follow-up events to be scheduled later in the year.
9. Free workshops/professional development - Zoom and in-person workshops are being planned for 2024 in order to provide key resources on: grant writing; collecting and reporting relevant data; and business accounting for professional artists.
10. Grants - Identifying and seeking additional grant opportunities and program development resources for 2024 - 2025 programming.
11. Annual Budget Overview

Annual Operational Costs \$66,600.00

Includes POL

Tourism marketing \$12,900.00

Includes staff and costs for trinityplaces.org

Advertising may be in conjunction with larger tourism marketing campaigns

Fundraising & Sponsorship Campaigns

Special Events \$8,000.00 - \$14,000.00

THD \$3,500.00

FOL/gala or fundraiser \$?,000.00

Art 4 Arts Sake \$3,500.00 - AHA will assist in fundraising

Art Walk live music (ideally 5-6 mos.) 1-2 times \$500 - 5-6 times \$2,500.00

1 music in the park \$2,500.00

Grants for Summer Youth programs - TBD