

**Notice of Meeting for the  
Arts and Culture Advisory Board  
of the City of Georgetown  
February 18, 2020 at 4:30 PM  
at Classroom 211, 2nd floor, Georgetown Public Library, 402 W. 8th Street**

The City of Georgetown is committed to compliance with the Americans with Disabilities Act (ADA). If you require assistance in participating at a public meeting due to a disability, as defined under the ADA, reasonable assistance, adaptations, or accommodations will be provided upon request. Please contact the City Secretary's Office, at least three (3) days prior to the scheduled meeting date, at (512) 930-3652 or City Hall at 808 Martin Luther King Jr. Street, Georgetown, TX 78626 for additional information; TTY users route through Relay Texas at 711.

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### **Regular Session**

(This Regular Session may, at any time, be recessed to convene an Executive Session for any purpose authorized by the Open Meetings Act, Texas Government Code 551.)

- A Citizens wishing to address the board. – Jane Estes, Chair.
- B Announcements regarding arts and culture. – Jane Estes, Chair.
- C Consideration and possible action to approve the minutes from the January 21, 2020 Arts and Culture Board meeting. – Jane Estes, Chair.
- D Consideration and possible action to adopt the final version of the updated Georgetown Arts and Culture Strategic Plan 2020-2025. -Amanda Still, Arts and Culture Coordinator.
- E Consideration and possible action to present an honorary award to Dr. and Mrs. Ellsworth Peterson. – Eric Lashley, Library Director.
- F Consideration of Arts and Culture Coordinator report. - Amanda Still, Arts and Culture Coordinator.
- G Consideration and possible action regarding future meeting dates. – Jane Estes, Chair.
- H Adjourn to Lark & Owl Booksellers for board member farewell event. - Jane Estes, Chair.

### **Certificate of Posting**

I, Robyn Densmore, City Secretary for the City of Georgetown, Texas, do hereby certify that this Notice of Meeting was posted at City Hall, 808 Martin Luther King Jr. Street, Georgetown, TX 78626, a place readily accessible to the general public as required by law, on the \_\_\_\_\_ day of \_\_\_\_\_, 2020, at \_\_\_\_\_, and remained so posted for at least 72 continuous hours preceding the scheduled time of said meeting.

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Robyn Densmore, City Secretary

**Minutes of the Meeting of the  
Arts and Culture Board  
City of Georgetown, Texas  
January 21, 2020**

The Arts and Culture Board met on Tuesday, January 21, 2020 at 4:30 p.m. in the second floor Small Conference Room of Georgetown Public Library, 402 W. 8<sup>th</sup> Street.

Present: Susie Flatau, Tim Fleming, Laura Sewell, and Sharon Snuffer, Carol Watson, and Linda Wilde.

Absent: Jane Estes

Staff present: Amanda Still – Arts and Culture Coordinator, Eric P. Lashley – Library Director and Lawren Weiss-Administrative Assistant.

Vice Chair Sewell called the meeting to order at 4:30 p.m.

**Regular Agenda**

- A. Citizens wishing to address the board. –Laura Sewell, Vice Chair. None were present. No action required.
- B. Announcements regarding arts and culture. –Laura Sewell, Vice Chair. Board members announced upcoming events for Georgetown Art Works, Southwestern University, Georgetown ISD and other local arts organizations. No action required.
- C. Consideration and possible action to approve minutes from the December 17, 2019 Arts and Culture Board meeting. -Jane Estes, Chair. No discussion necessary. **Motion by Flatau; second by Snuffer** to approve the December 17, 2019 minutes as distributed. **Approved 6-0** (Estes absent).
- D. Consideration and possible action to award Arts and Culture Grants 2020 Round 1 for events and programs taking place in Georgetown between April 2020 and September 2020. -Amanda Still, Arts and Culture Coordinator. Board members discussed details of the grant proposals received and recommended awarding each qualifying applicant as listed below. **Motion by Watson; second by Fleming** to award an Arts and Culture grant to:
  - Congregation Havurah Shalom for the Anne Frank: Let Me Be Myself exhibit-\$2,000
  - Georgetown Art Works for Critters: Our Animal World exhibit-\$1,900
  - Georgetown Festival of the Arts for Start Spangled Banner-\$2,409
  - GTX Film for the 2020 Film Festival & Conference-\$1,500
  - SU Native for the Spring Powwow-\$2,000
  - Texas Bach Festival for the 2020 Festival-\$1,500**Approved 6-0** (Estes absent). No further discussion necessary.
- E. Consideration and possible action to approve or revise the updated Georgetown Arts and Culture Strategic Plan 2020-2025. -Amanda Still, Arts and Culture Coordinator. Board discussed proposed updates to the strategic plan (attachment) and determined voting would take place during February's meeting to finalize the updates. No action taken.
- F. Consideration and possible action to approve the National Endowment for the Arts (NEA) and Texas Commission on the Arts (TCA) grant applications for the partnership between the Georgetown Arts and Culture Program and the 2020 Field of Honor. –Amanda Still, Arts and Culture Coordinator. Still reviewed applications to both NEA and TCA with the board. Following brief discussion, **motion by Fleming; second by Wilde** to approve the both grant applications. **Approved 6-0** (Estes absent).

