

Bastrop Cultural Arts Commission Agenda
Bastrop City Hall City Council Chambers
1311 Chestnut Street
Bastrop, TX 78602
(512) 332-8800



July 05, 2022

Agenda - Cultural Arts Commission at 1:00 PM

Bastrop Cultural Arts Commission meetings are available to all persons regardless of disability. If you require special assistance, please contact the City Secretary at (512) 332-8800 or write 1311 Chestnut Street, 78602, or by calling through a T.D.D. (Telecommunication Device for the Deaf) to Relay Texas at 1-800-735-2989 at least 48 hours in advance of the meeting.

1. CALL TO ORDER

2. CITIZEN COMMENTS

At this time, three (3) minute comments will be taken from the audience on any topic. To address the Board/Commission, please submit a fully completed request card to the Board/Commission Secretary prior to the meeting. In accordance with the Texas Open Meetings Act, if a citizen discusses any item not on the agenda, the Board/Commission cannot discuss issues raised or make any decision at this time. Issues may be referred to City Staff for research and possible future action.

It is not the intention of the City of Bastrop to provide a public forum for the embarrassment of demeaning of any individual or group. Neither is it the intention of the Board to allow a member of the public to slur the performance, honesty and/or integrity of the Board, as a body or any member or members of the Board, individually or collectively, nor any members of the City's staff. Accordingly, profane, insulting, or threatening language directed toward the Board and/or any person in the Board's presence will not be tolerated.

3. REPORTS

3A. Commission Member Reports

3B. Texas Commission on the Arts Annual Report

4. PRESENTATIONS

4A. Nicole DeGuzman on the Rural Placemaking Conference

4B. Amy Bailey on the Texas Film Friendly Forum

5. WORKSHOP

[5A.](#) Mini Grant Criteria

5B. The Gathering

6. ITEMS FOR INDIVIDUAL CONSIDERATION

[6A.](#) Consider action to approve meeting minutes from the June 7, 2022 meeting.

6B. Consider requests for future agenda items.

7. ADJOURNMENT

I, the undersigned authority, do hereby certify that this Notice of Meeting as posted in accordance with the regulations of the Texas Open Meetings Act on the bulletin board located at the entrance to the City of Bastrop City Hall, a place of convenient and readily accessible to the general public, as well as to the City's website, www.cityofbastrop.org and said Notice was posted on the following date and time: June 29, 2022 at 4:00 p.m. and remained posted for at least two hours after said meeting was convened.

/s/Rebecca Gleason

Rebecca Gleason, Assistant City Manager

Texas Commission on the Arts Annual Report for Cultural Districts

Item 3B.

For the period starting January 1, 2021 and ending December 31, 2021

Report due by June 15, 2022

District Name: Bastrop	
Year Cultural District Designated by TCA:	Website: https://visitbastrop.com/culture/
City: Bastrop	County(s): Bastrop
Managing Entity: City of Bastrop, Main Street Program	
Federal EIN: 74-6000231	DUNS Number: 085155372
Cultural district contact	Board or management entity chair
Name: Rebecca Gleason	Name: Rebecca Gleason
Title: Assistant City Manager	Title: Assistant City Manager
Organization: City of Bastrop	Organization: City of Bastrop
Address: 1311 Chestnut Street	Address: 1311 Chestnut Street
City, State, Zip: Bastrop, TX 78602	City, State, Zip: Bastrop, TX 78602
Phone: 512-332-8996	Phone 512-332-8996
Cell Phone: 512-718-9826	Cell Phone: 512-718-9826
Email: rgleason@cityofbastrop.org	Email: rgleason@cityofbastrop.org

Cultural district boundaries

1. Please provide the streets that define the district’s north, south, east and west boundaries.

Bastrop Cultural District is bounded by Hasler Boulevard on the West, Highway 95 on the East, Delano Street on the North, and Highway 71 on the South.

2. Have these boundaries changed from the time of designation?

The boundaries have not changed since the time of designation.

Zip codes included in the cultural district

3. Provide a list of all the zip codes included within the cultural district boundaries. Indicate what percentage of each zip code is located within the cultural district. This website may be helpful: <https://www.unitedstateszipcodes.org/>.

