

**Notice of Meeting for the  
Arts and Culture Advisory Board  
of the City of Georgetown  
August 20, 2019 at 4:30 PM  
at Small conference room, 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. As of the deadline, no persons were signed up to speak on items other than what was posted on the agenda. -Jane Estes, Chair.
- B Announcements regarding arts and culture. -Jane Estes, Chair.
- C Consideration and possible action to approve minutes from the July 16, 2019 Arts and Culture Board meeting. -Jane Estes, Chair.
- D Consideration and possible action to consider a request from Georgetown Art Works' President Stuart Wallace for a grant for the Art Center. -Eric Lashley, Library Director.
- E Consideration and possible action to accept a sculpture donation from artist Ho Baron. -Amanda Still, Arts and Culture Coordinator.
- F Consideration and possible action to donate a portion of the old Recreation Center playscape mural to the Georgetown Cultural Citizen Memorial Association. -Amanda Still, Arts and Culture Coordinator.
- G Consideration and possible action to approve the Arts Respond Project TCA grant application. -Amanda Still, Arts and Culture Coordinator.
- H Consideration and possible action to select submissions for the 2019-2020 Sculpture Tour. - Amanda Still, Arts and Culture Coordinator
- I Consideration of Arts and Culture Coordinator's report. -Amanda Still, Arts and Culture Coordinator.
- J Consideration and possible action regarding future meeting dates. -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 \_\_\_\_\_, 2019, 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  
July 16, 2019**

The Arts and Culture Board met on Tuesday, July 16, 2019 at 4:30 p.m. in the second floor Small Conference Room of Georgetown Public Library, 402 W. 8<sup>th</sup> Street.

Present: Jane Estes, Susie Flatau, Laura Sewell, Sharon Snuffer, Carol Watson and Linda Wilde.

Absent: Tim Fleming

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

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

**Regular Agenda**

- A. Citizens wishing to address the Board. – Jane Estes, Board Chair. None present. No action required.
- B. Announcements regarding arts and culture. – Janes Estes, Chair.
  - a. Susie Flatau with Georgetown Art Works announced all studio spaces are rented on the Art Center's second floor. Members are preparing for the Art Hop competition and exhibit for the fall. Soul of America is the current exhibit. Cultivated on Dry Land will be the next exhibit, followed by Art Hop. GAW is also working with the Chamber of Commerce for an after-hours event.
  - b. Carol Watson with Georgetown ISD announced teachers returning to campus on August 7. GISD will host a "State of the District" event to showcase happening throughout the district. They will also implement a showcase for teachers since they cannot attend the regular showcase, which will feature the wrapped utility boxes.
  - c. Jane Estes with Lark & Owl Booksellers announced congratulations to Eric Lashley who won another award-this time for the Sertoma Service Award. Cocktails are now available in addition to wine and beer at Lark & Owl Booksellers. Lunch and dinner services coming soon.
  - d. Linda Wilde with Texas Society of Sculptor invited board members to attend the TSOS Sculpture Show reception Sunday, July 21 at 1 p.m.  
No action required.
- C. Consideration and possible action to approve minutes from the June 18, 2019 meeting minutes. – Jane Estes, Chair. **Motion by Snuffer; second by Flatau to approve** minutes from the June 18, 2019 Arts and Culture Board meeting. **Approved 5-0** (Fleming and Sewell absent).
- D. Consideration and possible action to award arts and culture grants for events occurring October 2019-March 2020. –Jane Estes, Chair. Laura Sewell was unavailable during previous items but participated in during the grant selection process. Board members reviewed and discussed grant proposals. Discussed ineligible groups and how to publicize restrictions application frequency in future calls for proposals. Following much discussion, **Watson moved** to accept the following proposals for events/projects occurring October 2019-March 2020:

