
AGENDA

Public Arts Advisory Board Regular Meeting

5:00 PM; Wednesday, October 27, 2021

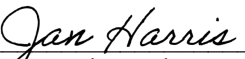
Taylor City Hall Conference Room

- 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 for September 22, 2021 meeting
 - B. Financial Report
 - C. Review Action Item Report from the September 22, 2021 meeting
 - D. Continuing Business:
 - 1. Report on Public Arts Master Plan Meeting (Jan)
 - 2. Portal Project (Melanie):
 - a. Receive report detailing progress made with the painting of the portals
 - 3. Music on Main Concert Series update:
 - a. Report on October 21st Concert (Janetta)
 - b. Report on November 13th Concert (Janetta)
 - c. Discuss and take possible action on Music on Main T-shirts/SWAG (Richard)
 - d. Marketing & Sponsorships (Brent/Richard)
 - e. Partnering Music on Main Concerts with Third Thursday in a way that is more positive and mutually supportive (Ian Davis)
 - f. Recommendations from the Main Street Advisory Board for Third Thursday/Music on Main partnership (Jan)
 - 4. Potter's Alley
 - a. Report on possible layout for future murals (Melanie/Nathan)
 - E. New Business:
 - 1. Suggestion to set aside remaining green PAAB T-shirts for future new board members (Jan)

2. Discussion of potential PAAB event at TBC to sell the PAAB pint glasses and raise awareness (Jan)
3. Items for the November 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 October 22, 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

10/22/2021

Date

Public Arts Advisory Board

October 27, 2021

Agenda Item III-A

Approve the minutes for the September 22, 2021 meeting

PUBLIC ARTS ADVISORY BOARD
September 22, 2021

MINUTES

Meeting was called to order at 5:05pm and a quorum was declared.

Present- Lois Duncan, Melanie Shaw, Janetta McCoy, Nathan Gray

Staff-Jan Harris-Main Street Manager

Public-

Absent-Bryan Richie, Brent Humphreys, Richard Stone

PUBLIC COMMENT:

None at this time.

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 with amendments to spelling of "Jook" to "Juke", amend minutes to reflect Brent is developing a marketing plan and add name of the October band, Czech Melody Masters.

Shaw/McCoy/Passed

B. Financial Report

Melanie has a balance of \$5.38 remaining from the \$500 allotted for the Portal Project.

MOTION- Approve financial report

Gray/Shaw/Pass

C. Review Action Item Report from the August 25, 2021 Meeting

MOTION-Accept action item report

McCoy/Shaw/Passed

D. Staff Report:

1. Review Board Member meeting attendance

Melanie will have absences from January and March excused as she was working and unable to attend these meetings.

MOTION- Accept attendance report as presented

McCoy/Humphreys/Passed

E. CONTINUING BUSINESS

1. Portal Project

Several locations were discussed and are in need of some repairs. Jan Harris and Jim Gray will be coordinating with each other to get repairs done. Open call is set to begin for FY '22. Mixed media portals were discussed as a possibility to attract more variety to the art. Social media push was discussed and will be emphasized in the coming weeks and months. The Dickey Museum has expressed interest in reserving portals located near the museum. Graffiti coating was discussed but was ultimately deemed too costly and unnecessary by the board. Jan will work on developing a contract granting full media rights to all images.

MOTION-Approve report as presented.

McCoy/Gray/Passed

2. MUSIC ON MAIN CONCERT SERIES UPDATE

a. REPORT ON SEPTEMBER 16TH CONCERT

Response has been overwhelmingly positive. \$226 was raised at the last event and was distributed evenly to members of each band. An estimated 300+ people were in attendance, with many of them being families. Having a more formal check in and load in time was discussed in order to expedite the process. A contact sheet is being created with names and numbers of all members of the arts board along with sound and light operators. A stage manager position is being discussed and established. Bringing awareness to the events was also discussed with flyer distribution around area parking lots as well as inclusion of a flyer in local water bills. Start time adjustments was also discussed in hopes of accommodating more attendees.

b. REPORT ON UPCOMMING CONCERTS

Czech Melody Masters are being targeted as the band for the October concert. Bryan Richie is working hard to secure more acts for FY '22. The SPJST is being tapped to help with promotion. Local businesses were also discussed and a potential partnership was pitched with the hopes of restaurants providing food to go.

