

AGENDA

Public Arts Advisory Board

5:00 pm, October 9, 2019

City Hall, 400 Porter, Taylor TX

CALL TO ORDER AND DECLARE A QUORUM

PUBLIC COMMENT

CONSENT AGENDA

(The Consent Agenda includes non-controversial and routine items that the Commission or Board may act on with one 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.)

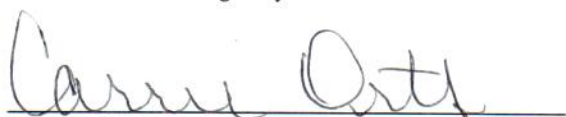
1. Approve the Minutes from the Public Arts Advisory Board for September 11, 2019.

REGULAR AGENDA – REVIEW/DISCUSS & CONSIDER ACTION

2. Discuss, consider and take action on a logo for the Public Arts Program
3. Discuss, consider and take action to recommend approval to City Council of a process for procuring artwork for the art wall at Pierce Park
4. Discuss, consider and take action to recommend approval to City Council of a live music event at Heritage Square
5. Discuss, consider and take action on the report from the Strategic Plan Task Committee
6. Discuss, consider and take action on the report from the Potters Alley Task Committee
7. Discuss Items for Upcoming Agendas – Richard Stone

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 6:00 pm on Thursday, October 4, 2019 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.



Carrie Orts, Administrative Assistant

Public Arts Advisory Board

October 9, 2019

Agenda Item Cover Sheet

Agenda Item 1 – Minutes for September 11, 2019

PUBLIC ARTS ADVISORY BOARD MEETING
September 11, 2019

MINUTES

Meeting was called to order at 5:01pm and a quorum was declared.

Present-Lois Duncan, Melanie Shaw, Richard Stone, Nathan Gray, Janetta McCoy, Brent Humpreys, Bryan Richie

Absent-

Staff-Tom Yantis, Assistant City Manager, Brian LaBorde, City Manager, Mitch Drummond, City Councilmember

CONSENT AGENDA

1. Approve minutes from the Public Arts Advisory Board for August 14, 2019.

MOTION-Motion was made to approve the minutes from previous meeting.

Stone/Duncan/McCoy Passed

MOTION-Motion was made to move to agenda item number 4 before discussing other items.

Stone/Richie/Gray Passed

REGULAR AGENDA

2. DISCUSS, CONSIDER AND TAKE ACTION ON THE ART WALL AT PIERCE PARK

Cost of time and materials was discussed with Brent providing much information on soliciting artists and how to properly compensate each artist. An artist fee of anywhere from \$800-\$1,500 not including cost of paint. Perhaps Moss True Value would consider being a partner to provide paint. We will need to ask council for their blessing. The direct commission approach seems to be the route that would be best. A tiered sponsorship package was suggested as a means of continuing to provide additional fund. Janetta mentioned the need to set in stone what needs to be done and present to council with an itemized list. The art wall should coincide with our "coming out" party. Industry screen printing has already committed to being a partner. Brent mentioned the need for some kind of branding, I.E. a logo. Perhaps get with Taylor Art Guild. Richard mentioned getting the Central Texas Philharmonic involved. Brent offered Ken Braun conducting an art workshop.

3. DISCUSS THE PUBLIC ARTS ADVISORY BOARD'S ROLE AND VISION FOR POTTERS ALLEY

There is a strong desire on the board to formalize Potters Alley. There was talk of signage along with lighting and perhaps sound in the alley. Dennis will be a sort of go between with the board and the local businesses and artists. The board would like to help provide opportunities to Potters Alley while allowing the space to be autonomous.

4. DISCUSS AND CONSIDER ESTABLISHING PUBLIC ARTS ADVISORY BOARD TASK COMMITTEES

Melanie and Nathan were selected to head the Potters Alley task force. There is a need to determine what to protect and a push for building owners to apply for grants to provide funds to protect historical buildings. We will work with local artist Dennis along with building owners to determine funding and how much money is needed for the projects. There is \$14,600 in grant money available for facias and preservation grants. There was a desire to establish some standard criteria for selection of artists and artwork. Melanie and Nathan will have more information on Potters Alley at next meeting. Tom will speak with Georgetown to get their mural easement. Brent and Bryan will spearhead a task force to promote music in the community with a "Battle of the Bands" type showcase in the coming months. Richard is going to talk to the people involved with "Good Life" along with the Annual Car show. Brent would like everybody to develop a logo for next meeting with the hopes of perhaps changing the logo each year.

