

**Notice of Meeting for the  
Arts and Culture Advisory Board  
of the City of Georgetown  
October 15, 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 September 17, 2019 Arts and Culture Board meeting. -Jane Estes, Chair.
- D Consideration and possible action to approve minutes from the September 13, 2019 strategic planning meeting. -Jane Estes, Chair.
- E Consideration and possible action to approve the GHS mural design, located at 308 W. 8th Street. - Amanda Still, Arts and Culture Coordinator.
- F Consideration and possible action to approve the "Preserving History" mural design, to be located at 808 Martin Luther King Jr. Street. -Amanda Still, Arts and Culture Coordinator.
- G Consideration and possible action to accept the resignation of Tim Fleming from Texans for the Arts and appoint Amanda Still to fill the vacancy. –Eric Lashley, Library Director.
- H Consideration and possible action to review latest draft of the 2020-2025 Arts and Culture Strategic Plan. -Amanda Still, Arts and Culture Coordinator
- I Consideration and possible action to prioritize Arts and Culture projects within the budget for fiscal year 2019-2020. – Amanda Still, Arts and Culture Coordinator.
- J Consideration of Arts and Culture Coordinator's report. - Amanda Still, Arts and Culture Coordinator.
- K Consideration and possible action regarding future meeting dates. -Jane Estes, Chair.
- L Recognition of GISD student Kayla Moore for "Cloudy Day" utility box at the corner of 8th St. and Austin Ave. -Amanda Still, Arts and Culture Coordinator.

### **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  
September 17, 2019**

The Arts and Culture Board met on Tuesday, September 17, 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, Tim Fleming, Laura Sewell, Sharon Snuffer, Carol Watson and Linda Wilde.

Absent: None.

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. No citizens were present to address the board on items, other than what was posted on the agenda. No action required.
- B. Announcements regarding arts and culture. – Jane Estes, Chair.
  - a. Susie Flatau with Georgetown Art Works announced Georgetown Art Center will host a monthly creative series called *Engage* in its studio space and local arts organizations. Emma McMullen will be the first speaker on September 21 and will discuss navigating social media. This event is free and open to the public. The *Canvas Project* will take place in Wolf Ranch on the 3<sup>rd</sup> Saturday of each month, beginning in September. This is a new partnership between Georgetown Art Works and Wolf Ranch. Four people will run for the at-large positions on Georgetown Art Works' board. Elections will be held September 9.
  - b. Carol Watson with Georgetown ISD announced the Fine Arts Design had a productive planning meeting with special guest speaker, Amanda Still. Georgetown High School will host a talent show at The Klett Center on September 17. The event is a fundraiser for the choir department and tickets are \$5 each.
  - c. Jane Estes with Lark & Owl Booksellers announced Laura Prescott, author of *The Secrets We Kept*, will be visiting the shop in October.
  - d. Linda Wilde with Texas Society of Sculptors announced the last day to view the annual summer show in the library is September 21.
  - e. Laura Sewell with Southwestern University announced Yael Weiss will open the Sarofim Music season tonight, 9/17 at 7:30 p.m. at the Alma Thomas Theater.
  - f. Tim Fleming with Texans for the Arts, read a letter from Texas Commission on the Arts regarding a grant award to the City of Georgetown for the *Preserving History* mural. No action taken.

