
AGENDA

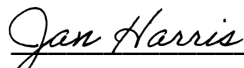
Public Arts Advisory Board Public Arts Master Plan Development Meeting

Saturday, November 20, 2021 at 8:00 AM

Taylor Public Library Meeting Room

- I. Introductions and Declare a Quorum
- II. Review of Taylor Public Arts Program Guidelines
- III. Review of Draft Vision Statement
- IV. SWOT Analysis
- V. Review City of Georgetown's Plan and Website
- VI. Strategic Priorities
- VII. Action Items
- VIII. 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 November 15, 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

November 15, 2021

Date

Public Arts Advisory Board

Public Arts Master Plan Development Meeting

November 20, 2021

Agenda Item II

REVIEW OF TAYLOR PUBLIC ARTS PROGRAM GUIDELINES

included:

1. Ordinance 2018-21 creating Public Arts Program and Public Arts Advisory Board
2. Minutes from April 10, 2019 PAAB meeting, regular agenda item 2: Review Ordinance 2018-21 creating the Public Arts Advisory Board
3. Copy of Draft Public Arts Program Guidelines

ORDINANCE NO. 2018-21

AN ORDINANCE OF THE CITY OF TAYLOR, TEXAS, ESTABLISHING A PUBLIC ARTS PROGRAM; CREATING A PUBLIC ARTS ADVISORY BOARD; ESTABLISHING A PUBLIC ARTS FUND; AUTHORIZING CONTRIBUTIONS TO THE PUBLIC ARTS FUND; PROVIDING AN EFFECTIVE DATE; AND PROVIDING A SEVERABILITY CLAUSE.

WHEREAS, the City Council adopted Strategic Plan Goals on August 23, 2018; and

WHEREAS, the Arts is a Focus Area of the Strategic Plan Goals; and

WHEREAS, establishing an entertainment district, growing and attracting the arts in Taylor, being receptive to and embracing the arts, marketing Taylor to the arts, making Taylor a destination for the arts, preserving Taylor's legacy of arts, and including the arts in the branding of Taylor were all identified as Drivers toward achieving the City's Strategic Plan Goals; and

WHEREAS, the promotion of the arts and the establishment of a Public Arts Program will enhance the quality of life of the citizens of Taylor; and

WHEREAS, a vibrant Public Arts Program can attract tourism and enhance the City's economic vitality.

NOW, THEREFORE, BE IT ORDAINED BY THE CITY COUNCIL OF THE CITY OF TAYLOR, TEXAS, that:

SECTION 1. All of the facts recited in the preamble to this Ordinance are hereby found by the City Council to be true and correct and are incorporated by reference herein and expressly made a part hereof, as if copied herein verbatim.

SECTION 2. There is hereby established a Public Arts Program in the City of Taylor the purpose of which is to promote the acquisition by the City of works of art in public places and to raise awareness, interest and funding for art in public places.

SECTION 3. There is hereby created a Public Arts Advisory Board the members of which shall be appointed by the City Council and assist the City Council in the implementation of the Public Arts Program.

- A. Membership: The Board shall be composed of seven (7) members with qualifications established by the City Council.
- B. Terms of appointment: The members of the board shall serve terms of three (3) years each. In order to provide for staggered terms of its members, the City Council shall initially appoint members for varying terms. Three (3) of the initial members shall be appointed for three (3) year terms two (2) of the initial members shall be appointed for two (2) year terms and two (2) of the initial members shall be appointed for one (1) year terms.
- C. Officers: The board shall annually select from its membership a Chair, Vice Chair and Secretary. The Chair shall preside over all meetings of the board. The Vice Chair shall assume the duties of Chair in the absence of the Chair. The Secretary shall ensure minutes are taken and maintained of all board meetings.
- D. Meetings, quorum, rules and procedures: The board shall meet, with advance notice posted according to applicable State law, as often as necessary to conduct the business of the board. Four (4) members present shall constitute a quorum and all issues shall be decided by a majority vote of members present. The board may determine meeting dates and times.
- E. Duties: The board shall advise the City Council on the implementation of the Public Arts Program. The City Council shall establish a public arts budget annually and the board may advise the City Council on expenditures of public arts funds for the commissioning or acquisition of public art. The Board shall advise the City Council on the creation and implementation of a public arts master plan.

SECTION 4. There is hereby established a Public Arts Fund which shall be used for the commissioning and acquisition of public art and the implementation of the Public Arts Program.

A. Funding: Funding for the Public Arts Fund shall consist of:

1. Grants received by the City for public art.
2. Monetary donations to the City for the purpose of commissioning or acquiring public art.
3. Other funds as determined by the City Council to be used for the implementation of the Public Arts Program.

B. Appropriation: The City Council may annually appropriate funds from the Public Arts Fund for the implementation of the Public Arts Program as part of the City's annual budget process.

C. Expenditures: The Public Arts Advisory Board may make recommendations to the City Council on the expenditure of appropriated funds from the Public Arts Fund annually during the City's budget process. All expenditures shall be managed by the City Manager's designee and shall comply with the City's purchasing policies and procedures and applicable State law.