- G. Consideration of Arts and Culture Coordinator report. -Amanda Still, Arts and Culture Coordinator. Still reviewed her monthly report with the board regarding public art programs and projects. No action required.
- H. Consideration and possible action regarding future meeting dates. -Jane Estes, Chair. The next meeting will proceed as regularly scheduled on February 18 at 4:30 p.m.

Vice Chair Sewell adjourned the meeting at 6:03 p.m.

Respectfully submitted,

Carol Watson  
Secretary

Laura Sewell  
Vice Chair



A CITY OF EXCELLENCE: ARTS AND CULTURE STRATEGIC PLAN  
CITY OF GEORGETOWN – A SIGNATURE DESTINATION  
2013-2018



Current Banner Project - Nick Ramos – Graphismo

**DRAFT: A CITY OF EXCELLENCE: Arts and Culture Strategic Plan**  
City of Georgetown  
2013-2018

*The aim of art is to represent not the outward appearance of things, but their inward significance - Artistotle*



Gary Wang – Wang Architects

Executive Summary

The Arts and Culture Board was established for the purpose of actively pursuing the placement of public art in public places and serving to coordinate, promote and support public access to the arts. The Board was also established to encourage, stimulate, promote and foster programs for the cultural enrichment of the City, thereby contributing to the quality of life in Georgetown, and develop an awareness of the value of the arts in the business community, local government and the general public.

According to the Arts and Culture Board's bylaws, the Board is directed to:

1. Ensure the arts continue to be of value as an integral part of Georgetown;
2. Seek to improve communication and organization of the activities in the Georgetown arts community;



3. Promote the arts in Georgetown to enrich the lives of its residents through education and demonstration;
4. Assist other City boards, commissions and committees and the City Council in using public art to enhance development in public parks and other public lands and structures;
5. Advise other City boards, commissions and committees and City departments regarding artistic components of municipal projects under consideration by the City and serve as a resource for artistic components of private developments;
6. Develop and recommend to the City Council policies and programs that would enhance and encourage planning, placement and maintenance of public displays of art in location open to the public within the community:
7. Encourage connections with other local, regional and national organizations working for the benefit of art and preservation of artistic values, and other similar activities;
8. Recognize and encourage groups and organizations that enrich Georgetown life by bringing cultural and artistic values and artifacts to the City; and
9. Pursue funding, including gifts and grants, for support of art programs and activities and the procurement of public art.



*Danielle's Dream* by Dan Pogue

## **Purpose**

The purpose of the Arts and Culture Board's Strategic Plan is to establish goals and objectives to accomplish the directives establish in the Board's bylaws. Two of the City's major planning documents, the **2030 Comprehensive Plan** and the **Downtown Master Plan** call for promoting and establishing more arts and cultural venues and events. The **2030 Comprehensive Plan** calls for the City to invest in arts and cultural facilities and to establish Georgetown as a cultural destination by promoting a vibrant community of artists and artisans. The **Downtown Master Plan** calls for more arts and cultural venues for the downtown and the creation of an arts, cultural, and entertainment district. The formulation of an art and culture strategic plan helps meet the goals of these two plans.

Members of the Arts and Culture Board believe a vibrant arts community and cultural offerings are good for the quality of life for residents, will attract visitors, and will assist Georgetown in becoming a "city of excellence." The plan incorporates seven major goals:

- I. Establish and foster a vibrant Art Center as a major component of a downtown arts, cultural, and entertainment district.
- II. Develop a sustainable arts in public places program for the City of Georgetown.
- III. Encourage the development of a thriving arts, cultural, and entertainment district in the downtown.
- IV. Improve access to information as well as assist in the promotion of local arts and cultural events.
- V. Provide grants to local nonprofit arts organizations.
- VI. Attain the Cultural District Designation from the Texas Commission on the Arts.
- VII. Hire a Director of Arts and Culture to coordinate the arts and cultural activities of the City and work with local nonprofit arts organizations to improve the quality of life in Georgetown.



