

**Notice of Meeting for the
Arts and Culture Advisory Board
of the City of Georgetown
January 21, 2020 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.

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 minutes from the December 17, 2019 Arts and Culture Board meeting. -Jane Estes, Chair.
- 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.
- 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.
- 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.
- G Consideration of Arts and Culture Coordinator's report. - Amanda Still, Arts and Culture Coordinator.
- H 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 _____, 2020, at _____, and remained so posted for at least 72 continuous hours preceding the scheduled time of said meeting.

Robyn Densmore, City Secretary

**Minutes of the Meeting of the
Arts and Culture Board
City of Georgetown, Texas
December 17, 2019**

The Arts and Culture Board met on Tuesday, December 17, 2019 at 4:30 p.m. in the second floor Small Conference Room of Georgetown Public Library, 402 W. 8th Street.

Present: Jane Estes, Tim Fleming, Laura Sewell, and Sharon Snuffer.

Absent: Susie Flatau, Carol Watson, and Linda Wilde.

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, Chair. None were present.
- B. Announcements regarding arts and culture. -Jane Estes, Chair.
Jane Estes with Lark & Owl Booksellers announced L&O's monthly book club would feature Animal, Vegetable, Miracle by Barbara Kingsolver in January. The book club takes place on the third Tuesday of each month.
Laura Sewell with Southwestern University announced the university is closed until January 12. The instruments sale will take place the week school is back in session and many concerts will begin after the break. No action required.
- C. Consideration and possible action to approve minutes from the November 19, 2019 Arts and Culture Board meeting. -Jane Estes, Chair. No discussion necessary. **Motion by Sewell; second by Fleming** to approve the November 19 minutes as distributed. **Approved 4-3** (Flatau, Watson and Wilde absent).
- D. Consideration and possible action to approve and adopt the Georgetown Arts and Culture Program Commercial Mural Guidelines. -Amanda Still, Arts and Culture Coordinator. Still reviewed the Commercial Mural Guidelines with the board. Discussion followed about revising section regarding paint on brick, since there are other mediums used to adhere artwork to a building. Board members provided recommendations about language in the guidelines including the use of reversible materials on brick and condition of the mural. Still will add in the City ordinance regarding graffiti removal and strike the section about scale guidelines. The board will review the updated guidelines at January's meeting. No action taken.
- E. Consideration and possible action to approve or revise the updated Georgetown Arts and Culture Program Strategic Plan 2020-2025. -Amanda Still, Arts and Culture Coordinator. Following brief discussion, **Sewell moved** to table this item until January's meeting. **Snuffer seconded** the motion. **Approved 4-0** (Flatau, Watson and Wilde absent).
- F. Consideration of Arts and Culture Coordinator report. -Amanda Still, Arts and Culture Coordinator. Still reviewed her monthly report with the board which included current and upcoming arts and culture projects (attached). She also provided an update regarding the National Endowment for the Arts grant application. No action required.

G. Consideration and possible action regarding future meeting dates. -Jane Estes, Chair. The next meeting will proceed as regularly scheduled on January 21.

Chair Estes called adjourned the meeting at 5:38 p.m.