SECTION 5. Should any section, paragraph, clause, phrase, or provision of this Ordinance be judged invalid or held unconstitutional, the same shall not affect the validity of this Ordinance as a whole or any part of the provisions thereof, other than the part so decided to be invalid or unconstitutional

SECTION 6. In accordance with Article VIII, Section 1 of the City Charter, this Ordinance was introduced before the City Council of the City of Taylor, Texas, on the _____ day of _____, 2018.

PASSED, APPROVED and ADOPTED on this the _____ day of _____, 2018.

Brandt Rydell,
Mayor of the City of Taylor, Texas

ATTEST:

Dianna Barker, City Clerk

APPROVED AS TO FORM:

Ted W. Hejl, City Attorney

CERTIFICATE

THE STATE OF TEXAS

COUNTY OF WILLIAMSON

I, Dianna Barker, being the current City Clerk of the City of Taylor, Texas, do hereby certify that the attached is a true and correct copy of Ordinance No. _____, passed and approved by the City Council of the City of Taylor, Texas, on the _____ day of _____, 2018, and such Ordinance was duly introduced, passed, approved and adopted at meetings open to the public and notices of the meetings, giving the dates, places, and subject matter thereof, were posted as prescribed by Government Code Section 551.043.

Witness my hand and seal of office this _____ day of _____, 2018.

Dianna Barker,

City Clerk



APRIL 10, 2019

MINUTES

The meeting was called to order by Tom Yantis, Development Services Director, at 5:01pm and a quorum was declared.

Present – Lois Duncan, Melanie Shaw, Janette McCoy, Brent Humphreys, Bryan Richie, Richard Stone and Nathan Gray.

Absent – None

Staff – Tom Yantis, Development Services Director and Debbie Charbonneau, Main Street Manager

CONSENT AGENDA

REGULAR AGENDA

1. Election of Public Arts Advisory Board Officers – Debbie Charbonneau

This item will be voted on after the review of the ordinance. Discussion was held.

MOTION – MOTION WAS MADE TO ELECT RICHARD STONE AS CHAIR OF THE PUBLIC ARTS ADVISORY BOARD.

DUNCAN/McCOY/UNANIMOUS

MOTION – MOTION WAS MADE TO ELECT BRENT HUMPHREYS AS VICE CHAIR OF THE PUBLIC ARTS ADVISORY BOARD.

GRAY/DUNCAN/UNANIMOUS

MOTION – MOTION WAS MADE TO ELECT NATHAN GRAY AS SECRETARY OF THE PUBLIC ARTS ADVISORY BOARD.

STONE/SHAW/UNANIMOUS

2. Review of Ordinance 2018-21 creating the Public Arts Advisory Board – Tom Yantis

Tom reviewed the ordinance and pointed out in Section 2 that “There is hereby established a Public Arts Program in the City of Taylor the purpose of which is to promote the acquisition by the City of works of art in public places and to raise awareness, interest and funding for art in public places. He then reviewed,

membership, terms of appointment, officers, meetings, quorum rules and procedures and duties. He stated that under duties that most important is that the board shall advise the City Council on the creation and implementation of a public arts master plan. He also stated that the first goal should be to get your public arts master plan drafted and approved. He also stated that everyone can always point back to the ordinance when making talking points. Discussion was held.

3. Discuss and Consider Establishing Goals for the Board for 2019 – Board

As the newly elected chair, Richard, led the rest of the meeting. Discussion was held. The first goal is to get a public arts master plan drafted and approved. The board then asked Debbie to research other cities in Texas with a population of less than 25,000.00 and get their plans and bring to the next meeting. Other discussion was when to invite the public to receive their input, planning events, social media, creating an annual event, fundraising and doing pop up events. It was also decided that in the interest of budgeting and funding that the board would meet every other Wednesday for a while so the next scheduled meetings are Wednesday, April 24, 2019; May 8, 2019 and May 22, 2019 at 5:00pm in the City Hall Conference Room.

4. Discuss Items for Upcoming Agendas – Debbie Charbonneau

Minutes

Texas Cities Public Arts Master Plans Review and Discussion

Review of Goals

There being no further business the meeting adjourned at 6:30pm.

Respectfully Submitted,

Debbie Charbonneau as per Nathan Gray

Main Street Manager

TAYLOR PUBLIC ARTS PROGRAM GUIDELINES

VISION and PURPOSE

The Vision of the Taylor Public Arts Program is to create innovative artistic experiences that explore Taylor's history, strengthen the sense of place, reinforce the high quality and uniqueness of the City's built and natural environment, and set Taylor apart as a place to visit, live and do business.

The purpose of these Public Arts Program Guidelines is to establish a process for the selection, purchase, commission, placement, and maintenance of public works of art as provided by City of Taylor Ordinance 2018-21.

I. DEFINITIONS

As used in these guidelines, the following words and phrases shall have the following meanings:

"Ordinance" shall mean the City of Taylor Ordinance 2018.21 as signed into law on November 8, 2019.