MOTION-Motion was made to move back to agenda item 1. Request was made to amend to fix spelling of Bryan's name from "Brian" to "Bryan" then approve minutes.

McCoy/Shaw/Passed

5. DISCUSS ITEMS FOR UPCOMING AGENDA

Logos will be considered.

Develop a proposal to present to city council in regards to the art wall at the skate park.

Task groups will present their findings.

MOTION- Motion was made to approve the next agenda and to adjourn.

Stone/Duncan/Passed

There being no further business, the meeting adjourned at 6:08.

Respectfully Submitted,

Nathan Gray

Secretary, City of Taylor Public Arts Advisory Board

Public Arts Advisory Board

October 9, 2019

Agenda Item Cover Sheet

Agenda Item 2 – Logo for the Public Arts Program

Arts

The image features a solid green background with a brick wall texture. The bricks are arranged in a standard running bond pattern. In the bottom right corner, the word "Arts" is written in a large, white, sans-serif font.

Arts



Public Arts Advisory Board

October 9, 2019

Agenda Item Cover Sheet

Agenda Item 3 – Art Wall at Pierce Park

50/50 ART WALL

PIERCE PARK SKATEPARK

50/50 ART WALL

THE ART WALL TAKES IT'S NAME FROM THE 50/50 SKATEPARK INITIATIVE AND FUNDRAISER THAT SPANNED 7 YEARS TO BRING THE PARK TO FRUITION. THE 50/50 IS COMPRISED OF OVER 150 ARTISTS THAT DONATED WORKS OF ART IN ORDER TO SEED FUND THE PROJECT.

CONCEPT & DESIGN

LOCAL YOUTH WORKED WITH EVERGREEN SKATEPARKS TO CONCEPT AND DESIGN THE ART WALL AS AN INTERACTIVE PUBLIC ART PROGRAM. WHILE THE NORTH SIDE IS A CANVAS FOR ROTATING ARTISTS, THE SOUTH SIDE IS A CINEMA WALL TO BE UTILIZED FOR MOVIES, ACTION SPORT INDUSTRY PREMIERS, ETC.

SCALE

THE 50/50 ART WALL IS SCALED AT 12' WIDE X 8' HIGH.

MURAL ESTIMATED COSTS

THE COST OF A MURAL TYPICALLY RANGES FROM \$20-\$40 PER SQ. FT.. THE ESTIMATE IS INCLUSIVE OF DESIGN, MATERIALS, WALL PREP AND LABOR. IT IS ESSENTIAL THAT THE ART BE EXECUTED PROPERLY BY EXPERIENCED PROFESSIONALS. THI WILL ENSURE THAT THE QUALITY OF THE FINAL ART WORK MEETS OR EXCEEDS EXPECTATIONS NEEDED FOR AN EXCEPTIONAL PIECE OF ART.

ARTIST FEES

WHILE FEE MAY BE NEGOTIABLE DEPENDING ON ARTIST, LEVEL OF DETAIL, ETC. IF THE ART WORK IS INTENDED FOR ADDITIONAL USE BEYOND THE WALL I.E. MARKETING OF EVENTS, MERCHANDISE, ETC., ARTISTS FEES ARE GENERALLY HIGHER. CASE IN POINT AN ARTIST MIGHT AGREE TO 1 - 1.5K FOR THE WALL, ADDITIONAL FEES ESTIMATED AT 1K WOULD TYPICALLY BE REQUIRED FOR THE MARKETING PIECE.

ARTIST SELECTION

THE WALL WAS CONCEPTED, DESIGNED AND BUILT WITH THE ORIGINAL 150 PARTICIPATING ARTISTS INVOLVED IN THE 50/50 AS A POOL TO USE. THIS IS A GREAT WAT TO PAY HOMAGE AND KEEP THE SPIRIT AND STORY WILL LIVE ON. PROJECT LOOP HAS AGREED TO ADVISE ACCORDINGLY.

DESIGN PHASE

THIS IS A TRICKY AREA TO NAVIGATE, BUT IF THERE IS SUBSTANTIAL EDITING IN ORDER TO PLEASE MULTIPLE PARTIES, THE ART CAN LOSE ORIGINLITY AND FOCUS. IN ADDITION, YOU RUN THE RISK OF REPELLING FUTURE ARTISTS. THE DESIGN PROCESS IS A PAID COMPONENT OF THE ARTIST'S WORK. THE WORK SHOULD BE IN THE CULTURE AND SPIRIT OF TODAYS' YOUTH INWHICH THE PARK SERVES.

