
AGENDA

Public Arts Advisory Board Regular Meeting

5:00 PM; Wednesday, December 22, 2021

Taylor City Hall Conference Room

I. CALL TO ORDER AND DECLARE A QUORUM

II. PUBLIC COMMENT

III. REVIEW / DISCUSS AND CONSIDER ACTION ON THE FOLLOWING:

- A. Approve the Minutes from the Public Arts Advisory Board meetings from October 27, 2021 and the work session on November 20, 2021.
- B. Review board member meeting attendance and upcoming term renewals/replacements
- C. New Business:
 - 1. Review, revise, and approve the staff-generated Work Plan for FY 21-22 created from input generated during the November 20th Work Session.
 - 2. Review, revise, and approve the proposed FY 21-22 budget.
- D. Continuing Business:
 - 1. Report on Public Arts Master Plan Meeting (Jan)
 - a. Determine potential dates for a 2nd meeting to develop the Master Plan
 - b. Authorize staff to create a template for the board to use to draft the Taylor Public Arts Master Plan.
 - 2. Portal Project (Melanie):
 - a. Receive report detailing progress made with the painting of the portals
 - 3. Music on Main Concert Series update (Janetta):
 - a. Discuss plans to generate additional income for MoM Concerts
 - 4. Potter's Alley (Jan / Melanie)
 - a. Review the initial direction provided by City Council for Potter's Alley
 - b. Review, revise, and discuss the plan presented by Potter's Alley Committee for the development of the alley in October.
 - 5. Items for the January agenda

IV. ADJOURN

The Board or Commission may vote and/or act upon each of the items listed in this Agenda. The Board or Commission reserves the right to retire into executive session concerning any of the items listed on this Agenda, whenever it is considered necessary and legally justified under the Open Meetings Act, I certify that the notice of meeting was posted in the Taylor City Hall Lobby before 5:00 pm on December 17, 2021 and remained posted for at least 72 continuous hours before the scheduled time of said meeting. I further certify that the following news media was notified of this meeting: Taylor Press.

Jan Harris, Main Street Manager

Date

Public Arts Advisory Board

October 27, 2021

Agenda Item III-B-1

Review, revise, and approve the staff-generated Work Plan for FY 21-22

PUBLIC ARTS ADVISORY BOARD
October 27, 2021

MINUTES

- I. Meeting was called to order at 5:05pm and a quorum was declared.
Present- Brent Humphreys, Richard Stone, Lois Duncan, Melanie Shaw, Janetta McCoy, Nathan Gray
Staff-Jan Harris-Main Street Manager
Public-
Absent-Bryan Richie

- II. **PUBLIC COMMENT:**
None at this time.

III. **REGULAR AGENDA-REVIEW/DISCUSS AND CONSIDER ACTION:**

- A. Approve the Minutes from previous meeting of the Public Arts Advisory Board

MOTION- Motion to approve minutes from previous board meeting
McCoy/Shaw/Passed

B. **Financial Report**

\$1,194 remains in the account at the end of FY 20-21. Budget needs to show encumbered funds.

MOTION- Approve financial report
Duncan/Gray/Pass

C. **Review Action Item Report from the September 22, 2021 Meeting**

An update was given to the board and all parties are currently working on their respective action items.

MOTION-Accept action item report
Gray/Duncan/Passed

D. **Continuing Business:**

1. **Report on Public Arts Master Plan Meeting**

A meeting date has been set for November 20, 2021 and the consultant has been booked.

2. **Portal Project**

This project needs city help to prep and patch in order to expedite the process. As of now this is a bit of a hold up. An event/ribbon cutting ceremony was discussed and is desired by Taylor Chamber of Commerce. Rights are currently being obtained to use and reproduce artwork for promotion. The need for a map of locations was also discussed with Google geotagging being mentioned as a possible solution. Further promotion would be useful, with the development of a PAAB webpage being pitched.

ACTION ITEM-Print a schedule of events on postcards to begin promotion along with a unique QR code.

MOTION-Approve report as presented.

Duncan/McCoy/Passed

3. MUSIC ON MAIN CONCERT SERIES UPDATE

a. REPORT ON SEPTEMBER 21st CONCERT

The reception was overwhelmingly positive for this event along with more family engagement. Twenty-two volunteers were recruited to help with input and planning for the 2022 schedule. A 7–8-member committee was suggested.