"Pubic Arts Advisory Board" or "Board" shall mean the advisory panel appointed by the Taylor City Council responsible for advising the Council on matters relating to the implementation of the Public Arts Program Ordinance.

"Artist" shall mean a person in the arts generally recognized by critics and peers as a professional, and who possesses serious intent and ability in the arts.

"Review Jury" shall mean a group of persons as defined herein who will serve as a peer review committee to make recommendations to the Board about potential public art works.

"Jury Member" shall mean an artist, arts educator, art critic, arts administrator, arts dealer, designer, art historian, curator, fine art collector, architect, urban planner, or landscape architect who is well respected in his or her field; who is knowledgeable with regards to contemporary visual and performing arts; and who is willing to participate effectively in a panel process as provided herein.

"Public Arts Fund" or "Fund" shall mean the fund for appropriated public funds, grant funds, and donated monies which has been established by the City, and which shall used for the purpose of commissioning or acquiring public art, or the implementation of other portions of the Ordinance.

II. APPLICABILITY and INTENT

- a. The ordinance applies only to only those projects which received approved funding after the effective date of the ordinance, and shall not apply to donated works of art as provided by City ordinances and policies on donations.
- b. It is the stated intent of the Public Arts Program Ordinance to promote the acquisition by the City, of works of art to be displayed in public places, and to raise awareness of and heighten interest in the arts, and to encourage funding for artistic projects.

III. FUNCTION OF THE PUBLIC ARTS ADVISORY BOARD

- c. The Public Arts Advisory Board, appointed by the Taylor, TX City Council, shall seven (7) members and serve as a standing committee of the Taylor Public Arts Program. Selection of the Board members shall reflect the ethnic, artistic, economic, and demographic diversity of the community. All members shall possess knowledge of the production and relevance of art in the life of the community. The Board shall elect its own Officers and establish its own operating procedures.
- d. The primary functions/responsibilities of the Board are to:
 - 1. Assist in the promulgation of guidelines to implement the provisions of the Public Arts Program Ordinance, including methods of selecting artists and commissioning works of art;
 - 2. Provide review responsibilities for the provisions of the Art in Public Places Ordinance and its Guidelines;
 - 3. Make recommendations regarding appropriations for works of art and art projects to the City Council;
 - 4. Review, on an annual basis, the artwork projects of the Public Arts Program as a reflection of the intent Public Arts Ordinance and Program.

IV. REVIEW JURIES

Appointment of Jurists. For each Public Arts Project, an independent jury of professional artists shall be established for the purposes of making an artist/artwork recommendation. The following guidelines shall be used in the development of a jury for each project and in determining the jury's responsibilities:

a. Review Juries. Review juries shall be appointed by the Board as needed to review potential works of public art, and shall be limited by the charge established by the Board at the time of appointment. The Board shall have the option of constituting itself as a jury.

b. Each jury shall be comprised of a minimum of three jurors, with jury size depending upon the size of the project.

c. Recommendations. The jury shall recommend the artist or artwork for each project to the Board. The Board may accept the recommendation, alter the recommendation, or decline the recommendation.

d. Jury members shall serve without remuneration until the date established by the charge creating the panel.

e. Jury Meetings. All jury meetings shall be subject to the Open Meetings Act and to applicable City policies on meetings. Recordings of each meeting shall be made and maintained permanently, and minutes shall be prepared for submission to the Board.

f. Conflict of Interest. No person shall serve on a review jury who is, or has been within the last fiscal year, an applicant for funding for a work of public art. No person who is employed by an applicant, or has been employed by an applicant within the last fiscal year shall serve on a review jury. No person who is employed by a production company that produced a public work of art, or has been employed by during the last fiscal year by such a company shall serve on a review jury.

V. ELIGIBLE PROJECTS

An eligible project is a permanent or temporary installation of art in a publicly visible and/or accessible location. All forms of original creations of visual or performance art may be portable as well as permanent. Eligible projects may include, but are not limited to, the following categories:

a. Visual Arts: Paintings of all media, including both portable and permanently affixed works such as frescoes and murals; Sculpture of any form and in any material or combination of materials to include statues, monuments, fountains, arches, or other structures intended for ornamentation or commemoration. Also included but not limited to, are reliefs, mobiles, kinetic, electronic, and neon sculptures; inscriptions, stained glass, fiber works, carvings, mosaics, photographs, drawings, collages, textile works, prints, crafts both decorative and utilitarian in clay, fiber, wood, metal, glass, stone, plastic, and other materials, artist-designed landscapes and earthworks, including the artistic placement of natural materials or other functional art objects.

b. Performing Arts:

1. Dance - Including, but not limited to, ballet, jazz, avant-garde and modern, experimental, folkloric, folk, ethnic, traditional, or historic dance forms and collectives of individual choreographers.
2. Media Arts - Creating, producing, recording, presenting, promoting, or supporting film, video, audio, media programming, and multi-media installation.
3. Multidisciplinary - Fusing two or more art forms in a single event or program
4. Music - Classical, traditional, and new music including but not limited to symphonic, orchestral, opera, chamber, choral, contemporary, early, vocal, popular, concert band, jazz, ethnic, gospel, and electronic.
5. Theatre/Performance Art - Producing, presenting, promoting, exhibiting, recording, or supporting theatre and performance including, but not limited to performance art, folkloric, cultural, drama, comedy, ensemble and solo work, and avant-garde performance.