MOTION-Approve Czech Melody Masters as the musical act for Music on Main event to be held on October 21, 2021.

McCoy/Shaw/Passed

c. REVIEW MUSIC ON MAIN BUDGET INCLUDING INCOME AND EXPENDITURES

As of now \$18,000-\$27,000 needed to produce nine shows for 2022. Tiered sponsorship with varying levels of incentives was discussed

d. MARKETING AND SPONSORSHIP FOR NOVEMBER CONCERT

Marketing plan to be developed by Brent Humphreys. As of this meeting, artwork had not been provided but was in the process of being completed. Alternative artists were discussed as a backup option if marketing materials were not delivered in a timely manner.

MOTION-Approve report as is
Gray/Shaw/Passed

e. Music on Main T-Shirts

Use of one commanding image for t shirt promotion was discussed with the possible option of using unique artwork for each individual show. No further discussion as of this time.

3. CULTURAL/ENTERTAINMENT DISTRICT

Culturally relevant groups from the community will submit ideas and proposals by the next meeting. A letter of intent is being drafted and will be ready by end of year.

MOTION-Receive information relevant to the project
Gray/McCoy/Passed

4. PUBLIC ART MASTER PLAN WORKSHOP

November 22, 2021 is being targeted as the date with a running time of 11am-6pm. Date and time is still being discussed and will be determined by next meeting.

B. NEW BUSINESS

ITEMS FOR NOVEMBER AGENDA

A presentation from the Potter's Alley task force will occur at the next meeting, to include a mock-up and a rough budget outline for the project.

MOTION WAS MADE TO ADJOURN

Duncan/Passed

There being no further business, the meeting adjourned at 6:34 pm.

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

Public Arts Advisory Board

October 27, 2021

Agenda Item III-B

Approve the financial reports for FY-20-21 and FY 21-22

PAAB FY 20-21 FINANCIAL REPORT
Expenditures Pending Expenditures/Encumbrances

EXPENDITURES:	DATE:	AMOUNT	DESCRIPTION	BALANCE REMAINING	SUPPORTING INFO
	10/1/2020	\$10,000	FY 20-21 Budget	\$10,000	
	11/25/2020	(\$2,500)	T Kerr 50-50 Mural Project	\$7,500	
	2/5/2021	(\$275)	50/50 wall prep	\$7,225	
	5/4/2021	(\$340)	Portal Project supplies	\$6,885	
	7/12/2021	(\$365)	7/15 MoM-sound svcs	\$6,520	
	7/13/2021	(\$252)	7/15 MoM-TPD	\$6,268	
	7/28/2021	(\$494.17)	Portal Project	\$5,773.83	
	8/9/2021	(\$71.06)	7/15 band food	\$5,702.77	
	8/10/2021	(\$150.00)	8/19/MOM Stage Lights	\$5,552.77	
	8/10/2021	(\$150.00)	9/16 MOM Stage Lights	\$5,402.77	
	8/13/2021	(\$130.00)	7/14/2021 MOM - Taylor Press	\$5,272.77	
	8/13/2021	(\$200.00)	9/16 MOM board operator	\$5,072.77	
	8/17/2021	(\$500.00)	8/19 MOM - Cactus Lee	\$4,572.77	
	8/19/2021	(\$200.00)	9/16 MOM - Spooky Juke	\$4,372.77	
	9/17/2021	(\$336.00)	9/16 MOM Security - TPD	\$4,036.77	
	9/20/2021	(\$130.00)	8/19 MOM Taylor Press	\$3,906.77	
	9/21/2021	(\$1,890.00)	11/13 MOM - Advert - G Peveto	\$2,016.77	
			9/21 MOM - Czech Melody		
	9/24/2021	(\$500.00)	Masters	\$1,516.77	
			8/19 MOM Taylor Press (2nd		
	9/27/2021	(\$130.00)	advert)	\$1,386.77	
	9/27/2021	(\$130.00)	9/16/MOM - Taylor Press	\$1,256.77	
	9/27/2021	(\$32.12)	8/18 MOM band food	\$1,224.65	
	9/27/2021	(\$29.94)	9/16 MOM band food	\$1,194.71	
			Balance at End of FY 20-21	\$1,194.71	
				\$10,000	
	10/11/2021	(\$150.00)	10/21 MOM -Stage Lights	\$9,850.00	
	10/11/2021	(\$200.00)	10/21/MON - board operator	\$9,650.00	
	10/11/2021	(\$365.00)	10/21 MOM - sound services	\$9,285.00	