MOTION-Approve report as presented

Gray/Duncan/Pass

b. REPORT ON NOVEMBER 13TH CONCERT

Joe Posada has been booked and is ready to play the November show.

MOTION-Approve to approve the report as presented

Gray/Duncan/Pass

c. DISCUSS AND TAKE POSSIBLE ACTION ON MUSIC ON MAIN T-SHIRTS/SWAG

A partnership with Main Avenue Printing in Taylor was discussed for an initial run of 72 “Music on Main” t-shirts. An updated logo is being discussed along with a black shirt with white print color scheme.

MOTION-Use excess funds from shirt sales and donations to print shirts for Music on Main using Brent Humphreys’ designed logo with a budget not to exceed \$500

Duncan/Shaw/Pass

d. MARKETING AND SPONSORSHIP FOR NOVEMBER CONCERT

Marketing has been addressed and will begin shortly. Major sponsorship has been secured from Ancira’s Salsa. As of now further marketing is not an option and will be limited to the posters, amongst other PAAB goods. 60 flyers are to be printed and will be placed in various strategic locations throughout the city, with a budget of \$7,640. Rolondo’s Food Truck, Texas

Beer Co., and a TBD (Cajun) food truck, will all be made available as dining and beverage options to all attendees.

MOTION-Approve report as is
Gray/Duncan/Passed

e. PARTNERING MUSIC ON MAIN WITH THIRD THURSDAY IN A WAY THAT IS MORE POSITIVE AND MUTUALLY SUPPORTIVE/RECOMMENDATIONS FROM MAIN STREET ADVISORY BOARD FOR THIRD THURSDAY/MUSIC ON MAIN PARTNERSHIP

Verbal promotion by the board was discussed. Local businesses are encouraged to participate and find creative ways to become involved in the event. Additional promotion should be the responsibility of those businesses.

MOTION-Approve report with recommendations
Duncan/McCoy/Pass

4. POTTER'S ALLEY

a. Report on possible layout for future murals

Small art events, "Art Bombs" will be curated at various times in 2022 to help support interest and funding for large scale murals within Potter's Alley. Budgeting was discussed and this project will continue to move forward as planned.

MOTION-Accept report as presented
Duncan/Humphreys/Passed

A. NEW BUSINESS

All new business is tabled at this time, however remaining shirts are reserved for future members.

MOTION-Motion has been made to adjourn
Gray/Duncan/Pass

There being no further business, the meeting adjourned at 6:43 pm.

Respectfully Submitted,
Nathan Gray
Secretary, City of Taylor Public Arts Advisory Board

PUBLIC ARTS ADVISORY BOARD

Meeting Notes - Master Plan Work Session

Taylor Public Library

Saturday, November 20, 2021 @ 8:00 am

BOARD MEMBERS PRESENT: Melanie Shaw, Lois Duncan, Richard Stone, Janetta McCoy, Nathan Gray (came at 8:55 am)

BOARD MEMBERS ABSENT: Bryan Richie (returning from Tour), Brent Humphreys

STAFF PRESENT: Jan Harris

FACILITATOR: Eric Lashley

MEETING NOTES:

Any art pieces, activities, projects, etc. must receive final approval from the Board – not a committee – so that it is official.

ACTION ITEM: Can CoT put a PAAB page on the website? If yes, then PAAB members must feed information to PIO for insertion/updates/etc.

ACTION ITEM: Can the Taylor Made website also have a page dedicated to the PAAB?

IDEA: Hold a Brown Bag Lunch for the Arts meeting like in Georgetown on a quarterly basis.

ACTION ITEM: Develop a Conflict-of-Interest Policy for board members to sign.

ACTION ITEM – Confirm that the raised funds are in the dedicated revenue fund which will not revert to the GF at the end of the FY

MENTIONED AS A WISH – Richard mentioned that they want to rebrand the PAAB something different – “Taylor Arts” – what is the process of creating a DBA? should it be “Taylor Public Arts” as it uses public funds by a city-appointed board?

