

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