c. Arts Education: Note: Each project should have an educational component. Every application will have an opportunity to address that component.

d. Art Fund Allocation Methods:

1. Open Entry Competition; open to any eligible artist/applicant
2. Limited Entry Competition; open to selected pool of artist/applicant
3. Direct Selection/Commission; invitation extended to specific artist
4. Direct Art Purchase; purchase of specific completed art work

e. Fiscal Year Priorities by Categories:

The Arts Advisory Board will identify total available funding and funding by category if appropriate. Example:

1. Visual Arts:
 - Permanent installations
 - Temporary Exhibition
2. Performing Arts:
 - Group performance
 - Solo, duo, trio
3. Advisory Board Activities:

f. All Public Arts Projects are budgeted for a pre-determined amount.

VI. EXPENDITURES

All expenditures shall be managed by the City Manager's designee and shall comply with City's purchasing policies and procedures and applicable State Law.

VII. CRITERIA FOR SELECTION OF ARTISTS AND ARTWORK

a. Eligibility. All Public Arts Projects are open to any professional artist, excluding Public Arts Advisory Board members, members of the jury, or employees of the City of Taylor.

b. Artist Selection. Artists shall be selected on the basis of the appropriateness of the proposal to the particular project, and the project's probability of successful completion. In the case of a design team approach, an artist's willingness to fully participate in a collaborative process shall also be considered a criterion for selection.

VIII. PROJECT IMPLEMENTATION AND DOCUMENTATION

1. Eligible Costs. All Public Arts Projects contracts shall require the artist to design, produce, deliver and install a work of art for a guaranteed maximum cost. The cost may include the cost of the work itself and any associated costs which may be required by the City of Taylor or directly related to the implementation of the project. The following costs may be included in the total project funding:

- a. The work of art itself, including but not limited to:
 - 1. Artist's design or production fee;
 - 2. Additional labor, materials, and contracted services required for the production of the work;
 - 3. Transportation of the work to the site;
 - 4. Installation or staging of the work.
- b. Identification plaques and labels, programs, and educational materials.
- c. Photographs, slides or videos of the completed project for the purposes of documentation of the project.
- d. Permits or fees necessary for the installation of the work of art or production.

2. Ineligible Costs:

- a. Directional elements such as supergraphics, signage, or color coding except where these elements are integral parts of the original work of art or production;
- b. Art objects or art work of standard design which is mass produced;
- c. Reproductions, by mechanical or other means, of original works of art, except in cases of film, video, photography, printmaking or other media arts;
- d. Landscape architecture and landscape gardening except where these elements are designed by the artist, and are an integral part of the work of art or production;
- e. Services or utilities needed to routinely operate or maintain the artwork over time that are not included in rental fees;
- f. Project Consultant's fees;
- g. Modifications or improvements to building surfaces or to the structural elements of the building or site.

3. Documentation:

The following are required for documentation:

Work in Progress

Public Arts Advisory Board

Public Arts Master Plan Development Meeting

November 20, 2021

Agenda Item III

REVIEW OF DRAFT VISION STATEMENT

included:

1. PAAB Vision Statement (draft)

CITY OF TAYLOR

PUBLIC ARTS ADVISORY BOARD

DRAFT VISION STATEMENT

The Taylor Public Art Initiative will create innovative artistic experiences that explore Taylor's history, strengthen the sense of place, reinforce the high quality and uniqueness of the City's built and natural environment, and set Taylor apart as a place to visit, live and do business.

Taylor's Public Art Initiative should begin with a big-picture view of the City's aspirations for itself and its expectations for public art. This vision derives from the charges laid out in the ordinance that created this advisory board:

- establish an entertainment district,
- grow and attract the arts in Taylor,
- be receptive to and embrace the arts,
- market Taylor to the arts,
- make Taylor a destination for the arts,
- preserve Taylor's legacy of arts, and
- include the arts in the branding of Taylor
- enhance the quality of life of the citizens of Taylor.
- attract tourism and enhance the City's economic vitality.

OUR VISION REFLECTS THESE PRINCIPALS:

- Public art should help create gathering places for Taylor residents, connect people with the place, the history and with each other, and provide engaging, educational experiences.
- Public art should reinforce the City's history and reflect the uniqueness of its natural landscape; mark important civic features such as parks, trails, civic infrastructure; enhance the City's appeal, image and identity in the eyes of visitors, residents and businesses; and encourage excellence in private development.
- Public art should create innovative artistic experiences that attract visitors from outside the City, enhance the desirability of Taylor as a place to live and do business, make the creative energy of the City palpable to anyone who visits and elevate the image of Taylor as a cultural destination with unique offerings.

