

**Notice of Meeting for the
Arts and Culture Advisory Board
of the City of Georgetown
October 20, 2020 at 4:30 PM
at Virtual**

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.

Consistent with Governor Greg Abbott's suspension of various provisions of the Open Meetings Act, effective August 1, 2020 and until further notice, to reduce the chance of COVID-19 transmission, all City of Georgetown Advisory Board meetings will be held virtually. Public comment will be allowed via teleconference; no one will be allowed to appear in person.

To participate, please copy and paste the following weblink into your browser:

<https://georgetowntx.zoom.us/j/96665263494>

Meeting ID: 966 6526 3494

Topic: Arts and Culture Board meeting

Time: Oct. 20, 2020 04:30 PM Central Time (US and Canada)

Dial by your location

+1 346 248 7799 US (Houston)

+1 253 215 8782 US (Tacoma)

+1 669 900 6833 US (San Jose)

+1 301 715 8592 US (Germantown)

+1 312 626 6799 US (Chicago)

+1 929 205 6099 US (New York)

877 853 5257 US Toll-free

888 475 4499 US Toll-free

833 548 0276 US Toll-free

833 548 0282 US Toll-free

Meeting ID: 966 6526 3494

Find your local number: <https://georgetowntx.zoom.us/j/96665263494>

Citizen comments are accepted in three different formats:

- 1. Submit written comments to lawren.weiss@georgetown.org by 4:30 p.m. on the date of the meeting and the Recording Secretary will read your comments into the recording during the item that is being discussed.**
- 2. Log onto the meeting at the link above and “raise your hand” during the item**
- 3. Use your home/mobile phone to call the toll-free number**

To join a Zoom meeting, click on the link provided and join as an attendee. You will be asked to enter your name and email address (this is so we can identify you when you are called upon). To speak on an item, click on the “Raise your Hand” option at the bottom of the Zoom meeting webpage once that item has opened. When you are called upon by the Recording Secretary, your device will be remotely un-muted by the Administrator and you may speak for three minutes. Please state your name clearly, and when your time is over, your device will be muted again.

Use of profanity, threatening language, slanderous remarks or threats of harm are not allowed and will result in you being immediately removed from the meeting.

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 Discussion on how this virtual conference will be conducted, to include options for public comments and how the public may address the Commission. -Lawren Weiss, Administrative Assistant
- B 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. President of Georgetown Art Works Stuart Wallace will address the board regarding Item G.-Jane Estes, Chair.
- C Announcements regarding arts and culture. -Jane Estes, Chair.
- D Consideration and possible action to approve the minutes from the September 15, 2020 Arts and Culture Board meeting. -Jane Estes, Chair.
- E Overview for new board members of the 2020-2025 Arts and Culture Strategic Plan. – Amanda Still, Arts and Culture Coordinator
- F Consideration and possible action to approve the Call for Artist Entries for the mural at Georgetown Title - Amanda Still, Arts and Culture Coordinator
- G Consideration and possible action to rank budget priorities for the 2020-2021 Fiscal Year - Amanda Still, Arts and Culture Coordinator
- H Consideration of Arts and Culture Coordinator report. -Amanda Still, Arts and Culture Coordinator
- I Consideration and possible action regarding future meeting dates. –Janes Estes, Board 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 Virtual Meeting of the
Arts and Culture Board
City of Georgetown, Texas
September 15, 2020**

The Arts and Culture Board met virtually on Tuesday, September 15, 2020 at 4:30 p.m. via Zoom.

PRESENT: Jane Estes, Susie Flatau, Sonya Robinson, Gaby Shultz, Sharon Snuffer, and Jessica Meurer-Sobhani.

ABSENT: Marissa Palmer

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

MEMBERS OF THE PUBLIC: Jusak Yang Bernhard and Jeff Manley

Chair Estes called the meeting to order at 4:30 P.M.

