

Cultural Commission May 28, 2014

STATE OF TEXAS §

COUNTY OF TARRANT §

CITY OF BEDFORD §

The Cultural Commission of the City of Bedford, Texas, met in regular session at 6:36 pm at the Bedford Public Library, 2424 Forest Ridge Drive, Bedford, TX on the 28th day of May, 2014 with the following members present:

Alicia McGlinchey, Chair
Tom Jacobsen
Debbie Savage
Lee Koch
Dr. Paul Davis
Josh Santillan

Constituting a quorum

Others present included:
Mirenda McQuagge-Walden, Staff Liaison
Wendy Hartnett, Special Events Manager
Ray Champney, Council Member
Steve Farco, Council Member
Jim Griffin, Mayor

CALL TO ORDER

Chairwoman Alicia McGlinchey called the meeting to order at 6:36 pm

1. Consider approval of the following Cultural Commission minutes: a) March 17, 2014 regular meeting

Dr. Davis made a motion to approve the meeting minutes of April 14, 2014; the motion was seconded by Mr. Jacobsen. The motion passed 6 – 0.

New Business

2. Discussion regarding the possibility of signage and street structures for budget consideration.

The Commission discussed the signage for the pole banners for 4th of July and the budget that was included. Ms. McQuagge-Walden discussed that the budget from last year included the signage and that this would be the beginning of an entire plan that needs to be in place. Mr. Santillan agreed that they need the signage but in a coordinated way and the style that was being presented was an accepted style for other cities. Ms. Jensen had concerns that the logo for the cultural district has not been finished and that the group should agree upon the logo so that the poles and logo would match and they should mirror the images for the Parks Master Plan and the Cultural District Plan. Ms. McQuagge-Walden clarified the Master Plan and the Cultural District difference. Ms. Jensen asked for an update on the logo and agreed only if the

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design is temporary and it is not forgotten how important the logo and the designation are. Mr. Santillan and Ms. Jacobsen agreed that this concept would be fine for temporary use. Ms. McQuagge-Walden discussed the signage and difference and Mr. Santillan believed that the words in sans serif font were more readable and Ms. Koch believed all the words would be better together. Other discussions include font color and the preference of a more photographic option, which would be harder to see at night. Ms. Hartnett explained the signs were not mesh but full vinyl and might be difficult to see. It was agreed that a decision needed to be made during this meeting. The decision was use the more patriotic design and leave the wording all together and to use option #2 to match #4's font. Ms. Jensen and Ms. McGlinchey agreed that the group should move forward and begin a task force to start with the banners and set a date to discuss banners, signage, poles and landscaping for the next budget since the budget for the next fiscal year was already underway and include a reasonable budget number for what they want to accomplish. Ms. McQuagge-Walden stated that the current budget for the banners included everything but the logo. Mr. Santillan asked who is actually working on the logo. Mr. Jacobsen believes that the bigger picture needs to be looked at rather than just the logo and that it should possibly fall to a consultant. Ms. Jensen stated that the logo begins the branding and sets the feel and the direction of the marketing campaign. Mr. Jacobsen does not believe that the group should use the artist from ArtsFEST event though that would be a free option. Mr. Santillan put forth a suggestion that maybe the group should have him put together six options and the Commission choose one to save \$35,000 to increase the implementation of the logo. Ms. Jensen asked what the process that the City needs is. Ms. McQuagge-Walden stated that the group should find something they like and go to Council for approval. Ms. McGlinchey mentioned that the Commission could contact the artist from ArtsFEST and Ms. McQuagge-Walden has his business card.

3. Discussion and possible action regarding a pop-up art program in shopping centers #3 Storefront Gallery Event.

Background was given to the Commission that included discussion about the Mayor visiting San Antonio and the pop-up art gallery that was hosted in some of the open storefronts. Ms. McGlinchey met with the shopping and strip center business owner and he is excited to support the City on a project of similar scope. The group will be allowed to tap into the electrical and arrange the interior to display and look nice and have food truck for a kickoff. The discussion was begun on how the Commission could make this work because there are other strip centers interested. Mr. Jacobsen mentioned how the North Richland Hills program was initiated. Decisions need to be made including who gets to participate. Ms. McGlinchey asked who would be the gatekeeper and Ms. Savage wants to ensure that the show is professionally juried. San Antonio's Gallery event is themed and is done twice a year from 30 days to six months. There was discussion on if the artists have to live in Bedford; a 100 mile radius rule; art that will complement each other; the gallery being layered and have step up art that can be featured outside; and only including professional art or an HEB school district art program. Ms. Glinchey stated that the school district would be an excellent source, but it needs to work quickly because schools will be getting out soon and this should be a pilot program. Ms. Savage suggested that the artists sign waivers and the artists should insure their own art. There was discussion about being selective and including only the artists from ArtsFEST that would include all of the Trinity Arts Guild since this group has already paid for participation, that it would be first-come, first^t served, and if the Commission had an overwhelming response one group be asked to participate one month and the other would be asked to participate in the following month. Discussion continued to include that there would be no crafty but classier pieces of art; how the Commission would control how the art is hung; the use pipe and drape; using false walls and direct lighting to maximize exposure and create space; evaluating how much space for each type of art; and that walls would cost approximately \$250 and would need to start quickly. Ms.

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Savage stated that she has 19 pedestals that can be used for the event if someone picks them up. There was discussion on the North Richland Hills event including deadlines. There was discussion about possibly putting on the event on the 4th of July because the parking lot is already full, but the store owner wants a band and a car show. Dates considered were July 12th or 19th. There was discussion on momentum and getting the show done now; a show that was done at UTEP and that the Commission needs to go with their instincts and trust their judgments; using eight foot grids and that the Trinity Arts Guild has grids; doing a few large pieces; that they need to fit to the door size; eligibility including a 100 mile; communicating with the storefront owner; picture requirements with requiring artists to submit five pictures of available gallery-ready art with dimensions in a PDF format that the artists plan to display; that the artists name may not appear on the photos; that the art must be available beginning July 12; that no prices will be included and each artisan will have a card stating the name and website; that there is room for 30-35 artists and the event should be set up one week before; and that North Richland Hills used tables. Dates were discussed as follows: deadline – June 20, notification- June 27, event date - July 12, setup date - July 5, artist's deadline - June 13, and jury – June 16.

There was discussion about moving the next meeting to June 16 and that dimensions will be decided by size available at the Commission's discretion. A Curating subcommittee was created that include Mr. Santillan, Mr. Jacobsen, and Mr. Davis.

A motion to adjourn was made at 8:10 p.m. by Ms. Koch, seconded by Mr. Davis. The motion passed unanimously.

Approved:

Alicia McGlinchey, Chair