

Council Minutes February 24, 2014

STATE OF TEXAS §

COUNTY OF TARRANT §

CITY OF BEDFORD §

The City Council of the City of Bedford, Texas, met in joint work session with the Cultural Commission at 6:30 p.m. in the Meeting Room of the TXI Building at 2801 L. Don Dodson on the 24th day of February, 2014 with the following members present:

Jim Griffin	Mayor
Michael Boyter	Council Members
Chris Brown	
Jim Davisson	
Patricia Nolan	
Ray Champney	
Roy W. Turner	

constituting a quorum.

The following members of the Cultural Commission were present:

Alicia McGlinchey	Chairperson
Dr. Paul Davis	Commission Members
Tom Jacobsen	
Lee Koch	
JoLynne Jensen	
Barbara Speares	
Josh Santillan	Alternate
Debbi Savage	Alternate

constituting a quorum.

Staff present included:

Beverly Griffith	City Manager
David Miller	Deputy City Manager
Mirenda McQuagge-Walden	Managing Director

CALL TO ORDER/GENERAL COMMENTS

Mayor Griffin the Work Session to order at 6:06 p.m.

JOINT WORK SESSION

Mayor Griffin stated that the purpose of the meeting was to get the two groups together to nail down specific paths to take moving forward. There was discussion on the Cultural Commission's presentation to Council and the Council's actions to make Bedford an arts-friendly community. Mayor Griffin stated that a resolution revising the Council Vision Statement to include arts and culture will be on a future Council agenda.

Regarding evaluating City ordinances, policies, and fees, Chairperson Alicia McGlinchey stated that she hopes that if someone at some point wanted to paint a mural in the City. that they would not face restrictions. There was discussion on the fee schedule at the Old Bedford School and how it prohibits

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some performing arts groups from using the facility and that the City may want to consider a different fee structure for non-profit and small groups. It was stated that the Library does have a fee structure for different types of groups. There was discussion regarding empowering staff to promote art, music and cultural assets by including art in various events put on by different departments; and telling staff that this is the type of city they want to be and directing them to look into their own department to see where art can be incorporated.

There was discussion on evaluating the City event calendar for balanced year round programming; and getting arts groups, churches, the HEB ISD, Tarrant County College and local hotels together to discuss calendaring and marketing events. It was stated that a staff person is needed to maintain a web-based calendar; that there are various calendar models to choose from; that both visitors and locals to be able to search the calendar web page; and that it is the preference of the Commission to have City staff run the calendar website.

Regarding a pro-active pursuit of arts related businesses and economic development, Ms. McGlinchey stated that after talks with local artists, there was feedback that these groups would like to be able to buy art and music supplies locally. While purchases are made on-line, most groups go to Fort Worth. Arts-related businesses also mean art galleries, dance studios etc. There was discussion on the various types of art programs offered at the Boys Ranch; the importance of a robust dynamic calendar in establishing the City as an art-friendly community; and utilizing empty retail space as a location for local artists to showcase their art or for small theater productions.

Mayor Griffin stated that he and the Council are very interested in establishing culture and looking at ways to grow that aspect in the long-term vision of Bedford; that culture is a key element of the CBDZ; and that when meetings with the design consultant are held, Council will discuss design criteria and walk-ability and a more definitive scope of what they want the CBDZ to look like. There was discussion on the Commission's concerns that the CBDZ plan does not include the Cultural District and the Bedford Boys Ranch in the scope of work; the lack of connectivity between the Cultural District and the Bedford Boys Ranch; that the Park, Cultural District, and CBDZ Master Plans do not seem to be connected or done by the same person and that the Park Master Plan does not include the cultural facilities at all; and that none of the plans show how these areas are connected.

There was discussion on creating a logo and branding for culture and arts that will capture what is going on in Bedford; establishing standards for signage, banners and landscape to identify culture; that there is a desire to collaborate more, to share resources, to bring artists together; and for the Commission continuing to host ArtsTalk with staff support.

There was discussion on moving forward with applying for a 501(c)3 designation; if there is an opportunity to reestablish the Bedford Historical Foundation; creating a Historical/Cultural Foundation; and utilizing the funds raised by the Historical Foundation and how best to use the Cultural Commission.

Ms. McGlinchey stated that the Commission would like direction from Council on how to best spend their time. There was discussion on the website for a calendar and that it would be a staff function to ensure that it is functioning. It was discussed that obtaining the Cultural District designation from the State is still important to the Council.

Mayor Griffin asked, whether it would be enough moving forward to continue with the ArtsTalks; create a calendar; and promote and market the existing entities that are in Bedford today that this becomes part of the vision of the City? It was stated that it is important to push forward with the CBDZ and connect the cultural areas to it; concerns that the CBDZ will not be underway by the 1/15/15 application deadline; that the response from the Texas Commission on the Arts stated that the City did not demonstrate community involvement and a laid out plan of activity; and that the City now clearly demonstrates community involvement because of various art events; that it is important to visually show that Bedford is an arts community and empowering staff to include art at various City events and buildings.

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It was discussed that there are five areas that need to happen: a plan that incorporates the Bedford Boys Ranch and the CBDZ; signage and that there is nothing that designates a cultural district; marketing, including a brochure with the calendar and websites of various arts groups; ArtsTalks to include artists, arts organizations and community people; and that a master calendar is critical as is piggybacking with smaller events on quarterly anchor events.

In response to questions from Council, Ms. Jensen stated that a letter of intent is due on January 1; that a very strong letter of intent can be written to receive an invitation to submit the full proposal; that the full proposal is due June 15; that if there is steady progress each month, there is every reason to believe that the designation would be offered; that there are grants that can be applied for without the designation, but only as a 501(c)3; that if a 501(c)3 was obtained there would be no downside in not getting the designation and that the upside is that it would open up additional funding opportunities.

Mayor Griffin stated that it is important for the Commission to work towards obtaining a 501(c)3; that the City will not pay the application fee; that by-laws, a mission statement, a two-year plan and a fundraising plan are needed; and that there are consultants that will do the work for a group. It was suggested that the Council's mission statement include "Support Arts and Culture."

ADJOURNMENT

Mayor Griffin adjourned the meeting at 8:26 p.m.

Jim Griffin, Mayor

ATTEST:

Michael Wells, City Secretary