- GISD Elementary Librarians, \$1,760
- Georgetown Palace Theatre, \$1,200
- Writers' League of Texas, \$1,200
- Cinematic Symphony, \$1,200
- New Vintage Baroque, \$1,142
- Southwestern University, \$865, with the stipulation that the award not be used for food.
- Georgetown Photography Festival, \$772
- Georgetown Poetry Festival, \$700
- Austin Opera, \$661
- Magic Hotline, \$500

**Second by Snuffer.** No further discussion. **Approved 6-0** (Fleming absent).

- E. Consideration of the Arts and Culture Coordinator's monthly report. – Amanda Still, Arts and Culture Coordinator. Still discussed the monthly report with the board, as provided in the agenda packet, regarding the following topics:
- a. Communications and promotions on public art
  - b. Public art program current and future projects
  - c. Strategic planning retreat- Board will discuss the strategic plan, grant program guidelines, and the City's role with the art center and Georgetown Art Works.
- No action required.
- F. Consideration and possible action regarding future mural projects on private property. –Amanda Still, Arts and Culture Coordinator. The City has received many requests from local business owners who want murals on their buildings. Still met with the City's legal department and long-term planner Nat Waggoner to discuss. Moving forward, there will be an easement for the mural in addition to a funding easement. Business owners will fund the project and no permits will be required by the City. The Arts and Culture Board will determine if proposed mural designs are advertisements and appropriate for the City. They will make recommendations to Council based on that information. Still will develop a mural process and guidelines, looking to Texas Commission on the Arts for examples. No action required.
- G. Consideration and possible action regarding future meeting dates. – Jane Estes, Board Chair. The next meeting will occur as regularly scheduled on Tuesday, August 20, 2019 at 4:30 P.M. No action taken.

Chair Estes adjourned the meeting at 6:43 p.m.

Respectfully submitted,

Carol Watson  
Board Secretary

Jane Estes  
Board Chair

Economic Development

Application Name Arts Respond Project

Application ID 85159

## Organization Information

Organization Name The Downtown Georgetown Cultural District

Duns number 089592372

Executive Director/School Principal

Eric

Lashley

Chair/President (First Name/Last Name)

Jane

Estes

Indicate Your Organizations Authorizing Official:

☒ Executive Director/School Principal ☐ Chair/President

## Physical Address

Street 402 W 8th Street

City Georgetown

State TX

Zip Code 78626

## Mailing Address

Street 402 W 8th Street

City Georgetown

State TX

Zip Code 78626

Email Address amanda.still@georgetown.org

Web Address arts.georgetown.org

Area Code & Phone 512 930-8471

Area Code & Fax

If you are a Title One public school please check here ☐

## Your Organizations mission statement

The Arts and Culture Board, the managing entity for the Georgetown Cultural District, 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.

## Ethnicity

List the number of individuals from the applicant organization's board and staff in each of the following categories:

	Staff	Board
<b>N</b> - American Indian / Alaskan Native	# 0	# 0
<b>A</b> - Asian	# 0	# 0
<b>B</b> - Black (not Hispanic)	# 0	# 0
<b>H</b> - Hispanic	# 0	# 0
<b>W</b> - White (not Hispanic)	# 3	# 6
<b>P</b> - Native Hawaiian/Pacific Islander	# 0	# 0
<b>M</b> - Multi-Racial	# 0	# 0

## Application Information

Contact Name (First Name/ Last Name)

Amanda

Still

Contact Title

Arts and Culture Coordinator

Email Address amanda.still@georgetown.org

Area Code & Phone

512

930-8471

## Period of Support Requested (will determine your contract dates)

Starting month and year 09/01/19

to Ending month and year 02/28/20

Date payment is preferred 10/01/19

## Information on Audience Targeted by your Proposal

This proposal intends to involve or serve ( select all that apply ):



Cultural tourism



At-risk youth



Health and Healing



Technology innovations



Older adults



Presenting or touring



Economically disadvantaged



International exchange(artist or art; import or export)

How many adults will be engaged in "in-person" arts experiences?

