

Cultural Commission August 11, 2014

STATE OF TEXAS §

COUNTY OF TARRANT §

CITY OF BEDFORD §

The Cultural Commission of the City of Bedford, Texas, met in regular session at 6:32 p.m. at the Bedford Public Library, 2424 Forest Ridge Drive, Bedford, TX on the 11th day of August 2014 with the following members present:

Alicia McGlinchey, Chair
Tom Jacobsen
Barbara Speares
Debbie Savage
Lee Koch
Josh Santillan
Paul Davis

Constituting a quorum

Others present included:
Mirenda McQuagge-Walden, Staff Liaison
Wendy Hartnett
Jeff Florey
Ray Champney, Council Liaison

CALL TO ORDER

Chairwoman Alicia McGlinchey called the meeting to order at 6:32 p.m.

- 1. Consider approval of the following Cultural Commission minutes:
 a) May 28, 2014 regular meeting b) June 16, 2014 meeting**

Tom Jacobsen made a motion to approve the meeting minutes of the May 28, 2014 meeting and the June 16, 2014 meeting; the motion was seconded by Debbie Savage. The motion passed 6 – 0.

New Business

- 2. Discussion regarding the new board and commission appointment process.**

Ms. McQuagge-Walden explained the application and appointment process. She identified subcommittees the Cultural commission had in progress:

- a. Arts Incubator
- b. 501(c)(3)
- c. Storefront gallery events
- d. ARTS Fest (proposed)

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Mr. Champney explained the philosophy behind the process and how the boards for the City were going to be more consistent in operating.

The 501(c)(3) Committee that Ms. Jensen is heading up will be working on creating a separate entity and that entity will work with the Cultural Commission in appointing board members for the 501(c)(3) and getting grants and fund raising.

3. Discussion and planning for future Storefront Gallery events.

It was stated that some artists have already begun picking up their artwork.

Review of first Storefront gallery event –

- a. Food trucks – vendors happy with sales. Fire lanes limited parking and traffic patterns.
- b. Music was too loud – needs to be in a different spot.
- c. Sun is intense on the artwork. Concern about fading artwork.
- d. Next time artists will be allowed to sell artwork they bring to the event.
- e. Improve lighting in the spaces and the space if needed.
- f. Sales for artists' work displayed – it was suggested numbers be assigned to each displayed piece and a syllabus referencing the artist and contract information.
- g. Signage – possibly put a name by each piece of art or on each piece. Evaluate whether this is feasible.
- h. Flow of artwork – some complaints that individual artists had their artwork spread out and didn't keep the artists entire group of art together. The commission decided the flow of the artwork worked better to put complimentary pieces together rather than keep an artists' work altogether.
- i. Discussion on whether business cards could be displayed in little card holders, but concern about the weather and some artists don't have business cards.
- j. Discussion about putting the PowerPoint display with the artwork pictures and artist contact information on the City of Bedford website.
- k. Possibly put links on the website for the artists and maybe use QR codes with contact info.
- l. Some confusion for the artists – some requested being able to sell and others did not, so the decision to be fair to all artists were none were to sell their artwork at the first event. At the next event, all the artists will be encouraged to bring artwork to sell in addition to the artwork displayed. More work is needed, but booths or tables of a defined size will be set up in the parking lot avoiding fire lanes.
- m. Discussion about a roadblock – barricades could be used, but volunteers are required to man the barricades.
- n. \$2,500 is in the budget for the Cultural Commission.
- o. Suggested to send invitations to the artists as soon as available.
- p. The volunteers from the commission were thanked and kudos to Ms. Savage, Mr. Santillan and Mr. Jacobsen for organizing the event and all those who volunteered to make the event a success. Kudos to the staff for doing such a great job.

It was decided that the next formal storefront event will be November 15.

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The Van Cliburn is scheduled for September 12 and the Commission will try to get artists to display at the Old Bedford Schoolhouse.

Communications will go to the current artists that all of their current artwork must be gone by November 1. The City will send the e-mail to the existing artists. Mr. Florey will accept e-mails from them to coordinate meeting them at the storefront to remove their artwork.

Mr. Florey will receive e-mails and keep track of the churn on artwork and keep track of numbering the artwork and updating the roster of artwork displayed. He will contact Mr. Santillan, and he, Ms. Savage and Mr. Jacobsen will be the mini-jury to evaluate the artwork to be displayed. They will be responsible for meeting the artists to set up the new artwork for the interim period so that the storefront will continue to display artwork until the November 15 event.

October 8 deadline – An e-mail will go out to all artists soliciting artwork applications for the November 15 event. Applications for artwork will be solicited from the existing list of artists and new artists that missed the deadline for the July storefront event. Also, Mr. Jacobsen acquired a list of artists from Colleyville and they will also be contacted to submit artwork. October 8 is their deadline to submit their applications.

October 13 – next Cultural Commission meeting – the artwork will be juried and the Commission will decide which pieces will go into the November 15 event.

November 1 - All existing artwork must be gone by November 1.

November 7 - Artwork that is chosen must be delivered by November 7.

December 12. Artists must understand that displayed artwork will have to stay in the storefront until December 12. It cannot be removed between November 15 and December 12.

4. Discussion and planning for the Saturday March 28, 2015 ArtsFest –

The event will be hosted at the Bedford Boy's Ranch.

City staff will coordinate the event and work closely with the Cultural Commission and involve the cultural groups as needed.

A subcommittee will be formed at the next Cultural commission meeting to work on the ArtsFest planning and work with City staff.

It was stated that the subcommittees could engage volunteers from the various cultural groups to assist in the planning as needed.

5. Follow up

- a. ZAPP was suggested as an application tool. Ms. Hartnett explained the cost structure and the tiered nature of the tool. It appeared to be too costly and cumbersome for the current needs of the artist community. The Commission decided it would be better to let

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Ms. Hartnett and the staff utilize the existing tools and provide assistance as needed to artists in completing the applications.

- b. Next meeting dates for the Cultural Commission – September 8, October 13, November 10, and December 8.
- c. Debbie Savage is showing her artwork on August 23 at the Dallas Contemporary Art gallery from 11:00 a.m. to 8:00 p.m. She invited Commission members to attend so they can get ideas for future events.

ADJOURNMENT

A motion to adjourn was made at 8:20 p.m. by Mr. Santillan, seconded by Mr. Jacobsen. The motion passed unanimously.

Approved:

Alicia McGlinchey, Chair