78602

Cultural District Accomplishments and Growth during 2021

4. Provide a narrative overview of cultural district activity for calendar year 2021 and include any new initiatives, arts events, new public art projects, any capital projects completed, new restaurants, new retail, and new lodging businesses that opened in the district, along with any other outcomes you wish to share. *Separate out any online activities from your in-person activities, given the pandemic.* (400 words)

Bastrop's Cultural Arts District saw a resurgence in 2021 as Covid 19 restrictions eased. All three major assets, Bastrop Opera House, Lost Pines Art Center and Bastrop County Historical Society Museum and Visitor Center, worked to return in person programming to pre-Covid levels. With an exceptional season featuring plays like "Hello My Baby" and "Painted Christmas," the Bastrop Opera House performed 9 shows and 2 specialty shows to numerous sellout crowds, bringing around 6,000 visitors annually. The Lost Pines Art Center brought back its Art After Dark, Blow Your Own, and Wine and Unwind art experiences with attendance to all steadily increasing though out the year. The Bastrop County Historic Society Museum and Visitor Center continued both downtown walking tours and its annual Historic Homes tour with the homes tour welcoming over 500 participants. The center has over 8,000 visitors each year.

The City of Bastrop hosted Juneteenth and Summer in the City generating 3,000 attendees. In addition, the MLK Jr. Walk and Wassail Fest saw 300 and 200 guests respectively. Lost Pines Christmas, organized by the Main Street Program, returned along with the Lighted Christmas Parade that saw over 130 lighted floats and 15,000 people in attendance.

Two Capital Projects were completed during the year. The first included a nearly \$2 Million Main Street Rehabilitation Project completed in February 2021. This project extended sidewalks allowing businesses to expand their footprint and added additional parking spots. In doing so, you now see cafe seating, artwork displayed along building fronts, and ample space for Downtown Bastrop's First Friday Art event and First Saturday Market Days.

The second Capital Project was a Bastrop EDC partnership with the Art Institute of Austin, allowing the Institute to operate at 921 Main Street under a 10-year lease. The location was vacant for more than 15 years due to several fires that burned down structures at that site. In 2009, the City of Bastrop purchased the lot where it was utilized as additional downtown parking and special event space. In 2016, the City Council sold the vacant lot to the Bastrop EDC where it constructed a \$2.9 Million, two-story, 9,000-square-foot building after community feedback and a recommendation from the state's Historical Commission. New businesses in downtown include Storehouse Market, Black & White Interiors, Painted Porch Bookstore, KC outfitters, C & S Cigars, and C & C Wine Co.

In 2021, the City of Bastrop formed a Cultural Arts Commission with 7 members composed of representatives from other Arts and Culture assets across the City. The Commission is charged with implementing the 2019 Cultural Arts Master Plan (CAMP), as written by Go Collaborative. The master plan outlines four primary strategies: Creative Placemaking, Place Competitiveness, Creative Economy, and Cultural Inclusion, to assist with weaving together the City's arts and cultural assets to leverage Bastrop as a cultural arts destination.

Cultural District Visitors

5. Provide the total number of visitors who attended events and activities in the cultural district in 2021:

(Please include data sources; separate out in-person and online events)

Bastrop County Historical Society Museum & Visitor Center - 8,220, Bastrop Opera House - 4,966, Lost Pines Art Center - 2,292

6. Of the number above, provide the total number of visitors who came from outside the cultural district city to attend an event or activity in 2021: *(Please include data sources; separate out in-person and online events)*

Bastrop Opera House - 3,227

Bastrop County Historical Society Museum & Visitor Center - 1,972

Lost Pines Art Center - 595

Cultural District Management Entity Board

7. Please submit a list of current members of the policy-making body for the cultural district and their affiliations.

Cultural Arts Commission: Llsa Holcomb, Luis 'Chico' Portillo, Michael Jones, Maria Montoya Stayton, Amy Bailey, Kaye Sapikas, Nicole DeGuzman