48,621

Persons Served by this Proposal:

How many children/youth will be engaged in "in-person" arts experiences?

200

How many artists will be directly involved in providing artistic experiences?

02

How many *people with disabilities* will be served from this proposal?

in accessible facilities?

0

in special programming?

0

## Ethnicity Information

What is the approximate ethnic breakdown of the individuals to be served by this proposal?

**N** - American Indian / Alaskan Native

1

%

**A** - Asian

1

%

**B** - Black (not Hispanic)

30

%

**H** - Hispanic

20

%

**W** - White (not Hispanic)

40

%

**P**- Native Hawaiian/Pacific Islander

0

%

**M** - Multi-Racial

8

%

## Educational Audiences Targeted:

Not Specifically Focused on Education (none)

100

%

Pre-Kindergarten Children

0

%

K-12 Education

0

%

Higher Education

0

%

Adult Learners

0

%

**One page organizational history (approximately 400 words)**

"The City of Georgetown's 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" (Strategic Plan, 2013-2018).

The City of Georgetown is in the process of relocating City buildings and offices off the retail district of the historic Georgetown Square to a central location near the Georgetown Public Library. The old library, which remained vacant for eleven years, was repurposed into the new Georgetown City Hall in 2018. Adjacent to City Hall is the historic Shotgun House, built between 1920 and 1930. The Shotgun House is managed by the Georgetown Cultural Citizen Memorial Association (GCCMA). The GCCMA "exists to educate, preserve, and celebrate African American history and culture. GCCMA fulfills its mission by partnering with religious, educational, civic, and other organizations to provide for youth of all citizens in Georgetown, TX" (GCCMA brochure). GCCMA also has a long-term vision for the Shotgun House that includes a Living History Museum and archives donated by the surrounding community (GCCMA brochure).

**One page project description (include specific information on the project including the key personnel, targeted audience, and goals) (approximately 400 words)**

The Downtown Georgetown Cultural District requests \$3,500 to support a historic mural in the cultural district that will address specific needs of the community, establish a tourism destination, contribute to preserving and reusing the historic fabric of the community, enhance property values and foster local cultural development.

As part of the development of the new civic spaces there are plans to connect City Hall, the Municipal Court, the Historic Light and Waterworks Building, and the Georgetown Public Library with a community green space for public art and cultural programming. The Shotgun House is part of the new civic complex and is adjacent to the City Hall building. A large wall space at the back of City Hall is the perfect place for a public art mural that would promote community engagement, cultural preservation, and excitement within the neighborhood for the programming opportunities that new development and growth provide, while honoring history and the traditions of the past.

The targeted audience for this mural includes the members of GCCMA and adjacent neighborhood, City employees, library patrons, and Cultural District patrons both local and visiting. Key personnel include the Arts and Culture Coordinator, the Library Director, and the Arts and Culture Board.

**Goal I: Community Engagement**

Strategy I: Make cultural preservation and commemoration a primary focus of the mural project by researching the cultural heritage of the neighborhood and selecting a theme or significant local community figure to honor in the mural design

Strategy II: Engage the help of the non-profit, GCCMA, in putting together a neighborhood forum to assess the needs of the neighborhood and receive input/feedback for the mural project

Strategy III: Plan unveiling event during Black History Month and coordinate the event with other events sponsored by GCCMA during their month of cultural programming

Strategy IV: Rather than put out a public call for art, commission a local artist or group of local artists within the GCCMA network of artists; this will help engage the community and inspire participation

**Goal II: Cultural Participation**

Strategy I: Work with commissioned artist(s) to design a portion of the mural to be a "paint by numbers" project where community members can contribute to the painting of the mural

Strategy II: Plan the unveiling event and reception to be a neighborhood event such as a block party or small music festival

Strategy III: Organize a GCCMA membership drive during community painting times and the unveiling event