DURATION OF ART

PUBLIC ART MURALS ARE TYPICALLY PROGRAMMED ANNUALLY AND YOU ATTRACT A HIGHER QUALITY ARTIST KNOWING THEIR WORK WILL NOT BE TRIVIALIZED BY A SHORT DURATION.

WALL PREPERATION

THE WALL SHOULD BE POWER WASHED AND ALL CRACKS & HOLES SHOULD BE PATCHED WITH AN ELASTOMETRIC PRIMER SUCH AS PERMAPATCH. HAIRLINE CRACKS CAN BE SEALED WITH CAULK. FINALLY, APPLY A COAT OF TINTED PRIMER (SUCH AS 1-2-3 BULLLSEYE) AND A BASE COAT OF COLOR IN THE SAME BRAND OF PAINT TO BE USED IN THE ART. THESE STEPS WILL CREATE A SOLID FOUNDATION FOR THE ARTWORK SO IT WILL LOOK THE BEST IT CAN FOR AS LONG AS POSSIBLE. IT IS IDEAL TO USE A PROFESSIONAL PAINT CONTRACTOR FOR THE PREP.

VANDALISM

MANY WILL EXPRESS CONCERN OVER THE POSSIBILITY OF THE ARTWORK BEING “TAGGED” BY VANDALS. I HAVE VARIOUS THEORIES ON WHY THIS OUTCOME IS UNLIKELY. IN THE CASE OF THE BAY AREA, 60 PUBLIC MURALS WERE PROGRAMMED OVER 15 YEARS IN ALL TYPES OF NEIGHBORHOODS AND NOT ONE AND NOT ONE WAS VANDALISED. WHILE VANDALISM OF PUBLIC ART IS CERTAINLY A RISK, IT’S A LOWER RISK THAN IMAGINED AND CAN BE MITIGATED BY A TOP COAT OF ANTI GRAFFITI VARNISH. IN MOST CASES, THIS VARNISH WOULD BE PERFORMED ON THE CITY SIDE ONCE THE WORK IS COMPLETED.

CONCLUSION

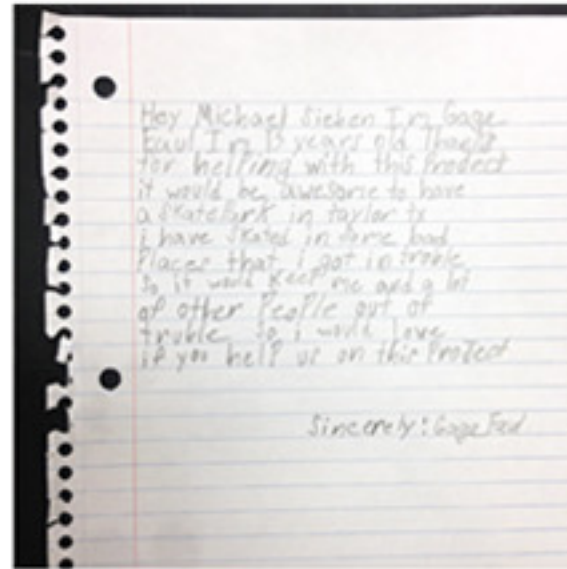
A PUBLIC MURAL IS A GIFT TO THE CITY TO ITSELF. IT SHOULD BE A SOURCE OF PRIDE AND SHOULD BE CELEBRATED! PROPERLY PRODUCING A FORMAL “UNVEILING” AND OR MEDIA EVENT SURROUNDING THE PROCESS TO MAKE THE END OF A SUCCESSFUL PROJECT AND INAUGURATE THE ARTWORK INTO THE CITY.

