

Cultural Commission April 10, 2017

STATE OF TEXAS §

COUNTY OF TARRANT §

CITY OF BEDFORD §

The Cultural Commission of the City of Bedford, Texas, met in special session at 6:40p.m. at the Bedford Public Library, 2424 Forest Ridge Drive, Bedford, TX on the 10th day of April 2017 with the following members present:

Joy Donovan Brandon
Barbara Speares
Debbi Savage
Tom Jacobsen
Sabra Doggett
Paul Davis
Josh Santillan

Constituting a quorum

Others present included:
Jeff Florey, Staff Liaison
Juan Zamora

Guest: Amy Sabol

CALL TO ORDER

Chairman Tom Jacobsen called the meeting to order at 6:40 p.m.

APPROVAL OF MINUTES:

- 1. Consider approval of the following Cultural Commission minutes:**
 - a) March 13, 2017 regular meeting**

In the April 10 meeting, it was identified that the motion made by Debbi Savage that her first name was not spelled correctly as it should have two b's. Juan Zamora's name should only have one r. Under item 5, the sentence "There was discussion about help from Clarkson Davis on some of the items the Commission has discussed including amphitheater, and foundation/funding for capital development in the cultural district." should be removed from the minutes because that was inadvertently included in the minutes, rather than a proposed new item to be discussed.

Motion was made by Debbi Savage and seconded by Josh Santillan to approve the amended minutes. The motion was unanimously approved.

NEW BUSINESS:

- 2. Discussion and possible action on ArtsFest.**

The Commission discussed the results of ArtsFest and felt it has grown and will continue to grow in attendance with time but there is a need to increase the actual number of artists featured in the festival. Some members believe that the festival needs to be two days to increase interest in the artist community and one day may not be enough. Some artists were very happy with the registration fees and the attendance.

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Mr. Jacobsen shared he had collected 71 surveys and noted the predominant source for awareness of the festival was drive-by, word-of-mouth and friends. The majority of attendees were from Bedford. Two responders were aware by radio, posters, and the other notifications that were identified were banners, the City website, Facebook, and other.

Ms. Savage was glad to be inside. A suggestion was made that an NHS volunteer needed to be there to direct people indoors. Dancers kept cutting through Mr. Zamorra's booth to get to the stage. Music was in the gym and it was fabulous. Kids were dancing, including Tongans and patrons encroached on the booths. There is a need to rope off a path for people who want to shop during the music and performances. There is also a need to carve out paths so people could walk among the booths. The Floor plan for people to be near the music was not good for sales. Ms. Savage thought the show was better and getting better every year. The potter near the entrance said he liked this festival very much and that it was very family-oriented. Ms. Savage thought the Easter Egg hunt went well and suggested more signage and information on the website and publications to explain where the Easter Egg hunt was. It was not clear where people should park for the Easter Egg hunt. Better communication is needed for where to park and the ages to participate so people knew where to park and when the times for the age brackets were.

Mr. Zamorra thought the festival was good but suggested a map like the state fair and some times for performances. There is a need for more direction and to have the same map but bigger so that one can know where they are and what is available. It was asked if anyone takes pictures to promote the next arts festival?

Ms. Brandon suggested laminated maps at check-in. She discussed having a first aid kit, an ambulance and/or a registered nurse. She discussed getting more artists with better publicity. The publicity could be about a deadline for entries. She mentioned Southlake Art in the Square and sending e-mails to friends who are artists. She discussed adding more music and more information about wine and beer. The wine booth vendor mentioned that they would prefer to be by the food and needed to know where the ice is. There is a need for volunteer check-in so it is known where volunteers are supposed to go. They did not have information to know where to direct people. They need to know what volunteers signed up to do so they can go and get ice when the wine booth needs more ice.

Sergio was one of the artists and was very impressed and felt it was easy and organized. Wine and beer should be closer to the food. The venue is good and lends itself to the ArtsFest. There was a disconnect between where the music was and the booths. More artists are needed and there were too many crafts. It is a lot of work for artists. Sergio did well with sales. Communication needs to be added. Sergio believes the momentum is started and thought it went well. The booths should not be broken down before the festival is over and artists should stay until the festival is over.

Mr. Santillan stated that once people started breaking down early it gave the impression that the festival was over. The last 15 minutes had sales. People are expecting the festival to continue. Sales came out of the festival. The Fight Night painting at the library was sold. Mr. Santillan attended the Deep Ellum arts festival and handed out cards for the ArtsFest. Deep Ellum had 30 artists from DFW and the rest of them were from out-of-town.

Ms. Brandon suggested a card for all the Commission Members to invite artists to come to ArtsFest. Central Arts of Bedford could help recruit artists and hand out cards.

Mr. Davis stated that artists need to be outside and not in the building. To give it some legitimacy, it needs to be held over two days to get real artists into the festival. The City needs

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to back this. He likes the idea of Commission Members going out to festivals and handing out cards.

A tent blew down and Mr. Jacobsen was injured and a man attending the event was injured, and there was no medical staff at ArtsFest. In the future, it would be helpful to have medical staff on site or an emergency plan to get medical staff in place quickly for medical issues.

Several times attendees stopped by the booth the Cultural Commission was working and asked questions that City staff could answer, so having a person or booth to send people to would be helpful.

Mr. Jacobsen stated that the Fairmont Street Festival is a one-day event taking up 7 blocks, outside and very successful. A suggestion was made to tie-in all the arts buildings in the City, including the Onstage theater, the Arts Council building, and the gallery. A punch card could be handed out to have people get motivated to see all the "arts district". Serious artists will attend two-day festival. There was discussion on moving the artists outside.

Mr. Florey stated the crowd was based on musicians and the artists and the City can purchase performing artists with the allocated budget.

3. Discussion and possible action on future events.

Mr. Santillan shared there is a need to have events planned. The members discussed possible action on future events including painting a mural on walls, a contest for garbage cans, storefront events, community service, public art and performing arts. The last Saturday in May is Memorial Day weekend. There was discussion having old cars, including lowriders outside the storefront and to Facebook the schedule. As it is a civic event, the property owner needs to file a permit which the fire marshal needs to approve. The hours will be from 10:00 a.m. to 6:00 p.m. There is a need to ensure the food truck is permitted through Tarrant county. There was discussion on a chalk walk for October.

4. Discuss and possible action on Central Arts of Bedford activities.

Mr. Santillan shared that Central Arts of Bedford now has its own 501(c)(3) designation. He shared that on Facebook there are many events socialized.

Ms. Speares shared with the Commission that she was going to ask Clarkson Davis to come to a future meeting and provide information about the services they offer and to help with some of the ideas the Commission had discussed including the amphitheater and foundation/funding for capital development in the cultural district. Clarkson Davis has provided similar services for other major successful arts-oriented projects with other organizations and municipalities including Dallas.

5. Discussion and action on annual report to City Council.

This item was tabled until future meeting.

ADJOURNMENT

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

The meeting was adjourned at 8:15 p.m.

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Approved:

Tom Jacobsen, Chair