**How does this project address the priority area? (approximately 200 words)**

The Shotgun House and the Georgetown Public Library are cultural assets of the Georgetown Cultural District, and enhancing each of these assets will directly address the cultural district goals of: "Addressing specific needs of a community", "Establishing tourism destinations", "Preserving and reusing historic buildings", "Enhancing property values", and "Fostering local cultural development". The public art mural is one phase of the larger civic development project that includes public art, green space, and supplemental festival and cultural programming space that will attract visitors, potential residents, and new businesses to Georgetown. This project also does an excellent job of considering the relevance of the project to local residents while striving to attract tourism.

**Goal III: Cultural Tourism/Promotion**

Strategy I: (Pre-event) Engage the help of the Georgetown Convention and Visitor's Bureau and the City's Communications Department to push the mural story for editorial coverage to media outlets through their contracted publicity firm

Strategy II: (Pre-event) Post the unveiling event to media outlets and enlist the help of CVB and Sheraton/other Georgetown lodging to publicize the event; send out digital invitations to stakeholders; post event on social media and send to media outlets

Strategy II: (During event) Prominent keynote speaker to unveil project; City videographer and photographer; invite news outlets

Strategy III: (Post-event) Send post-event press releases with professional photos to media outlets

**How will you gauge the success/impact of this project? (approximately 200 words)**

The impact of the project will be assessed using the following methods:

- Track quality of quantity of media coverage
- Track number of views and engagements of event posts on social media
- Track number of attendees to the "painting party" and unveiling event through RSVP's and sign-in sheet
- Number of new members to GCCMA
- Ask members of GCCMA, Arts and Culture Board, Main Street Board, and Convention and Visitor's Bureau to fill out a post-event survey
- Ask attendees of "painting party" and unveiling event to fill out a survey

Another measure of success for the mural project will be the level of enthusiasm and City government support for the City public art program as a result of positive community feedback and community engagement with the mural. It is anticipated that City funding will increase for public art and arts and culture programming for the Cultural District, as well as more requests for public art projects. Another result of the success of the mural project will be increased public support and City resources for the completion of the larger civic development project that includes public art, green space, and supplemental festival and cultural programming space.

**How will you ensure the artistic quality of this project will be high? (approximately 200 words)**

The Georgetown Arts and Culture Board will be responsible for commissioning the mural artist(s) based on quality of work and experience. The Arts and Culture Coordinator will work with the artist(s) on the design of the mural, and the Board will approve the design based on content and composition.

High quality, industry standard materials will be used in the creation of the mural to include preparing the wall, priming the wall, and sealing with a UV protective topcoat.

The City will provide the necessary equipment such as lifts to complete the mural.

The artwork will be insured under the City insurance program.

**Organization Financial Snapshot**

Organization's Fiscal Year

Start Month

10

End Month

9

	<b>Previous Fiscal Year</b> Actual Figures	<b>Current Fiscal Year</b> Approved Budget	<b>Upcoming Fiscal Year</b> Projected Budget
<b>Revenue</b>	54,465	55,561	83,521
<b>Expenses</b>	50,897	47,184	83,521
<b>Surplus/Deficit</b>	3,568	8,377	0

## Financial Information

### Project Income

#### Earned Income

- Admissions, box office, subscriptions	0
- Tuitions, class/workshop fees	0
- Interest on investments, endowments	0
- Other earned income	0

#### Private Support

- Contributions (individuals, businesses)	0
- Foundation Support	0
- Other private unearned income	0
- Carry over cash from prior year	0

#### Government Support

- TCA Request	3,500
- Government support - Local & County	5,000
- Government support - Other State (not TCA)	0
- Government support - Federal	0
- Other Government support	1,200

#### Project Expenses

Administrative salaries,benefits,contracts	0
Artistic salaries,benefits,contracts	7,000
Facility Costs	0
Marketing & Promotion	1,200
Program/Exhibit production costs	1,500

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### Summary

Project Revenue	9,700
Project Expenses	9,700
Surplus/Deficit	0

## **Notes to the budget**

**Please provide any explanation or detail needed to understand this budget. (approximately 250 words)**

Mural:

oArtist Stipends \$7,000

oMaterials \$1,500

Celebration:

oFood and beverage for 250 ppl \$300

oMusic \$300

Marketing Collateral (Rack Cards): \$600

Total = \$9,700

The Georgetown Cultural District plans to pay for food and beverage from their own matching funds, as the Arts Respond grant will not fund these items.