ESTIMATED COST

WALL PREP FEE	\$1,000
ARTIST FEE	\$2,500
SUPPLIES	\$500
ESTIMATED TOTAL	\$4,000.00

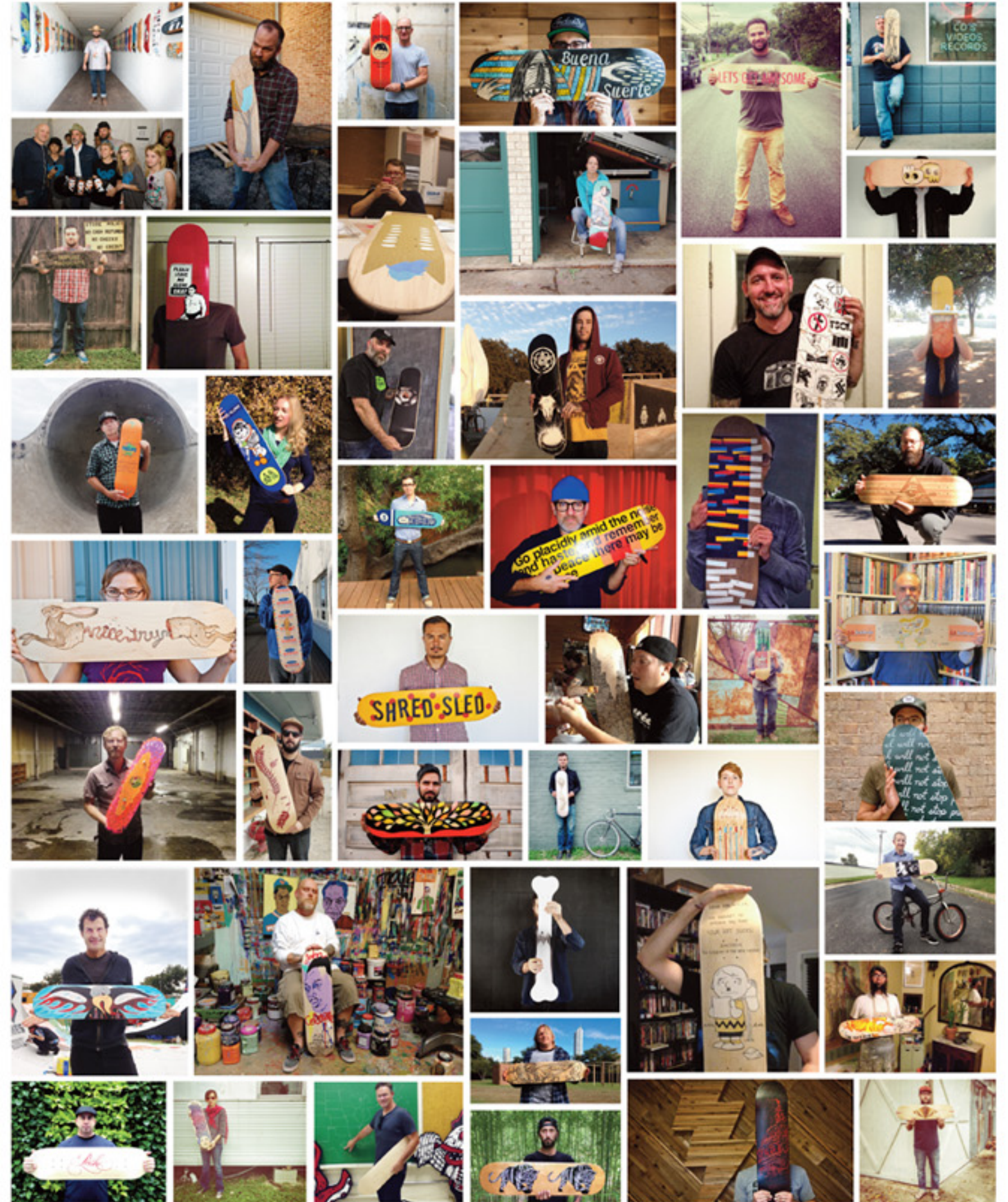
50/50

SKATEPARK INITIATIVE
TAYLOR, TEXAS



WHAT IS THE 50/50?

TO BENEFIT THE YOUTH OF OF TAYLOR, WE CAME UP WITH AN IDEA TO HELP RAISE AWARENESS AND FUNDING FOR A SKATEPARK. THE KIDS WOULD WRITE LETTERS TO 50 ARTISTS IN THE ART, BMX, MUSIC AND SKATE INDUSTRY REQUESTING THEY WORK ON A SKATEBOARD WHICH WE WOULD THEN AUCTION. THE KIDS SET A GOAL OF \$15,000. AS WORD SPREAD ON SOCIAL MEDIA, WE SOON HAD OVER 200 ARTISTS INCLUDING BILLY JOE ARMSTRONG OF GREEN DAY, MAT HOFFMAN, MICHAEL STIPE OF R.E.M., TONY HAWK, WILLIE NELSON AND OTHERS. OVER THE COURSE OF 3 YEARS WE AUCTIONED OVER 350 ONE-OF-A-KIND SKATE DECKS TO 11 COUNTRIES AROUND THE WORLD AND RAISED OVER 100K.