Public Arts Advisory Board

October 27, 2021

Agenda Item III-C
Action Item Report

PUBLIC ARTS ADVISORY BOARD ACTION ITEM REPORT

DATE	ACTION ITEM	ASSIGNED TO:	DUE DATE:	NOTES:
July Meeting				
7/28/2021	Provide individual committee reports from Dr. Dickey Mural project, Potters Alley project, and Portal project for easier understanding by the board	Melanie Shaw	By 8/18/21 for inclusion in the 8/25/21 meeting packet	
7/28/2021	Develop a list of what is needed for a complete mural packet.	Richard Stone and Jan Harris	By 8/18/21 for inclusion in the 8/25/21 meeting packet	
7/28/2021	Set up a sponsor sheet for MoM concert sponsors	Jan Harris & Richard Stone	This action item was superceeded by item from August meeting naming Brent & Richard as setting up the sponsorship packet.	see update on sponsorship pkt - 8/25/21
August Meeting				
8/25/2021	Get status of absences from Brent	Jan Harris & Brent Humphreys	before Sept. mtg	
8/25/2021	Invite Chamber to Portal Project ribbon cutting	Richard Stone	TBD	
8/25/2021	Obtain schedule for painting portals from Melanie	Melanie Shaw	before Sept mtg	

PUBLIC ARTS ADVISORY BOARD ACTION ITEM REPORT

8/25/2021	Develop a draft rendering of how the board envisions Potter's Alley should look and bring to board for approval	Nathan Gray & Melanie Shaw	before September meeting	
8/25/2021	put strips of tape showing the panels for artists' work in Potter's Alley for artists to view	Nathan Gray & Melanie Shaw	before September meeting	
8/25/2021	Develop a 2022 MoM concert schedule	Janetta & Committee	February 2022	
8/25/2021	Provide materials for an email vote to approve Joe Posada concert marketing packet	Brent Humphreys & Jan Harris	ASAP	Brent obtains the marketing packet and Jan will email out to the board and tally responses
8/25/2021	develop a sponsorship package	Brent Humphreys & Richard Stone	ASAP	
September Meeting				
9/22/2021	Put the Open Call for Portal Project Artists on sharable social media	Kendra Dubee	ASAP	done 9/27/2021
9/22/2021	seek guidance from PW regarding protective anti-graffiti coating for portals	Jan Harris & Jeff Schultz	ASAP	per Jeff Schultz, the application of the protective coating would make it very difficult to repaint. He is not aware of a requirement to apply per council.

PUBLIC ARTS ADVISORY BOARD ACTION ITEM REPORT

9/22/2021	Manhole #8 (new map) is crumbling. Needs rebuilding.	Jan Harris & PW Staff	ASAP	contacted J Schultz on 9/27 with information. PW will rebuild & inform when it's done.
9/22/2021	Develop an indemnify & hold harmless contract for portal maintings which also grants PAAB the rights to use all images created on the portals.	Jan Harris	ASAP	
9/22/2021	reach out to SPJST to participate in October MoM	Jan Harris & Janetta McCoy	ASAP	
9/22/2021	set date for PAAB Public Arts Master Plan retreat	Jan Harris	ASAP	

PUBLIC ARTS ADVISORY BOARD ACTION ITEM REPORT

[illegible]

PUBLIC ARTS ADVISORY BOARD ACTION ITEM REPORT

[illegible]

Public Arts Advisory Board

October 27, 2021

Agenda Item III-D-1

Continuing Business

Public Arts Master Plan Workshop

DOODLE POLL RESULTS FOR PUBLIC ARTS MASTER PLAN WORKSHOP

	Sat., Nov 13 8am-Noon	Sat., Nov 20 8am-Noon	Sat., Nov 27 8am-Noon
Nathan Gray	Yes		
Janetta McCoy	Yes	Yes	Yes
Melanie Shaw		(Yes)	
Richard Stone		Yes	
Brent Humphreys (no response)			
Bryan Richie (no response)			
Jan Harris	Yes	Yes	

Doodle poll was originally sent out on September 23rd with reminders.