Note: The number of adults served by this project was extrapolated from 2018 Georgetown Visitor Center visitors, the number of City of Georgetown employees, and the membership numbers of GCCMA. Demographic information was compiled using US Census data as well as an interview with GCCMA regarding the adjacent neighborhood demographic makeup.

## In-Kind Support

If your organization tracks in-kind/pro-bono support, list the total amount from the last completed year (if you don't track in-kind, enter zero):

## Assurances

### Minimum and Maximum Acceptable Amount

Grant awards will be established using a formula based on the panel scores or rankings. Grants amounts will not be impacted by this minimum/maximum data (Texas Administrative Code 444.024)

Minimum:  Maximum:

If financial assistance is awarded, the following individual will be the authorizing official for the purposes of this contract:

### Authorizing Official Information

Authorizing Official Name (First Name/ Last Name)

Authorizing Official Title

## Legislative Info

U.S. Congress: 31:Congressman John R. Carter

TX House of Rep: 20:Terry Wilson

TX Senate: 5:Dr. Charles Schwertner

7/15/2019 10:21:52 AM

8/13/2019 1:25:12 PM

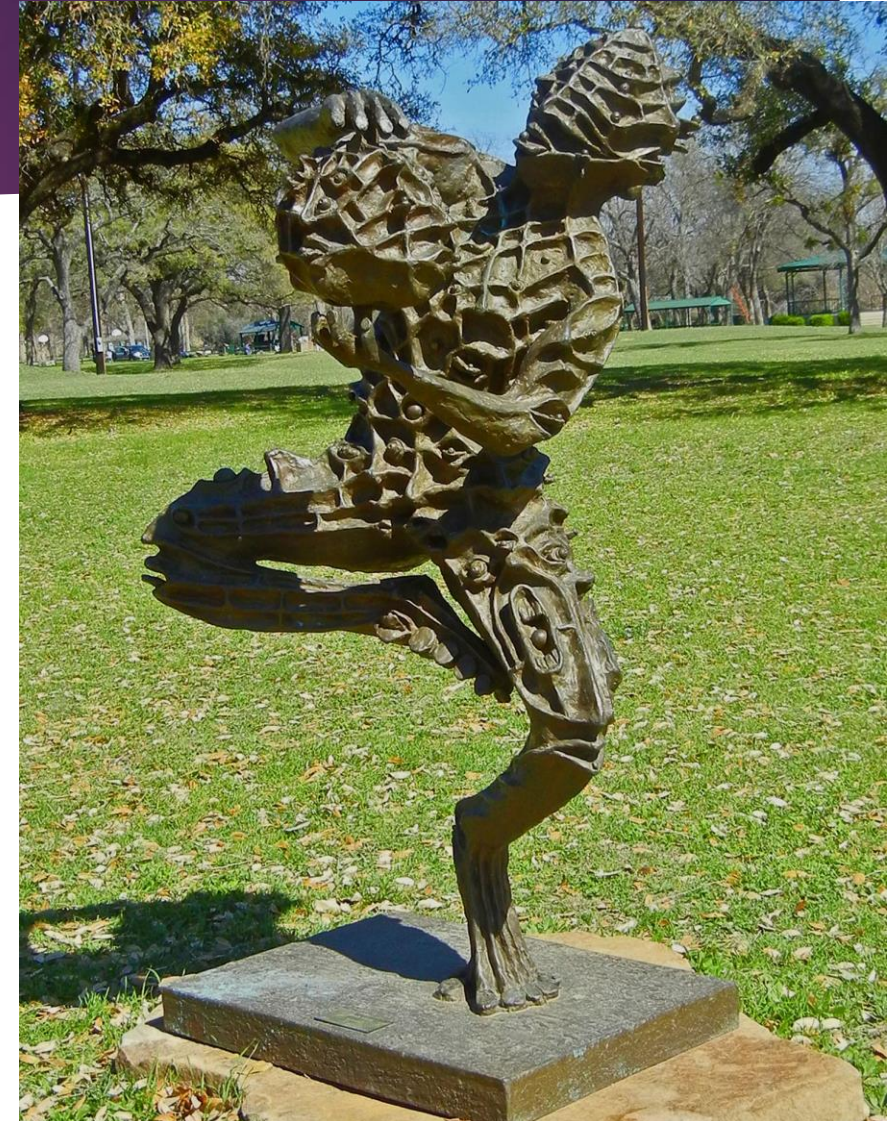
# ARTS & CULTURE BOARD MEETING

AUGUST 20, 2019



# Item E: Ho Baron Donation

- ▶ Head Games
  - ▶ Head swivels
  - ▶ 55x26x29
  - ▶ 300 lbs; will travel easily in truck or van
  - ▶ Quick shipping estimate from UPS - \$1,000
  - ▶ Ho uses a crane (\$175) to install