*Water in the Work Mules* by Bob Coffee

## **Goals, Objectives, and Strategies**

**Goal I. Establish and foster a vibrant art center as a major component of a downtown arts, cultural, and entertainment district.**

Objective 1: Insure art center is open an average of 180 hours per month.

### **Strategies**

- a. Partner with a nonprofit arts organization to provide volunteers to staff the art center during all hours of operation
- b. Work with nonprofit to establish a liaison between the nonprofit and City
- c. Work with nonprofit to determine staffing schedules and recruit volunteers
- d. Work with nonprofit to recruit and train volunteers





Objective 2: Attract 2,000 visitors per month to the art center.

#### Strategies

- a. Schedule an art show every month
- b. Organize an artist's reception each month
- c. Coordinate and schedule art classes
- d. Promote the art center to be used for receptions and other gatherings
- e. Participate in the First Friday events on the Square
- f. Participate in Red Poppy Festival, Christmas Stroll, and other major events on the Square

Objective 3: Establish innovative arts education programs for adults and children to demonstrate the effectiveness of the arts in enhancing the quality of life for the community.

#### Strategies

- a. Identify and partner with nonprofit children's outreach programs to provide arts education

Objective 3: Investigate the feasibility of an incubator artists work space to be located near the art center.

#### Strategies

- a. Locate appropriate facility
- b. Facilitate meetings with working artists to gauge interest
- c. Conduct a feasibility study
- d. Research economic development funding for an incubator space

Objective 4: Investigate the feasibility of an Artist In Residency program

- a. Contact representatives of the Sarofim School of Fine Arts at Southwestern University to determine whether or not there is interest in collaborating in the establishment of a residency program
- b. Determine goals of the residency program
- c. Establish criteria for the selection of artist
- d. Establish budget for program

## Goal II. Develop a sustainable arts in public places program for the City of Georgetown.



Strength by Julio Sanchez De Alba



Main Street Program Mural 2005

Objective 1: Maintain partnership with Texas Society of Sculptors.

### Strategies

- a. Support annual Texas Society of Sculptors show at the Georgetown Public Library
- b. Provide stipends for artist who loan work for the downtown and parks
- c. Purchase a piece of sculptor for the City each year from a member of the Texas Society of Sculptors
- d. Plan for an arts component in the future Garey Park

## Objective 2: Expand utility box art project



*Thru by Davin Hoyt*



*A Quarter of Four by Judith Shriner*

### Strategies

- a. Identify utility boxes available for artwork through the Street Department and Georgetown Utility Systems.
- b. Establish criteria for selecting artist
- c. Publish a call for artists

## Objective 3: Expand public art displays in other City facilities

### Strategies

- a. Gain Council Approval
- b. Establish staff liaison for each appropriate City facility to coordinate display of works of art
- c. Establish a percentage for art in new construction projects that are appropriate
- d. Encourage the use of murals, tile mosaics and other forms of art work in new construction projects



#### Objective 4: Expand lamp post banner project



Nick Ramos – Graphismo



Boots by Jean Townsend

#### Strategies

- Establish committee to identify lamp post locations and coordinate yearly banner displays
- Utilize lamp post banners to publicize special seasonal events
- Utilize lamp post banners to encourage visitors to the downtown

### **Goal III. Encourage the development of a thriving arts, cultural, and entertainment district in the downtown.**



Objective 1: Work with Historic District Planner, consultants, and other City staff to update the Downtown Master Plan

#### Strategies

- a. Attend public meetings to provide input
- b. Research other communities that have a thriving arts, cultural , and entertainment district

Objective 2: Advocate for an amphitheater in the downtown

#### Strategies

- a. Work with consultants and community partners to update the Downtown Master Plan
- b. Work with local performing arts organizations to gage interest in an amphitheater project
- c. Research other communities that have an amphitheater
- d. Identify locations in the downtown that could accommodate an amphitheater



Neal's Yard London

Objective 3: Develop an art park in the downtown

Strategies

- a. Work with the Parks and Recreation Department to identify areas to develop an arts park
- b. Work with the Parks and Recreation Department and consultants to design an arts park
- c. Incorporate sculptural elements which can serve multiple functions: seating, art, and play scape
- d. Incorporate infrastructure to allow small musical performances and art festivals



## **Goal IV. Improve access to information as well as assist in the promotion of local arts and cultural events.**



Objective 1: Develop an aggressive publicity program designed to increase the frequency with which Georgetown citizens hear about arts and culture events.