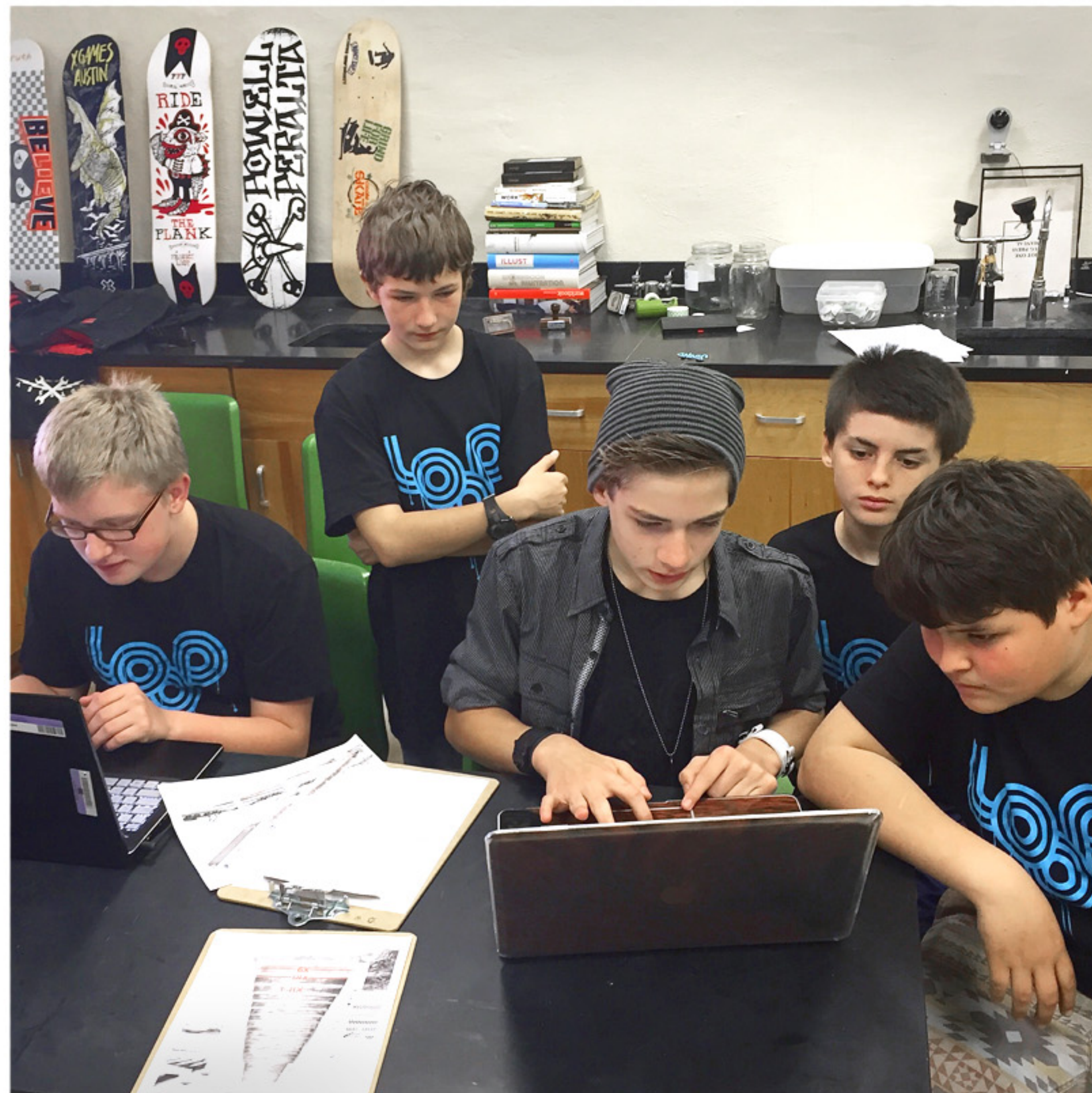
Hello Mr. Stipe

My name is Aaron Hines I am 13 years old and I live in Taylor Texas. I just wanted to thank you for helping protect pop it really means a lot to us. The reason I think we should have a skate park is because we have no where to skate in Taylor every building has a sign that says no skating and that's why I think we should have a skate park in Taylor so we have a place to skate thanks again for helping us out Mr. Stipe.

