

Greetings!

At the height of summer, with a dizzy month of events behind us, and many more to come, we are devoting much of our August newsletter to a thoughtful look at the California Cultural Districts Program - **one year on**.

Both Grass Valley-Nevada City Cultural District and Truckee Cultural District are now entering their second year of a five year state designation under the California Cultural District Program.



Watch an Introduction to California Cultural Districts

What does this mean and do we all understand yet *what* cultural districts are, or should look like? Because the program is still in its "pilot" phase, California Arts Council expects us to arrive at our own visions for our communities, and even within Nevada County this can mean different things. Read on for **more**...

In this month's newsletter - as a regular component - we remind our arts community of a few of the **resources** available to them as members, while highlighting the ubiquitous talents of one particular artist, **Maggie McKaig**, in our special **Artists of Nevada County** feature.

We also highlight eight **upcoming events**, from Summer Music in the Park Concert Series' *Déjà Vu* at Truckee River Regional Park, to Foothills Ceramic Art Museum's *20th Century Masters* at ASIF, to featured artist, Ron Jermyn, at Ellu Gallery's *Third Thursday Art Reception*. All of them - and more - are worth more than a look-in.

Read our **Artist Call** for the 17th Annual **Wild & Scenic Film Festival's Art Exhibition** and, finally, don't forget to enjoy our **Editor's Choice**, which looks at a classic cultural gem of Nevada County's, Sierra Brewfest. That mythical merging of hops and harmony - an unlimited microbrew tasting experience partnered with a lot of good music.

Enjoy!

Until soon, and in friendship.

## Monthly Reminder for our Arts Community!

A reminder to all our member artists and arts organizations of these great resources:

- Become a member of Nevada County Arts Council [here!](#)
- Then create an artist profile [here](#)
- Post your events at our Community Arts Calendar [here](#)
- **Send** us your Call to Artists info and we'll put it [here](#)
- For our visual arts community, make sure you take advantage of our Annual Nevada County Visual Artist & Gallery **Guide** [here](#)
- Interested in co-hosting an Artist Gathering with us? Email us [here](#)
- Get involved with Grass Valley-Nevada City Cultural District and Truckee Cultural District - let us know you are interested [here!](#)



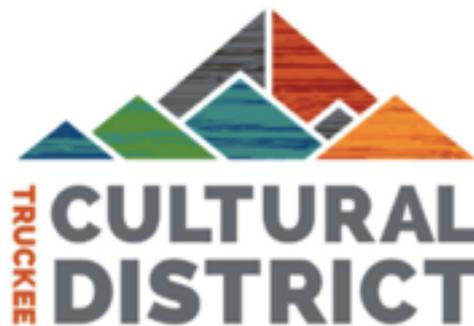
Karen Terry, our go-to literary liaison for eastern Nevada County, published writer and poet - you can find her profile [here](#).

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## ONE YEAR ON: California Cultural Districts

What does it mean for Nevada County that we are unique in rural California as as having two state designations? Importantly, what *is* a California Cultural District?

During the last year - East and West - we explored this question with you. Collectively, we've facilitated and supported workshops and community conversations on creative placemaking and public art policy and planning, and have asked fundamental questions about our sense of belonging and our identity - and how we wish to become known.



At our first gathering, we considered a question put to us by California Arts Council. What should our priorities be for the first two years of our five year designation? We also asked ourselves how we might measure progress against these priorities.



Together, we figured that committing to a few years of cultural planning might provide a focus for conversations around how our designations might truly serve our individual communities. This felt important to us, coupled with marketing our districts, within and beyond county lines, and creating the infrastructure to support them.

As a first step towards marketing, our two cultural districts took a step towards creating meaningful brands and Nevada County Arts Council formed a partnership with Sierra FoodWineArt to inaugurate a Nevada County Visual Artist & Gallery Guide. Towards cultural planning, we also reached out to Americans for the Arts to collaborate on a countywide Arts Economic Impact Study. For Grass Valley-Nevada City Cultural District, we also committed to an exhaustive "State of the Arts" Arts in Education Survey across Western Nevada County schools.