- C. Consideration and possible action to approve minutes from the August 20, 2019 meeting minutes. – Jane Estes, Chair. **Motion by Wilde; second by Sewell to approve** minutes from the August 20, 2019 Arts and Culture Board meeting. **Approved 6-0 (Snuffer absent).**
- D. Consideration and possible action to approve the location and design theme of a GHS mural proposed by GHS art instructor Angela Morin at 308 W. 8<sup>th</sup> St. Co-Op. – Amanda Still, Arts and Culture Coordinator. GHS teacher Angela Morin addressed the board regarding this item. Still explained that GHS has a budget for supplies and installation for the proposed mural. The building owner is also in favor of this project. Morin explained that the material used as canvas for this project is similar to what parachutes are made from. Students would use gel technique to apply the canvas to wall at proposed location. UV protective coat should be able to seal the mural to protect against weather and graffiti.
- Morin proposed the following student themes to the board: Georgetown's natural beauty, poppy people, generations of Georgetown, deep in the heart of Texas, Georgetown kindness, and red poppies. Discussion ensued regarding cleaning, dimensions, shapes, and the possibility of creating something that can be added to over time. Over 100 students will submit a design and the art teachers will make final selections to present to the Arts and Culture Board to vote on the selected piece. The Board will vote on the final design in October and installation will take place at the end of November. Still is working with the legal department on a mural easement. Board members discussed their favorite themes. Following discussion, **Watson moved** to approve the creation and install of a mural at 308 W. 8<sup>th</sup> St. with the theme *kindness* by Georgetown ISD students and teachers. **Sewell seconds. Motion approved 6-0** (Snuffer absent). Still will get with Keith Hutchinson in the Communications Department and Williamson County Sun to promote the project.
- E. Consideration and possible action to restructure the City of Georgetown's Arts and Culture grant process. –Eric P. Lashley, Library Director. Williamson County Symphony Orchestra President John Gordon addressed the board regarding this item. Lashley explained that awarding grants is part of the City's arts and culture strategic plan. Over the years different boards have changed the stipulations and qualifications to determine eligible groups and individuals. As arts and culture has become more prominent, the City has seen growth from 6-8 groups applying for grants to approximately 45 individuals and organizations. Discussed creating categories or tiers for non-profit organizations, incubator programs and individuals. Discussed Hotel Occupancy Tax uses and grant timelines. Gordon suggested not opening calls too early, so organizations have time to finalize details of their events before applying for a grant. Board members requested adding this item on the next regular agenda to continue discussion. No action taken.
- F. Consideration and possible action to request a proclamation from Mayor Ross in honor of Doug Smith's contributions to arts and culture in our community. –Amanda Still, Arts and Culture Coordinator. Still proposed asking Mayor Ross to honor citizen Doug Smith with a proclamation to recognize his contributions to arts and culture in our community. **Motion by Sewell; second by Wilde** to request a mayoral proclamation in honor of Doug Smith. **Approved 6-0 (Snuffer absent).**
- G. Consideration and possible action to select sculptures for the 2019-2020 Sculpture Tour. –Amanda Still, Arts and Culture Coordinator. Still reviewed ratings, locations and recommendations from the Parks & Rec. department with the board. Discussed keeping certain pieces from current show for another year or inviting sculptors to fill vacant spots. **Motion by Sewell** to accept (see Amanda's spreadsheet) for the 2019-2020 sculpture tour. **Watson seconds; approved 6-0.** Still will invite artists to fill in the vacant locations.
- H. Consideration of the Arts and Culture Coordinator's monthly report. – Amanda Still, Arts and Culture Coordinator. Still discussed the monthly report with the board, regarding the following topics (attachment):
- Public art projects

- b. Strategic planning-Board members discussed meeting for a second strategic planning session. **Motion by Wilde; second by Sewell** to proceed with a strategic planning meeting on October 1 at 4:30 p.m. **Approved 6-0** (Snuffer absent).
  - c. 2019-2020 fiscal year expenses and projects
- I. Consideration and possible action regarding future meeting dates. – Jane Estes, Board Chair. The next meeting will occur as regularly scheduled on Tuesday, October 15, 2019 at 4:30 P.M. No action taken.

Chair Estes adjourned the meeting at 7:13 p.m.

Respectfully submitted,

Carol Watson  
Board Secretary

Jane Estes  
Board Chair

**Minutes of the Meeting of the  
Arts and Culture Board  
City of Georgetown, Texas  
September 13, 2019**

The Arts and Culture Board met on Tuesday, September 13, 2019 at 9 a.m. in the second floor Classroom 211 of Georgetown Public Library, 402 W. 8<sup>th</sup> Street.

Present: Jane Estes, Susie Flatau, Tim Fleming, Laura Sewell, Carol Watson and Linda Wilde.

Absent: Sharon Snuffer

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 9:18 a.m.

**Regular Agenda**

- A. Consideration and possible action to update the Arts and Culture Board's strategic plan. -Eric P. Lashley, Library Director and Amanda Still, Arts and Culture Coordinator. Board members discussed goals and objectives to revise the current strategic plan, as many of the plan's goals have already been accomplished. Board members discussed adding a meeting each month to discuss strategic plan until the update is complete. No action taken.

Chair Estes adjourned the meeting at 11:58 a.m.

