

MINUTES

TAYLOR PUBLIC ARTS ADVISORY BOARD JANUARY 25, 2023; 5:00 PM TAYLOR CITY HALL CONFERENCE ROOM

MEMBERS PRESENT: Janetta McCoy, Nathan Gray, Brian Richie, Carlos Menchaca, Cayla Cardiff, and Chairman Richard Stone

MEMBERS ABSENT: Casey Anderson

GUESTS PRESENT: Gayle Kahler and Monica Zavala

STAFF PRESENT: Jan Harris, Main Street Manager

I. CALL TO ORDER AND DECLARE A QUOURM: The meeting was called to order by Chairman Stone at 5.08 who declared that a quorum was present.

II. PUBLIC COMMENT: Ms. Zavala told the board that she was visiting the boards and commissions to which she was considering making an application for membership selection.

III. CONSENT AGENDA:

A. Approve the minutes from the Public Arts Advisory Board meeting from November 30, 2022.

MOTION: To approve the minutes as presented. J MCCOY/B RICHIE/UNANIMOUS

B. Receive the financial report for January 2023: Jan went over the budget with the board. The report showed all expenditures from the beginning of the fiscal year when the City allocated \$10,000 for Public Arts. To date, the PAAB had spent \$1,000 for the repainting of the mini murals in Potters Alley with one artist still to submit verification that her mural is complete. Two Music on Main Concerts costing \$4,550. The Central Texas Philharmonic performance of Nosferatu cost \$3215. Advertising and promotions on Facebook for all of the public performances totaled \$172.97. Expenses for the Portal Project totaled \$102. This left a balance of \$956.03.

Deposits included \$3,100 in Music on Main sponsorships and \$3945 from FY22 Music on Main sponsorships. This gives a final balance of \$8001.03 with all but \$956.03 earmarked for Music on Main.

DISCUSSION: Several members of the board wondered why the Nosferatu event was billed against the funds allocated for Public Art. Jan explained that the \$10,000 for Public Art from the Council was not a budget for the PAAB to spend only as it wanted but that expenditures must have the approval of the City. Because the performance of Nosferatu by the Philharmonic was art publicly performed, the City determined that those funds should be used to cover the costs. Board members said that they did not realize that the PAAB's funds would be used to pay for the event. They also said that had they realized the Public Arts funds would be used, they would have worked to promote it. Jan pointed out that there were Music on Main funds available to pay for Nosferatu but that the \$3215 would have come from one or the other and that

the board would either have \$4171.03 in the Public Art budget but only \$3100 in Music on Main or \$7045 in Music on Main funds and \$956.03 in Public Arts funds remaining for the rest of the fiscal year.

MOTION: To receive the January financial report as presented. N GRAY/C CARDIFF/UNANIMOUS

IV. NEW BUSINESS:

A. Presentation of the FY 22-23 budget: Richard reported that since there was such a small amount of funds remaining in the Public Arts expenditure line, that would not recommend any further allocation of the remaining funds at this time. Jan recommended that the board concentrate its efforts on completing the Public Arts Plan that she presented to them in FY 22. This plan was one of the two tasks given to the PAAB when it was formed. The other was to develop a plan for Potters Alley. She emphasized that the PAAB was not a policy making board and that its role was to advise the Council on public arts projects - not to necessarily to undertake them on their own.

B. Discuss and clarify board/City position regarding subcommittee chairmanships: Richard reported that he'd been approached by 2 board members whether or not subcommittees could be chaired by non-board members. Jan reported that it was the standard procedure in Main Street programs to have board members chair committees as they were the responsible conduit between the entire board and the sub-committee's members. However, there is no written policy requiring that only board members chair sub-committees.

ACTION: It was decided that as long as sub-committee reports were submitted on time to staff and that the committee was represented at future board meetings to relay any additional information, the chairmanship could be held by either board members or non-members.

C Discussion and possible action on the FY 23-24 budget recommendations: Richard presented the board with his proposal:

1. Two performances (fall and spring) from the Central Texas Philharmonic at \$3,500 each. TOTAL: \$7,000
 2. Continue support of Portal Project. TOTAL \$500
 3. Continue Music on Main, be prepared to help with funding.
 4. Commission a significant mural on the south wall of Potters Alley. TOTAL: \$5,000-\$10,000
 5. Light Potters Alley – ask for \$7,000 to cover Stence Electric's costs to hang meter and lights and install a 4-plug receptacle. Does NOT include Oncore costs to run power to the meter and the ongoing power bill costs. TOTAL: \$7,000
- GRAND TOTAL: \$24,500

DISCUSSION: Brian suggested that because Music on Main was so successful, the PAAB should ask for \$40,000 to support the concert series. Richard suggested that they might ask for an additional \$10,000 for the concerts. Carlos said that the concerts need to be sustainable. Janetta noted that the board needed to have a plan in place for raising funds.

ACTION: Set up a work session to create a funding plan.

