

**Cultural Commission April 8, 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 8th day of April, 2013 with the following members present:**

Alicia McGlinchey, Chair  
Dr. Paul Davis  
Barbara Speares  
Lee Koch  
Tom Jacobsen  
Ray Champney  
Deanna Stuart

Constituting a quorum

Others present included:  
Mirenda McQuagge-Walden, Staff Liaison

**CALL TO ORDER**

Chairwoman Alicia McGlinchey called the meeting to order at 6:34 pm

**APPROVAL OF MINUTES:**

- 1. Consider approval of the following Cultural Commission minutes:**
  - **March 25, 2013 regular meeting.**

Mr. Champney made a motion to approve the meeting minutes of March 25, 2013 with the corrections to the spelling of Deanna Stuart's name ; the motion was seconded by Mr. Jacobsen. The motion passed 7 – 0.

**NEW BUSINESS:**

- 2. Discussion regarding marketing and communication as it relates to the Cultural District.**

Ms. McGlinchey welcomed the guests, JoLynne Jensen, a non-profit management/fundraising consultant and Rebecca Asher, the City of Bedford's new Marketing Specialist. The group made their introductions.

Ms. McGlinchey explained that through the course of working on the Cultural Assessment that one of the regular themes were that arts/cultural groups were noting a need for better marketing

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and communication. The ultimate objective is to raise the profile of the cultural talent and attractions that exist in Bedford.

Mr. Champney said that at this point Bedford does not have to populate a Cultural District it already exists.

Ms. Jensen said that what needs to be fostered is a whole culture of the arts. It should be proactive with everyone involved: top down, bottom up and from the sides.

Mr. Jacobsen suggested utilizing Yahoo groups and Twitter.

There was discussion on branding and a website dedicated to informing the public and artists about cultural development and district. It was suggested that the Commission bring arts groups together and discuss marketing and what their needs are. Ms. Jensen offered to teach a session for free, equivalent of the current SMU course she teaches. It would be for eight nights for three hours a night. There was discussion on a shared calendar and a teaser meeting to engage the various groups such as a brown bag lunch workshop to teach social media to the groups. There was discussion on starting with the arts groups that have already been identified and contacted including school district teachers and performance groups such as Masterworks. The suggested time frame was May and June as space is available. There was discussion on sending invitations and that a Monday evening meeting would be best. The Commission decided on June 10 and Marketing Specialist Rebecca Asher would return at the April 22 meeting with suggestions on what to call the meeting.

Mr. Champney suggested the need to bring more awareness about the Cultural District with signage or visible flags. There was discussion on hosting a branding contest and extending it to the artists to design the logo/image. This would engage the artist and encourage their participation. There was discussion on potential sponsors for development and marketing including Mr. E's, Harley Davidson and other business community members. There was discussion on the dog park, which opens on June 1. It was referred to as an example of a public development similar in nature that recently received a donation.

Ms. Speares inquired about whether it was necessary to establish a 501(c)3. It was stated that the City can receive donations that are tax deductible to citizens similar to a 501(c)3.

There was discussion that the deadline for the marketing plan is May 1. Suggestions were made for communications through the water bill, ONSTAGE's 3,000 e-mail list, Constant Contact, TAG and the Arts Council. The format for the Conference would be educational and it would explain resources, bring groups together and introduce the Commission. Overall, it would be a "cultural conversation."

### **3. Discussion regarding potential names for the Cultural Crawl event.**

Ms. Mirinda McQuagge-Walden indicated that there was a lot of good brainstorming at the last Cultural Crawl planning meeting and that they were working to develop a name for the event. Mr. Jacobsen will serve as the Commission's representative on the Cultural Crawl planning group.

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### 4. Discussion on development of a strategic plan for the Cultural District.

There was discussion on the need to develop a strategic plan in parallel to other Commission activities. There was discussion on the steps to starting a strategic plan; a mission statement to include that the City is a center of arts and activity and embracing the vision of where you want to be in five, ten, 15 years, etc.; what it will take to get there including having something every month, planning, promoting and targeting your audience; the need for a strategic plan facilitator; a SWAT layout for Council; possible funding resources to include the Ford Foundation and money available for strategic planning; and revitalization including that statistics show an 11:1 return on investment.

Ms. Speares shared information regarding two potential companies/people who might be resources for strategic planning. She will follow up with contacting them and finding out if they would be good potential candidates for the role.

There was discussion on an artists' incubator including artists' lofts and grant money for the development as a possible resource.

Ms. McQuagge-Walden stated that she submitted a budget that will go before Council for the Cultural Crawl and wayfinding signage. The group requested that she also request funding for banners signs and any related poles.

### **ADJOURNMENT**

A motion to adjourn was made at 8:00 p.m. by Ms. McGlinchey, seconded by Ms. Koch. The motion passed unanimously.

Approved:

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Alicia McGlinchey, Chair