WHAT ARE 3 GOALS FOR THIS YEAR:

Melanie: Master Plan, Marketing, Murals

Nathan: Engaging with the Community, Promotion of Public Art, Fundraising

Richard: Marketing, Investing in Public Art (esp. murals), & Strategic Plan

Janetta: Master Plan, Marketing & Promotion (brochure), Music on Main

Lois: Master Plan, Projects (MoM & Portal Project within budget), volunteer program, groundwork for cultural district

NAME 3 SMALL “WINS” THAT CAN BE ACCOMPLISHED THIS YEAR:

Melanie: City Website page dedicated to the Arts Board, dedicated Marketing Volunteer, video documentation

Nathan: Website, Portal Project, Mural in one of the Parks

Richard: Commission mural, Music on Main, Website, Work on Cultural Arts District

Janetta: Video records, publish a calendar on the city website of Arts Events, work with arts students at the HS, Create an inventory of public art activities/events

Lois: Internet presence, Music on Main, Portal Project, Cultural District

LIST OF ACTION ITEMS – CAN BE TURNED INTO THE 2022 WORK PLAN – FOR THE BOARD:

1. WEB PRESENCE:
 - Include a calendar of events and marketing
2. PORTAL PROJECT:
 - What is the conclusion of this project – there are 32-3 planned for Phase I
 - 6 are completed with another 6 being commissioned
 - Get going with Ribbon Cutting
3. POTTERS ALLEY:
 - Have a Plan
 - Vote on the Plan
 - Provide the Plan to Council
4. MUSIC ON Main:
 - April is the tentative 2022 start date with 6-8 months of concerts planned
 - Put in a bit of PAAB budget money and rely on underwriting from sponsors
 - Develop T-shirts/merchandise to sell
 - Develop a Marketing Plan for the Concerts
5. Photos/materials of Events/Projects:
 - Board members turn in photos and information, etc. to the City to archive.
6. EXPLORE TCA GRANTS:
 - Reports on the potential grants PAAB eligible for at meetings with deadlines

Work Session Ended – 1:00 pm

Respectfully Submitted,

Jan Harris, Main Street Program Manager

Public Arts Advisory Board

October 27, 2021

Agenda Item III-B

Review board member attendance and term renewals/replacements for 2022

TAYLOR PUBLIC ARTS ADVISORY BOARD																			2021*
MEMBER NAME				1/27/2021	3/2/2021	3/24/2021	4/28/2021	5/26/2021	6/9/2021 (BUDGET WKSHP)	6/23/2021	7/28/2021	8/25/2021	9/22/2021	10/21/2021	11/24/2021	12/22/2021	TOTAL MTGS CALLED	TOTAL MEETINGS ABSENT	Met Attendance Requirement per Handbook
Richard Stone, Chairman				P	P	P	P	P	P	P	P	P	EA	P	P				
Lois Duncan				P	P	P	P	P	P	P	P	P	P	P	P				
Janetta McCoy				P	A	A	P	P	P	P	P	P	P	P	P				
Brent Humphreys				P	P	P	EX	EX	P	P	P	P	A	P	A				
Bryan Richie				P	P	P	P	A	P	P	P	EA	EA	EA	EA				
Nathan Gray				P	P	P	P	P	P	P	A	P	P	P	P				
Melanie Shaw				A	A	P	P	P	P	P	P	P	P	P	P				
EX - Excused Absence				A = Absent						P = Present									
Attendance Requirement: Per City Council policy via B&C handbook, if a member is absent from more than twenty-five (25%) percent of the duly called meetings in any period of twelve (12) consecutive months or absent from more than two duly called meetings in any period of twelve consecutive months, whichever is greater, for any reason, other than a reason acceptable to the Chairman of that Board, which prevents the public officials' attendance, the member shall be disqualified and automatically removed from serving as a board member.																			

Public Arts Advisory Board			3-11-21	
	TERM (Yrs)	MEMBER	APPOINTED	EXPIRES
	3	Lois Duncan PO Box 1245 Taylor, TX (H) 512-348-3620 loisduncan@hughes.net	2-2019	2-2022
	3	Melanie Shaw 116 W. 2 nd St., Ste 108 Taylor, TX (H) 917-520-1727 (C) 917-520-1727 Mel340@icloud.com	2-2019	2-2022
	3	Janetta McCoy 819 Hackberry St. Taylor, TX (H) 512-365-0893 (C) 509-464-9377 innkeeper@pecanmanorbb.com	2-2019	2-2022
	3	Brent Humphreys 2015 W. lake Drive Taylor, TX (H) 214-683-7763 brenthumphreys@me.com	2-2019, 2021	2-2024
	3	Bryan Richie 1021 Hackberry St. Taylor, TX (H) 512-217-1322 Bryan.richie@gmail.com	2-2019, 2021	2-2024
	3	Richard Stone 1306 Cecelia St. Taylor, TX (H) 512-760-5748 Richard.2456@gmail.com	2-2019; 2020	2-2023
	3	Nathan Gray 601 CR 101 Hutto, TX. 78634 (H) 512-839-6635 N8_gray@yahoo.com	2-2019; 2020	2-2023

Members: The board shall consist of 7 members who have the general qualifications of expertise in visual, performing or literary arts, skilled in grant writing, arts education, or marketing, who are supportive of, educated in and/or active in the field of public art or community affairs, and students who are actively studying or pursuing the arts.