Public Arts Advisory Board

October 27, 2021

Agenda Item III-D-2

Continuing Business

Portal Project Report



Taylor Public Arts Advisory Board Portal Project-Subcommittee

Agenda

Meeting Minutes

Meeting: September 15, 2021 via Zoom, 5:30pm

Present: Melanie Shaw, Lisa Drummond, Gail Samuels, Cayla Cardiff

Next Meeting: October 20, 2021 via Zoom, 5:30pm

AGENDA

CALL TO ORDER

CONSENT AGENDA

1. Approve minutes from 8.18.21

(The Consent Agenda includes non-controversial and routine items that the Commission or Board may act on with a single vote. The Chairman or a Board Member may pull any item from the Consent Agenda in order to discuss and act upon it individually as part of the Regular Agenda)

REVIEW/DISCUSS & CONSIDER ACTION

2. Assign primer painting on Portals #1-2 and #7-10
3. Schedule artists to assigned portals. Assign Rachel Martin.
4. Discuss next deadline for Open Call. Discuss next year's budget and quantity of portals that can potentially be decorated on the 2022 budget.
5. Discuss potentially utilizing a small stipend to have the "Taylor Arts" logo on the bottom of the decorated portals.
6. Quick contract requested from Taylor City Lawyers/Jan Harris recommendations, awaiting update from Jan Harris.



ADJORN

Melanie Shaw, Member-Taylor Arts Advisory Board

Prior Meeting Minutes

Announcements

Meeting Notes, 9.15.21

- I. Meeting start 5:44p, approved meeting notes from 8.18.21 by all members
- II. Portals 1-2 primer painting assigned to Lisa/Cayla. Portals 7-10 assigned to Gail for primer coat. Assignment on shared spreadsheet on Dropbox account.
- III. Subcommittee discussed artist's submissions and assigned artists to portals, 1-2, and 7-10. Portal #8 reported to be losing concrete and couldn't be primed. MS requested a fix to that portal via Public Works (post meeting). Subcommittee discussed a grouping of portals to use for the Dr. Dickey Museum group, closest to the house/museum site.
- IV. Next potential deadline set for November to start the 2022 budget allocation. Discussed utilizing one of the portals as a community based crocheted portal with Gail as the lead on this. Also questioned how to get the Portal Project into the monthly newsletter distributed in the Taylor water bill, MS to check on deadlines and whom to submit information to.
- V. Voted against setting aside a stipend to have the "Taylor Arts" logo applied to the portals upon completion. Group will assign this duty shortly, awaiting the next group of artists to
- VI. Still awaiting an update from Jan Harris/city lawyer for quick contract for artists assigned to portal murals.