### Strategies

- a. Design promotional information guides for distribution to the public
- b. Distribute information about arts and culture events through the Internet, social media, local community networks, and media outlets
- c. Increase public knowledge about arts and culture programs and services by publishing articles in the *Williamson County Sun*, *City Reporter*, and other local publications
- d. Promote arts.georgetown.org website and arts calendar feature
- e. Purchase group advertising for local nonprofit arts groups
- f. Encourage local arts groups to publicize their events in the City's annual Visitors Guide

## Goal V. Provide grants to local nonprofit art organizations.



Objective 1: Establish criteria and budget for providing grants to local nonprofit arts organizations

### Strategies

- Determine economic impact of grants
- Estimate the number of residents that will attend or be impacted by the grant
- Determine the overall financial health of the arts organization

## **Goal VI. Attain the Cultural District Designation from the Texas Commission on the Arts.**



Objective 1: Meet all requirements established by the Texas Commission on the Arts

### Strategies

- a. Gather information about community arts and culture assets
- b. Conduct community meetings
- c. Gain Council Support
- d. Establish staff liaison
- e. Determine Geographic boundaries of the district
- f. Establish a management structure for the district
- g. Establish cultural district budget

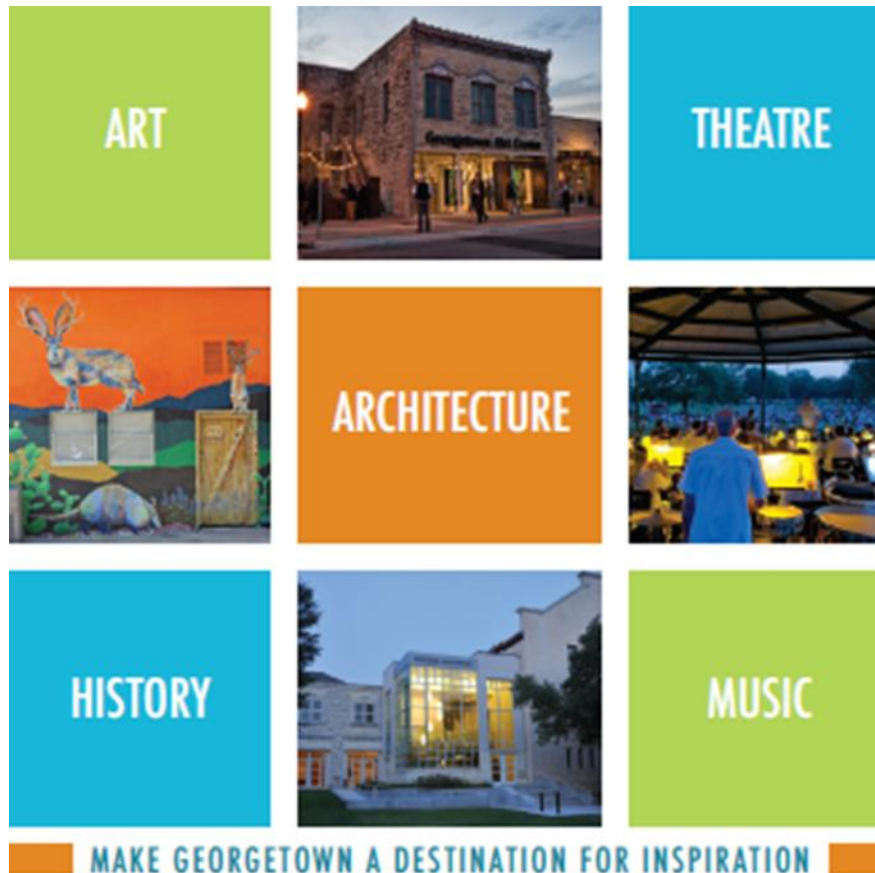
## **Goal VII. Hire a Director of Arts and Culture to coordinate the arts and cultural activities of the City and work with local non-profit arts organizations to improve the quality of life in Georgetown.**

Objective 1: Budget for the Director of Arts and Culture position within the next five years