Aaron Hines



MICHAEL STIPE



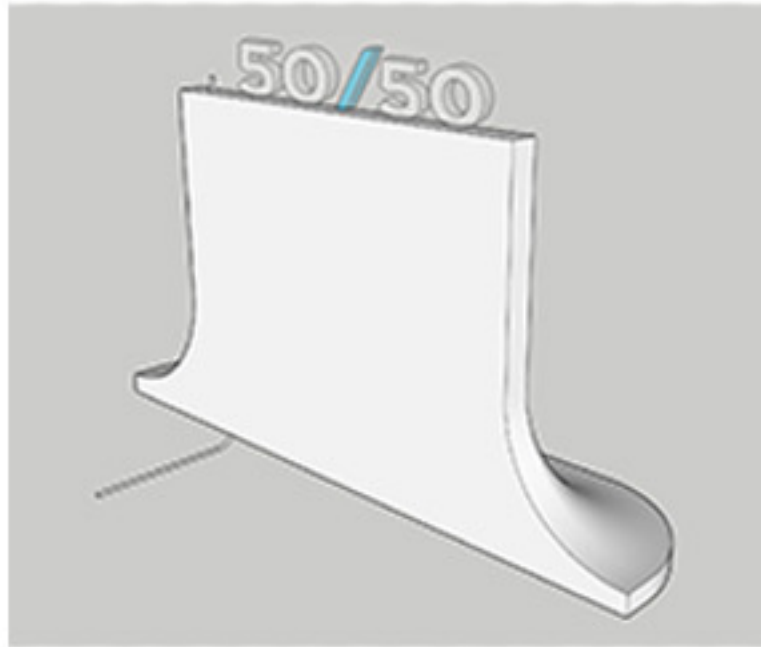
DESIGNING A SKATEPARK

LOCAL YOUTH WORKED IN A SERIES OF WORKSHOPS WITH EVERGREEN SKATEPARKS TO LEARN HOW TO DESIGN A SKATEPARK BY LEARNING 3D MODELING AND SKETCHUP. WE USED THIS KNOWLEDGE TO CONCEIVE AND DESIGN THE 50/50 ART WALL. NOT ONLY DID THIS EARN US VITAL POINTS THROUGH THE GRANT PROCESS, IT SERVES AS A MONUMENT TO CYCLE ARTIST WORKS AND WILL NO DOUBT CONTINUE TO CREATE POSITIVE YOUTH ENGAGEMENT AND EXPOSURE FOR TAYLOR AS AN ARTS CENTRIC COMMUNITY.



50/50 MEMORIAL

WE WILL BE UNVEILING THE CORTEN STEEL 50/50 MONUMENT THAT DISPLAYS OUR HISTORY AND ALL ARTISTS AND PARTNERS.



ART WALL

WE WILL BE UNVEILING OUR ART / CINEMA WALL. ARTIST & LOOP MENTOR TIM KERR WILL BE THE FIRST TO GO. ONE SIDE IS DEVOTED TO PUBLIC ART AND THE OTHER FOR MOVIES IN THE PARK, PREMIERES, ETC.