8. Provide a list of cultural district board meetings and dates that occurred in 2021:

May 4, June 1, July 6, August 3, September 7, October 5, November 2, December 7

Marketing Efforts

9. Describe the cultural district's marketing efforts to attract visitors in 2021:

Visit Bastrop worked to market cultural activities with a goal to increase awareness of Bastrop as a desirable travel destination. Efforts included public relations, blogs and a new monthly newsletter. Visit Bastrop sends out regular calls for content to local businesses and event organizers to support pitching efforts. Visit Bastrop works with all the cultural assets to ensure activities are promoted effectively. Below is Visit Bastrop's marketing data:

Facebook Engagements - 30,667

Instagram Followers - 2,551

Twitter Followers - 589

PR Pitches - 74

Media Alerts & Press Releases - 7

Website Paid Search - 49,737 sessions

Overall Website Traffic - 197,683 sessions

Repeat Visitors - 47,685 sessions

Blog Traffic - 5,328 sessions

Visitor Guide Requests - 1,507 requests

E-Newsletter Opt Ins - 1,764

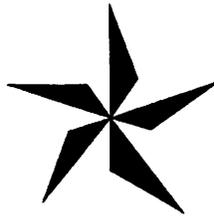
Photographs

10. **Submit three to five high quality photographs of activities that occurred in the cultural district in the past year.**

Photos may be color or black and white and must be of high resolution (72 pixels per inch). Please attach a signed copy of the photo release form ([PDF to download](#)) and descriptions of the activity shown in each photo.

Please return this report by email to: districts@arts.texas.gov, with a subject line of:

"2021 Annual Report from _____ District." **The deadline is Wednesday, June 15, 2022 by 11:59 PM CDT.**



**Texas
Commission
on the Arts**
Investing in a Creative Texas

PHOTO RELEASE

I grant permission to the Texas Commission on the Arts to use my photograph on its website or in other official printed publications without further consideration, and I acknowledge TCA's right to crop or treat the photograph at its discretion. I also understand that once my image is posted on TCA's website, any computer user may download the image.

I consent that the photographs submitted to TCA in conjunction with agency programs may be used by the Texas Commission on the Arts, its assigns or successors, in whatever way they desire, including social media, DVD, television, and any other form for the storage, retrieval and reproduction of information and images.

I affirm to the Texas Commission on the Arts that I have the authority to grant the permission to use this image. I understand that I will not be paid any royalty or other compensation.

Signature: Rebecca Gleason

Name: Rebecca Gleason

Street Address: 1311 Chestnut

City, State, Zip Code Bastrop, Tx 78600

Phone Number: (512) 332-8800



Brief History of the District

In 2010, the National Trust for Historic Preservation distinguished Bastrop as one of its national “distinctive destinations.” In 2012, The Texas Commission on the Arts recognized Bastrop as one of the state’s emerging Cultural Arts Districts.

The Bastrop Cultural Arts District is bounded by Hasler Boulevard on the west, State Highway 95 on the east, Delano & Elm Streets on the north, and State Highway 71 on the south.

The vision for arts and culture in Bastrop is built on what we’ve heard from parents, performers, artisans, and advocates. Each pointed to a community defined by resiliency, community, and creative production – and all in a way that reflects the authentic sense of place in Bastrop.

Mission Statement:

“Bastrop’s art and culture – historic, artistic, and natural assets generating a dynamic and diverse creative economy, harnessing local talent and the strength of its environment, creating a vital, authentic sense of place.”

This Cultural Art’s Master Plan vision is built directly from the City’s existing vision:

“The Vision of the City of Bastrop is to be a welcoming community with a compassion for our diversity, a tapestry of people, arts, and structures; preserving our history and character while embracing progress around our unique environment.”

The City of Bastrop’s vision for arts and culture recognizes residents’ desire to support and grow an arts and culture community that is wholly different from its neighbors in Elgin, Smithville, and Austin. It is a vision that builds on the City’s variety and strength of its arts and culture assets and recognizes that its economy, sense of place, and authentic character are all deeply intertwined.