Regular Agenda

- A. Discussion on how this virtual conference will be conducted, to include options for public comments and how the public may address the commission. -Lawren Weiss, Administrative Assistant. No action required.
- B. Citizens wishing to address the Board. – Jane Estes, Chair. As of the deadline, no persons were signed up to speak on items other than what was posted on the agenda. Wag Heaven business owners Jusak Yang Bernhard and Jeff Manley signed up to address the board regarding item E. No action required.
- C. Announcements regarding arts and culture. – Jane Estes, Chair. No announcements this month. No action required.
- D. Consideration and possible action to approve minutes from the June 16 and August 18, 2020 Arts and Culture Board meeting. – Jane Estes, Chair. **Motion by Snuffer; second by Flatau** to approve the August 18, 2020 Arts and Culture Board virtual meeting minutes. **Approved 6-0** (Palmer absent).
- E. Consideration and possible action to approve a mural at Wag Heaven as part of the Healing Arts for Veterans grant funded program and located at 205 West 6th Street, #115, 78626. – Amanda Still, Arts and Culture Coordinator. Board members and business owners of Wag Heaven reviewed and discussed three mural proposals. While “Best Friends” was a favorite among everyone, Bernhard and Manley felt the Field of Honor and a service member should be included in the design. They would also like to see the flag changed to the U.S. flag instead of the one in the proposal. Board members agreed with the suggested changes from the Bernhard and Manley. Still agreed to contact the artist about the change requests. Following discussion, **motion by Robinson; second by Flatau** to approve the “Best Friends” mural proposal, contingent upon the artist agreeing to proposed changes. **Approved 6-0** (Palmer absent). Still will work with the artist regarding the changes and to move the project forward.
- F. Consideration and possible action to select sculptures for the Georgetown Sculpture Tour 2020-2021. – Amanda Still, Arts and Culture Coordinator. Still explained that there were 18 spaces

available in the 2020-21 Sculpture Tour. Selected pieces will be installed November 16 and 17, following the removal of the current tour's sculptures. Still noted that some of the sculpture submissions were proposals and not completed pieces. If selected, the artists will have two months to finish the piece before install. Brief discussion followed regarding proposals, ratings, and locations. **Motion by Flatau; second by Robinson** to select the top 18 rated submissions for the 2020-2021 Sculpture Tour. **Approved 6-0** (Palmer absent). The top 18 pieces and artists are as follows:

1. *Great Bird* by Peter Mangan
2. *Interaction of Thought* by John Mark Luke
3. *Moment of Reflection* by Dan Pogue
4. *The Optimist* by Linda Wilde
5. *The Feather* by Kirk Seese
6. *And He Was Sad* by Bob Coffee
7. *Tree Branches* by Kirk Seese
8. *Paths We Choose* by Anthony St. James
9. *Letting Go* by Peter Mangan
10. *Luminous Beings Are We* by Kirk Seese
11. *Ascension* by Scott Brunson
12. *Zenith* by Scy Caroselli
13. *Sunburst* by Scott Shubin
14. *Twist* by Peter Mangan
15. *Golden Hugs* by Marianne Caroselli
16. *Butterfly* by Mary Angers
17. *Nine* by Scott Shubin
18. *Uncommon Egret* by Marla Ripperda

- G. Consideration and possible action to approve a purchase of public art, "Quest for Knowledge" by Jay Schaan. –Amanda Still, Arts and Culture Coordinator. Still explained that Quest for Knowledge, located at the front of the library, is a favorite piece among citizens. Staff identified available funds that need to be used before the end of the current fiscal year and proposed purchasing this piece to add to the City's permanent collection. Purchasing art is part of the Arts and Culture Strategic Plan. Following brief discussion, **motion by Robinson; second by Meurer-Sobhani** to approve the purchase of Quest for Knowledge by Jay Schaan for \$5,520. **Approved 6-0** (Palmer absent).
- H. Consideration of Arts and Culture Coordinator report. – Amanda Still, Arts and Culture Coordinator. Still discussed her report as included the agenda packet. Topics included the City's public art programs, grants, and future project timeline. Still noted that artist receptions for exhibits at City Hall had been cancelled until at least January 2021. The install for the Recycled Street Sign project is postponed until Tuesday, 9/22 to allow artist Scott Shubin time to complete the piece. No action required.
- I. Consideration and possible action to approve a Cultural District Grant award from the Texas Commission on the Arts for \$4,200 for a mural at Georgetown Art Center. - Amanda Still, Arts and Culture Coordinator. Still explained that TCA will award the City of Georgetown a grant of \$4,200 for a mural at Georgetown Art Center. To accept the grant award, staff needs approval from the Arts and Culture Board and City Council. **Motion by Meurer-Sobhani; second by Robinson to approve** a Cultural District Grant award from Texas Commission on the Arts for \$4,200. **Approved 6-0** (Palmer absent). With the board's approval, staff will present this item to City Council for final approval.

