

Cultural Commission January 9, 2017

STATE OF TEXAS §

COUNTY OF TARRANT §

CITY OF BEDFORD §

The Cultural Commission of the City of Bedford, Texas, met in special session at 6:45 p.m. at the Bedford Public Library, 2424 Forest Ridge Drive, Bedford, TX on the 9th day of January 2017 with the following members present:

Joy Donovan Brandon
Sabre Doggett
Barbara Speares
Tom Jacobsen
Josh Santillan
Lee Koch

Constituting a quorum

Others present included:
Jeff Florey, Staff Liaison

CALL TO ORDER

Chairman Tom Jacobsen called the meeting to order at 6:45 p.m.

APPROVAL OF MINUTES:

- 1. Consider approval of the following Cultural Commission minutes:**
 - a) November 14, 2016 regular meeting**

Motion made by Mr. Santillan and seconded by Ms. Speares to approve the minutes. The motion was unanimously approved.

NEW BUSINESS:

- 2. Central Arts of Bedford Update.**

Mr. Santillan provided the update. The Cute Fest event had over 35 vendors, many of which were high-caliber. There were only a few non-artisans. The Tiki Torches were the musical guest. Attendance was a little low due to faulty Marketing and the weather not great. There were approximately 300 – 400 people in attendance. The event was held in the Boys Ranch Activity Center gym and most vendors sold something. There was a new marketing person for the Activity Center and miscommunications. Mr. Santillan had a couple of videos for marketing on Facebook which helped. The Tiki Torches, a surf rock band, did a good job and will be playing at ARTS Fest.

The Bedford Gala had an attendance of 200. Mr. Santillan shared there have been over 27 events since May 2016. Dave Cramer's casting class was a hit, and brought in about 18 people from all over the area, not just from Bedford, and including one from Oklahoma. Class attendees ate in a couple of restaurants, and so the classes are beneficial to the economy. The next show is a DIY Hard Sell on January 13.

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The Bedford Storefront costs about \$1,500 a month to run and volunteer help is needed. There is a desire to monetize the activities that take place there. Recently, five artists were working in one of the storefronts and they are attracting artists to utilize the building. Anthony Pham is an artist in residence, Lars and Dee Dee working there as well, and are building a following. They are also hosting classes, including one the upcoming weekend and a drawing class January 29. There is positive marketing including Facebook, Instagram and mailers.

3. Spring Concert Series Update.

Mr. Florey stated that the City needs to cancel the Twilight series due to construction during the same time at the Old Bedford School, as there are logistics issues. Some of the money can be reallocated.

In regard to the Old Bedford School, there are some legal issues. The building was not built with the best structural integrity and the ceiling is starting to cave in. Therefore, there will be a delay before activities can be rescheduled there. The City is in the process of figuring out what the plan is going forward to schedule concerts and utilize the new stage.

There has been progress with a new generator for the mobile stage. Employees have been trained in installing that stage. Lighting and an auxiliary sound system has been ordered.

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

ArtsFest – The event will be paired with the Easter Egg hunt and will be near the new pavilion. The Dallas Kite Association will do demonstrations and sell kites in the big field. There will be 30 artists and fine artists signed up on Café. Staff is working on finalizing the bands. A contract is being finalized with Matt Tetter, of NBC's "The Voice" to perform sometime between 10 a.m. and 6:00 p.m. Bands and musicians will be featured inside and outside. Mr. Florey is meeting with Mike Hathaway about ONSTAGE's participation. Four food trucks have signed on. Silver Dollar Winery wants to be involved and other wineries will be brought on for a tasting. There will be kids' art in front and Mr. Jacobsen will get with Home Depot to come and do projects with little kids. There is a need to improve signage to let people know that there is art in the gym. Wine sales were inside last year and maybe including food and beverages inside and this will increase traffic. Mr. Santillan will do a big call for art this week.

Storefront Gallery – The North Richland Hill's popup had the same attendance as Mr. Santillan's pop up so it's a great benchmark to show he is doing the right things. Mr. Santillan was doing pop ups outside of the building and will start staggering the pop-up tents so the businesses are not blocked. One of the storefronts is an extension of Grackle, who has his own studio. For the Hard Sell an artist will be knitting herself into a cocoon and will be on Facebook Live.

Arts Incubator – People are working in the storefronts and the current space. They are looking for volunteers from 10:00 a.m. to 5:00 p.m. while Mr. Santillan is in the building. Mr. Santillan will participate in a Ted Talk to get interest generated. Juan Zamorra is interested. Ms. Brandon shared that she is looking at the Facebook posting and discussed "Like" and make a comment to make it shared and expand the audience reach. If an event is posted, people need to say they are going. The gala had a big crowd and the Trinity Arts Guild is being reached out to. The Central Bedford Arts is all about making art accessible and to have a variety of art. Mr. Santillan has made it open and accessible.

Mr. Santillan gave a background on how the storefront gallery has evolved and what is going on.

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Club 1919, of Fort Worth, is an anti-drug established that has set up as a non-profit bookstore and artists are going there but they are looking for a new home. They are under fire and need to shut down for about six months

ADJOURNMENT

Ms. Brandon made a motion to adjourn and Ms. Koch seconded. The motion was approved unanimously.

The meeting was adjourned at 7:30 p.m.

Approved:

Tom Jacobsen, Chair