Public Arts Advisory Board

Public Arts Master Plan Development Meeting

November 20, 2021

Agenda Item IV

REVIEW OF THE CITY OF GEORGETOWN'S PLAN & WEBSITE

included:

1. Arts & Culture Strategic Plan for Georgetown 2013-2018
2. Georgetown Arts & Culture Advisory Board By-Laws



A CITY OF EXCELLENCE: ARTS AND CULTURE STRATEGIC PLAN
CITY OF GEORGETOWN – A SIGNATURE DESTINATION
2013-2018



Current Banner Project - Nick Ramos – Graphismo

A CITY OF EXCELLENCE: Arts and Culture Strategic Plan
City of Georgetown
2013-2018

The aim of art is to represent not the outward appearance of things, but their inward significance - Artistotle



Gary Wang – Wang Architects

Executive Summary

The Arts and Culture Board was established for the purpose of actively pursuing the placement of public art in public places and serving to coordinate, promote and support public access to the arts. The Board was also established to encourage, stimulate, promote and foster programs for the cultural enrichment of the City, thereby contributing to the quality of life in Georgetown, and develop an awareness of the value of the arts in the business community, local government and the general public.

According to the Arts and Culture Board's bylaws, the Board is directed to:

1. Ensure the arts continue to be of value as an integral part of Georgetown;
2. Seek to improve communication and organization of the activities in the Georgetown arts community;

3. Promote the arts in Georgetown to enrich the lives of its residents through education and demonstration;
4. Assist other City boards, commissions and committees and the City Council in using public art to enhance development in public parks and other public lands and structures;
5. Advise other City boards, commissions and committees and City departments regarding artistic components of municipal projects under consideration by the City and serve as a resource for artistic components of private developments;
6. Develop and recommend to the City Council policies and programs that would enhance and encourage planning, placement and maintenance of public displays of art in location open to the public within the community:
7. Encourage connections with other local, regional and national organizations working for the benefit of art and preservation of artistic values, and other similar activities;
8. Recognize and encourage groups and organizations that enrich Georgetown life by bringing cultural and artistic values and artifacts to the City; and
9. Pursue funding, including gifts and grants, for support of art programs and activities and the procurement of public art.



Danielle's Dream by Dan Pogue

Purpose

The purpose of the Arts and Culture Board's Strategic Plan is to establish goals and objectives to accomplish the directives establish in the Board's bylaws. Two of the City's major planning documents, the **2030 Comprehensive Plan** and the **Downtown Master Plan** call for promoting and establishing more arts and cultural venues and events. The **2030 Comprehensive Plan** calls for the City to invest in arts and cultural facilities and to establish Georgetown as a cultural destination by promoting a vibrant community of artists and artisans. The **Downtown Master Plan** calls for more arts and cultural venues for the downtown and the creation of an arts, cultural, and entertainment district. The formulation of an art and culture strategic plan helps meet the goals of these two plans.

Members of the Arts and Culture Board believe a vibrant arts community and cultural offerings are good for the quality of life for residents, will attract visitors, and will assist Georgetown in becoming a "city of excellence." The plan incorporates seven major goals:

- I. Establish and foster a vibrant Art Center as a major component of a downtown arts, cultural, and entertainment district.
- II. Develop a sustainable arts in public places program for the City of Georgetown.
- III. Encourage the development of a thriving arts, cultural, and entertainment district in the downtown.
- IV. Improve access to information as well as assist in the promotion of local arts and cultural events.
- V. Provide grants to local nonprofit arts organizations.
- VI. Attain the Cultural District Designation from the Texas Commission on the Arts.
- VII. Hire a Director of Arts and Culture to coordinate the arts and cultural activities of the City and work with local nonprofit arts organizations to improve the quality of life in Georgetown.



Water in the Work Mules by Bob Coffee

Goals, Objectives, and Strategies

Goal I. Establish and foster a vibrant art center as a major component of a downtown arts, cultural, and entertainment district.

Objective 1: Insure art center is open an average of 180 hours per month.

Strategies

- a. Partner with a nonprofit arts organization to provide volunteers to staff the art center during all hours of operation
- b. Work with nonprofit to establish a liaison between the nonprofit and City
- c. Work with nonprofit to determine staffing schedules and recruit volunteers
- d. Work with nonprofit to recruit and train volunteers



Objective 2: Attract 2,000 visitors per month to the art center.

Strategies

- a. Schedule an art show every month
- b. Organize an artist's reception each month
- c. Coordinate and schedule art classes
- d. Promote the art center to be used for receptions and other gatherings
- e. Participate in the First Friday events on the Square
- f. Participate in Red Poppy Festival, Christmas Stroll, and other major events on the Square

Objective 3: Establish innovative arts education programs for adults and children to demonstrate the effectiveness of the arts in enhancing the quality of life for the community.

Strategies

- a. Identify and partner with nonprofit children's outreach programs to provide arts education

Objective 3: Investigate the feasibility of an incubator artists work space to be located near the art center.