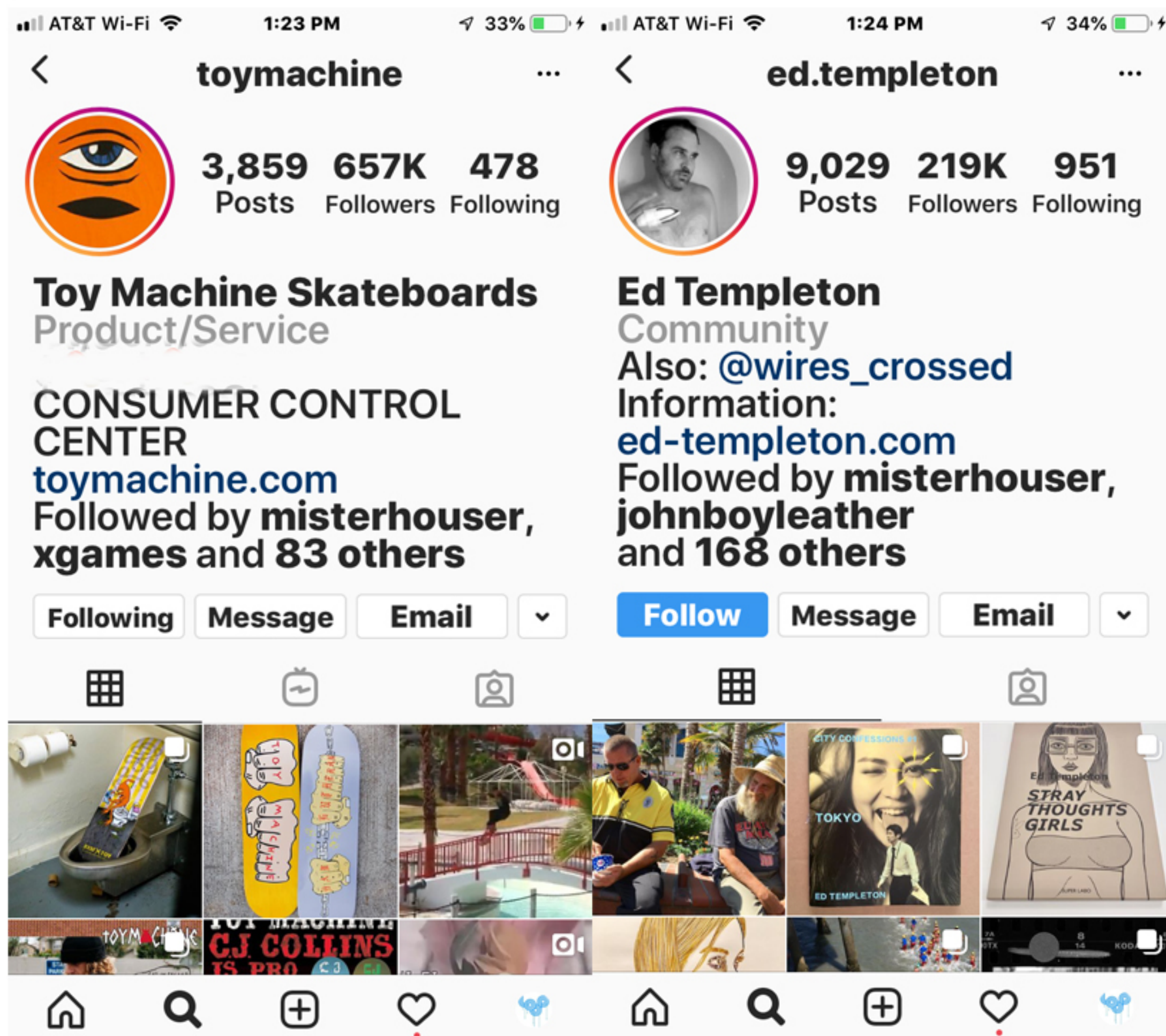


TIM KERR
TIM IS A LEGEND IN THE MUSIC AND SKATE COMMUNITY BUT MORE SIGNIFICANT IS HIS LOVE FOR SHARING HIS ART WITH YOUTH. WE'VE NEVER MET A MORE GENEROUS AND INSPIRING INDIVIDUAL. TIM HAD THE IDEA TO CREATE A MURAL THAT WOULD PAY HOMAGE TO MANY OF THE HARD WORKING TAYLOR KIDS THAT WORKED TO BRING THE SKATEPARK TO FRUITION.



ARTIST SELECTION

THE CONCEPT WOULD BE TO EACH YEAR SELECT AN ARTIST WHO HAS WORK THAT IS CULTURALLY RELEVANT AND ICONIC TO THE SKATEPARK USER. THE UNVEILING OF THE WORK WOULD BE PART OF A BIGGER EVENT OR "MOMENT" WHICH IN THIS CASE COULD BE ED TEMPLETON BRINGING THE ENTIRE TOY MACHINE TEAM OUT FOR A DEMO AND YOUTH ENGAGEMENT.





Hi, How Are You
Guadalupe & 21st



I Love You So Much
1300 S. Congress



Greetings From Austin
720 S 1st St.



**Love Is The Question,
Love Is The Answer**
1115 W Lynn St.



We Rise
12th & Chicon



Willie For President
1315 S Congress Ave



Historic Sixth Street
6th & I-35



You're My Butter Half
2000 E MLK Jr Blvd

C.B. Painting

cburgespainting@gmail.com



Estimate

ADDRESS

Taylor Artist Board
>>skate park

ESTIMATE # 1151

DATE 10/04/2019

ACTIVITY	QTY	RATE	AMOUNT
>>clean, patch, prime, and apply basecoat for artist >>clean and pressure wash to remove alkalinity from new concrete to insure adhesion of primer >>patch defects and hairline cracks in concrete >>apply by roller application a highly adhesive concrete/masonry primer (1 coat) >>apply 2 coats of an elastomeric premium coating by roller application (elastomeric products will bridge any existing pinholes or defects in the concrete and will also bridge any FUTURE cracks...elastomeric will also give the artist a good surface to apply paint)			
Labor and Materials		275.00	275.00
TOTAL			\$275.00

Accepted By

Accepted Date

Public Arts Advisory Board

October 9, 2019

Agenda Item Cover Sheet

Agenda Item 4 – Live Music Event – Battle of the Bands

'Battle of the Bands Budget Proposal' – Submitted by Bryan Richie

-- We need to drill down the cost of the sound and lightning, I know Richard had stated someone in town was \$500 for a sound/light install for the evening - I want to find out exactly what this entails because I do believe I can beat that cost if it's a fairly standard system.

