



TRUCKEE TAHOE AIRPORT DISTRICT BOARD OF DIRECTOR STAFF REPORT

AGENDA TITLE: Art at the Airport, Annual Review

MEETING DATE: Wednesday, December 2, 2020

PREPARED BY: Marc R. Lamb, Aviation & Community Services Manager

REPRESENTED BY: Carole Sesko, Airport District Art Coordinator & Curator

RECOMMENDED ACTION: No Board action is required. This presentation is an annual update to the Board of Directors on the Truckee Tahoe Airport District’s (TTAD) “Art at the Airport” program. Ms. Carole Sesko, TTAD’s Art Coordinator and Curator has included the attached update on this year’s program.

DISCUSSION: Walk into the Truckee Tahoe Airport’s main terminal building, and you will immediately notice the captivating, eclectic, inspiring, and colorful artwork hanging on its walls. The Airport District and Ms. Sesko maintained the program throughout the COVID pandemic.

“Art at the Airport,” a program now in its eighth year, was developed by local Truckee resident and artist, Ms. Carole Sesko. Carole signed a *Contract for Services* with the District in November of 2011 and exposéd the first show at the grand opening of the terminal building during the winter-spring of 2012.

As coordinator and curator, Carole creatively designs the exhibit displays featuring local and regional artists. The artwork not only adds color and intrigue to the building, but also allows the community to connect and engage with the airport through quality public art exhibits, and gives artists the opportunity to showcase and even sell their artwork.

The exhibits change seasonally, enhancing the airport terminal with 25-30 new displays of paintings, mosaics, photography and more. The artwork gets great exposure with terminal foot traffic; from people departing or arriving on flights, to those attending (pre-COVID-19) functions

in the public meeting rooms, or from folks just stopping by to enjoy the facilities, good company and a great meal at the ever popular Red Truck Café.

WHAT'S NEXT: With continued Board approval, TTAD and staff will continue supporting the “Art at the Airport” Contract for Services partnership with Ms. Carole Sesko.

FISCAL IMPACT: \$1,625/quarter or \$6,500 annually for Contract for Services funding to Ms. Sesko. In a “normal” year the District also pays approximately \$2,500 for Ms. Sesko to travel and represent TTAD at the American Association of Airport Executives (AAAE) national “Airport Art Conference” each fall, but due to COVID that did not happen this year.

The Airport District receives 20% of the posted price for any art pieces that sell.

(2020) 2 art pieces sold and the District received \$60 in commissions.

(2019) 5 art pieces sold and the District received \$1,154 in commissions.

PUBLIC COMMUNICATIONS: The Truckee Tahoe Airport District markets the “Art at the Airport” program on a dedicated web page on the District’s website, posts updates on its Facebook page with each new seasonal show, and often makes mention of the program in the connected” mass mailer newsletter. TTAD website “Art at the Airport” link:

<https://truckeetahoeairport.com/guide/art-at-the-airport>

SAMPLE MOTION(S): Informational only. No motion required.

ATTACHMENTS:

- Art at the Airport Update 2020 - by Ms. Carole Sesko (1 pg)

Truckee Tahoe Airport
Art in the Airport 2020 Update

Over the last year we have featured 4 separate exhibits of local and regional art within the TTAD Administration Building. The rotation schedule was juggled a bit due to Covid 19 and the Governor's Shelter in Place order, but we were able to work within the restrictions and keep the program going forward. We exhibited a total of 11 original artists this year, with artworks representing oil and acrylic paintings, mixed media, watercolor, and photography, and showed a variety of both traditional and contemporary aesthetics.

In January, we were interviewed by a writer for Smithsonian Magazine for a feature article about 10 diverse Airport Art Programs throughout the US. The writer visited TRK in February to tour and photograph the facility. The article is due to be published in 2021.

Community benefit from the Art in the Airport program continues to be strong. Visitors and users of the TTAD administration building have expressed very positive feedback about the rotating exhibits. Sales of artwork have dipped this year, but that can be attributed to factors related to the Covid 19 pandemic. The individual artists have been appreciative of the opportunity to exhibit in this Public Art program, which is the only one of its kind in our area right now. Scheduling and planning for the 2021 exhibit schedule is underway, and we have exciting new artworks to look forward to in the year ahead.

Respectfully submitted,

Carole Sesko

Truckee Tahoe Airport Art Coordinator