Meeting Adjourned at 6:38pm, 9.15.21

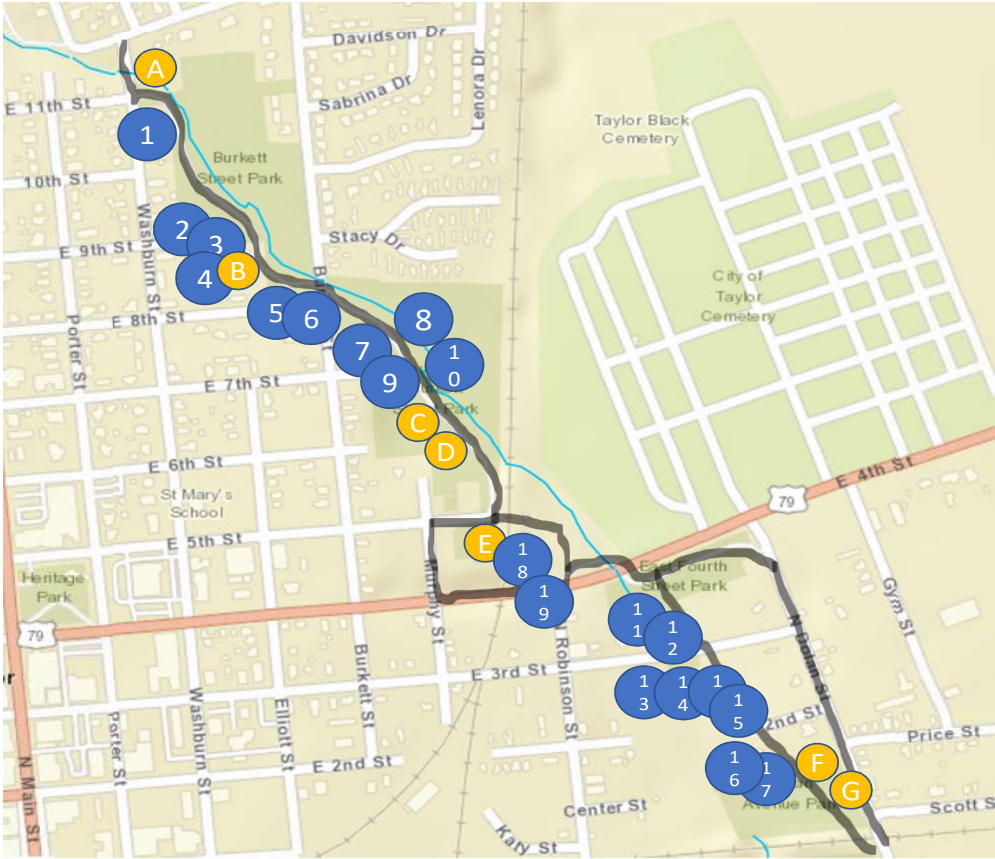


Meeting Notes, 8.18.21

- I. Meeting start 5:34p, approved meeting notes from 7.21.21 by all members
- II. Selection process discussed, at this point committee decided that a simple yes/no vote would suffice for current proposals. The subcommittee will address a more formal jury selection process in the future if proposal submissions grow to exceed the actual “portals” to be decorated.
- III. Quorum of subcommittee members present at this meeting and all proposals submitted before 8.18.21 were reviewed and voted on. In the future, dependent on agenda/members present, subcommittee discussed allowing a two-day window following the monthly meeting to finish the jury process via Dropbox comments on proposal (simple Yes/No vote in comment field).
- IV. As per updated map (attached below) and the manhole covers currently cleaned by Public Works, artists have been assigned a location, notated on shared subcommittee spreadsheet.
- V. Discussed budget change/reduction from Taylor PAAB meeting. Will proceed with current artists to utilize remaining budget from 2021. Did not discuss how long to keep Open Call going for 2022.
- VI. Contract requested from Jan Harris/City of Taylor lawyer prior to meeting, MS will follow up with Jan.
- VII. Cayla volunteered to primer next sets of manholes for this group of artists this coming Saturday, August 21. MS to confirm the cleaned covers with Public Works.
- VIII. Discussed doing the shorter manholes as a themed project, Lisa D. recommended that teen groups might like to do a larger manhole and a small grouping close to larger manhole.

Meeting Adjourned at 6:27pm, 8.18.21

1	29"
2	22"
3	21"
4	38"
5	39"
6	48"
7	42"
8	38"
9	42"
10	35"
11	22"
12	21"
13	39"
14	42"
15	33"
16	40"
17	14"
18	22"
19	33"



Public Arts Advisory Board

October 27, 2021

Agenda Item III-D-3(a)

Continuing Business

MoM October 21st

Public Arts Advisory Board

October 27, 2021

Agenda Item III-D-3(b)

Continuing Business

11/13/21 MoM Report

Public Arts Advisory Board

October 27, 2021

Agenda Item III-D-3(c)

Continuing Business
discuss T-shirts for MoM events

Public Arts Advisory Board

October 27, 2021

Agenda Item III-D-3(d)