-- I believe it would be in our best interest to have some sort of discovery and vetting process for the acts that submit. I would suggest having it at the OTH auditorium maybe 2-4 weeks out from whatever date we land on for the event - with the added benefit that it could serve as one of the 'Meet your Taylor Arts Advisory Board' nights .

-- In addition to the battling acts I would also like to book one or two established acts that can serve as headliners / post-battle entertainment.

-- What's the prize for winning? Does Greg Ginn have a studio in town? Would he be open to the idea of getting involved and possibly giving a day of studio time to the winner to record a song?

-- Would need volunteers for stage managing -- I imagine the parents of the acts will probably also be in this position but I believe having some official volunteers would be imperative to making the night run smoothly.

-- I'd like us to spitball some potential judges names - I have my ideas but would like everyone's input on this.

-- I know that I can provide backline for the show - drums, amps, key stands etc..

-- Potential cost as follows, these figures have some wiggle room.

\$500 sound / light

\$750 established artist fee

\$250 advertising budget / hospitality budget (water / coolers / snacks (chips/granola bars/etc))

As far as raising money - Brent, Richard and I met up at the Texas Beer Company to have a chat with Ian about them (Texas Beer Company) renaming their Amber beer briefly (Arts Amber, for example) and giving a proceed to us or having some sort of 'Pint Night' where we could sell fundraising pint glasses that have a TBD design on them, Ian and co would fill them for cost (\$1) I sourced printing on pint glasses. I have found the following information on the pint glasses needed for such an event..

-- 16oz Pint Glass 72 units for \$164.59 shipped or \$2.28 per

144 units for \$272.86 shipped or \$1.89 per

72 glasses could potentially gross \$1440, and 144 glasses \$2880 or ~\$1275 net and ~\$2600 net respectively.

Personally the safe bet would be 72 with the expectation that you would move about 40-60 at the event depending on the evening (weather, etc). This could become a yearly thing, easily.

Obviously this is not limited to the TBC, I think it would be wise to get Shannon and The Black Sparrow involved, in addition to anyone else who might have an interest in helping to make Taylor's Art scene more vibrant!

Public Arts Advisory Board

October 9, 2019

Agenda Item Cover Sheet

Agenda Item 6 – Potters Alley Task Committee

Taylor Arts/Potter's Alley Task Force

Meeting Minutes

October 2, 2019

Present: Nathan Gray, Melanie Shaw, Dennis Levitin

Next meeting: TBD

I. Announcements

-Opening meeting of Taylor Arts' task force for Potter's Alley to formalize the graffiti wall on the alley between 209 Main Street & 213 Main Street.

II. Discussion

- Determine costs to repair existing brick façade (pointing), update gutters as needed, cover and coat wall in a primer that is weather resistant to sustain.
- Determine who and how to fund repairs, via public or private funds or a combination of both. Potentially need a fundraiser to start this project.
- Discuss with artists with existing work the need to replace and seal the surface and in some cases to potentially redo existing graffiti that has become a local visitor's stop, like the Alley Angel wings by Cody Sigmund
- Determine existing means to cover and protect work (post wall repair) in order to protect works for a specified length of time, 1 year suggested for each work, still open to discussion.
- Determine artist' cost & potential stipend to add a work to the wall
- Orchestrate a city contract for each artist to sign off on works as potentially being used as artwork for posters, T-shirts, etc. to collect funds to sustain the project over a period of time
- Texas Beer Company has already proposed to Dennis a fundraiser for supplies needed for artists
- City to provide signage as needed for information/contact purposes on designated wall
- Determine insurance by city needed for wall artwork to be covered
- Determine a point person to "curate" artworks added to the wall within a specified timeframe (might need to re-appoint person(s) over time as needed)
- Discussed also how to potentially manage mixed media style graffiti, still researching
- Nathan G. to gather informal costs on brick pointing, sealing, and gutter repairs potentially needed
- Melanie S. to talk to Ricardo (213 Main Street Building owner) to discuss repairs and hopefully see if he might be able to fund part of the repairs needed
- Dennis L. to talk to artists with existing artwork to discuss replacing works after wall repairs have taken place, also to potentially curate the next round of artists to fill the space for the determined timeframe

III. Roundtable

Summary: First meeting, to follow up as designated post TA board meeting