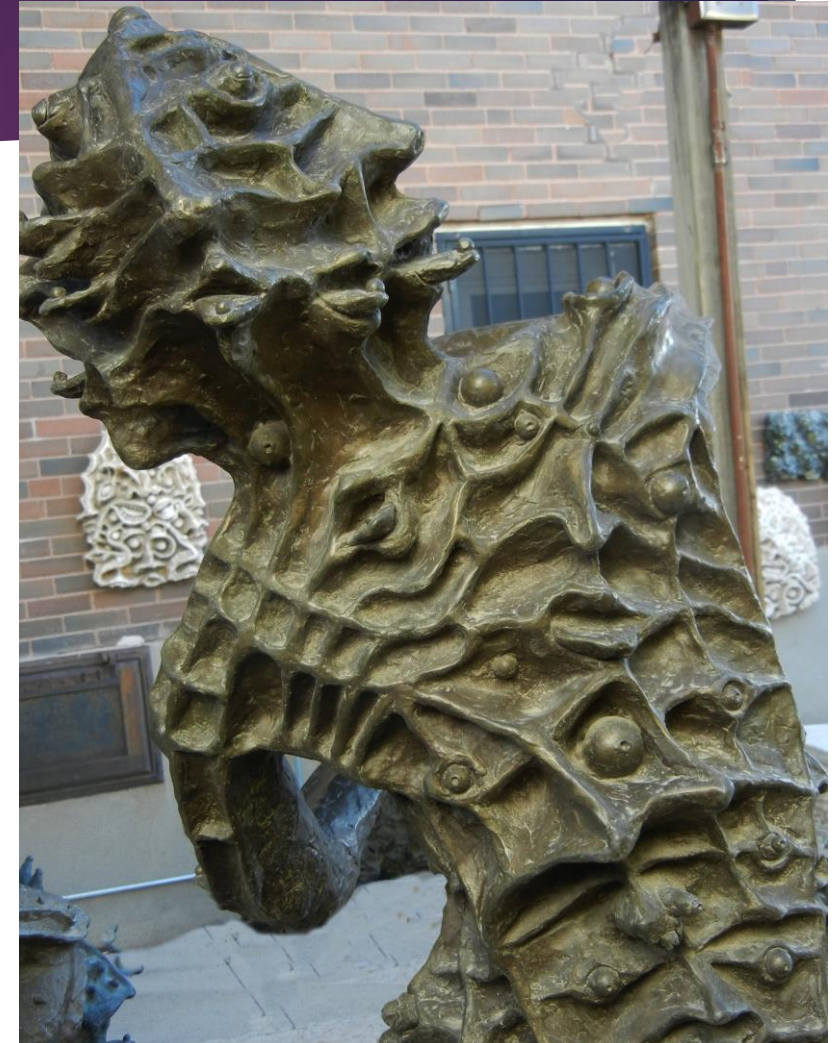
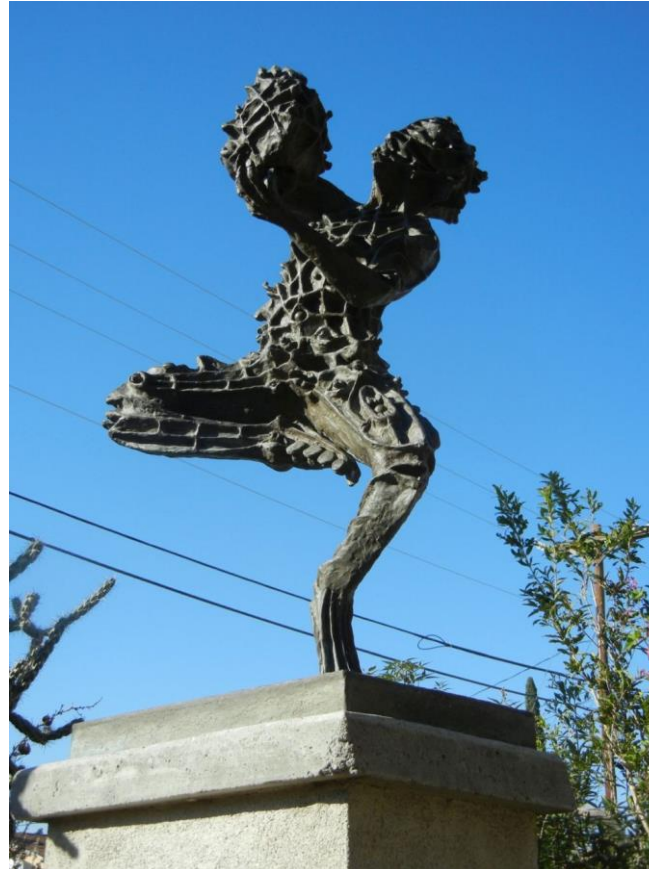




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# Item E: Ho Baron Donation

## ► Doppelganger

- 1000 lbs
- 60x28x48
- Pedestal not included
- Ho uses a crane (\$175) to install