Duties: The board shall advise the City Council on the implementation of the Public Arts Program and expenditures of public arts funds for the commissioning or acquisition of public arts, and advise the Council on the creation and implementation of a public arts master plan.

Appointed by: City Council

Meets: as often as necessary.

Staff liaison: Jan Harris

Public Arts Advisory Board

October 27, 2021

Agenda Item III-C-1

Review, revise, and approve the staff-generated Work Plan for FY 21-22

CATEGORY	GOAL	PROJECT	BUDGET	RESPONSIBLE	TIMELINE	NOTES
			\$9,000			
ARTS MASTER PLAN	Develop plan for Council approval					
		Determine date for work session	\$600.00	_____ - Lead with Committee of the whole		
		Approve @ board level				
		Develop final format				
		Take to Council for approval			March 2022	
			\$8,400			
PROMOTION & OUTREACH	Increase the visibility of Public Arts in Taylor					
		Calendar of Events on City Webpage	\$0.00	_____ provides information to PIO	Updated monthly on _____ (date)	
		Marketing on City Webpage	\$0.00	_____ provides content to PIO	Updated monthly on _____ (date)	
			Subtotal = \$8,400			
PORTAL PROJECT	Continue ongoing public arts project					
		Call for Artists/Vetting	\$0.00			
		Complete _____ portals	\$1,000	Melanie Shaw - Lead	9/30/2021	Spend \$250/portal
			Subtotal - \$7,400.00			

CATEGORY	GOAL	PROJECT	BUDGET	RESPONSIBLE	TIMELINE	NOTES
POTTERS ALLEY	Develop a plan for overseeing public art in the alley					
		Develop a plan that provides guidance for public art in Potters Alley and timeline for periodic rotation of mini murals			April 1, 2022	
		Determine whether to pay for materials or provide a small stipend for grassroots artists to paint small murals in the alley				
		Take plan to City Council for approval			April 2022	
	Implement the plan	Issue Call for Mini-Murals	\$3,700		May 2022	
MUSIC ON MAIN CONCERTS	Hold _____ Concerts					Hold costs down to \$1,500/concert
		Develop an achievable funding stream for concerts to offset City funds				
		Issue bids for sound services, etc for concerts				
		Seek partnership with TCA for matching funds for musicians (within budget)				
	Hold concerts		\$3,700			

CATEGORY	GOAL	PROJECT	BUDGET	RESPONSIBLE	TIMELINE	NOTES
ARCHIVING PHOTOS & OTHER MATERIALS WITH THE CITY	Have all photos etc. of PAAB events submitted to CoT for preservation					
		Board members submit materials to Jan/PIO	\$0.00	All board members	ASAP and ongoing	Photos associated with City events/boards should be archived with the CoT
SEEK TCA GRANTS	Maintain a rolling calendar of potential grants and deadlines				ongoing	
		Determine types of grants to assist with (1) murals, (2) music, (3) outreach and apply	\$0.00	Lois - Lead		
			Budget Bal Remaining = \$0.00			