MOTION: To accept the FY 23-24 budget proposal as presented requesting \$24,500 for Public Arts reflecting an increase of \$14,000 over past allocations from the City. C CARDIFF/B RITCHIE/UNANIMOUS

V. CONTINUING BUSINESS:

A. Public Arts Master Plan – P.A. Listening Sessions

1. **Receive preliminary results from the Public Arts Survey:** Richard reported that there were few surprises in the results of the online survey when compared with the in person listening sessions. Here is the Executive Summary of those meetings and survey:

Over the course of two public listening sessions, held in August and September, and an online survey that remained up through mid-November, approximately two dozen people expressed opinions and shared thoughts about public art in Taylor.

There were a great many thoughtful responses to all of our prompts, particularly during the in-person sessions, and we encourage you to read them as part of our planning considerations.

The first prompt was “what should public art do?”

Overwhelmingly, respondents said that art should tell a story, reflect the history of Taylor and look to our city's future.

A great many other responses boiled down to these sentiments: Public art should be beautiful, inspirational and thought provoking or interesting.

Public art should also bring people to Taylor. Interestingly, this ranked at or near the bottom among online respondents (who were ranked to rank seven choices) but was specifically mentioned during the in-person sessions.

We asked those who attended the public listening sessions where we should place public art. There were a great number of suggestions, but many said that there should be public art downtown (or Main Street and Heritage Square area), along the hike and bike trail and in downtown crosswalks.

There was a lively discussion (not captured here) about public art on shade structures positioned along the sidewalk that runs along Main Street from downtown to the HEB.

The in-person sessions revealed that there is an appetite for sculpture (like Leander's sculpture garden and on public pedestals downtown like is done in Palestine), technology art displays,

Tex Avery-inspired art work, chalk art, various performing arts, quirky arts festivals, and efforts to involve students in public art (from murals painted by supervised at-risk kids to a temporary youth art wall).

Fred Kerley was mentioned several times as a proper subject of public art. Others mentioned were Don and Leslie Hill, Naomi Passeman and Tim Crow.

MOTION: To receive the report as presented. N GRAY/B
RITCHIE/UNANIMOUS

B. Portal Project:

1. **Receive report detailing progress made with the painting of the portals:**

Cayla reported that two new applications have been submitted and that she expects them to be approved at the committee's meeting next week. She also reported that she is seeking new members for this committee.

MOTION: To receive the report as presented. N GRAY/J
MCCOY/UNANIMOUS

C. Music on Main Concert Series:

1. **Receive the Committee report on the 2023 concert season:** Janetta reported that the following acts were confirmed: APRIL: Superfonicos (\$1600); MAY: Hard Luck Revival (\$800); SEPTEMBER: Kelly McRae (\$1000); NOVEMBER: Octopus Project (1500).
Unconfirmed acts include MAY: Brooke Ashley (\$250); JUNE: School of Rock (\$250) and ZooDust (\$1500 – but the band is holding out for \$2000); SEPTEMBER: Jake Waylon (\$250); OCTOBER: either Walburg Boys (\$1,000) or Joe Posada (???) and NOVEMBER: Midnight Butterfly (\$250).

Janetta reported that she was stepping away for the Chairmanship of the committee but will continue as a consultant as needed in 2023.

Co-Chairs will be Brian Richie and Nathan Gray

Advertising/Marketing will be handled by Bryan (videos) and Nathan (promotions with Carlos for graphics)

ACTION: The Committee would like a separate web page linking to the City's website. Gayle Kahler is consulting with Alex Aldrich about creating a web-based page for a Taylor events calendar.

Hospitality will be handled by Gayle and Tina Lewis who will recruit food vendors, provide drinks/snacks for the talent & collect tips.

Funding – Gayle will work with Jan on this. Richard will continue fundraising efforts in the private sector.

MOTION: To receive the report as presented. N GRAY/C
CARDIFF/UNANIMOUS

2. **Receive report on fundraising for the 2023 season:** Richard reported that he had commitments from Bogle Winery and 2 others but no checks have been written. He also reported that Samsung will not be donating any more funds to the Concerts.

3. **Discussion and possible action on the Greater Taylor Foundation's offer to act as a go-between for 501 (C) (3) funding:** Richard reported that the Foundation would encourage donations as they could give tax credits for them. Jan noted that the City can also do the same for donations. She also reported that the City was setting up a portal for donations to various things including Public Art. They would not have a category for Music on Main but corporations and individuals could donate using the portal once it is online.

ACTION: This item was tabled.

D. Potters Alley Mural Project:

1. **Updated proposals from the THS art class for Potters Alley entrance:** In Casey's absence, Nathan reported that the Mural Club have not met.

ACTION: Item tabled until February meeting.

- E. **Receive and consider further action on the "Call to Artists" template for future public arts projects:** Nathan provided an application form and suggested an entry fee of \$25-30 for any artists who participated. He suggested that there should be a link to the Public Arts webpage where the project on offer would be described in detail.

ACTION: Richard suggested that Nathan and Casey develop a call for the mural on the south wall of Potters Alley.

ACTION: Item tabled until the February meeting.

- F. **Items for the February 22nd meeting agenda:** No new items were submitted.

VI. ADJOURN: The meeting was adjourned at 7 pm.

Respectfully submitted,



Jan Harris, Main Street Manager