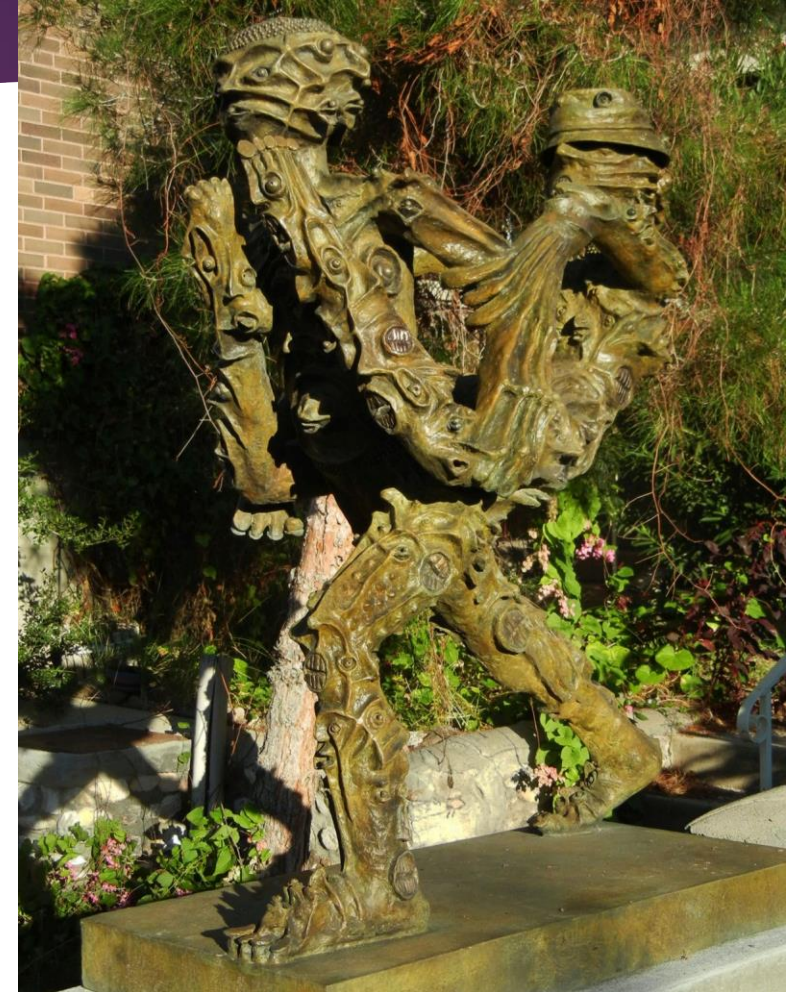




# Item E: Ho Baron Donation

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- to install



# ARTS & CULTURE COORDINATOR REPORT

AUGUST 20, 2019

# Communications & Promotion

## Arts & Culture Brown Bag

- Newsletter
- Calendar Event
- Press Release
- Email Arts and Culture Constituents
- Create a FB Event



# Public Art Program

## Public Art Projects In Progress

- ▶ Sculpture Tour 2019-2020
- ▶ Met with Parks; Reviewed submissions with Board today
- ▶ Commission in September; Install & award in November
  - ▶ Rack Card
  
- ▶ City Hall Gallery
  - ▶ Gary Anderson July-Sept
  - ▶ GISD Oct-Dec
  - ▶ Southwestern Jan-March 2020



# Public Art Program

- ▶ Public Art Projects in Development
  - ▶ Preserving History Mural
  - ▶ Grant proposal submitted to TCA - \$3500 request
  - ▶ Notification in September
  - ▶ 1 month design development; 3 month painting process to include community painting party; A&C/GCCMA design approval in October
    - ▶ GCCMA to help recruit community members through announcements at neighborhood churches and in bulletins; standard A&C promotion channels
