

**Cultural Commission November 18, 2013**

**STATE OF TEXAS           §**

**COUNTY OF TARRANT    §**

**CITY OF BEDFORD        §**

**The Cultural Commission of the City of Bedford, Texas, met in regular session at 6:35 pm at the Bedford Public Library, 2424 Forest Ridge Drive, Bedford, TX on the 18th day of November 2013 with the following members present:**

Alicia McGlinchey, Chair  
Tom Jacobsen  
Lee Koch  
Barbara Speares  
JoLynne Jensen

Constituting a quorum

Others present included:  
Debbie Savage  
Mirenda McQuagge-Walden, Staff Liaison  
Ray Champney  
Patricia Nolan

**CALL TO ORDER**

Chairwoman Alicia McGlinchey called the meeting to order at 6:35 pm

- 1. Consider approval of the following Cultural Commission minutes:  
a) October 28, 2013 regular meeting**

Ms. McGlinchey made a motion to approve the meeting minutes of the October 28, 2013; the motion was seconded by Ms. Jensen. The motion passed 5 – 0.

**OLD BUSINESS**

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

There was discussion on possible dates for the Arts Festival in 2014. A list of major festival dates in the Dallas Fort Worth area was shared with the members – dates from April to October. The recommendation was to keep the date in October.

Mirenda shared that Rebecca Asher has found a new job and the city is in the process of hiring a replacement.

Jo Lynne shared the recommendation that arts events be timed to attract sponsorship money. TCA grants fund festivals 4/1 – 8/31 and 9/30 – 3/31.

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Currently with the Arts festival in October, there are two major events in Bedford at the end of September and beginning of October.

Might be better to schedule arts activity every month – on a smaller scale to show there are artistic events happening frequently in Bedford. At a minimum, try to schedule an event every quarter.

It was suggested that schools have a hard time scheduling events in the spring.

It was also suggested that Twilight Thursdays would be a great opportunity to beef it up and make it more of an arts festival.

Suggestions for the arts festival next year – rent a stage –

- A. Pre-drumming concert
- B. Small arts show
- C. Visual arts
- D. Music and then have a main show
- E. Arts Talk, lecture
- F. All day performance
- G. Re-visit the ideas of the creative arts center

The TCA funding deadline is 1/15/14 for 4/1 – 8/31/2014. There are 5 application deadlines. Two are for festivals.

Can submit 2 in any one period. There is a TCA touring roster. Can expand entertainment to include local talent.

Brainstorm what the festival can focus on. Six Stones has a pavilion in Bedford – Six Stones Community Garden – nice outdoor building.

Take on Twilight performance per month and expand on it. This will take some planning.

1. ARTS RESPOND – Festival promotions – get some art
2. Individual touring artists – look for artists

4/3 and 4/22/2014 – Twilight Thursdays – Throwback Thursday – costume contest – Texas Roadhouse, food trucks, Families.

Sample a Twilight Thursday and see what works and what is needed to improve for the next time.

Question was asked – who coordinates? Is the city able to provide support? Draw upon volunteers.

Discussion again on the dates – suggested that the Blues Festival is the big event in the fall and drop the Arts festival till the spring of 2015.

Jo Lynne discussed Carl Hobblitzell foundation – owned a string of theaters – gives a lot of money to the Arts – usually gives air conditioning.

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Add an arts component to the Blues Festival.

Move the Arts festival to the spring – kick off with the Twilight Thursdays.

Need to celebrate local artists. Not do 2 signature events back to back (Blues festival and Arts Festival).

Fourth Festival – a component of the show can be the arts.

How much would the air conditioned tent cost if during the 4<sup>th</sup> Festival?

TCA would cover the rent. Find out the cost of renting and buying.

Want to apply for grants – beef up Twilight Thursdays By next meeting, come up with themes for those events. Decide by December meeting.

Discussed not doing a big festival in October 2014. Do a bigger arts festival in the spring of 2014.

It was discussed that the Boy's Ranch does not seem to be the place for an arts festival even though there is a theatre there and the art gallery – the bigger emphasis the city appears to be making for the Boy's Ranch is sports and park land – there was no mention of the arts or culture during the last bond election. Phase I was voted on as part of the master plan for the parks. The cultural district was not a part of the master plan and the city did not take into account the cultural district.

Alicia pointed out that there are 4 phases to the master plan and there is an opportunity to incorporate the cultural district into the master plan.

It was mentioned that the plan seem to contradict the plans for and cultural district.

It was pointed out that the logistics and Boy's Ranch park is not intuitively an arts district right now. The arts district is not walkable right now from the Boy's Ranch to the library and the old Bedford Schoolhouse and the old library. It appears that there is not a definite plan to get the arts district defined. So, it would make sense to start beefing up the Old Bedford School house area and make an amphitheatre near it and the library and that area is closer to the old library.

The theatre and the Trinity Arts Guild can have a smaller festival in October if they want.

Task for the commission – review Alicia's list and identify action items. The Historical Foundation has money in their foundation fund. Discussion about a historical and cultural commission district.

Ms. Jensen shared her observations in Idabell – a small town with a downtown amphitheater – has a covered pavilion which serves as a farmers market.

TXI – amphitheater – funds in Historical Foundation and determining the amount and availability of the funds.

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Dallas Public library has a national repository of foundations.

Homework for the commission – take home “Brand and promote Vedford as a regional hub for diverse Arts and Culture” document and pick out things that we can take action on and assign a priority to them.

### **ADJOURNMENT**

A motion to adjourn was made at 8:20 p.m. by Ms. McGlinchey, seconded by Barbara. The motion passed unanimously.

Approved:

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Alicia McGlinchey, Chair