Several cultural and arts organizations operate within the boundaries of the district, including the Bastrop Cultural Arts Commission, Bastrop County Historical Society, Bastrop Fine Arts League, Bastrop Opera House, Art Institute of Austin, and the Bastrop County Multicultural Group.

The City of Bastrop took responsibility for the Texas Cultural Arts District in 2019, speaking to the City’s commitment to building the Cultural Arts community in the city of Bastrop.

Impacts of District

As well as a Cultural Arts District designation, Bastrop also carries Texas Music Friendly and Film Friendly Capital of Texas designations.

The district has experienced significant increases in commercial property values, substantial decreases in vacancy rates, and is enjoying a period of thriving business development.

In 2010, the population of the District's retail trade area was 51,228. By 2022, that population has grown to 65,919.

The Bastrop Cultural Arts District is host to many major events including the 3-day Bastrop Music Festival that brings local and national musical acts to venues all over the district. Table on Main is a farm-to-fork event held directly down Main Street in the heart of the cultural district, highlighting area restaurants and local producers. The month-long Lost Pines Christmas event takes place in multiple locations in the district, with events including a Christmas Tree Lighting with choirs from local schools performing, Art Trees decorated by students in the school district, and culminating in a Lighted Christmas Parade. Other events that are part of Lost Pines Christmas are Wassail Fest and the Historic Homes Tour, both of which take place on Small Business Saturday. The Lost Pines Art Center hosts Art After Dark, a free event highlighting the works of featured artists held on the first Saturday of every month. Art Immersion Weekend is the annual art conference of the Lost Pines Art Center, offering workshops and master classes in a specific medium each year. Main Event Bastrop TX is a Facebook page that promotes arts and cultural experiences in downtown Bastrop. The Main Event's First Friday Art Walk occurs the first weekend of every month, with art and live music in various venues in the downtown area.

Several major improvements to the Cultural Arts District were made within the last decade.

In August 2019, the Art Institute of Austin announced plans to open a campus in Bastrop in 2020. The Bastrop EDC agreed to construct a 9,000 square foot facility in the heart of the Cultural Arts District for the school to lease. They also helped facilitate agreements for the Art Institute to have classes at two other locations in Bastrop. The Art Institute of Austin offers a variety of programming across the three proposed facilities. The Art Institutes' film and production courses are a featured program at the campus. The school also offers degree programs in the areas of design, fashion, media arts and culinary.

The Bastrop River Loop Trail Project aims to connect surrounding neighborhoods to the Cultural Arts District area, making walking to attractions more attractive to residents. Paved sidewalks are 6 to 10 feet wide, depending on the amount of road space allowed in certain areas. The trail will have a 1.8-mile perimeter along Main Street next to SH 71 and Frontage Road and up Highway 150 and back into town.

The Main Street Rehabilitation Project included sidewalk improvements from Farm to Chestnut Street, along with proposed sidewalk improvements and roadway resurfacing from Spring to Water Street. There were also improvements to existing sidewalks & roadways, with new sidewalks built from Pine to Water Street. The upgrades included the installation of street trees, widening of the walkways, installing new streetlights, and providing a planting strip. The result is a Downtown District that is a delight to drive, dine, and dwell in and centers on creating a thriving, lively, and vibrant cultural arts district space with Main Street and the Colorado River at its heart.

The Lost Pines Art Center is a comprehensive regional arts center including four silos that were recently renovated and will be converted into working studios, a large green space for festivals, and an amphitheater. Construction on the art center began in January 2016 and was completed in time for a Grand Opening in December 2016.

Bastrop Art in Public Places (decommissioned since the creation of the Cultural Arts Master Plan and replaced with the Cultural Arts Commission) held several calls for art over the past decade, from sculpture to art on electrical transformers throughout the district. The Toads In Town sculpture series is designed, created and produced by Clint Howard, owner of Deep In The Heart Art Foundry in Bastrop. These small bronze sculptures, modeled after the endangered Houston toad, are scattered around the district waiting to be found. Hither Dither by Benjamin McVey sits on the lawn of City Hall and memorializes those who perished in the events of 9/11. There have been more than twenty pieces of sculpture displayed in the district since 2012, with more than ten being placed permanently. 2 murals were added to the restrooms in Fisherman's Park, and the Youth Advisory Council for the city plans to add a third in the downtown area.