Strategies

- a. Locate appropriate facility
- b. Facilitate meetings with working artists to gauge interest
- c. Conduct a feasibility study
- d. Research economic development funding for an incubator space

Objective 4: Investigate the feasibility of an Artist In Residency program

- a. Contact representatives of the Sarofim School of Fine Arts at Southwestern University to determine whether or not there is interest in collaborating in the establishment of a residency program
- b. Determine goals of the residency program
- c. Establish criteria for the selection of artist
- d. Establish budget for program

Goal II. Develop a sustainable arts in public places program for the City of Georgetown.



Strength by Julio Sanchez De Alba



Main Street Program Mural 2005

Objective 1: Maintain partnership with Texas Society of Sculptors.

Strategies

- a. Support annual Texas Society of Sculptors show at the Georgetown Public Library
- b. Provide stipends for artist who loan work for the downtown and parks
- c. Purchase a piece of sculptor for the City each year from a member of the Texas Society of Sculptors
- d. Plan for an arts component in the future Garey Park

Objective 2: Expand utility box art project



Thru by Davin Hoyt



A Quarter of Four by Judith Shriner

Strategies

- a. Identify utility boxes available for artwork through the Street Department and Georgetown Utility Systems.
- b. Establish criteria for selecting artist
- c. Publish a call for artists

Objective 3: Expand public art displays in other City facilities

Strategies

- a. Gain Council Approval
- b. Establish staff liaison for each appropriate City facility to coordinate display of works of art
- c. Establish a percentage for art in new construction projects that are appropriate
- d. Encourage the use of murals, tile mosaics and other forms of art work in new construction projects

Objective 4: Expand lamp post banner project



Nick Ramos – Graphismo



Boots by Jean Townsend

Strategies

- Establish committee to identify lamp post locations and coordinate yearly banner displays
- Utilize lamp post banners to publicize special seasonal events
- Utilize lamp post banners to encourage visitors to the downtown

Goal III. Encourage the development of a thriving arts, cultural, and entertainment district in the downtown.



Objective 1: Work with Historic District Planner, consultants, and other City staff to update the Downtown Master Plan

Strategies

- a. Attend public meetings to provide input
- b. Research other communities that have a thriving arts, cultural , and entertainment district

Objective 2: Advocate for an amphitheater in the downtown

Strategies

- a. Work with consultants and community partners to update the Downtown Master Plan
- b. Work with local performing arts organizations to gage interest in an amphitheater project
- c. Research other communities that have an amphitheater
- d. Identify locations in the downtown that could accommodate an amphitheater



Neal's Yard London

Objective 3: Develop an art park in the downtown

Strategies

- a. Work with the Parks and Recreation Department to identify areas to develop an arts park
- b. Work with the Parks and Recreation Department and consultants to design an arts park
- c. Incorporate sculptural elements which can serve multiple functions: seating, art, and play scape
- d. Incorporate infrastructure to allow small musical performances and art festivals

Goal IV. Improve access to information as well as assist in the promotion of local arts and cultural events.



Objective 1: Develop an aggressive publicity program designed to increase the frequency with which Georgetown citizens hear about arts and culture events.

Strategies

- a. Design promotional information guides for distribution to the public
- b. Distribute information about arts and culture events through the Internet, social media, local community networks, and media outlets
- c. Increase public knowledge about arts and culture programs and services by publishing articles in the *Williamson County Sun*, *City Reporter*, and other local publications
- d. Promote arts.georgetown.org website and arts calendar feature
- e. Purchase group advertising for local nonprofit arts groups
- f. Encourage local arts groups to publicize their events in the City's annual Visitors Guide

Goal V. Provide grants to local nonprofit art organizations.



Objective 1: Establish criteria and budget for providing grants to local nonprofit arts organizations

Strategies

- Determine economic impact of grants
- Estimate the number of residents that will attend or be impacted by the grant
- Determine the overall financial health of the arts organization

Goal VI. Attain the Cultural District Designation from the Texas Commission on the Arts.



Objective 1: Meet all requirements established by the Texas Commission on the Arts

Strategies

- a. Gather information about community arts and culture assets
- b. Conduct community meetings
- c. Gain Council Support
- d. Establish staff liaison
- e. Determine Geographic boundaries of the district
- f. Establish a management structure for the district
- g. Establish cultural district budget

Goal VII. Hire a Director of Arts and Culture to coordinate the arts and cultural activities of the City and work with local non-profit arts organizations to improve the quality of life in Georgetown.

Objective 1: Budget for the Director of Arts and Culture position within the next five years



Gary Wang – Wang Architects

**BYLAWS
CITY OF GEORGETOWN
ARTS AND CULTURE BOARD**

ARTICLE I. NAME AND PURPOSE

Section 1.1. Name. Arts and Culture Board ("Board").

Section 1.2. Purpose.