- J. Consideration and possible action regarding future meeting dates. – Jane Estes, Board Chair.
The next meeting will be held as regularly scheduled on October 20, 2020 at 4:30 p.m. This will be a virtual meeting.

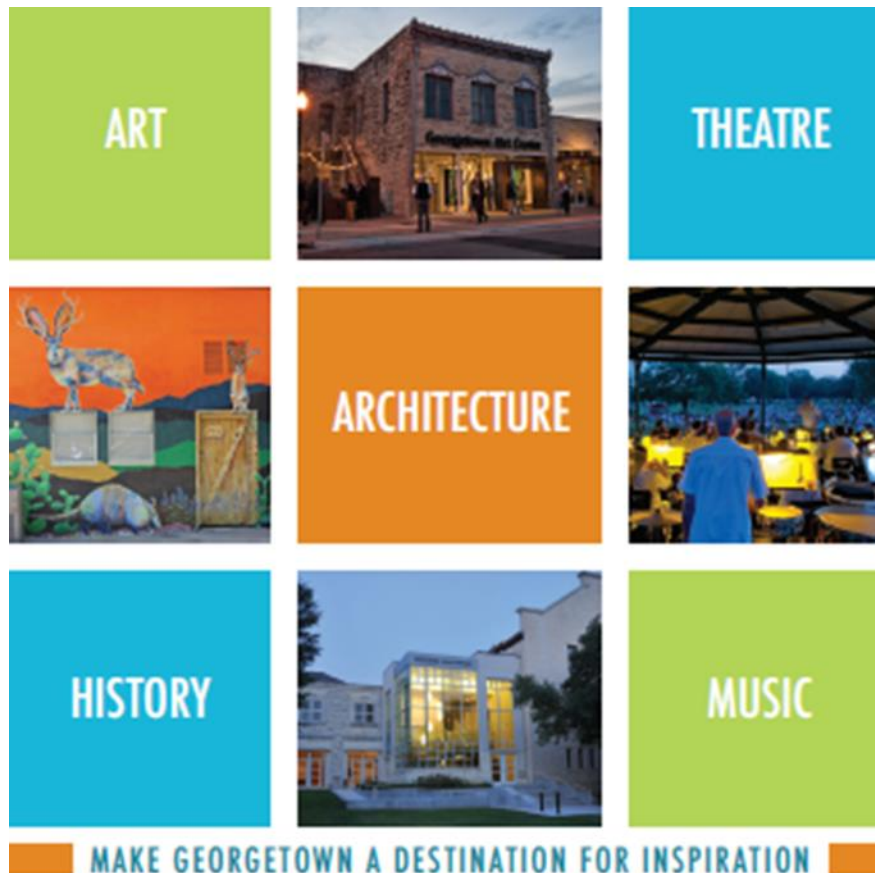
Chair Estes adjourned the meeting at 6:03 p.m.

Respectfully submitted,

Sharon Snuffer
Board Secretary

Jane Estes
Board Chair

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

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 to 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 locations 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.



Georgetown Palace Theatre

Purpose

The purpose of the Arts and Culture Board's Strategic Plan is to establish goals and objectives to accomplish the directives established 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 arts and culture strategic plan helps meet the goals of these two major planning documents.