Goals of the District

Bastrop's Cultural Arts Commission has defined its priorities around Diversity and Inclusion, Partnerships and Collaborations, Political, Social, and Economic Stability of the Arts, Accountability and Transparency, Effective Management of the Cultural Arts Master Plan, and Promotion of Bastrop as an Arts Destination. (See complete work plan in attachment)

The City of Bastrop supports its Cultural Assets through Hotel Occupancy Tax (HOT) funding in pursuit of these goals. The Cultural Assets are the Bastrop Opera House, Bastrop County Historical Society and Visitor Center, and the Lost Pines Art Center. These organizations report to the City Council quarterly regarding their programming, performance, and metrics.

The district aligns with the many strategic goals outlined in the Cultural Arts Master Plan. See the attached plan for more details.

A major priority of the creation of the Cultural Arts Master Plan was the encouragement of partnerships, collaboration, and the breaking down of "silos" that have historically kept our dedicated cultural organizations inwardly focused and separated. Through Visit Bastrop, the City's destination marketing organization, multiple programs have been developed with area hotels to coordinate entertainment, dining, and lodging packages that span the entire cultural district.

Bastrop has seen an influx of privately owned and culturally significant businesses. Painted Porch Book Store, owned by Ryan Holiday, has an international reach and often hosts influencers, authors, and others. Store House restaurant and the farm East of Eden that supplies its produce, have been featured in Texas Monthly for their contributions to the farm to table movement. Bastrop is home to distilleries, breweries, and wineries that are all fan favorites.

CITY OF BASTROP CULTURAL ARTS DISTRICT

Item 3B.

City of Bastrop

1311 Chestnut Street

Rebecca Gleason, Assistant City Manager for Community Engagement/Main Street Director

rgleason@cityofbastrop.org (512) 332-8800

Attachments: Cultural Arts Master Plan

Ernest Luna, Program Administrator, Texas Commission on the Arts,

The City of Bastrop, Texas took enormous pride in being named a Cultural Arts District in 2012. It was an exciting acknowledgment of what we already knew – that Bastrop was a unique and special place full of artists, arts, heritage, history, and life. In the decade that has passed since receiving the designation, the district, downtown Bastrop, and the entire city has seen rapid and persistent growth - culturally, economically, as an organization, and to our community's population.

What has changed in Bastrop since 2012? We still celebrate our history and our unofficial designation as the "Most Historic Small Town in Texas." Now we have a museum and visitors center that is state of the art, elegantly designed, and full of meticulous exhibits on local history. We still have a thriving community of artists and craftsmen. Now we have an architecturally beautiful, and award winning, art center. We still have an opera house that performs live theater. Now it is a thriving organization, regularly playing to sell-out crowds of tourists and locals. We have developed a Cultural Arts Master Plan. Our downtown merchants organize regular events, our parks are often host to events and recreation, our flagship special events bring tens of thousands of visitors to our district, all further boosted by the efforts of Visit Bastrop - our destination marketing organization.

Thank you for the opportunity to recertify as a Texas Cultural Arts District. It is a daunting task to try and capture all of the programs, practices, spirit, and frankly magic, that make Bastrop such a special place! We humbly ask for your consideration in this process while we not-so-humbly share with you a snapshot of the things that we believe give Bastrop it's authentic vibe and culture.

Respectfully Submitted,

Rebecca Gleason, Assistant City Manager for Community Engagement/Main Street Director



Cultural Arts Commission
Mini-Grant Review Criteria DRAFT
June 28, 2022

Submissions will be evaluated by a panel of qualified individuals on a first come, first served basis, according to the following criteria: • **Artistic Excellence** and **Artistic Merit** - as defined below.

The **artistic excellence** of the project, which includes the following:

- Creativity, originality, reflective of the community's cultural identity (ecology, history, society). Quality of the artists, arts or design professionals, arts organizations, works of art, or services that the project will involve, as appropriate for the community in which the project takes place. Artistic excellence is evaluated based on the material and work samples submitted with the application.