Public Arts Advisory Board

October 27, 2021

Agenda Item III-C-2

Review, revise, and approve the proposed budget for FY 21-22

12-15-2021 2:43 PM
 FUND : 100-GENERAL FUND
 DEPT : N/A

DETAIL LISTING

PAGE: 1
 PERIOD TO USE: Oct-2020 THRU Dec-2021
 ACCOUNTS: 440-359 THRU 440-359

DONATIONS TO
 MoM Concerts

POST DATE TRAN # REFERENCE PACKET=====DESCRIPTION===== VEND INV/JE # NOTE =====AMOUNT=====BALANCE=====

440-359 MISCELLANEOUS DONATIONS
 BEGINNING BALANCE 0.00

7/15/21	7/15	C65476	RCPT 01508226	29804 J. DOWNS			1,050.00CR	1,050.00CR
7/20/21	8/05	B65771		05001 TAYLOR CONSERVATION TO LIBRARY	JE# 026283		360.55	689.45CR
7/21/21	7/21	C65551	RCPT 01509491	29836 TAYLOR CONSERVATION TO LIBRARY			360.55CR	1,050.00CR
			=====	JULY ACTIVITY DB:	360.55	CR:	1,410.55CR	1,050.00CR
9/09/21	9/09	C66262	RCPT 01520124	30101 ATMOS ENERGY KIDFISH 2021			250.00CR	1,300.00CR
			=====	SEPTEMBER ACTIVITY DB:	0.00	CR:	250.00CR	250.00CR
10/28/21	10/28	C66907	RCPT 01530806	30365 ROBERT GARCIA- DONATION			224.00CR	1,524.00CR
10/28/21	10/28	C66907	RCPT 01530815	30365 P.A.A. BOARD -- DONATION			1,870.00CR	3,394.00CR
			=====	OCTOBER ACTIVITY DB:	0.00	CR:	2,094.00CR	2,094.00CR
11/02/21	11/02	C66931	RCPT 01531818	30389 PUBLIC ARTS BOARD-MSIC ON MAIN			1,000.00CR	4,394.00CR
11/03/21	11/03	C66964	RCPT 01532148	30395 DURCON PAAB MOM POSADA			500.00CR	4,894.00CR
11/15/21	11/15	C67137	RCPT 01534445	30445 PUBLIC ARTS ADVISORY DONATION			310.00CR	5,204.00CR
11/19/21	11/19	C67243	RCPT 01535410	30476 PAAB DONATE-MOM HEJLSCHROEDER			500.00CR	5,704.00CR
			=====	NOVEMBER ACTIVITY DB:	0.00	CR:	2,310.00CR	2,310.00CR
			=====	ACCOUNT TOTAL DB:	360.55	CR:	6,064.55CR	

000 ERRORS IN THIS REPORT!

** REPORT TOTALS **	---	DEBITS ---	---	CREDITS ---
BEGINNING BALANCES:		0.00		0.00
REPORTED ACTIVITY:		360.55		6,064.55CR
ENDING BALANCES:		360.55		6,064.55CR
TOTAL FUND ENDING BALANCE:				5,704.00CR

Public Arts Board - \$5230.00 in donations
 For Music on Main Concerts

12-03-2021 11:01 AM

DETAIL LISTING

PAGE: 1

FUND : 100-GENERAL FUND

TRANSACTION DATE: 10/01/2020 THRU 11/30/2021

DEPT : 592 NON-DEPARTMENTAL

ACCOUNTS: 592-813

THRU 592-813

POST	DATE	TRAN #	REFERENCE	PACKET	DESCRIPTION	VEND	INV/JE #	NOTE	AMOUNT	BALANCE
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592-813

CONTRIBUTION TO CIVIC PROGRAMS

BEGINNING BALANCE

0.00

8/15/21	9/23	A51725	EFT: 004804	13781	8/19/2021 MUSIC ON MAIN	200700	238915		130.00	130.00
8/18/21	9/17	A51290	CHK: 159694	13742	PAINT THE PORTAL/BASE	131769	A169068		76.46	206.46
8/19/21	9/02	A50740	CHK: 159572	13681	9/16/21 SPOOKY JUKE MAIN	020605	202108230158		200.00	406.46
8/21/21	9/17	A51291	CHK: 159694	13742	PAINT THE PORTAL/EXT PAI	131769	B216582		28.79	435.25
8/26/21	9/17	A51292	CHK: 159694	13742	PAINT THE PORTAL/BASE	131769	B217030		121.45	556.70
8/28/21	9/17	A51293	CHK: 159694	13742	PAINT THE PORTAL/TRAY, P	131769	B217228		268.47	825.17
				AUGUST ACTIVITY	DB:	825.17	CR:	0.00	825.17	

9/12/21	9/30	A52006	EFT: 004832	13799	9/12/2021 MUSIC ON MAIN	200700	240396		130.00	955.17
9/21/21	9/30	A52004	CHK: 159880	13799	10/21/21 CZECH MUSIC MAS	194700	1002		500.00	1,455.17
9/27/21	9/30	A51966	CHK: 159862	13799	MUSIC ON MAIN REIM REFRE	035080	202109280409		29.94	1,485.11
9/27/21	9/30	A52041	CHK: 159900	13799	REIMB CACTUS LEE REFRESH	242733	202109270403		32.12	1,517.23
9/30/21	10/14	A52621	CHK: 159983	13844	9/21/21 MUSIC ON MAIN LI	192376	202110130534		150.00	1,667.23
				SEPTEMBER ACTIVITY	DB:	842.06	CR:	0.00	842.06	