  - ▶ Unveiling event in February 2020 during Black History Month
    - ▶ Gauge interest of GCCMA to collaborate with GAC in Feb

# Public Art Program

## ▶ Commercial Murals

- ▶ Mural Process – Board's preferred version (emailed to Board)
- ▶ Mural Guidelines
  - ▶ Images vs text in mural content
  - ▶ Feedback from Board of the draft of guidelines (emailed to Board)
- ▶ Goal – Goal for Board to adopt process and guidelines by end of year
- ▶ Gus's Drugs
  - ▶ Selected Sarah Blankenship and will submit design to Board
- ▶ Wag Heaven; Golden Rule

# Public Art Program

- ▶ Future Public Art Projects
  - ▶ Utility Boxes
  - ▶ Farmer's Market Stand/Recycled Street Sign Sculpture
  - ▶ Parking Garage
  - ▶ City Hall Reception Desk
  - ▶ City Center Green Space #1/Sculpture Garden



# Strategic Planning

- ▶ September 13: 9am-12pm
  - ▶ Survey (emailed to Board) – Identify Goals (Complete by August 30)
  - ▶ Staff to compile survey results and create Retreat agenda
  - ▶ Retreat to refine Goals and create Objectives
  - ▶ Staff to finalize Strategies and Timelines
  - ▶ Goal to adopt new Strategic Plan in November