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

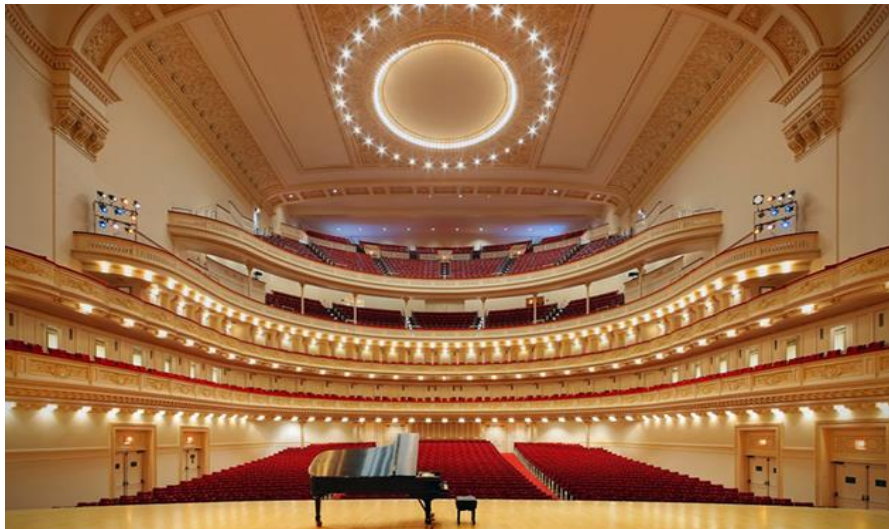
Strategies

- 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

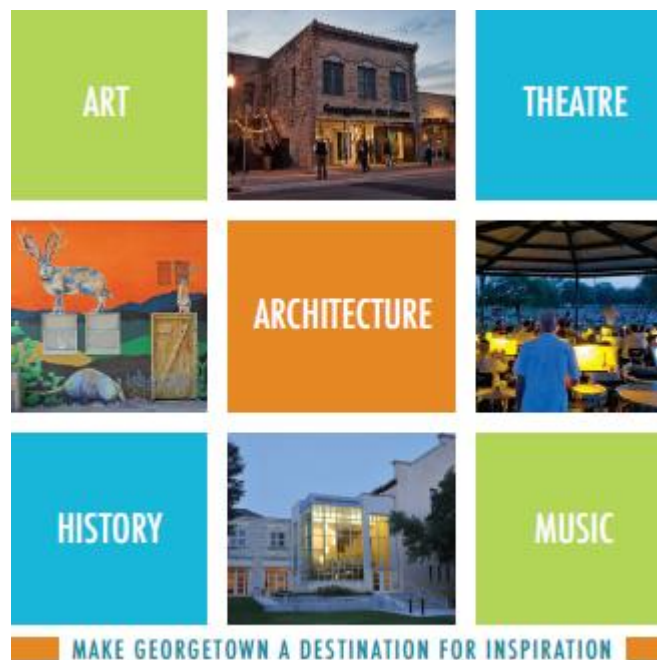
Goal VIII. Elevate the Arts and Culture staff to include an Arts and Culture Director, a Coordinator of Activities, and Marketing Coordinator to coordinate the arts and cultural activities of the City and work with City Boards and local arts organizations



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



Call for Artist Entries: Commercial Mural at Georgetown Title



Georgetown Title – in collaboration with the Georgetown Arts and Culture Board - would like to commission an artist to design and install a mural on an exterior wall of their building. Call opens November 1st, 2020

Application Deadline: December 30th, 2020

PROJECT DESCRIPTION: Beginning November 1st, 2020, The City of Georgetown's Arts and Culture Board will invite artist entries for the Commercial Mural Project at Georgetown Title. The mural design should be an interpretation of the history of the site using abstract representation with an emphasis on color and shape instead of realistic representation. For more details see the full submission guidelines.

ELIGIBILITY: This opportunity is open to all professional artists over the age of 18.

BUDGET: This project is part of the Percent for Public Art in Municipal Capital Improvement Projects and provides matching City funds to the Commercial Mural at Georgetown Title. An artist stipend of \$4,000 will be paid to the artist selected to install the mural. The cost of materials and equipment necessary to install the mural will be covered up to \$2,000. Any material and equipment costs exceeding this amount will require prior approval. The selected artist will be responsible for their own travel costs, housing, and personal liability insurance.

INSTALLATION DATE: Mural will be completed by April 30th, 2021.

APPLY: Applications will be submitted through Submittable.com between November 1st and December 30th, 2020: <https://artsgeorgetown.submittable.com/Submit>

SELECTION: From the entries submitted by the deadline, the Arts and Culture Board in collaboration with Georgetown Title will award an artist commission for the mural design and installation. Artists will be notified of the final selection by the late January, 2021.

APPLICATION FEE: None

Questions: Contact Amanda Still at 512-930-8471 or Amanda.still@georgetown.org

ABOUT GEORGETOWN TITLE AND THE HISTORY OF THE SITE: The area just to the west of Georgetown's historic Courthouse Square was once the city's center of industry and transportation. When the railroad arrived in 1876, it had a huge impact on the transportation of goods and agricultural products, and lumber yards were quickly built around the rail spurs to take advantage of the incoming building supplies. The railroad brought more refined building products in, as well as connected local agricultural products like cotton to larger markets. The railroad also brought in everything from produce to rubber, and the Sanborn Fire Insurance Maps of Georgetown are an early picture of the affluence the rail connection brought to the community. The rail spurs remained downtown for nearly a century until they were removed in the mid 1960's.