Respectfully submitted,

Carol Watson  
Board Secretary

Jane Estes  
Board Chair

## Arts and Culture

### DRAFT of Goals AND Objectives– 2020-2025 Strategic Plan

Updated Vision Statement – “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. Establish and foster a vibrant Art Center as a major component of the Cultural District
  - a. Restructure the current operating agreement with Georgetown Art Works
    - i. Add requirement for GAW to apply for grants and solicit sponsorships
  - b. Ensure the Art Center fulfills its mission of elevating the arts in the community
  - c. City to take a more operational role with the Art Center
  - d. Ensure Georgetown Art Works maintains artistic autonomy
- II. Continue to develop and expand the Georgetown Public Art Program
  - a. Continue to develop and expand streetscape art including the Utility Box Program
  - b. Continue to develop and expand the Georgetown Sculpture Tour
    - i. Increase the reach of the Call for Proposals
    - ii. Increase stipends offered
    - iii. Develop recruitment strategies for sculptors
  - c. Develop Guidelines for Commercial Murals and further develop the current City Mural Program
  - d. Develop a Sculpture Garden in the new Civic Center of permanent sculptures purchased by the City
  - e. Expand the Public Art Program outside the Cultural District
    - i. Continue to work with the Parks and Recreation Department toward dedicating parkland for public art
    - ii. Expand Sculpture Tour and Utility Box Program outside the Cultural District
  - f. Percentage for Public Art
    - 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. Establish and foster a vibrant Performing Arts Center as a major component of the Cultural District
  - a. Establish a budget for a Feasibility Study that may explore a partnership between the City and GISD, as well as field studies of existing performing arts centers
  - b. Explore the feasibility of an arts complex that is inclusive and multi-disciplinary, including gallery space, incubator space, artist residency space, large performance auditorium, smaller performance spaces
- IV. Establish and foster a vibrant Arts Incubator facility that includes an Artist in Residency Program
  - a. Explore alternatives that may include partnerships with local businesses
  - b. Gather more information and conduct field studies of existing incubator and residency programs
- V. Encourage the development of a thriving Arts, Culture, and Entertainment District in the downtown
  - a. Partner with Downtown Development on the Gateway Signage Project
  - b. Develop an Arts Marketing Plan
  - c. Develop Guidelines for street performers
  - d. Increase diversity
  - e. Attract arts businesses
  - f. Annual arts festival and/or quarterly Arts Stroll
  - g. Expand Brown Bag Luncheon Program
    - i. Add subtitle to event that includes all fine arts
    - ii. Feature a monthly local organization “Spotlight”
    - iii. Explore alternate time of day for program
- VI. Provide grants to local arts nonprofit organizations
  - a. Update current grant guidelines to include a rubric for scoring
    - i. Require workshop attendance to apply for grants
    - ii. Require organizations to have 501c(3) status
    - iii. Establish two categories – Established and Emerging Organizations
  - b. Pursue more budget money for grants
  - c. Establish a permanent line item in annual budget for some organizations
    - i. TSOS
    - ii. Art Center’s Art Hop



- VII. Maintain 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 to improve the quality of life in Georgetown

# ARTS & CULTURE BOARD MEETING

OCTOBER 15, 2019

# Agenda Item E



# ARTS & CULTURE COORDINATOR REPORT

OCTOBER 15, 2019

# Communications & Promotion

- ▶ Website
  - ▶ News posts – Completed public art projects – Updated Cultural District map – Calls – Arts orgs/Arts businesses/Artists
- ▶ Brown Bag Luncheon
  - ▶ Great turn-out & helpful information
  - ▶ 2020 schedule – January; April; July; October
- ▶ Newsletter – Monthly Calendar Events – Share FB Posts
  - ▶ Need to send out a “Call” for good Instagram photos

# Public Art Program

## Public Art Projects In Progress

- ▶ Sculpture Tour 2019-2020
  - ▶ Installation schedule almost finalized – Nov 4<sup>th</sup> & 5<sup>th</sup>
  - ▶ Award at November Board Meeting??
  - ▶ Rack card w/ professional photography & title plates w/ QR codes
- ▶ City Hall Gallery
  - ▶ Oct-Dec – Norma Clark
  - ▶ Jan-March 2020 – GISD students
  - ▶ April-June -

# Public Art Program

## ▶ Public Art Projects in Progress

### ▶ “Preserving History” Mural

- ▶ Pushing editorial opportunities to CVB PR firm
- ▶ October 21 sketch date – in the evening
- ▶ October 24 Community Painting Party; video by John Njagi
  - ▶ Instructors from Mary Bailey Head Start, Administrators from Opps for WBC; City employees; Board members??
  - ▶ Paulette is helping and has people from her churches coming
- ▶ Mural dedication on February 15<sup>th</sup> at 2pm after Art Center workshop that morning – Chesley, Paulette, local pastor, maybe Mayor to speak; questions for artists...Art Center reception that evening

# Public Art Program

- ▶ Public Art Projects in Progress

- ▶ GHS Mural

- ▶ Future Public Art Projects

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



# Public Art Program

## ▶ Commercial Murals

### ▶ Mural Guidelines

- ▶ Images indirectly related to the business may be included in mural as artistic expression; no logos, text, or established branding
- ▶ Mural lifespan – Must last 5 years w/ evaluations every 5 years; City to maintain
- ▶ If City and business are satisfied with condition of mural, Wall Easement renews for another 5 years
- ▶ If mural lifespan/condition has “expired”, City will remove mural and Wall Easement will expire

▶ 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

# Future Meeting Timeline

## ▶ November Meeting

- ▶ Award Sculpture Prizes
- ▶ Discuss and adopt Grant guidelines for upcoming grants opening Dec 1<sup>st</sup>
- ▶ Discuss Board recruitment strategies

## ▶ December Meeting

- ▶ Discuss and adopt Commercial Mural guidelines
- ▶ Discuss updated strategies in Strategic Plan