Respectfully submitted,

Carol Watson
Board Secretary

Jane Estes
Board Chair

City of Georgetown Arts and Culture

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

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. Ensure the Art Center fulfills its mission of elevating the arts in the community
 - i. If needed, the City may take a more operational role with the Art Center as Operating Agreements come up for renewal
 - ii. Ensure Georgetown Art Works maintains artistic autonomy if Operating Agreements are restructured
 - iii. Encourage and support the Georgetown Artworks Board in developing a strategic plan
 - iv. Encourage and support the Georgetown Artworks Board in positioning the organization to apply for grants
- II. Continue to develop and expand the Georgetown Public Art Program
 - a. Continue to develop and expand streetscape art
 - i. Expand the Utility Box Art Project
 - ii. Collaborate with CVB and Main Street to develop a strategy for Gateway Signage and artistic Banners
 - iii. Explore opportunities for bridge public art
 - 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
 - iv. Explore marketing/event opportunities for the tour
 - 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. Add budget item for the purchase of artwork for the City Permanent Collection
- III. Establish and foster a vibrant Performing Arts Center as a major component of the Cultural District
 - a. Establish a budget for a Needs Assessment and 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
 - c. Develop relationships with local philanthropists and funding organizations
 - d. Identify a location
- 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
 - c. Identify a location
- 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. Partner with CVB on tourism initiatives
 - c. Develop an Arts Marketing Plan and Budget
 - d. Develop Guidelines for street performers
 - e. Increase diversity
 - f. Attract arts businesses
 - g. Annual arts festival and/or quarterly Arts Stroll
 - h. Expand Brown Bag Luncheon 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. Increase the Arts and Culture budget to provide more funding for grants
 - c. Establish a permanent line item in annual budget for select arts and culture programming that demonstrates sustainability, diversity, and an economic development component
 - i. Texas Society of Sculptors
 - ii. Art Center's Art Hop
- VII. Maintain Texas Commission on the Arts Cultural District Designation
 - a. Utilize the resources available to Cultural Districts
 - 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
 - b. Increase diversity of arts and culture programming in order to provide outreach to underrepresented groups and increase arts participation across all audience segments
 - i. **Implement marketing initiatives to reach diverse populations**
 - c. Increase accessibility to the arts through innovative, engaging, and interactive arts and culture programming for all audience segments
- 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

The City of Georgetown Arts and Culture Board

Arts Engagement in American Communities Project/Georgetown Field of Honor Partnership

Details of the Project Narrative

a) Major Project Activities

The Georgetown Arts and Culture Board proposes a partnership between the Georgetown Arts and Culture Program and the Georgetown Rotary Club's fourth annual Field of Honor - a project featuring a field of flags and ceremonial programming honoring veterans and military service-members. The Arts and Culture Program will provide arts components to the project that include healing and outreach to veterans and military service-members through music, visual art, and community engagement in a public art project. The Field of Honor event will take place from 11/7/2020 – 11/15/2020. The period of performance for the entire project will begin on 5/1/2020 and end on 1/31/2021.

The first arts component, "Storytelling Through Music", will be provided by veteran outreach organization Resilient Me. The program includes adapting hand-written stories and poems by veterans into lyrics and set to music by professional musicians from Austin Classical Guitar. The music will be performed by a vocalist and accompanied by guitarists from Austin Classical Guitar and a string quartet from the Central Texas Philharmonic. The performance will be at the Field of Honor.

"Removing the Mask" is the second component of the project and will include artwork created by veterans through the Resilient Me art therapy program and will feature mask making. Masks will be made by veteran artists during a workshop at the Georgetown Art Center and facilitated by a licensed counselor affiliated with Georgetown's Southwestern University. Artwork created at this workshop will be exhibited temporarily at the Field of Honor as a "Faces of Honor" exhibit wall during the week of the event and then moved to the Georgetown City Hall Gallery to remain through December 2020.

Component three includes a service-dog themed public art mural designed by a veteran artist selected through a Georgetown Arts and Culture Board Public RFP. The mural will begin implementation during the Field of Honor event and will be located on a local pet supply store; the mural will be implemented by the veteran artist selected, with the help of community members and volunteer veteran artists.

b) Schedule

May 2020 – Public RFP issued by Georgetown Arts and Culture Board for the public art mural; "Removing the Mask" workshops

June 2020 – Selection of mural artist; "Storytelling Through Music" workshop

July/August – Contracts executed between City, business owner, and artist for public art mural; music composition

September – Music composition; preparation of artwork for City Hall Gallery exhibition

October – Rehearsals with musicians; install art exhibition at City Hall Gallery

November Week 1 – Set up performance tent/Faces of Honor exhibit wall

November Week 2 – Field of Honor event; Community painting of mural event

c) Key Partnering Organizations and Individuals

The Rotary Club of Georgetown/Field of Honor (Committed to Project)

The Rotary Club of Georgetown – with a motto of “Service Above Self” – is the host of the Field of Honor in Central Texas and has been successfully producing the event in Georgetown since 2017.