The location of the Georgetown Title Company was previously the site of the Belford Lumber Yard. Owned by Charles Sanford (C. S.) Belford, who was one of the most notable builders in Georgetown's history, this was his center of operations for his substantial building business. Belford has a National Register Historic District named after him and is known for building remarkable houses in the city's Old Town Historic District as well as commercial structures in the Downtown. Belford's toolbox, ledgers and some of his construction plans are housed in Special Collections at Southwestern University.

A group of buildings known as Belford Square were built in the early 1970's and became home to Georgetown Title. Georgetown Title employees are experts in closing and insuring all types of land transactions, from farm and ranch to commercial, residential and new construction.

The Belford National Register Historic District nomination form is available here:
<https://atlas.thc.texas.gov/NR/pdfs/86000991/86000991.pdf>, pages 15-16 have a brief history.

A video presentation on the history of Georgetown's railroads is available here:
https://www.youtube.com/watch?v=0UeLhO06ZhM&list=PLwNcbKpuKse0G_FoXdtVcQ7BrqODRDFdn&index=5&t=16s.

Sanborn Fire Insurance Maps of Georgetown are available here:
<http://legacy.lib.utexas.edu/maps/sanborn/g.html>, scroll down to Georgetown maps. Please note that street names changed before 1916!

CURRENT SITE CONDITIONS:



The Georgetown Title building now backs up to the new 8th Street Parking Lot Capital Improvement Project. The completion of the parking lot project presents an opportunity for

public art to enhance the new public space, as well as raise awareness of the history of the site and the role Georgetown Title plays in the historic timeline of the City.

The wall dimensions are 56' wide x 12' high, and the mural will cover the entire wall. The wall material is concrete block, with a small area of utility equipment that should be creatively incorporated into the proposed design and could be realized as a three-dimensional element to the mural.

The artistic style requested is a unique, non-traditional, abstract style that is artistically creative and colorful. The "industrial" history of the site should be referenced using abstract interpretation that emphasizes shapes and colors instead of realistic interpretation. This mural is envisioned to invite photo opportunities for visitors to the mural. The location of the utility boxes on the wall is also an opportunity to introduce a three-dimensional component to the design! Think unique, colorful, abstract, outside-the-box, innovative, and non-traditional.

SELECTION CRITERIA: The final artist's design will be selected by the Georgetown Arts and Culture Board and Georgetown Title based on the following criteria:

- Quality of artistic composition
- Creativity of design in addressing the history of the site and artistic style requested
- Artistic ability as demonstrated in examples of work submitted
- Evidence of experience creating durable and sustainable outdoor mural art
- Experience with public art projects
- Willingness and ability to meet contractual guidelines and deadlines
- Ability to fulfill submission guidelines

SUBMISSION GUIDELINES: *Each artist may submit only (1) design for consideration.* The following will be submitted online through Submittable at <https://artsgeorgetown.submittable.com/Submit>:

Contact information

- Full Name, address, telephone number, e-mail address

Concept statement for proposed design

Image(s) of proposed design

- Artist may submit up to (5) images to communicate proposed design (upload)

Support materials/Previous work

- Proposals should be accompanied by 5 to 10 images of previous work (upload)
- An artist statement describing experience and interest in creating a mural in Georgetown
- Resume (upload)

ANTICIPATED TIMELINE:

Call for Artist Entries – November 1st – December 31st

- The Arts and Culture Board and Georgetown Title will review the design submissions and select the winning design at the January 19th, 2021 Arts and Culture Board meeting
- Artists will be notified of the final selection by late January 2021.
- Artist contracts will be executed by mid-February, 2021
- Work to commence by March 1st, 2021
- Mural to be completed by April 30th, 2021

2020-2021 Arts & Culture Budget Rankings

We'd like your input on projects you are most interested in funding in the next fiscal year (1 =most interest). Please rank the projects and bring your ranking sheet to the meeting.

2020-2021 A&C Budget Rankings

- _____ Grant Support for GAW/Art Center
- _____ Grants to Community Arts and Culture Organizations
- _____ Utility Box Art
- _____ Sculpture Tour
- _____ Murals
- _____ Sculpture Garden
- _____ City Hall Exhibits
- _____ Training/Travel
- _____ Marketing
- _____ Brown Bag Luncheon Program
- _____ Other: _____
- _____ Other: _____
- _____ Other: _____

Dear Arts & Culture Board,

Thank you very much for your continued support of Georgetown Art Works, the non-profit that operates the Georgetown Art Center.