10/13/21	10/14	A52583	CHK: 159962	13844	10/21/21 MUSIC ON MAIN S	021070	202110130533	Boss Radio	465.50	2,132.73	delivery, setup + remove sound equip
10/13/21	10/14	A52636	CHK: 159992	13844	10/21/21 MAIN MUSIC SOUN	220750	202110130532		200.00	2,332.73	E VINCENT
10/17/21	11/12	A53787	EFT: 005010	13937	MUSIC ON MAIN	200700	241093	Taylor Press	130.00	2,462.73	Sponsor Ad
10/20/21	11/12	A53790	EFT: 005010	13937	MUSIC ON MAIN	200700	241273	Taylor Press	130.00	2,592.73	Sponsor Ad
				OCTOBER ACTIVITY	DB:	925.50	CR:	0.00	925.50		

11/05/21	11/04	A53635	DFT: 000000	13917	MUSIC ON MAIN- J. HARRIS	060005	202110290659	Facebook	5.00	2,597.73	ad Chubbyknuckle
11/08/21	11/12	A53713	CHK: 160181	13961	JOE POSADO EVENT POSTER	036040	DR-2004		1,200.00	3,797.73	GEORGE PERETO
11/08/21	12/02	A54451	CHK: 160344	13980	JOE POSADO POSTER&PHOTOG	242693	DR-2004		1,200.00	4,997.73	
11/19/21	11/18	A54251	DFT: 000000	13952	ANTI INDUSTRIES, INC. DB	242880	202111120761	Anti Industry Print	310.00	5,307.73	Posado Posters
11/22/21	11/22	A54268	VOID: 160181	13992	REVERSE VOIDED CHECK	036040	DR-2004		1,200.00CR	4,107.73	
11/23/21	12/02	A54341	CHK: 160301	13980	P.A. MASTER PLAN WORKSHO	033330	INV 523		525.00	4,632.73	E. LASHLEY
11/30/21	12/03	A54606	DFT: 000000	13987	BREAKFAST PUBLIC ADVISOR	070175	202111230809		37.02	4,669.75	FOOD FOR WORKSH.
11/30/21	12/03	A54613	DFT: 000000	13987	FOOD FOR PUBLIC ARTS WOR	230000	202111290816		38.06	4,707.81	
				NOVEMBER ACTIVITY	DB:	3,315.08	CR:	1,200.00CR	2,115.08		

ACCOUNT TOTAL	DB:	5,907.81	CR:	1,200.00CR
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000 ERRORS IN THIS REPORT!

** REPORT TOTALS **	--- DEBITS ---	--- CREDITS ---
BEGINNING BALANCES:	0.00	0.00
REPORTED ACTIVITY:	5,907.81	1,200.00CR
ENDING BALANCES:	5,907.81	1,200.00CR
TOTAL FUND ENDING BALANCE:	4,707.81	

PY 21-22 EXPENDITURES TO DATE
 MUSIC ON MAIN - \$2240.50
 PA MASTER PLAN
 WKSHOP - \$600.08
\$2840.58

PAAB
 EXPENDITURE:

PAAB FUNDS – FY 21-22

Expenses to Date:

EXPENDITURES TO DATE	COST	BALANCE REMAINING	NOTES
		\$10,000.00	
Music on Main Concerts	\$2,329.62		Can be reimbursed by vote to use donated MoM funds
PA Master Plan Workshop	\$600.08	\$9400.00 (rounded #s)	
FUTURE EXPENDITURES			
PA Master Plan Workshop (round 2)	\$600	\$8,800	
Portal Project	\$1,000	\$7,800	
Potters Alley	\$3,900	\$3,900	
Music on Main Concerts	\$3,900	\$0.00	

Public Arts Advisory Board

October 27, 2021

Agenda Item III-D-1

Public Arts Master Plan Meeting:
dates for consideration &
authorize staff to create a Master Plan template

Public Arts Advisory Board

October 27, 2021

Agenda Item III-D-2

Portal Project

Public Arts Advisory Board

October 27, 2021

Agenda Item III-D-3

Music on Main Concerts

Public Arts Advisory Board

October 27, 2021

Agenda Item III-D-4

Potter's Alley



Alley Arts in April Proposal for Potter's Alley Event

Summary

"Alley Arts in April" will be held the last Saturday of April with two supporting "Art Bombs" fundraisers to be held in conjunction with Music on Main in mid-summer and late fall with dates to be determined by the MOM subcommittee.