Continuing Business

Joe Posada Marketing & Sponsorships

HERITAGE ★ SQUARE ★

TAYLOR, TEXAS

SAT. 13 NOV. 13

FREE! 7:00 P.M. ALL AGES

★ IN CONCERT ★ GRAMMY AWARD WINING ARTIST JOE POSADA ★

SPONSORED BY: ANCIRA SALSA - NAMES TBD - NAMES TBD

ADDITIONAL SUPPORT FROM : NAMES TBD - NAMES TBD - NAMES TBD - NAMES TBD

YOUR NAME HERE →



POSTER 2021: THEDECODERRING.COM



HERITAGE ★ SQUARE ★

TAYLOR, TEXAS

SAT. 13 NOV. 13

FREE! 7:00 P.M. ALL AGES

★ IN CONCERT ★ GRAMMY AWARD WINNING ARTIST JOE POSADA ★

THE CITY OF TAYLOR AND TAYLOR ARTS INVITE YOU TO JOIN US TO SPONSOR THIS VERY SPECIAL EVENT FEATURING GRAMMY AWARD WINNER JOE POSADA! THIS IS JUST THE LATEST INSTALLMENT OF OUR EVER GROWING MUSIC ON MAIN SERIES PRESENTED AT HERITAGE SQUARE.

IN ADDITION TO MR. POSADA AND HIS INCREDIBLE BAND, THIS EVENT WILL FEATURE ICE COLD BEVERAGES, STREET TACOS AND ICE CREAM FOR THE KIDS (AND ADULTS!).

YOUR SPONSORSHIP DOLLARS WILL NOT ONLY ENSURE OUR VISION COMES TO LIFE FOR THIS EVENT, IT ALSO SUPPORTS OUR CONTINUED MISSION OFFERING WONDERFUL ARTS PROGRAMMING THROUGHOUT THE TAYLOR COMMUNITY!



TAYLOR
arts





HERITAGE | **SAT. 13**
★ SQUARE ★ | **NOV. 13**
TAYLOR, TEXAS | FREE! 7:00 P.M. ALL AGES

★ IN CONCERT ★ GRAMMY AWARD WINING ARTIST JOE POSADA ★



Budget report for the Joe Posada Concert will be presented at the meeting.

Public Arts Advisory Board

October 27, 2021

Agenda Item III-D-3(e)

Continuing Business

Partnering MoM with 3rd Thursdays

Public Arts Advisory Board

October 27, 2021

Agenda Item III-D-3(f)

Continuing Business

MSAB recommendations for MoM/3rd Thursdays/DT businesses partnerships



MEMORANDUM

TO: Public Arts Advisory Board
FROM: Main Street Advisory Board
RE: Recommendation for Partnership between Music on Main and DT
businesses on Third Thursdays
DATE: 10/21/2021

At the October 20, 2021 meeting of the Taylor Main Street Advisory Board, the board approved recommendations to present to the members of the PAAB regarding ways to build a greater level of partnership between the Music on Main Concert Series held on Third Thursdays and the Downtown Business Community

The MSAB recommend that:

1. the downtown businesses be actively included in a plan which involves the downtown restaurants/venues in conjunction with the Music on Main Concert series with the goal of achieving collaborative and mutually supportive series of events.
2. that the concerts maintain the 7 pm – 9 pm format to avoid pulling shoppers from the stores and restaurants during Third Thursday prior to 7 pm.
3. food trucks be discouraged in favor of encouraging downtown restaurants to either offer pre-boxed concert dinner specials at their locations and/or by having a supply of dinner boxes for sale at the venue.
4. advertising for Music on Main (including posters) include cross-promoting efforts with a 3rd Thursday logo and “shop local/shop downtown” logo included in materials.

Public Arts Advisory Board

October 27, 2021

Agenda Item III-D-4

Continuing Business

Potter's Alley Report



Taylor Public Arts Advisory Board Mural Task Force-Subcommittee

Agenda

Meeting Minutes

Meeting: September 13, 2021 via Zoom 5:30pm

Present: Melanie Shaw, Nathan Gray, Casey Anderson

Next Meeting: October 13, 2021 via Zoom and/or in person (At Art Off Center), 5:30pm

AGENDA

CALL TO ORDER

CONSENT AGENDA

1. Approve minutes from prior Mural Task Force meeting, 8.11.21

(The Consent Agenda includes non-controversial and routine items that the Commission or Board may act on with a single vote. The Chairman or a Board Member may pull any item from the Consent Agenda in order to discuss and act upon it individually as part of the Regular Agenda)