Georgetown Art Works, as the Arts & Culture Board, wants Georgetown to be a nationally recognized arts destination by 2030. The help of the Arts & Culture Board is vital to this goal. By dedicating funds for a professional grant writer, the Arts & Culture Board would be fostering a vibrant Art Center and help us fulfill our mission of elevating the arts in our community.

Georgetown Art Works has, in just the last few years, secured tens of thousands of dollars in grants in the form of operational support, prize money, website redesigns, and more. This has been through the volunteer efforts of board members and interns who have no experience grant writing. This happens in addition to all the other aspects of running a facility like marketing, website, exhibits, HR, point of sale, etc. Gary Anderson, our office administrator with a long history with the Art Center, also estimates that we are up against the following turnover figures:

If I define turnover among board members as leaving before fully completing a 3-year term, my guess would be about 50%. If I define turnover among volunteers as leaving before completing 50 hours of volunteer service, I would guess 75%.

Passionate board members and volunteers will continue to do our best if we are unable to secure a professional grant writer. Imagine the possibilities if a professional grant writer can work for us.

Keri McDonald was referred to me by the Regional Foundation Library, which is a library at the University of Texas in Austin dedicated to grants. Due to COVID-19, the amount of time that GAW board members spend on grants has dramatically increased. I feel that we have outgrown the model in which our volunteer board members and interns write grants for funding.

To speak briefly about details, GAW has years of documentation of previous grants, images, etc that Keri can quickly utilize through Google Drive. When COVID-19 hit, the Regional Foundation Library provided a concierge service in which it would research possible grant sources. We took advantage of this resource. Keri has her own subscriptions to grant databases. We have a long list of possible sources of grants along with the images, data, history, etc that Keri needs. We just need her paid expertise in completing these grants.

Keri estimates that 33% of our operating budget could come from grants with her help. That means she could pull in roughly \$23,000 for increased activities and funds reserved for an additional part-time position.

Some targets we have in mind are (regional) Seeds of Strength, Chaparral Women's Club, Chisholm Trail, Texas Commission on the Arts, and (national) NEA, Knight Foundation, and Rockefeller Foundation. Some of our near-term goals include increasing the caliber of our exhibits and workshops through stipends, adding an additional part-time employee, and adding a paid part-time Executive Director position.

We propose a one-year trial of Keri's services. We would hope that it would be advantageous to extend her services as she would be best suited to manage final reporting of earned grants.

Thank you for your consideration in helping us apply for grants.

Respectfully,

Stuart Wallace

President, Georgetown Art Works

Proposal to Georgetown Art Works

Summary and Deliverables

Georgetown Art Works seeks leadership and support in grant prospecting, cultivation, and writing. Should Georgetown Art Works accept this proposal from Keri McDonald Consulting,

Keri will:

1. Facilitate a virtual meeting with the Georgetown Art Works team to develop an effective strategy.
2. Create “generic grant” and LOI templates to be most efficient in grant applications.
3. Research potential funders and create a grants prospect list with probability of receiving funding.
4. Develop a project plan with calendar to apply for grants from funders who know and understand the goals of Georgetown Art Works.
5. Provide coaching on foundation and donor cultivation in preparation for applications.
6. Communicate with regularity to the Georgetown Art Works team to include monthly Zoom meetings (or in-person when necessary) and weekly emails.
7. Write grants based on the project plan and provide to the team for review.

Georgetown Art Works will:

1. Provide verbiage about programs as well as applicable data, evaluation tools, and results.
2. Provide regular programmatic updates and inform Keri of any pertinent changes in outcomes or scope of work.
3. Cultivate relationships based on coaching from Keri and existing contacts before, during, and after grant submissions.
4. Participate in monthly Zoom meetings with Keri and reply in a timely manner to all communication.
5. Review grants prior to submission and ensure adherence to project plan.

Contract Structure/Next Steps

1. Pending acceptance by signature below, this proposal will serve as the Scope of Work for a year-long, retainer-based contract.
2. Keri will draft a contract with any edits or feedback to the proposal incorporated.

Cost Options

Select from one of the options below, then sign, scan, and return document to Keri.