- a. The Board is established for the purpose of actively pursuing the placement of public art in public spaces and serving to coordinate, promote and support public access to the arts. *See Ordinance Chapter 2.112.* The Board shall encourage, stimulate, promote and foster programs for the cultural enrichment of the City, thereby contributing to the quality of life in Georgetown, and develop an awareness of the value of the arts in the business community, local government and the general public.
- b. The Board is directed to:
 1. ensure the arts continue to be of value as an integral part of Georgetown;
 2. in its first year, propose to City Council a set of guidelines and standards by which it will review future art projects, staying consistent with existing codes, guidelines and policies;
 3. seek to improve communication and organization of the activities in the Georgetown arts community;
 4. promote the arts in Georgetown to enrich the lives of its residents through education and demonstration;
 5. assist other City boards, commissions and committees and the City Council in using public art to enhance existing development in public parks and other public lands and structures;

6. advise other City boards, commissions and committees and City departments regarding artistic components of municipal projects under consideration by the City and serve as a resource for artistic components of private developments;
7. develop and recommend to the City Council policies and programs that would enhance and encourage the planning, placement and maintenance of public displays of art in locations open to the public within the community;
8. encourage connections with other local, regional and national organizations working for the benefit of art and preservation of artistic values, and other similar activities;
9. recognize and encourage groups and organizations that enrich Georgetown life by bringing cultural and artistic values and artifacts to the City; and
10. pursue funding, including gifts and grants, for support of arts programs and activities and the procurement of public art.

ARTICLE II. MEMBERSHIP

Section 2.1. Number of Members. The Board will be comprised of seven (7) Members.

Section 2.2. Eligibility. Each Member shall reside in the City of Georgetown corporate limits or extraterritorial jurisdiction. The Members should include artists and other individuals with diverse backgrounds in the arts, arts organizations and businesses, education, structural and landscape architecture. It is preferred, but not required, for the Board to include authorized representatives of Georgetown Independent School District and Southwestern University as Members.

Section 2.3. Appointment of Board Members. Members of the Board shall be appointed in accordance with the City Charter.

Section 2.4. Terms of Office. Generally, terms of office for each Member shall be two (2) years. Generally, a Member may serve two (2) consecutive terms. Refer to *Ordinance Section 2.36.030A* for additional provisions regarding terms of office.

Section 2.5. Vacancies. Vacancies that occur during a term shall be filled as soon as reasonably possible and in the same manner as an appointment in accordance with the

City Charter. If possible, the Member shall continue to serve until the vacancy is filled. Appointment to fill a vacated term is not included as a term for purposes of counting consecutive terms.

Section 2.6. Compensation and Expenditure of Funds. Members serve without compensation. The Board and its Members have no authority to expend funds or to incur or make an obligation on behalf of the City unless authorized and approved by the City Council. Members may be reimbursed for expenses authorized and approved by the City Council and the Board.

Section 2.7. Compliance with City Policy. Members will comply with City Ordinances, Rules and Policies applicable to the Board and the Members, including but not limited to *Ethics Ordinance Chapter 2.20* and *City Commissions, Committees and Boards Ordinance Chapter 2.36*.

Section 2.8. Removal. Any Member may be removed from their position on the Board for any reason, or for no reason, by a majority vote of the City Council.

ARTICLE III. BOARD OFFICERS

Section 3.1. Officers. The Board Officers are Chairman, Vice-Chairman and Secretary. The Chairman is appointed by the City Council during the annual appointment process. The other Board Officers are elected by a majority vote of the Members at the first meeting after the annual appointment process.

Section 3.2. Terms of Office for Board Officers. Board Officers serve for a term of one year. In the event of vacancy in the office of Chairman, the Vice-Chairman shall serve as Chairman until the City Council appoints a replacement Chairman. A vacancy in the other offices shall be elected by majority vote of the Members at the next regularly scheduled meeting, or as soon as reasonably practical for the unexpired term. If possible, a Board Officer shall continue to serve until the vacancy is filled.

Section 3.3. Duties.

- a. The Chairman presides at Board meetings. The Chairman shall generally manage the business of the Board. The Chairman shall perform the duties delegated to the Chairman by the Board.

- b. The Vice-Chairman shall perform the duties delegated to the Vice-Chairman by the Board. The Vice-Chairman presides at Board meetings in the Chairman's absence. The Vice-Chairman shall perform the duties of the Chairman in the Chairman's absence or disability.
- c. The Secretary shall perform the duties delegated to the Secretary by the Board.

ARTICLE IV. MEETINGS

Section 4.1. Time and Date of Regular Meeting. The Board shall meet once a month on the same week of the month, the same day of the week, at the same time, and at the same place. The regular date, time and place of the Board meeting will be decided by the Members at the first meeting of the Board after the annual appointment process.

Section 4.2. Agenda. Items may be placed on the agenda by the Chairman, the City Manager or designee, or at the request of a Member. The party (or individual) requesting the agenda item will be responsible for preparing an agenda item cover sheet and for the initial presentation at the meeting. Items included on the agenda must be submitted to the Staff Liaison no later than one week before the Board meeting at which the agenda item will be considered. Agenda packets for regular meetings will be provided to the Members in advance of the scheduled Board meeting. Agenda packets will contain the posted agenda, agenda item cover sheets, and written minutes of the last meeting.