For readers of this newsletter who are arts organizations, creative businesses or producers of creative projects - or if you are a school principal or educator - you will have heard from us in relation each of these initiatives. For audience members across the county, you will have seen us at fairs, festivals and cultural events, working the crowds, gathering audience surveys and doing the groundwork in terms of cultural planning. Both studies will be complete in their published forms within the next six months. And this is just the beginning.

In Truckee, Truckee Cultural District partners have been mapping the initial stages of their own arts planning by asking the Town of Truckee to lead on the development of its first Public Art Master Plan. You can find out more about this [here](#). We hope that this exciting process will catch on for Grass Valley and Nevada City - and, in terms of knowledge and skills sharing, are already excited by the genuinely collaborative nature of our community leaders and you, our public.



So what's next? With so much inventory work taking place, it feels like the moment to launch some truly beautiful digital mapping of Nevada County. This, in the context of cultural planning, could be layered to:

- Help us identify our creative people, organizations, businesses and neighborhood resources - and how they connect with each other
- So, too, our historical places and sacred spaces
- Identify our creative and cultural issues, including creative space issues, challenges and opportunities
- Help us plan for and promote cultural tourism
- Highlight better ways of engaging our creative assets and resources

How do we fund all this - together with our planning and marketing efforts? Unlike our other inaugural California Cultural Districts, we don't benefit from long-term endowments, municipal ordinances, County appropriations, or community foundation benefactions. But we are nurturing relationships with each of our respective cultural district partners, and for this we are grateful. These partnerships will allow us to continue to work on meaningful bite-size projects.

For Nevada County we thank our financial partners:

City of Grass Valley  
 City of Nevada City  
 Town of Truckee  
 Greater Grass Valley Chamber of Commerce  
 Nevada City Chamber of Commerce  
 Truckee Chamber of Commerce

In addition to Nevada County Arts Council's leadership role, Truckee Public Art Commission and Truckee Arts Alliance play key roles in engaging the arts community in Truckee, providing consultation and being an invaluable part of Truckee Cultural District's Advisory Committee. For Grass Valley-Nevada City Cultural District, we hope to work ever more closely with Grass Valley Downtown Association and the wonderful Marni Marshall, in the same way that Truckee Cultural District is working collaboratively with the Truckee Downtown Merchants Association.



As we have over the past year, we'll be providing California Cultural District updates in our monthly newsletters. Please **write to us** if you have questions, or want to get involved. This year there will be plenty of volunteer work in marketing, social media, content creation, outreach and community engagement, data analysis and - inevitably, lots of admin!!

For now, enjoy these links for further reading:

- Our own **Nevada County Cultural Districts pages** with links to our financial partners.
- The original legislature for California Cultural Districts - **Assembly Bill 189**
- The **website** created by California Arts Council for California Cultural Districts, and its Program Development Consultant **Report** (a fascinating read)
- A **(cute) video** by California Arts Council showing all 14 California Cultural Districts

Want to help us spread the word?

PLEASE USE THESE TAGS IN ALL YOUR SOCIAL MEDIA POSTS!

#GVNCCulturalDistrict  
#VisitGrassValley  
#VisitNevadaCity  
#NevadaCity  
#GrassValley  
#TruckeeCulturalDistrict  
#Truckee  
#BaseCampforaBigLife  
#TruckeeArtsAlliance  
#NevadaCounty  
#GoldCountry

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## Artists of Nevada County

### Maggie McKaig

In the early part of August we asked musician and artist Maggie McKaig some of our favorite questions. She worried that her answers were too long. We told her we relished them:

#### What is your art form / what medium do you use?

Music, creative writing, theatre, and various visual arts have long vied for the title of my primary art form. Voice, guitar, piano, accordion, songwriting, composition have led the musical charge. A little dance and choreography in there as well. Poems, journals, essays, and plays have carried my writing. In visual arts, I've pursued silversmithing, carving, fine woodworking, inlay and design, pen and ink drawings. I dabble in graphic arts as well.

#### At what age did you discover you loved your art medium, and at what age did you realize you had a talent?

Many extraordinary opportunities to employ and enhance my artistic leanings have fortunately come my way. From the discovery of my high school silversmithing class, to invitations to play with various performers, to meeting my life partner Luke Wilson, even to my 20-year career as a K-12 music and theatre specialist, I've trusted my instincts, and pursued what seemed most interesting to me at the time.