The **artistic merit** of the project, which includes the following:

- Potential to advance local economic, physical, and social outcomes by:
 - Bringing new attention to or elevating key community assets and issues, voices of residents, or local history
 - Injecting new or additional energy, resources, activity, people, or enthusiasm into a place
 - Envisioning new possibilities for a community or place - a new future, a new way of overcoming a challenge, or approaching problem-solving; or
 - Connecting communities, people, places, and economic opportunity via physical spaces or new relationships.
- Potential to support artists, design professionals, and arts organizations by integrating the arts and design into the fabric of civic life.
- Level of community engagement in planning for and participating in the project.
- Strength of the partnership between required local and nonprofit partners, as well as engagement of the private and public sectors.
- Potential to reach underserved populations such as those whose opportunities to experience the arts are limited.
- Ability to carry out the project based on such factors as the appropriateness of the budget, the quality and clarity of the project goals and design, the resources involved, and the qualifications of the project's personnel.
- Appropriateness of the proposed performance measurements and their ability to demonstrate that project activities are advancing local physical, economic, and/or social outcomes. (How will you know if you have accomplished your goals?)

Placemaking Opportunity (30 points maximum)

Extent to which a project or activity builds on the distinctiveness of place using arts or cultural assets and demonstrates a potential to stimulate economic or community growth through the arts.

Excellent (25-30 points)	Average (21 – 24 points)	Needs Improvement (0-20) points
<ul style="list-style-type: none"> • Clearly identifies distinctive features of the community or place. 	<ul style="list-style-type: none"> • Somewhat identifies distinctive features of the community or place. 	<ul style="list-style-type: none"> • Fails to identify distinctive features of the community or place.

<ul style="list-style-type: none"> Clearly demonstrates a strengthening of community identity through authentic incorporation of arts and culture into planning and implementation. Clearly develops or maximizes community assets, liabilities, or local traditions through the arts. Clearly makes art, artists, or culture integral project components 	<ul style="list-style-type: none"> Builds community identity through some use of arts and culture in planning and implementation. Moderately develops or maximizes community assets, liabilities, or local traditions through the arts. Show some evidence that art, artists, or culture is incorporated. 	<ul style="list-style-type: none"> Fails to build community identity through the use of arts and culture in planning and implementation. Shows little or no evidence of developing or maximizing community assets, liabilities, or local traditions through the arts. Shows little or no evidence that art, artists, or culture is incorporated in the project.
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Community Support (20 points maximum)

Level of community support demonstrated by active participation from community stakeholders or partners in the project.

Excellent (17-20 points)	Average (12-16 points)	Needs Improvement (0-20 points)
<ul style="list-style-type: none"> Demonstrates strong support and endorsement from community leaders and members. Includes strong support from local arts and cultural leaders. Clearly involves community members in the planning, execution and evaluation of the project. 	<ul style="list-style-type: none"> Demonstrates moderate support and endorsement from community leaders and members. Demonstrate moderate support from arts and cultural leaders. Somewhat involves community members in the planning, execution and evaluation of the project. 	<ul style="list-style-type: none"> Demonstrates little or no community support. Demonstrates little or no support from artistic community or cultural leadership. Little or no involvement of community members in the planning, execution and evaluation of the project.

Outcomes (15 points maximum)

Articulation of clear and measurable outcomes.

Excellent (13-15 points)	Average (9-12 points)	Needs Improvement (0-9 points)
<ul style="list-style-type: none"> Project goals and objectives are specific, attainable and measurable and are part of a long-term community strategy. Applicant has logical and appropriate means for tracking progress toward project goals. 	<ul style="list-style-type: none"> Project goals and objectives are moderately clear, attainable and measurable and somewhat address a long-term community strategy. Applicant has acceptable means for tracking progress toward project goals. 	<ul style="list-style-type: none"> Project goals are unrealistic and/or offer little information about how community members will be engaged. Applicant has unclear means for tracking progress toward project goals.