Gary Wang – Wang Architects

**City of Georgetown**  
**A Texas Commission on the Arts Cultural District**  
**Georgetown Arts and Culture Strategic Plan**  
**2020-2025 Update**



**Georgetown's Arts & Culture Program enhances the quality of life for the residents and visitors of Georgetown by promoting community engagement, cultural participation, and cultural tourism through public art programming and arts & culture collaborations**



## **Executive Summary**

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Georgetown Palace Theatre



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***Members of the Arts and Culture Board believe a vibrant arts community and cultural offerings are good for the quality of life for residents, will attract visitors, and will assist Georgetown in becoming a nationally recognized arts destination by 2030.*** The plan incorporates eight major goals:

- I. Continue to foster a vibrant Georgetown Art Center as a major component of the Cultural District
- II. Continue to develop and expand the Georgetown Public Art Program
- III. Establish and foster a vibrant Performing Arts Center as a major component of the Cultural District
- IV. Explore the possibility of establishing a vibrant Arts Incubator Facility that includes an Artist in Residency Program
- V. Continue the development of a thriving Arts, Culture, and Entertainment District in the downtown
- VI. Provide grants to local arts and culture nonprofit organizations
- VII. Maintain Texas Commission on the Arts Cultural District Designation
- VIII. Elevate the Arts and Culture staff to include an Arts and Culture Director, a Coordinator of Activities, and Marketing Coordinator to coordinate the arts and cultural activities of the City and work with City Boards and local arts organizations

## Goals, Objectives, and Strategies

**Goal I. Continue to foster a vibrant Georgetown Art Center as a major component of the Cultural District**



**Objective a.** Ensure the Georgetown Art Center fulfills its mission of elevating the arts in the community

### Strategies

- i. The City may take a more operational role with the Georgetown Art Center as Operating Agreements come up for renewal with its nonprofit partner, Georgetown Art Works
- ii. Ensure Georgetown Art Center maintains artistic autonomy if City Operating Agreements are restructured
- iii. Support the Georgetown Art Works Board in developing a strategic plan
- iv. Support the Georgetown Art Works Board in positioning the organization to apply for grants

## Goal II. Continue to develop and expand the Georgetown Public Art Program

**Objective a.** Continue to develop and expand streetscape art

### Strategies

- i. Expand the Utility Box Art Program
- ii. Collaborate with CVB and Main Street to develop a strategy for gateway signage and artistic banners
- iii. Explore opportunities for bridge public art

**Objective b.** Continue to develop and expand the Georgetown Sculpture Tour



*Barn Martian by Dave Speer*



*Strength by Julio Sanchez de Alba*

### Strategies

- i. Increase the reach of the Call for Proposals
- ii. Increase stipends offered
- iii. Develop recruitment strategies for sculptors
- iv. Explore marketing/event opportunities for the tour



**Objective c.** Develop Guidelines for Commercial Murals and further develop the current City Mural Program



Commercial Mural; *Greetings from Georgetown Tx* by Sarah Blankenship

**Objective d.** Develop a Sculpture Garden of permanent sculptures purchased by the City in the new City Center and Public Art Plaza



Public Art at the Georgetown Public Library



**Objective e.** Expand the Public Art Program outside the Cultural District

Strategies

- i. Continue to work with the Parks and Recreation Department toward dedicating parkland for public art
- ii. Expand Sculpture Tour and Utility Box Art Program outside the Cultural District



