

Cultural Commission September 12, 2016

STATE OF TEXAS §

COUNTY OF TARRANT §

CITY OF BEDFORD §

The Cultural Commission of the City of Bedford, Texas, met in special session at 6:30 p.m. at the Bedford Public Library, 2424 Forest Ridge Drive, Bedford, TX on the 12th day of September 2016 with the following members present:

Tom Jacobsen, Chair
Josh Santillan
Paul Davis
Lee Koch
Debbi Savage
Barbara Speares

Constituting a quorum

Others present included:
Jeff Florey, Staff Liaison

CALL TO ORDER

Chairman Tom Jacobsen called the meeting to order at 6:30 p.m.

APPROVAL OF MINUTES:

- 1. Consider approval of the following Cultural Commission minutes:
a) August 8, 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. Danny Wright concert follow up discussion.**

Mr. Florey shared the results from the concert. It was well-attended but went slightly over budget. He said he would send the final results out to the Commission as soon as he had worksheet completed.

- 3. Review and discuss FY 16/17 budget approvals.**

An additional \$5,000 was approved for a single-day ArtsFest for 2017 primarily due to City resources and having to provide employees for two days instead of one. The total amount for the festival is \$10,000. No monies for the summer series were approved. The new stage was approved.

Questions were asked about possibly splitting into two \$5,000 days for the ArtsFest. It is not attractive to many artists to only have one day for the festival. It would be much better if the festival could be three days. Concern was expressed that if it appears that the festival can be

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successful on \$5,000, then asking for two days at \$5,000 each may defeat the \$10,000 total that was approved. The Commission needs to show that the festival is growing and there is a growing attendance for it to ensure the City's backing.

4. Central Arts of Bedford discussion.

All events have been very successful so far. Mr. Santillan shared that \$0 dollars were spent on marketing and he was able to increase attendance utilizing Facebook and sharing with friends. Mr. Florey recommended that all who receive the Facebook invite should share it and also show they are going and this will help boost attendance.

Mr. Santillan shared the following scheduled events:

1. October 15 - retro future show
2. October 23 from 10:00 a.m. to 5:00 p.m. and October 24 there would be body casting

Mr. Santillan suggested joining ARTGROUPS.

Ms. Speares shared that advertising for Central Arts of Bedford can partner with ONSTAGE and they can promote with posters etc.

5. ArtsFest Planning and discussion.

The date is April 8, 2017, the same date as the Easter egg hunt. There is a need to get clarification on whether it is feasible and provides the right message for a one-day or two-day event. Mr. Santillan said he can try to get more artists. Mr. Florey suggested trying some new ideas. Mr. Jacobsen suggested pursuing chalk art. Ms. Savage asked about torch work and fire inspector concerns.

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

No new reports.

ADJOURNMENT

Ms. Koch made a motion to adjourn and Dr. Davis seconded. Approved unanimously.

The meeting was adjourned at 7:34 p.m.

Approved:

Tom Jacobsen, Chair