

**Cultural Commission February 8, 2016**

**STATE OF TEXAS §**

**COUNTY OF TARRANT §**

**CITY OF BEDFORD §**

**The Cultural Commission of the City of Bedford, Texas, met in special session at 6:38 p.m. at the Bedford Public Library, 2424 Forest Ridge Drive, Bedford, TX on the 8th day of February 2016 with the following members present:**

Tom Jacobsen, Chair  
Josh Santillan, Vice Chair  
Lee Koch  
Debbi Savage  
Roger Gallenstein  
Barbara Speares

Constituting a quorum

Others present included:  
Wendy Hartnett  
Jeff Florey, Staff Liaison  
Ray Champney, Council Liaison

**CALL TO ORDER**

Chairman Tom Jacobsen called the meeting to order at 6:38 p.m.

**APPROVAL OF MINUTES:**

- 1. Consider approval of the following Cultural Commission minutes:  
a) January 11, 2015**

Motion made by Lee Koch and seconded by Debbie Savage to approve the minutes. The motion was unanimously approved.

**NEW BUSINESS:**

**2. Cultural Designation presentation and discussion.**

Jeff Florey, Brandi Wests, and Meg Jakubik met with Jim Bob McMillan Deputy Director with the Texas Commission on the Arts (TCA) to discuss the application for a cultural designation. There are three videos on the TCA website that Mr. Florey and Wendy Hartnett shared. After speaking with Mr. McMillan, it appears that the City is not quite ready to apply for the cultural designation. The letter of intent is due January 30 and the full application is due June 15.

Below are some notes from the interview and video presentation – not comprehensive – duplication of presentation at the meeting.

There are currently 28 different locations and some have two to five districts.

Some important points –

- a. Strong political support – important decision maker
- b. Planning efforts reflect the diversity of the community

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- c. Know where funds will come from, promotion and administration
- d. Marketing and promotion strategies – attract people from 50 miles away
- e. Strong support from arts and cultural leaders
- f. Agency with staff and management and capacity to act as administrator and fiscal agent – city planning department

Be ready to answer: “Why do we need a cultural commission?”

Questions – What is cultural tourism?

Multicultural and multigenerational visitors make their travel choices.

Five types of cultural districts –

- a. Cultural compounds – areas of a community including libraries, zoos, planetariums – examples – Fort Worth Cultural district, Fair Park, Brownsville
- b. Arts institution focus – libraries, theaters, often close to one another, Dallas Arts District, Houston Theater District
- c. Arts and Entertainment focused on younger people – Deep Ellum, McAllen 17th Street
- d. Focus on arts production – more on arts production, less on presentation

Suggested that the Bedford Cultural Commission visit a cultural district.

Guidelines for setting district boundaries include –

- a. Include lots of arts activities.
- b. Need an organizational structure for the cultural district.
- c. Letter of Intent – Page One - 400 words. Show history. Page 2 location and what’s included – list scheduled events

Bryan Texas Facebook page – cultural district in Bryan – not a big city and not well known. Has tourism video.

Kimley-Horn Associates – plan is put together. January 2017 is the target date. Might be able to adjust the plan with subcommittees.

Suggestion made to possibly combine the Arts Fest with the Blues Fest if it is not successful or showing signs of growing. Currently there is an artist’s row at Blues Fest. This seems counterintuitive to reduce the number of cultural events when applying for the designation.

The arts district should be where the concentration of arts related events and activities are.

### 3. Update on musician Danny Wright.

Roger Gallenstein reported that Danny Wright is from Fort Worth and is known for performing top ten/new age music. Mr. Gallenstein contacted Mr. Wright for availability. He is open for a performance in July and August and presented six possible weekend dates – 7/22, 7/23, 7/29, 7/30, 8/6, 8/6. Earlier this year Mr. Wright was touring in Japan. He will perform for 1 ½ to 2 hours with a 20 minute intermission. There is no charge for transportation and lodging and will provide his own piano. He will charge \$2,500 and needs the ability to sell his CDs. Twenty-five percent of the proceeds will go to the Old Bedford Schoolhouse. There is possible marketing as a night of culture. Ms. Koch mentioned that Mr. Wright has written songs for friends and there is a possible raffle opportunity: Special songs from Danny Wright.

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Concerns about getting a piano into the Old Bedford Schoolhouse were discussed as well as possible pricing of the tickets.

### 4. Report from the ArtsFest, Storefront Gallery, and Arts Incubator Subcommittees with follow-up discussion.

- a. Mr. Florey gave an update on the festival. He had several performance groups he was in contact with for the outdoor stage and was working with vendors.
- b. Councilmember Champney mentioned that the 100 year re-cap was coming up on Tuesday and it is important to keep the Council apprised and engaged with all of the cultural plans.
- c. Ms. Koch mentioned that last fall there was discussion to get the Arts Council and the Cultural Commission together. It was discussed that everybody needs to be cognizant that Ms. West cannot apply for the same grants that the Arts Council is applying for.
- d. Storefront Gallery – The Bedford Meadows shopping center has sold and Crazy Cowboy and Gators are not able to do the event in the storefront. Brad Powell is pressuring the storefront owners but it was not looking good.
- e. Mr. Santillan is renting the space where the Colors and Cocktails store was as an arts incubator and was looking for folding tables and chairs.
- f. Mr. Florey brought and shared an article about artist designed bike racks in Philadelphia, and suggested that the Commission weigh in on this idea and maybe send in suggestions for the design.
- g. There was a discussion on the status of the Kimley Horn surveys.
- h. There was discussion about the donation of movie theater seats from the exiting Movie Tavern to ONSTAGE in Bedford. Barbara Speares had contacted and arranged with the director of construction for the corporation to find out if they would donate the old seats when they move to their new location on Central Drive. The City of Bedford was providing the manpower and transportation from the old movie tavern location of about 125 seats to ONSTAGE to replace the existing old seats. That project was scheduled to happen by the end of January 2016.

### ADJOURNMENT

At 8:21 p.m. Barbara Speares made a motion to adjourn and Debbie Savage seconded. Approved unanimously.

The meeting was adjourned at 7:20 p.m.

Approved:

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Tom Jacobsen, Chair