- ☐ A monthly retainer of \$1,250 to include Items 1-7 above, with a minimum of 20 hours per month dedicated to the project and support with the development section of the Georgetown Art Works strategic plan.
- ☐ A monthly retainer of \$950 to include Items 1-7 above, with a minimum of 15 hours per month dedicated to the project and support with the development section of the Georgetown Art Works strategic plan.
- ☐ A monthly retainer of \$650 to include Items 1-7 above, with a minimum of 10 hours per month dedicated to the project.

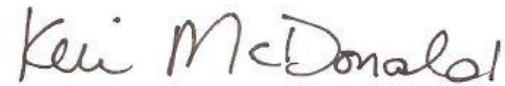
GEORGETOWN ART WORKS

KERI McDONALD CONSULTING

BY: _____

Stuart Wallace
Board President

BY: _____

A handwritten signature in black ink that reads 'Keri McDonald'.

Keri McDonald, M.P.Aff.
President

Amanda Still

From: Laura Sewell <sewell@southwestern.edu>
Sent: Wednesday, October 14, 2020 3:48 PM
To: Amanda Still
Cc: Stuart Wallace
Subject: [EXTERNAL] funding for a grant writer for GAW

[EXTERNAL EMAIL]

Dear Amanda,

Stuart has informed me of the request for funding from the A&C Board for the contracting of a grants writer for the GAW. As it seems appropriate, please share my support of this idea. I believe the priorities of the GAW Board would be bolstered by the support of a paid professional grants writer. In addition, this request may have a long-lasting impact on the entire Georgetown community as the consultant will work with the board to prioritize, reflect, and engage. This critical skill may be passed through other organizations that board members belong to and other Georgetown endeavors may be supported. I see many benefits in the contracting of this expert. Benefits that will have a deep impact to the GAW and our entire arts community.

Thank you for your time,

Laura Sewell '95

Director of the Sarofim School of Fine Arts Administration
Southwestern University

512-863-1379, I am currently working remotely, please call my office number or text: if you need any assistance.
www.southwestern.edu/sarofim/

If you need to make an appointment with me, please go to [Book Me](#).

"Southwestern is one of the few jewels of the Southwest whose mission is to prepare a new generation to contribute to a changing society, and to prosper in their jobs, whatever and wherever in the world they may be."

- Loren Pope, Colleges That Change Lives

Georgetown Arts and Culture Coordinator Report

October 20, 2020

Public Art Program

- Projects in Progress
 - City Hall Gallery
 - Sonia Colonna Mathis: October - December
 - Southwestern student Julia Canfield: January - March 2021



Artwork pictured from Sonia Colonna Mathis

Public Art Program

- Projects in Progress
 - Healing Arts for Veterans (Music)
 - Storytelling - Nov 7th at 3pm
 - JROTC; Wynn Williams; Patriotic songs; mini-FoH
 - Reservations? FB Live Stream
 - Video Project/Audio Recordings
 - Healing Arts for Veterans (Public Art)
 - K9 Heroes Mural at Wag Heaven
 - Community painting on 11/11
 - Sign Up link live on Friday
 - Red Poppy Mural Selection



Pictured: Welcome to Wolf Ranch by Angela Effenberger

Public Art Program

- Projects in Progress
 - Recycled Sculpture
 - Installation September 22
 - Annual Sculpture Tour
 - Installations Nov 16/17
 - Animal Shelter Mural Call Open!
 - Call open- Oct 15 to Nov 30
 - Art Center Mural Proposal
 - Percent for Art in Capital Projects
 - Georgetown Title Opens Nov 1st



Professional Development

- Arts & Culture Brown Bag
 - HOT Toolkit: Jan 2021
- Breakfast Bites
 - December 3rd at 8:30am
 - Municipal Court
 - In person & virtual
- Marketing/Promotion/Arts District
 - Brochure of sculptures & murals available in December



BREAKFAST BITES

COME GET THE DOWNTOWN LOWDOWN

Hosted by the Georgetown Main Street Program



**BUILDING COMMUNITY
THROUGH ARTS & CULTURE**

with Amanda Still and Jane Estes

Future Meeting Timeline

- November Meeting
 - Approval of Arts and Culture grant guidelines for the 2021 Round I grants; grant applications accepted Dec 1 - 30, 2020
 - Overview of 2030 Georgetown Master Plan
- December
 - Evaluate Animal Shelter mural designs
 - Award Sculpture Tour prizes

