

**Cultural Commission February 9, 2015**

**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 p.m. at Arts Council Northeast Building, 2819 R. D. Hurt Parkway, Bedford, TX 76021 on the 9th day of February 2015 with the following members present:**

Tom Jacobsen, Chair  
Paul Davis  
JoLynne Jensen  
Debbie Savage  
Josh Santillan  
Barbara Spears  
Lee Koch

Constituting a quorum

Others present included:  
Jeff Florey, Staff Liaison

**CALL TO ORDER**

Chairman Tom Jacobsen called the meeting to order at 6:36 p.m.

**APPROVAL OF MINUTES**

- 1. Consider approval of the following Cultural Commission minutes:**
  - a) January 5, 2015 regular meeting**

Motion made by Ms. Speares and seconded by Ms. Koch to approve the minutes with the noted changes. The motion was unanimously approved

**NEW BUSINESS**

- 2. Tour of Arts Council Northeast Building.**

Ms. Koch took the members of the Cultural Commission on a tour of the building. It was discussed that the building could be a site for the Arts Incubator since there are classrooms upstairs and a gallery downstairs and the building is in the designated Cultural District.

- 3. Review and discuss strategic planning workshop.**

The Commission members reviewed and grouped the various objectives for the one year, three year and long term objectives identified and reported from the strategic planning workshop.

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The Commission agreed that the Commission needed to have representation at Council meetings and planning meetings to keep a high profile and promote Cultural Commission goals and plans. Mr. Jacobsen took a note to make the Cultural Commission reporting to the Council more prominent and frequent.

“Make clear and definitive presentations showing achievements so City Council and community will buy in” – this item was identified as a one year goal - The accomplishments of the Cultural Commission will be presented and would naturally be included in an update to the report that was previously presented to the Council last year.

It was suggested that Cultural Commission members attend Council meetings periodically to ensure goals are prominent.

“Develop signage that connects the parts of the Cultural District” was identified on the One Year objective list – Signage ideas were discussed. Dr. Davis suggested colorful signage. The Commission agreed this one year goal regarding signage should be consolidated as part of “unite all the cultural activities in Bedford through programming and marketing and increase community awareness”.

The following items were linked together on the One Year Objectives list –

- “Develop an action plan with very clear goals and achievable timeframes to present to the City Council”
- “Develop a strategic plan for the Cultural District.”
- “Infuse cultural plans into the City Master Plan and economic development plans.”

Ms. Jensen emphasized the need for an advocate to ensure that the infusion encompasses Cultural Commission goals.

Mr. Jacobsen suggested that Phase I monies could be used towards some of the Cultural Commission goals.

On the Three Year Objectives –

“Develop an Arts incubator”- it was discussed that the City already has a starting place for an arts incubator – explore expanding the existing Arts Council facility - perhaps adding on to the building and utilizing the existing space for the incubator. Ms. Jensen suggested this would be a great 501(c)(3) candidate to raise funds – a capital campaign. Jeff Florey took the action item to find out more about adding on to the Arts Council facility – if it had been explored or was possible.

“Discuss establishment of a 501(c)(3) as one source of funding” -- Ms. Jensen reviewed the list of tasks she had identified to establish the 501(c)(3).

Ms. Jensen also provided an extensive list of Fundraising Resources for the Cultural Commission members to review and familiarize themselves with.

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She mentioned that there would need to be at least three officers – Secretary, President, and Treasurer.

It was suggested a meeting be set for some or all of the tasks on the 501(c)(3) list. Ms. Jensen explained it would take a subcommittee many hours to work on the 501(C)(3) tasks individually. The Cultural Commission members decided this was a good idea to knock out many of the tasks in a special meeting or the next Cultural Commission meeting.

It was decided it would be beneficial if the fiscal year for the 501(c)(3) runs in parallel with the City of Bedford Budget period.

A board of officers needs to be identified – preferably people who have connections with people in the community with a great interest in the arts and cultural development. The Commission members were asked to think about potential members.

The board should not be part of the Cultural Commission necessarily so that potential donors can be kept confidential before approaching.

It was suggested that the Arts Council can act as the Registered Agent for the 501(c)(3).

The initial fee for registering with the Secretary of State is \$25 if the organization is initially expected to take in income of 10K or less.

#### **4. Discussion regarding the February 23, 2015 Arts Talk Event.**

Ms. Jensen suggested artists to include children's art – students' art and invite the children and their friends and families.

A white board was suggested covered in paper - huge piece of foam core 4' x 8' – could be purchased from Hobby Lobby. Encourage attendees to create art on the white paper as they enter the event or as the evening progresses.

Mr. Blue Shoes was suggested as a possible performer.

Musicians would perform during the reception, which would include wine and light hors d'ourves. Ms. Speares took the action item to follow up with some jazz performers she knows to invite them to perform.

The Commission would review accomplishments achieved during the past year and discuss progress on items discussed at the last ARTS Talk event and also share goals.

#### **5. Report from the ArtsFest, 501 (c) (3), Storefront Gallery and Arts Incubator Subcommittees and follow-up discussion.**

The Commission reviewed the artwork for the publicity for ArtsFest and agreed it looked great.

Taste & Tunes – April 2, 2015 was determined to be a date for the art sidewalk in front of the OBS since there is a long sidewalk there.

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It was discussed that Twilight Thursdays would be a great opportunity for sidewalk art, also.

Mr. Santillan said that he would follow up with the ArtsFest subcommittee via e-mail for follow up items.

No report from the Storefront Gallery subcommittee – Mr. Santillan and Ms Savage discussed some tasks associated with the storefront gallery.

No report from the Arts Incubator subcommittee.

### **ADJOURNMENT**

A motion to adjourn was made at 8:30 p.m. by Ms. Speares, seconded by Mr. Jacobsen. The motion passed unanimously.

Approved:

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Tom Jacobsen, Chair