

**Cultural Commission May 9, 2016**

**STATE OF TEXAS §**

**COUNTY OF TARRANT §**

**CITY OF BEDFORD §**

**The Cultural Commission of the City of Bedford, Texas, met in special session at 6:42 p.m. at the Bedford Public Library, 2424 Forest Ridge Drive, Bedford, TX on the 9th day of May 2016 with the following members present:**

Tom Jacobsen, Chair  
Josh Santillan  
Alicia Chick  
Sonya Hood  
Debbi Savage  
Barbara Speares

Constituting a quorum

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

**CALL TO ORDER**

Chairman Tom Jacobsen called the meeting to order at 6:42 p.m.

**APPROVAL OF MINUTES:**

- 1. Consider approval of the following Cultural Commission minutes:**
  - a) April 11, 2016 regular meeting**

Motion made by Debbi Savage and seconded by Barbara Speares to approve the minutes. The motion was unanimously approved.

**NEW BUSINESS:**

**2. Annual Report follow-up discussion.**

Mr. Jacobsen recapped the meeting with the Mayor and City Council. They were pleased with the presentation and \$25,000 is included in the request for the 2016 – 17 budget. This year there is not funding in the budget for the performances that were presented in the request. One of the council members did make a comment that there were no other Cultural Commission members present for the annual report presentation. Ms. Savage suggested the Commission make assignments of members to attend Council meetings to ensure a presence.

Mr. Florey shared that the Council notices when people are in attendance at the meetings or at arts events.

**3. Cultural Commission events discussion**

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Mr. Florey shared that he thought the report went well. There is a two day arts festival budget for next year. The Council is very happy with the arts festival and support the purchase of a new mobile stage.

Mr. Champney shared that Councilman Farco wanted a return on investment report. He explained the Commission is in the process of developing the cultural arts in Bedford. Economic development is a benefit of cultural development.

The Council was happy and comments were fair and straightforward.

The summer series proposed for 2017 – a more detailed plan is required including the number of performances, etc.

### Upcoming Events –

- A. Danny Wright concert – 129 seats, test case for the summer series – includes a \$4,000 rental fee (A Danny Wright concert information sheet was reviewed in the meeting).  
8:00 pm start time.  
149 seats are available but 20 seats are reserved for the Council  
\$1,500 standard OBS rental fee  
\$2,500 show fee  
There are potential marketing fees  
Potential hospitality fees  
\$7,000 is required to reach ROI

Mr. Florey shared the various marketing options he is pursuing for this event

- B. Mr. Santillan shared that Dr. Davis is studying under an artist that will be showing his artwork. Mr. Florey is working with Dr. Davis and Mr. Santillan on the storefront shows. The kickoff is Saturday the 14th at 7:30 pm – 20 different artists. Lots of Dallas and Fort Worth artists will be participating.

The 21st will be a sole show for Richard Miller at 7:30 pm.

The 28th will be the kickoff opening at 7:30 pm. Street vendors will share the event. It was suggested that everyone who can mark their calendars and attend. The gallery will get a 30% commission and there is no gallery fee.

It was suggested that Mr. Santillan needs to be associated with Paint n Sips.

Mr. Champney asked the question of how this becomes sustaining. Ms. Savage suggested the Commission try to keep the momentum and have consistency so it's a regular event.

Anything the Commission can do as a regular event - Ms. West said this will all help with the application for the cultural designation.

Arts Fronts banners were discussed. Mr. Santillan suggested the banners could be helpful. He spoke to the owners of the shopping center his shop is in to discuss putting banners up.

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Mr. Florey shared that the okay was given to put banners up. The banners are between \$300 and \$500 each. Mr. Santillan asked for tables as he needs more.

### 4. Cultural District designation application discussion.

Ms. Savage asked a questions about the 501(c)(3). Mr. Champney expanded that it is approved by the executive committee at the Arts Council; however, Hurst and North Richland Hills provided resistance to tucking requests under their 501(c)(3). There was a stipulation agreement with the city and NETAC, (North East Tarrant Arts Council). At the second meeting NETAC agreed. Mr. Champney explained that the primary focus for the funding requests would be to enhance the state designation and tax advantages. Ms. West explained that some grants do require the state designation.

The cultural district application designation needs to be put in a priorities document.

Mr. Florey shared that Ms. West has years of experience applying for grants and funding. The question presented was does the Commission think we are ready to apply?

Ms. West shared her opinion that the momentum she is seeing within the City of Bedford and all of the progress made so far by the Cultural Commission is good and the right thing to continue doing. On the TCA website it can be seen what other cities have, specifically a clear area to go to. The Commission needs to define what and where that is. To go after the designation when the City is ready but right now, it is not ready. If the City applies and is not ready, the judging of the application will be harsher.

As far as funding opportunities, the Commission does not have the 501(c)(3) requirements to proceed. If it has a wish list, there are opportunities – NEH and Humanities of Texas. The Commission needs to continue what it is doing. Ms. West suggested that the members of the Commission go to the site and see what successful communities had done. The City of Amarillo applied and they are spread out and it will be worth watching this example to see what happens.

Grant funding – in the evaluation piece – will want ROI and the bodies impacted with measurable outcomes. Tourism is a driver.

Mr. Champney reiterated that the Commission needs to keep up the continuous events because arts and culture are an economic engine.

Mr. Jacobsen polled the group on priorities. The group agreed it needs to document events and include visuals in grants. Ms. West stated those make the case stronger.

There was discussion on what is needed before the application for the designation.

Mr. Jacobsen summarized that the City is probably not yet ready but should continue to move forward with activities. Also, that the Commission should work with ONSTAGE and see if they will help the Commission with applying for funding under their 501(c)(3). The vision is shared – performing arts, and increasing cultural events.

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

**ADJOURNMENT**

Mr. Santillan made a motion to adjourn and Ms. Savage seconded. Approved unanimously.

The meeting was adjourned at 8:32 p.m.

Approved:

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Tom Jacobsen, Chair