

STATE OF TEXAS §

COUNTY OF TARRANT §

CITY OF BEDFORD §

The Cultural Commission of the City of Bedford, Texas, met in regular session at 6:46 pm at the Bedford Public Library, 2424 Forest Ridge Drive, Bedford, TX on the 16th day of December 2013 with the following members present:

Alicia McGlinchey, Chair
Tom Jacobsen
Barbara Speares
JoLynne Jensen
Paul Davis

Constituting a quorum

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

CALL TO ORDER

Chairwoman Alicia McGlinchey called the meeting to order at 6:46 pm

- 1. Consider approval of the following Cultural Commission minutes:
a) November 18th 2013 regular meeting**

Paul Davis made a motion to approve the meeting minutes of the November 18, 2013; the motion was seconded by Tom Jacobsen. The motion passed 5 – 0.

New Business

- 2. Discussion on Texas Commission on the Arts grant and Twilight Thursday kick-off and ending events.**

There was discussion on the TCA grant. Brave Combo will be one of the groups playing for Twilight Thursday. The City staff will work with JoLynne Jensen on applying for the grant. Ms. Jensen also mentioned she is looking into the Hoblitzelle Family grant opportunities for the event or other cultural district related possibilities.

Eric Valdez was in attendance and introduced to the Commission attendees. Mr. Valdez is the recreation manager.

The date for the first kickoff Twilight Thursday will be April 3, 2014 and it was suggested it would start at 5:00 pm.

Suggestions for the kickoff Twilight Thursday included serving BBQ (Mr. Davis will reach out to a potential caterer for the event), and/or a family picnic theme.

Suggested activities – pulling in the school district and also inviting another group to perform, perhaps something within the schools.

Perhaps having a beer garden and serving wine. This will require special permission from the Council.

Brave Combo is booked and another group will be added to the entertainment lineup.

Mr. Davis inquired as to whether donors needed to be able to donate to a 501(C)3 entity.

Ms. Jensen will call Hoblitzelle to see if they would make a donation to the City. If not, then they can make a donation to a foundation which can distribute to the cultural project in Bedford?

It would be ideal to introduce a band from one of the schools at the event – something less than Brave Combo – if not the school – then a local group.

The Commission/City will need to plan parking and if a shuttle is needed.

Grant deadlines:

6/15

1/15 for Arts Respond – grant for activities and events

1/15 Texas Artist Roster – Arts Presents

There was discussion on looking through the whole grant information and decide who does what from the City.

Get grant applications need to be in by January 15.

It was discussed that this event will require advertising.

There was discussion how much to charge for the BBQ – initially \$5 was suggested, but then that was probably too little, so maybe \$8 - \$10/plate.

OLD BUSINESS

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

The Commission reviewed the list of recommendations to streamline and prioritize action items for the Council.

Mr. Jacobsen shared his list of recommendations. (see Mr. Jacobsen's list - attached)

There was a discussion on the 501(C)3 application – it was shared that the City Council should also invest in the pursuit of the cultural development and not rely totally on the Cultural Commission/501(C)3 foundation to do all the work. The return on investment would be worthwhile to the effort.

It was suggested it would be beneficial for three groups to participate – Parks/Parks Board, Economic/Business District Development, and the Cultural Commission, so all three would be aligned in their goals and efforts. There was discussion that this should be a public and private partnership and having charitable contributions.

Exploring a TIF was discussed. Is it something that should or could be explored?

Ms. Jensen suggested that members of the Commission and City staff should start attending classes and bring back information related to share with the staff and the Commission members. There are classes the first weekend of June - TCA Economic Development. There was discussion on sending someone on the Commission to the courses.

Schola Cantorum is an organization that could move in. There was discussion about small organizations being in an office space and inviting visual artists to come.

The application for the 501(C)3 was discussed again and perhaps tying it in with the Historical Foundation. Cultural and Historical have definite ties and the TCA is okay with this tie in.

Staff can look at policies and make them friendlier and to build in incentives to artists.

What is the opportunity and how to approach?

Councilmember Nolan will come up with a short list to get to the next level.

There was a discussion on the need to program a calendar at least weekly or quarterly to show big events

There was discussion on finding out who in the City owns buildings?

Ms. Jensen suggested there are four tracks that we start pursuing and have them “all arrive at the station at the same time”:

1. Goal – change goals and vision policy and fees.
2. Master Planning – economic redevelopment – the long term and strategic planning should continue but incorporate art into the development and everything in the cost.
3. Signage, Logo, Marketing. Bring all together. Branding. “Discover the Center”
4. Create the 501(C)3 designation.
5. Create events, calendar – bring altogether – perhaps combine into # 3

Deadline for date fast approaching – 1/15/14 – LOI to TCA to get cultural district funding. Projects must be completed by January 2015

There was discussion on putting everything on a calendar to serve as a roadmap. In regards to an online artist calendar, one person at every arts group could be the point of contact and

ensure their events are included. There was discussion on linking to the City of Dallas Convention and Visitors Bureau calendar. It was stated that Ms. Jensen knows the woman in charge of cultural tourism in Dallas. There was discussion on making sure that Parks and Recreation Board and Planning and Zoning are included; determining when the City Council does its planning meetings; and getting information before February. There were questions on how much detail was needed.

The second City Council meeting is January 24 and the Council is working to plan a strategic planning session in late January/early February. There was discussion that the Commission has between January 6 to January 20 to work on the presentation to Council.

Ms. Jensen mentioned the Community Foundation, which raises money to distribute, donate, and advise how to collect and distribute funds.

ADJOURNMENT

A motion to adjourn was made at 8:22 p.m. by Ms. McGlinchey, seconded by Mr. Jacobsen. The motion passed unanimously.

Approved:

Alicia McGlinchey, Chair

Things the city of Bedford can do next year

A prioritized list - Tom Jacobsen's suggestions

1. Commit to lease _____, 000 square feet for an **"Arts Incubator"** as a **Phase I Demonstration Project** for the display of art and for limited (bid-in) workshop areas.
2. Engage a designer/contractor to **design and construct a signage at Boys Ranch Park** to tie in historical Boys Ranch monument with new signage highlighting Arts facilities residing in Boys Ranch Park, and linking it as part of **"Bedford Cultural District"**
3. **Engage a graphic designer** to develop a logo for the Bedford Cultural District using the tagline **"Discover the Arts Center"**
4. **Re-Draft Boys Ranch Park Plan** to include an overlay for the arts
5. Commit X hours of Bedford City staff dedicated to TCA grant applications and cultural district planning
6. Create an **integrated advertising, PR Plan and Strategic External Communication Plan**
7. Using Bedford City resources and grants develop a pool of funds to **hire a landscape architect to develop a conceptual plan for the cultural district and drawings for an outdoor performing arts center.**