REVIEW/DISCUSS & CONSIDER ACTION

2. Discuss Dr. Dickey mural, location suggestions. Objective, location (budget dependencies), additional funding projects
3. Planning to make event to happen on Potter's Alley mural, 211 North Main Street location, South Wall



ADJORN

Melanie Shaw, Member-Taylor Arts Advisory Board

Prior Meeting Minutes

Announcements

Meeting Notes: 9.13.21

- I. Meeting Notes from 8.11.21 approved, 5:35p.
- II. MS awaiting the email addresses or contact info for the MLK committee from Jan Harris, project to be readdressed within subcommittee in future meeting.
- III. Subcommittee brainstormed an event to surrounding “Potter’s Alley”. MS will contract Andrew Salazar for digital mockups. Separate proposal will be submitted to PAAB for their October meeting. Subcommittee will address Avery Orendorf’s submission for Potter’s Alley in future subcommittee meeting for another potential location.
- IV. Meeting adjourned at 6:134 pm.

Meeting Notes: 8.11.21

- I. Meeting Notes from 7.14.21 approved, 6:35p.
- II. Data sets needed for potential Dr. Dickey mural location and two potential sites for Nathan Gray and THS students in Murphy Park. Lauren Glover received the pre-approved artists list from AIPP (Austin’s Art in Public Places), we’ll integrate their list into our shorter list. Mel to update our Google spreadsheet with that data.
- III. New potential location for Dr. Dickey Mural on Grain Silo on Frank Street or on public restroom at the base of Frank Street. The grain silo poses multiple issues in regard to location, size, surface (the silo has a ridged construction system) and additional monies needed for the



mural. The public restroom, also on Frank Street, faces the park in the same direction and is a much smaller and logistically better location for the mural. Financial recommendation doc sent

separately (notes from Lois Duncan/Melanie Shaw meeting). Nathan to check with Brent Humphreys to see if Project Loop might be the 503c that the PAAB could set up as a fiscal agent via their 503c. Committee discussed doing a larger Open Call after reviewing the submission from Adam Davenport. The Davenport submission lacks the “story” aspect of Dr. Dickey. The location in Fannie Mae Robinson Park could be achieved within the 2022 year’s budget with some smaller additional monies raised independently if needed.

- IV. Reviewed updated proposal from Avery O. Discussed parsing out the 2022 budget for another mural on the Zuniga building and potentially dividing the wall on St. Vincent’s into two mural spaces, all contingent on the agreement with St. Mary’s.
- V. Nathan and Casey (Anderson) are applying for the “Game Changer Grant” from the Taylor TEE Foundation. They are applying for a \$10k grant that will cover supplies. Nathan and Casey to reexamine City owned properties in Murphy Park as the proposed Taylor High School student mural could be proposed on a larger space within the park. Discussed the Fire EMS building and also the domed portico as potential sites for use via this grant. The sidewalk on the Murphy Park public restrooms will remain on the shared spreadsheet as a placeholder as this funding and project get worked out. Nathan plans to utilize a team of approximately 5-10 students for the projects.
- VI. St. Vincent’s mural easement contract talks in progress. St. Vincent’s project may need a church member on the jury panel in order to accommodate their vision. Awaiting the next meeting with them in order to move this project forward. In general, the fiscal budget for 2022 should work for approximately 3 mural projects.
- VII. Meeting adjourned at ~6:15p.



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.





43

U
ELONG
HERE

7 FT

~13 FT

6 FT



YOU
BELONG
HERE

15 FT

44

YOU
BEL



POTTER'S ALLEY

YOU BELONG HERE



FDC

TANNING

PIERCING

TOOING

& SAUNA

THE
HAWT
SPOT

Salon & More

Paril
Aesthetics

45

Public Arts Advisory Board

October 27, 2021

Agenda Item III-E-1

New Business

PAAB green t-shirts for new members

Public Arts Advisory Board

October 27, 2021

Agenda Item III-E-2

New Business

Potential PAAB event at TBC to sell the pint glasses

Public Arts Advisory Board

October 27, 2021

Agenda Item III-E-3

New Business

Items for November agenda