Section 4.3. Special Meetings. Special meetings may be called by the Chairman or by three (3) Members.

Section 4.4. Quorum. A quorum shall consist of a majority of the Members. A quorum is required for the Board to convene a meeting and to conduct business at a meeting.

Section 4.5. Call to Order. Board meetings will be called to order by the Chairman or, if absent, by the Vice-Chairman. In the absence of both the Chairman and Vice-Chairman, the meeting shall be called to order by the Secretary, and a temporary Chairman shall be elected to preside over the meeting.

Section 4.6. Conduct of Meeting. Board meetings will be conducted in accordance with these Bylaws and City Council Meeting Rules and Procedures, as applicable to the Board. See *Ordinance Chapter 2.24*.

Section 4.7. Voting. Each Member shall vote on all agenda items, except on matters involving a conflict of interest, substantial financial interest or substantial economic interest under state law, the City's Ethics Ordinance, or other applicable Laws, Rules and Policies. In such instances the Member shall make the required disclosures and shall refrain from participating in both the discussion and vote on the matter. The Member may remain at the dais or leave the dais, at the Member's option, while the matter is being considered and voted on by the other Board Members. Unless otherwise provided by law, if a quorum is present, an agenda item must be approved by a majority of the Board Members present at the meeting.

Section 4.8. Minutes. A recording or written minutes shall be made of all open sessions of Board meetings. The Staff Liaison is the custodian of all Board records and documents.

Section 4.9. Attendance. Members are required to attend Board meetings prepared to discuss the issues on the agenda. A Member shall notify the Chairman and the Staff Liaison if the Member is unable to attend a meeting. Excessive absenteeism will be subject to action under Council policy and may result in the Member being replaced on the Board. See *Ordinance Section 2.36.010D*. Excessive absenteeism means failure to attend at least 75% of regularly scheduled meetings, including Board meetings and Subcommittee meetings. If a Member is removed from the Board that position shall be considered vacant and a new Member shall be appointed to the Board in accordance with Section 2.5 above.

Section 4.10. Public Participation. In accordance with City policy, the public is welcome and invited to attend Board meetings and to speak on any item on the agenda. A person wishing to address the Board must sign up to speak in accordance with the policy of the Council concerning participation and general public comment at public meetings. Sign-up sheets will be available and should be submitted to the Chairman prior to the start of the meeting. If any written materials are to be provided to the Board, a copy shall also be provided to the Staff Liaison for inclusion in the minutes of the meeting. Speakers shall be allowed a maximum of three minutes to speak, but may take up to six minutes if another individual who signs up to speak yields the time to the speaker. If a person wishes to speak on an issue that is not posted on the agenda, they must file a written request with the Staff Liaison no later than one week before the scheduled meeting. The written request must state the specific topic to be addressed and include sufficient information to inform the Board and the public. A person who disrupts the meeting may be asked to leave and be removed.

Section 4.11. Open Meetings. Public notice of Board meetings shall be provided in accordance with the provisions of the Texas Open Meetings Act. All Board meetings and deliberations shall be open to the public, except for properly noticed closed session matters, and shall be conducted in accordance with the provisions of the Texas Open Meetings Act.

Section 4.12. Closed Sessions. The Board may conduct closed sessions as allowed by law, on properly noticed closed session matters, such as consultation with attorney on legal matters, deliberation regarding the value of real property, competitive utility matters, and economic development negotiations. A recording or certified agenda shall be made of all closed sessions of Board meetings.

ARTICLE V. REPORTS TO CITY COUNCIL

The Board shall meet with City Council, as requested, to determine how the Board may best serve and assist City Council. City Council shall hear reports from the Board at regularly scheduled Council meetings.

ARTICLE VI. SUBCOMMITTEES

Section 6.1. Formation. When deemed necessary by a majority of the Board, Subcommittees may be formed for specific projects related to Board matters. Subcommittees comprised of non-Members may only be formed with the prior consent and confirmation of the City Council.

Section 6.2. Expenditure of Funds. No Subcommittee, or member of a Subcommittee, has the authority to expend funds or incur an obligation on behalf of the City or the Board. Subcommittee expenses may be reimbursed if authorized and approved by the Board or by City Council.

Section 6.3. Open Meetings. Subcommittee meetings and deliberations shall be open to the public, except for properly noticed closed session matters, and shall be conducted in accordance with the provisions of the Texas Open Meetings Act.

ARTICLE VII. BYLAW AMENDMENTS

These Bylaws may be amended by majority vote of the Board Members at any regular meeting of the Board. The Board's proposed amendments to the Bylaws must be

approved by City Council at the next Council meeting after the Board's approval.
Bylaw amendments are not effective until approved by City Council.

Approved and adopted at a meeting of the City Council on the 10 day of
May, 2011.

ATTEST:

THE CITY OF GEORGETOWN

Rachel Daucier
City Secretary, Deputy

George A. Sam
Mayor

Approved and adopted at a meeting of the Board on the 21 day of
June, 2011.

ATTEST:

BOARD

Sharon Janga
Board Secretary

Philip E. Baker
Board Chairman