Like all children, I loved music. Singing, songwriting, and composing on piano were early occupations. The only encouragement I seemed to require was having someone appear to enjoy what I was doing. I'm still like that. At age 11, I fell in love with guitar, which led me to many genres of music and numerous bands. Much later in life, accordion took my fancy. My quartet of the last nearly ten years, Beaucoup Chapeaux, is the manifestation of that passion. We've recorded two albums, traveled many miles, and performed nearly 700 concerts together.

#### What is your creative process?

I'm primarily self-taught - meaning lots of observation, listening, research, and practice. I've also had some great mentors. About the time I turned 40, busy teaching, raising two young sons, and feeling artistically frustrated, a mentor offered me this suggestion: Whenever I had an idea, no matter how insignificant it seemed, ignore the inner critic and make a quick note before it vanished. When I finally had some time to develop an idea, I would not have to reinvent the wheel, so to speak. I would have a treasure trove of ideas waiting to be rediscovered.



Maggie under the Sun

This concept has been a boon for me. At night, it means getting up out of bed and scratching enough words or musical notes on to paper to jog my memory in the morning. While driving, I pull off the road asap and record a voice memo. This practice not only expanded my artistic output, but my health and sense of well being dramatically improved in tandem.

With child rearing as well as my teaching career now, for the most part, behind me, the creative process is easier to keep rolling. I work four or five hours each day. There are set days for band rehearsals, and a few hours are set aside each week to conduct the business side of music. I've recorded six albums of wildly diverse music at Bruce Wheelock's Flying Whale Recording Studio in Grass Valley.

As to creative writing, if I like something I've written, I put it up on my Wordpress site. A few of my essays have made it onto the online magazine 2Paragraphs. I'm always working on something.

**What is the art project or piece you are most proud of?**

I am equally proud of every project and piece I've ever done. But if I have to choose, I would say... me. I am the project I am most proud of. As every artist knows, it's not easy being one. Since I was 11 years old, I've stuck to it, and while at times I've felt shaky about the clarity or value of my artistic vision, or how to pay the rent...I've just kept going.

**What do you love best about the art community in our county?**

To live in Nevada County, with so many gifted artists and musicians, many of whom I've worked and collaborated with, and all of whom have inspired me, I find nothing short of phenomenal.

**Name two Nevada County artists whose work you admire, and why.**

My number one admired artist in Nevada County is Luke Wilson, my husband and musical partner of 40 years. When I met Luke in Calgary, Alberta, he was making his living as a musician and luthier, and has determinedly continued to do so, the last 30 of those years in Nevada County. For his dedication to his artistic pursuits, while also managing to do a great job helping raise our sons and being at the same time an incredible support to me, I have only the deepest admiration.

My second choice has to be two. But they are often like one: my two other brilliant Beaucoup Chapeaux bandmates (Luke is the other), Murray Campbell, and Randy McKean. Their dedication and love for making music, and their impressive abilities to do so, never fail to amaze, amuse, or astound me... and frequently all three.

**What is your current or next art venture?**

My current projects include: a new recording of original songs and music; an essay on California's natural water systems; getting as French as possible in preparation for Beaucoup Chapeaux's upcoming performances in September at Malakoff State Parks' French Connection Festival and Music in the Mountains' fundraising event, "Paris By Night", and last but not least; designing and implementing an inlay for a guitar Luke is building.

More about Maggie and her music can be found [here](#)  
Message Maggie [here](#)

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Sierra

# Brewfest

60+ Microbrews • Unlimited Tastings • Food & Music

August 25, 2018 • 3–6:30 pm  
Nevada County Fairgrounds

## Editor's Choice: **SIERRA BREWFEST**

**When:** Saturday, August 25 at 3-6.30pm

**Where:** Nevada County Fairgrounds

**Tickets:** Click [here](#)

### **What:**

Sierra Brewfest is a unique, unlimited microbrew tasting experience. Sample 60+ microbrews. New this year is a no-host wine bar for those who would prefer wine over beer! This year features even more delicious food from some of the best local food trucks and restaurants.

Enter the Bagg-O Tournament to win tickets to the 2019 BrewFest and other great prizes!