Resilient Me (Committed to Project)

Resilient Me is a community-based resiliency program for veterans, service-members and their families that works to improve quality of life for these community members through arts programming. The Field of Honor partnership will be showcasing the work of “Storytelling Through Music” and “Removing the Mask.”

Austin Classical Guitar (Committed to Project)

ACG’s mission is to inspire individuals in the community through musical experiences of deep personal significance. ACG will collaborate with Resilient Me to compose the stories of veterans into music and accompany a vocalist during the performance of the music at the Field of Honor.

Central Texas Philharmonic (In Negotiations for Commitment)

CTP is committed to providing accessible and varied quality musical and educational experiences focused on enriching the quality of life in Central Texas. CTP will supplement the musical accompaniment during the performance of “Storytelling Through Music” at the Field of Honor

d) Target Population

This program will target veterans and military service-members in Williamson County. There are currently 50,000 veterans residing in Williamson County, of which Georgetown is the County Seat. The Field of Honor has targeted this population during the past three years of the event, but an arts engagement and outreach component has not previously been included. There is currently insufficient capacity and funding within the health care community to serve the mental health issues of veterans and service-members. The arts component to this program will raise awareness of the issues confronted by this underserved population and present results of artistic programming that help address these issues.

e) Plans for Promoting, Publicizing, and/or Disseminating

The Field of Honor program has been promoted in previous years through brochures, flyers, posters, magazine and newsletter inserts distributed by partner organizations, and large signs at the entrances and exits of the Sun City Retirement Community. A large program booklet is printed each year and distributed by partner organizations such as veteran and first responder organizations, the Georgetown Chamber of Commerce and the Georgetown Convention and Visitors Bureau.

The Georgetown Arts and Culture Program plans to promote the partnership through the City’s monthly arts newsletter, posts on the City arts website and arts calendar, social media, City press releases, a marketing brochure, and space in the FOH program booklet.

ARTS & CULTURE BOARD MEETING

JANUARY 21, 2020



ARTS & CULTURE COORDINATOR REPORT

NOVEMBER 19, 2019

Public Art Program

Public Art Projects In Progress

- ▶ City Hall Gallery
 - ▶ Jan-March 2020 – GISD students
 - ▶ Reschedule Reception
 - ▶ April-June – Southwestern students
 - ▶ July-September – Devon Clarkson
 - ▶ October-November – Resilient Me

Public Art Program

- ▶ Public Art Projects in Progress

- ▶ “Preserving History” Mural

- ▶ Dedication ceremony on Saturday, February 15, 2-3pm

- ▶ Great schedule of presenters and viewing of the time lapse video and slideshow

- ▶ GHS Mural

- ▶ Need new location – 8th St. parking lot (Doering building)

Public Art Program

▶ Future Public Art Projects

- ▶ NEA Grant application in progress & TCA Grant application submitted
- ▶ Proposal – partner with Field of Honor to include arts component providing outreach and healing opportunities to the underserved population of veterans and military service-members
 - ▶ Resilient Me's "Storytelling Through Music"
 - ▶ Resilient Me's "Removing the Mask" – "Faces of Honor" exhibit at FOH & City Hall Gallery
 - ▶ Public Art mural at Wag Heaven; War Dog Memorial at Lackland; community engagement

Public Art Program

- ▶ Future Public Art Projects – Commercial Murals
 - ▶ Gus's Drug mural approved with painting "party" in the next couple of months
 - ▶ Contacted by Blue Corn Harvest and they are ready to start the process

Professional Development

- ▶ Brown Bag Luncheon at Library
 - ▶ January 22nd: Carol Watson



- ▶ April 22nd: Ann Graham – overview of the HOT Toolkit that will be launching early 2020

Texans for the Arts

- ▶ Arts and Culture Board Members
 - ▶ Tim Fleming
 - ▶ Amanda Still
 - ▶ Eric Lashley

Future Meeting Timeline

- ▶ February Meeting

- ▶ Adopt final 2020-2025 Strategic Plan
- ▶ Adopt Commercial Mural Guidelines
- ▶ Farewell event to board members at L&O after board meeting??

- ▶ March Meeting

- ▶ Welcome new board members