Timeline

Monday, November 16th

Installation: 8:45-9:15am

Golden Hugs by Marianne Caroselli
36" tall x 33" wide approximate
125 lbs

(Sculpture will be shipped and stored on library loading dock)

New Title Plate in Ground



Roberts Printing

Installation 9:30-10am

Paths We Choose by St James
62"X48"X42"
150 lbs

(Artist to help install)



Library Wall 1

Installation: 10:30-11am



Great Bird by Peter Mangan
9.5' x 7.5' x 2.5'
175 lbs; attached with 3 anchor bolts

(Artist to help install)
(Laura Sturtz will pick up set aside sculptures)



Art Center/Tax Office

Installation: 11:15am-11:45pm

Twist by Peter Mangan
89" x 43" x 25"
75 lbs

(Artist to help install)



Library Wall 2

Installation: 11:45am-12:15pm

Letting Go by Peter Mangan
105" x 24" x 24"
75 lbs

(Artist to help install)



Library Landscape Bed 1



Lunch 12:15-1:15pm

Installation: 1:15-1:30pm

And He Was Sad (Eeyore) by Bob Coffee

3' T x 2'8"W x 2'8"D

75lbs

(Per artist: To be set in place directly on the grass)



Library Lawn 1

Installation: 2:15-2:45pm

Interaction of Thought by John Mark Luke

90 inches (high) x 48 inches (wide) x 36 inches

200 lbs

(Artist to help install)



8th St. - Antiques & Artisans

De-installation: 3:30-4pm

"Garden Femme" by Mary Paige Huey
48" x 28" which includes the carved base



7th St. and Main - Gumbo's Sidewalk

Tuesday, November 17th

Installation 8-8:30am

Head Games by Ho Baron

*(Sculpture will be shipped and stored on library
loading dock)*

New Title Plate in Ground



New Pad at Library Wall at 9th St Entrance

Installation: 9:30-10am

Moment of Reflection by Dan Pogue
84" Total height (Bronze is 62") Pedestal
is 48" x 18" x 18"
250 lbs

New Title Plate in Planter?



Kork/Grace Plaza

(Artist to help install)



Installation: 10:15-10:45am

Nine by Scott Shubin

9'H x 5'W by 6'D

200 lbs

(Artist to help install)



Library Lawn 2

Installation: 11-11:30am

Butterfly by Mary Angers

6 feet by 30 inches around

100 lbs

(Sculpture will be shipped and stored on library loading dock)



Gumbo's Landscape Bed



Installation: 11:45am-12:15pm

Zenith by Scy Caroselli

5'X 16" X16'

125 lbs

(Sculpture will be shipped and stored on library loading dock)

New Title Plate in Ground



Monument/L&O

Lunch 12:15-1:15pm

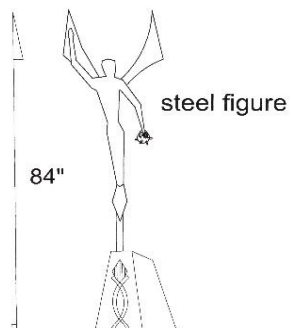
Installation: 1:30-2:15pm

Ascension by Scott Brunson

72-84 x 24 x 24

500 lbs

(Artist to help install)



Founders Park



30x30 scagliola stone base
inlaid glass diamond backlit

Installation 2:30-3pm

Ventura by Humberto DeGarrio

111" x 24" x 16"

50 lbs

New Title Plate in Ground

(Artist to help install)



Library Bed 2

Installation: 3:15-3:45pm

The Optimist by Linda Wilde

42"x18"x30"

80 lbs

(Artist to help install)

New Title Plate Flush with Ground



Gumbo's Sidewalk (near All Things Kids)

Installed/De-installed by Others

Installed at Wolf Ranch by Scott Shubin
Sunburst by Scott Shubin
14'H x 9'D x 7'W

New Title Plate in Ground



Wolf Ranch 2

Installed at Wolf Ranch by Kirk Seese
Luminous Beings Are We by Kirk Seese
7.5'H x 6'W x 6'D

New Title Plate in Ground



Wolf Ranch 1

Installed by Kirk Seese
The Feather by Kirk Seese
10'H x 22"W x 22"D



Rec Center

Installed on by Kirk Seese
Tree Branches by Kirk Seese
7.5'H x 4'W x 4"D



Century 21

BonsaiTECH: Late Fall by Chuck Collins
3' x 1.5' x 1'



Library Interior