ROCKING THE STAGE will be The Cash Prophets, a true to life Johnny Cash Tribute band from Folsom, CA. Honoring the unique Johnny Cash sound, the Cash Prophets consists of Bobby Dickson-Lead Vocals & Rhythm guitar, his son Bob Dickson Jr-Lead guitar and Chuck Humphreys-Upright Bass.

Centering on The Man in Black and singing songs that began at Sun Records in 1954, all the way through his 50+ year career. We also pay our respects to many other country music legends, from Hank Williams, Waylon Jennings, Johnny Paycheck to Merle Haggard and Townes VanZant. All in the style and spirit of Cash himself.

### **Why:**

It's a benefit for Music in the Mountains, organized by the faithful and creative Music in the Mountains Alliance, one of Nevada County's most successful volunteer partnerships. This means you have to go!

### **Information**

Click [here](#) for information on Brewfest

Click [here](#) to buy tickets for Brewfest

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**Artist Call - it's  
that time of year  
again!**



# WILD & SCENIC® FILM FESTIVAL

where activism gets inspired

## ART EXHIBITION: CALL FOR ENTRIES

**CATEGORIES**  
2-Dimensional  
3-Dimensional  
Photography  
Student

**SUBMISSIONS**  
Online submissions  
are open through  
November 15th

**AWARDS**  
Awards will be given  
to the top  
submission  
in each category



"Canyon Solitaires" by LeeAnn Brook 2013 W&S Film Festival Art Exhibit Winner for 2-Dimensional LeeAnnBrookFineArt.com

Nevada County Arts Council is delighted to be partnering with the Wild & Scenic Film Festival's Art Committee for the festival's 17th festival.

We invite artists to submit their environment-themed artwork for possible inclusion at locations throughout Nevada City and Grass Valley.

Selected artists will have their work displayed at gallery spaces in Nevada City and Grass Valley during the film festival and in most cases, for much of January.

### CATEGORIES

Our Art Jury selects from submissions in the following categories:

**2-Dimensional:** All paintings, collages, mixed media, and panels with 2 inches or less of depth variation

**3-Dimensional:** All sculpture and pieces with depth variations greater than 2 inches

**Photography:** All photography, including digital and film, color, black and white

**Students:** (under 21)

Judges will award prizes to the top submission in each category.

### Important Dates:

September 15 - Early Bird Registration Deadline, \$20

October 15- Regular Registration Deadline, \$30

November 15 - Last Day to Submit Artwork, \$45

December 1 - Acceptance Notifications Sent

January 17 - Last day to install artwork

January 17 - Artists Opening Reception & Award Ceremony/Film Festival opens

January 20 - Earliest possible removal date for artwork

**More information [here](#)**

**Submit your work [here](#)**

Connect with us at Nevada County Arts Council



## Upcoming Arts Events in Nevada County

- click on each picture for more information -



Osborn Woods Gallery presents a new show - **REPURPOSED** - at the Miners Foundry until September 1



Truckee Thursdays Summer Street Festival - last one of the season on August 23 from 5-8.30pm



Ellu Gallery presents its Third Thursday Art Reception on with sculptor Ron Jermyn as featured artist



Truckee Roundhouse Makerspace welcomes you for a free public tour on August 30



Foothills Ceramic Art Museum presents "20th Century Masters" at ASIF on August 24



Sierra Brewfest  
60+ Microbrews • Unlimited Tastings • Food & Music  
August 25, 2018 • 3-6:30 pm  
Nevada County Fairgrounds  
Music in the Mountains presents an "Epic Afternoon of Sun, Suds and Fun" at Sierra Brewfest on August 25 at 3-6:30pm



Summer Music in the Park Concert Series presents Déjà Vu at Truckee River Regional Park on August 29



NORTH COLUMBIA SCHOOLHOUSE & SYRCL PRESENT  
**WILD & SCENIC** FILM FESTIVAL  
WHERE ACTIVISM GETS INSPIRED  
AUGUST 23  
AN OUTDOOR SCREENING IN NORTH COLUMBIA  
7:30 PM  
SYRCL and the North Columbia Schoolhouse present an evening of outdoor films on August 23

You can find a full listing of Nevada County's arts events [here](#).

Join the NCArts Family!