"Alley Arts in April" will celebrate the community's effort to promote mural artists in Taylor, Texas on Potter's Alley off Main Street, closest to the 2nd Street intersection over the last weekend in April with accompanying events including a preview night with auction of their smaller works for sponsors and the day's event with the selected muralist painting their designated section and selected music and food vendors present throughout the day.

Details

Event Names	"Alley Arts In April" "Art Bombs"
Dates and Times	April 29, 2023-AAA June 16, 2022-AB1 November 17, 2022 AB2
Location	Potter's Alley-AAA Heritage Square-AB 1 & 2
Theme	TBD
Expected Number of Attendees	300-500 AAA 100-300 AB 1 & 2

Major Activities

The planning for this yearly event must start with funds to repair and secure the site, **south wall of 211 North Main Street** on Potter's Alley. This first phase should include cleaning, pointing and sealing of wall for use. Each following year's funds should include maintenance dollars dedicated to site preparation.



The lead up to the “April Arts in the Alley” will begin with two “**Art Bombs**” to coincide with two of the Music on Main events, one in the early summer and another in late fall. The “Art Bombs” will be comprised of invited graffiti artists to donate a painted canvas(es) provided by the PAAB during the Music on Main events, to precede the musical artists. Based on the theme decided by the PAAB, these artists will decorate 1-2 canvases, sized 11” x 14”, 20” x 24” or 48” x 60”. The graffiti artists will be encouraged to bring a market table/tent to distribute information about themselves and sell their own merchandise (not donated to PAAB funds).

The donated artworks will be auctioned the following evening at Texas Beer Company (or associated local venue that would like to sponsor this event). The goal would be to raise about \$5k per each “Art Bomb” event.

The PAAB will secure the rights to the artwork(s) and produce T-shirts, mugs, posters, etc. to also sell merchandise at these events to raise funds for the PAAB events.

The PAAB subcommittee will hold an Open Call for graffiti artists to participate in the “**April Arts in the Alley**” from November 2022 to February 2023. The jury will select 5 artists to perform/paint during the event in late April. Upon completion of their artwork, the artists will receive a \$2000 check from the PAAB.

The evening prior to the April Saturday event will be a private “**Meet and Greet**” party with the sponsors, artists and invited guests. This event can also be a designated auction evening with smaller graffiti artworks donated by the selected artists, again the monies raised for the following “April Arts in the Alley” events.

The PAAB and Mural Task force committee will also raise additional funds via sponsorships as noted below. Public fundraising can also be addressed for additional funds via Kickstarter or Indiegogo.

Sponsorships

The yearly sponsorship levels will be as follows:

<i>Krylon</i> (2 sponsorships) : \$5000 each	Yearly Goal: \$10,000
<i>Stencil</i> (13 sponsorships): \$1500 each	Yearly Goal: \$19,500
<i>Nozzle</i> (20 sponsorships): \$500 each	Yearly Goal: \$10,000



Benefits for sponsors will include, but not limited to:

- business logo painted on the small space on the end of Potter's Alley, closest to the street (between the utility pole and the edge of the building)
- public announcement at the "Art Bomb" Music on Main event
- booth at the Music on Main event
- logos on supporting PAAB merchandise
- logos on supporting social media and analog media (posters, flyers)

Budgets

	Year 1	Year 2
Wall Repair/Maintenance	\$15,000*	\$4000
Stipend Monies	\$10,000	\$10,000
Primer (recurring)	\$2000	\$2000
Public Art Calls (subscription service)	\$250	\$250
Social Media Advertising	\$450	\$450
Print Media Advertising	\$1000	\$1000
Key Art Flyers/Posters	\$500	\$400
Event Food Vendors	?	?
Merchandise	\$1000	\$1000
Estimated Totals	\$30,200 +	\$19,100+

*1st Year only expense to repair south wall, Potter's Alley, 211 N. Main Street

Lighting and Signage

The PAAB will ask the city of Taylor to provide funds for the festival lighting and signage at the end of the alley, closest to Main Street.



Public Arts Advisory Board

October 27, 2021

Agenda Item III-D-5

Upcoming Agenda Items