

Cultural Commission April 22, 2013

STATE OF TEXAS §

COUNTY OF TARRANT §

CITY OF BEDFORD §

The Cultural Commission of the City of Bedford, Texas, met in regular session at 6:30 pm at the Bedford Public Library, 2424 Forest Ridge Drive, Bedford, TX on the 22nd day of April, 2013 with the following members present:

Alicia McGlinchey, Chair
Dr. Paul Davis
Lee Koch
Tom Jacobsen
David Medina

Constituting a quorum

Others present included:
Patricia Nolan, Council Liaison
Mirenda McQuagge-Walden, Staff Liaison

CALL TO ORDER

Chairwoman Alicia McGlinchey called the meeting to order at 6:33 pm

APPROVAL OF MINUTES:

- 1. Consider approval of the following Cultural Commission minutes:**
 - **April 8, 2013 regular meeting.**

Ms. Koch made a motion to approve the meeting minutes of April 8, 2013; the motion was seconded by Mr. Jacobsen. The motion passed 5 – 0.

OLD BUSINESS:

- 2. Discussion on development of a strategic plan for the Cultural District.**

The group briefly discussed the process for developing a strategic plan. Dr. Davis said he would speak with the group who did the strategic plan for his dental office. Ms. McGlinchey said she felt that the strategic plan would be a little on the backburner for awhile due to the upcoming meeting schedule and focus on the meeting with the artists.

NEW BUSINESS:

- 3. Discussion on planning for cultural group meeting on June 10, 2013**

Marketing Specialist Rebecca Asher reported on the Creative Conversation meeting that she attended on April 10 that was organized by the City of Dallas. Ms. Asher described the format

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of the meeting, content and the topics that were discussed. She also mentioned that Ms. JoLynn Jensen was in attendance as well. Ms. Asher showed the group the advertising that was used for the "Creative Conversation" meeting. Ms. McGlinchey stated that the group should go through several questions to put together a meeting in Bedford and how lucky that something so similar happened in Dallas that the Commission could use to guide their planning.

The Commission discussed who should be invited to the meeting. They determined the following groups should be targeted:

- Individual artists,
- Entire contact list that the Cultural Commission had spoken to during the development of cultural assessment,
- HEB ISD, and
- Cultural organizations such as Arts Council Board, Regal Opera Club and Mid-cities Piano Teachers.

Dr. Davis also said that the sales manager at the Harley-Davidson was heavily involved in the arts and he should be contacted.

Councilmember Nolan said she had attended the Fort Worth Main Street festival and found a Bedford artist who was doing really great work. She passed along their contact information to be added to list of individual artists.

The Commission determined that they would like to use JoLynn Jensen as a facilitator with introductory remarks/ background presented by Alicia McGlinchey.

The group discussed the pros/cons of various venues in the City including the Old Bedford School, OnStage and the Library. The group determined that they would like to have the event at the Old Bedford School with a pre-reception downstairs. Ms. Asher said she would work on securing a sponsor for the reception and Dr. Davis and Mr. Medina offered to sponsor it through their businesses if others could not be secured.

The Commission also discussed other components of the meeting including having a sign-in sheet to capture contact information, holding a drawing to collect more names, and brainstormed a general set up for the meeting.

The group discussed the invitation and determined that staff would send a save the date postcard and the formal invitation will be finalized at the next meeting.

4. Update on planning for cultural event in October 2013.

Mr. Jacobsen gave an update to the group on the Wednesday, April 17 planning meeting for the October 2013 cultural event. Mr. Jacobsen presented the various names brainstormed by the planning team which consists of members from OnStage, Arts Council Northeast, Trinity Arts Guild and several city staff members representing the various facilities within the Cultural District. The group discussed the merits of the various names and determined that they preferred Bedford ArtsFest as it fits with other festival events that the City hosts.

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ADJOURNMENT

A motion to adjourn was made at 8:07 p.m. by Mr. Jacobsen, seconded by Mr. Medina. The motion passed unanimously.

Approved:

Alicia McGlinchey, Chair