MINUTES OF BASTROP CULTURAL ARRS COMMISSION

June 7, 2022

City Hall, Bastrop, Texas

The Bastrop Cultural Arts Commission met in a regular meeting on Tuesday, June 7, 2022 at 10:00 a.m. at Bastrop City Hall located at 1311 Chestnut Street, Bastrop, Texas. Individuals present were Lisa Holcomb, Maria Montoya Stayton, Amy Bailey, Chico Portillo, Nicole DeGuzman, John Kirkland, Rebecca Gleason, Candice Butts, Steph Lewis, and Kylie Bagwell.

1. **CALL TO ORDER:** 10:00 a.m. and with quorum in attendance, Maria called the meeting to order.
2. Reports:
 - 2A. Amy reported on a Statewide Film friendly forum that she attended.
 - 2B. Maria reported on the Main event, lots of people and was very interactive.
 - 2C. Rebecca announced that Council member Kirkland can be the liaison but can't meet Tuesday's at 10:00. We will start meeting Tuesday's 1:00-3:00 on first Tuesdays.
 - 2D. Nichole got back from museum conference, and she talked about place making. Maria asked that that be put on next agenda.
 - 2E. Kaye reported that the Art center will do event on November 5th. She'll tell more about that soon.
 - 2F. Lisa reported on TNT youth conference
3. **Presentations.**
 - 3A. Youth Advisory Council Mural Project. Kylie reported that mural was done on the side of Blake's music. Youth were asked to describe Bastrop with one word. Explained the project details with slide presentation. Maria asked, "what is political." Kiley stated that clear guidelines would have to be established. Timeline was presented by slide presentation. Budget was approved for Main Street Board for \$10,000. They are asking for support in networking to get the information out.
 - 3B. Mainstreet Advisory Board Crosswalk Mural Project: Steph Lewis reported. Identified potential dates and several crosswalks that don't cross over main streets. Potentially 8 crosswalks where artist would come out and design the crosswalk. Rather than do all 8 at once, might do "rolling" them out. October 7th for activation date. Budget for materials would be \$1000 per crosswalk design. Maria offered suggestions for Golden Paints. Asked about how to do artist call. Kaye suggested looking at the PIPP model. Discussed organizations that can help get the word out. Kaye asked what happens when design starts to wear off. It was stated that 1-3 years they would be replaced.

3C. Mini grant subcommittee report: Kaye reported that she, Rebecca and Nicole had met and looked at the San Marcos application and Kaye used that to create one for our committee. They stated that application should be somewhat basic, but to let them do more of the research. Kaye submitted copy of the application that would be on the website. Kaye asked how to promote. Mailing list and social media was identified as top ways. The committee reviewed the application and made suggestions on what might need to be changed. Rebecca stated that the forms can be submitted to Candice’s email or can be brought to city hall for Candice. Discussed that October would be good time for next Gathering so the grant application can be ready. Rebecca stated that guidelines must go to lawyer first. Kaye asked what we could use the \$12,000 for if not for the grants this year. Suggested to use part of it for the Gathering if we do before end of September.

- 4. **Workshops:** Rebecca stated that she and Michael met with Ashton about the websites. There will be 2 different focuses. They have gathered pictures to use on single landing page. Will use the next year to build out sub sites. Putting together outline of what they want to hit on on the single site. Would rather not use marketing firm but instead do in house.

Tx Commission on the Arts accreditation: Kaye and Lisa will help Rebecca on this and due on the 15th.

- 5. **ITEMS FOR INDIVIDUAL CONSIDERATION:** Future agenda items: Placemaking from Nicole under presentations and Amy on the film conference she attended and review of the mini grants to put on workshops. Next Gathering should be added on to workshops.
- 6. Approval of May 1st minutes. Motion to approve by Amy, 2nd by Nicole.
- 7. Motion for adjournments: Kaye 1st, Amy 2nd the motion. Adjourned at 11:30

APPROVED:

ATTEST:

Maria Montoya Stayton
Cultural Arts Commission, Chair

Rebecca Gleason
Asst. City Manager for Community
Engagement