

Cultural Commission July 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 6:38 pm at the Bedford Public Library, 2424 Forest Ridge Drive, Bedford, TX on the 22nd day of July, 2013 with the following members present:

Alicia McGlinchey, Chair
Dr. Paul Davis
Lee Koch
David Medina
Barbara Speares
Jo Lynne Jensen

Constituting a quorum

Others present included:
Patricia Nolan, Council Liaison
Debbie Savage
Rebecca Asher

CALL TO ORDER

Chairwoman Alicia McGlinchey called the meeting to order at 6:38 pm

APPROVAL OF MINUTES:

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

Paul Davis made a motion to approve the meeting minutes of July 8, 2013; the motion was seconded by Lee Koch. The motion passed 6 – 0.

OLD BUSINESS:

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

The Commission confirmed the date and time for the strategic planning meeting for August 12 starting at 5:00 pm. Food will be provided.

Ms. Jensen reviewed ideas for the strategic planning meeting including inviting interested parties – artists from the Arts Talk meeting – in addition to the regular Cultural Commission members/attendees.

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The outline for the meeting and structure of the goals were in alignment with the research to date completed by the Cultural Commission as well as the application for the cultural designation.

There was discussion on breaking out into eight groups of three and have a Commission member serve as the leader for each breakout group.

Ms. Jensen will provide an outline and facilitate the brainstorming sessions. The goal for each group is to have ideas and outcomes with assignments and definite dates for completion.

The groups will work on specific areas with objectives and action items.

(Rebecca Asher captured the details for group assignments and follow-ups from this Commission meeting and distributed to the Commission members/attendees)

Ms. Jensen will draft goals and share at the next commission meeting.

Ms. Asher shared the compilation of ideas and feedback from the ARTS Talk session.

3. Discussion on marketing plan for the Cultural District.

The marketing plan document Ms. Asher had prepared for the Cultural District was reviewed.

4. Discussion on the October 5 Artsfest event

On Friday, October 4, there will be an ArtsFest preview from 6:30 p.m. to 9:30 p.m. at the Old Bedford Schoolhouse. They are planning four 15 minute acts.

On Saturday, October 5, there will be two outdoor stages – one at ONSTAGE and one at the pavilion park. David Medina will coordinate the talent for the pavilion and Ms. Speares will coordinate the talent for ONSTAGE. Both will work with Ms. Asher.

A sound system and stages will be provided by the City.

Ms. Asher shared a map with the plans for artist tents, parking, food trucks, and all festivities.

50,000 Promotional materials (brochures) will be printed up and distributed before and during the Bedford Blues Festival as well as Star-Telegram promotions and advertising for the event in the Bedford Connection.

Ms. Asher showed ideas for advertising and sponsorships for the event. It was mentioned that the City was sensitive to ensuring the Blues Festival sponsorships would be priority since those are coming up in September.

Ideas included \$150 for a logo, \$100 for larger font, and \$50 for smaller font.

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August 9 is the deadline for logo and copy for the brochure.

NEW BUSINESS:

5. Next planning meeting for the October 5th event.

The next planning meeting is scheduled for August 22, 2013.

ADJOURNMENT

A motion to adjourn was made at 8:30 p.m. by Jo Lynne Jensen, seconded by Barbara Speares. The motion passed unanimously.

Approved:

Alicia McGlinchey, Chair