*Lady of Georgetown by Mya Stoessel*



*Colorful Georgetown by Makenna Baylor, Cassidy Salyer, and Beti Wain*

**Objective f.** Percentage for Public Art

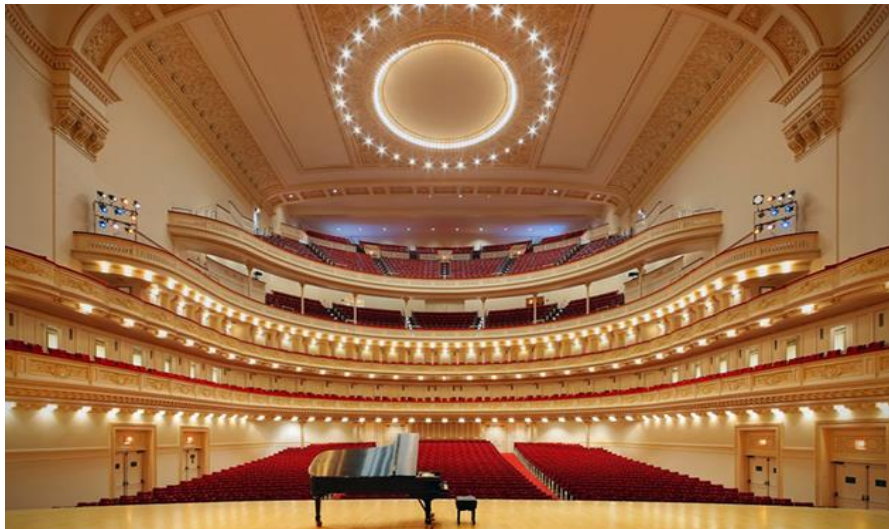
Strategies

- i. Develop a program for a percentage of Public Art in Public Development Agreements
- ii. Continue to advocate for the current 1% for Public Art in City Buildings and strive for a higher percentage over time
- iii. Add budget item for the purchase of artwork for the City Permanent Collection



Public Art in City Buildings; *El Arbol* by J Muzacz, *Dayscape Wonder* by Kevin Greer, *Blue Hole Park* by Mike McConnell, Collages by Carol Light

### **Goal III. Establish and foster a vibrant Performing Arts Center as a major component of the Cultural District**



Carnegie Hall, New York City

**Objective a.** Establish a budget for a Needs Assessment and Feasibility Study that may explore a partnership between the City and partnering organizations, as well as field studies of existing performing arts centers

#### **Strategies**

- i. Explore the feasibility of an arts complex that is inclusive and multi-disciplinary, including but not limited to gallery space, incubator space, artist residency space, large performance auditorium, smaller performance spaces
- ii. Identify location
- iii. Develop relationships with local philanthropists, funding organizations, and other funding avenues

### **Goal IV. Explore the possibility of establishing a vibrant Arts Incubator facility that includes an Artist in Residency Program**

**Objective a.** Explore alternatives that may include partnerships with local businesses

**Objective b.** Gather more information and conduct field studies of existing incubator and residency programs

**Objective c.** Identify a location



## Goal V. Continue the development of a thriving Arts, Culture, and Entertainment District in the downtown



- Objective a.** Increase diversity of programming and collaboration between local arts organizations
- Objective b.** Partner with Downtown Development on the Gateway Signage Project
- Objective c.** Partner with CVB on tourism initiatives
- Objective d.** Develop an Arts Marketing Plan and Budget
- Objective e.** Develop Guidelines for street performers
- Objective f.** Attract arts businesses
- Objective g.** Annual arts festival and/or quarterly Arts Stroll
- Objective h.** Expand Brown Bag Luncheon Program

## Goal VI. Provide grants to local arts and culture nonprofits



**Objective a.** Update current grant guidelines to include a rubric for scoring

### Strategies

- i. Require workshop attendance to apply for grants
- ii. Require organizations to have 501c(3) status
- iii. Establish two categories – Established and Emerging Organizations

**Objective b.** Increase the Arts and Culture budget to provide more funding for grants

**Objective c.** Establish a permanent line item in annual budget for select arts and culture programming that demonstrates sustainability, diversity, and an economic development component

### Strategies

- i. Texas Society of Sculptors
- ii. Georgetown Art Center's Art Hop

## Goal VII. Maintain Texas Commission on the Arts Cultural District Designation



**Objective a.** Utilize the resources available to Cultural Districts

### Strategies

- i. Apply for grants
- ii. Advocate for the full 15% of HOT go to Arts and Culture
- iii. Develop an Arts Marketing Plan
- iv. Participate in legislative arts advocacy by maintaining memberships with Texans for the Arts and Americans for the Arts

**Objective b.** Increase diversity of arts and culture programming in order to provide outreach to underrepresented groups and increase arts participation across all audience segments



*Preserving History mural by Norma Clark and Devon Clarkson*



## Strategies

- i. Implement marketing initiatives to reach diverse populations
- ii. Prioritize demographic data collection for arts events

**Objective c.** Increase accessibility to the arts through innovative, engaging, and interactive arts and culture programming for all audience segments

**Goal VIII. Elevate the Arts and Culture staff to include an Arts and Culture Director, a Coordinator of Activities, and Marketing Coordinator to coordinate the arts and cultural activities of the City and work with City Boards and local arts organizations**



City staff; Eric Lashley, Library Director and Amanda Still, Arts and Culture Coordinator with *Quest for Knowledge* by Jay Schaan