

McKINNEY ARTS COMMISSION

JANUARY 17, 2013

The McKinney Arts Commission of the City of McKinney, Texas met in regular session in the Council Chambers of the Municipal Building on January 17, 2013 at 9:00 a.m.

Commissioners Present: Chair Linda Spina; Vice-Chair Hamilton Doak; Janet Farr; Pamela Harden, Beth McGuire, and Matthew Bado.

Commissioners Absent: Sherry Tucker.

Staff Present: City Liaison Aretha Adams; Arts Commission Secretary Mona Robinson; Planning Manager Ross Altobelli; and Ty Lake, Director of McKinney Performing Arts Center.

Guests Present: David Fisher and Caroline French.

Chair Linda Spina called the meeting to order at 9:02 a.m. after determining a quorum was present.

Commissioners unanimously approved the motion by Vice-Chair Doak, seconded by Commissioner Farr, to approve the following consent items:

- 13-034** Minutes of the McKinney Arts Commission Work Session of November 14, 2012
- 13-035** Minutes of the McKinney Arts Commission Special Meeting of November 14, 2012
- 13-036** Chair Spina called for Consideration/Discussion/Action on the Final Report of Turtle Creek Chorale. Chair Spina invited David Fisher, Executive Director, and Caroline French, Development and Marketing Coordinator, of Turtle Creek Chorale, to briefly discuss their Final Report which had been submitted for approval. Commissioners unanimously approved the motion by Vice-Chair Doak, seconded by Commissioner Bado, to approve Turtle Creek Chorale's Final Report.
- 13-037** City Liaison Aretha Adams opened the discussion on the grant application process and timeline for fiscal year 2013-2014. City Liaison Adams explained she is currently working with the city's Information Technology department to improve the process for Arts Commissioners

to extract data from the electronic applications submitted by the organizations requesting grants. City Liaison Adams next asked the Commissioners for clarification as how they wished to proceed regarding the requirement of organizations to file IRS form 990 if they wished to claim in kind services on their grant application. City Liaison Adams explained the financials submitted by organizations were much more accurate this past fiscal year with the addition of the requirement to file an IRS form 990, and Vice-Chair Doak strongly agreed with that statement. Following discussion the Commissioners agreed that for fiscal year 2013-14, any organization applying for an arts commission grant will have to file an IRS form 990 if they wish to include any in-kind services in their grant application. Chair Spina opened the discussion on the current grant application requirement allowing only groups with an arts related mission to apply for a grant. Chair Spina would like to broaden this requirement to allow groups with arts and/or culture related missions to apply for an arts commission grant. Commissioner McGuire stated she has a background in art history, and arts and culture go hand-in-hand, and it was Commissioner McGuire's opinion the idea of expanding the mission related requirement to include culture would be advisable if it were constrained enough to be arts related. It was a consensus of the commissioners to broaden the requirement to reflect that grant applications will be accepted from organizations with an arts and/or culture related mission statement. Commissioners unanimously approved the motion by Commissioner Farr, seconded by Commissioner Harden, to approve the grant application modifications as discussed as well as approve the proposed FY2013-14 Timeline.

13-038 Chair Spina invited Ty Lake, Director of McKinney Performing Arts Center (MPAC), to update the Commissioners regarding events and activities taking place at MPAC. Director Lake thanked the Arts Commissioners for their approval of grants to organizations utilizing

MPAC. Director Lake stated the Arts Commission has become an essential partner with the increased patronage at MPAC, and she detailed major changes taking place at MPAC over the last year. Chair Spina asked Director Lake about the impact the pipe organ has at MPAC, and Director Lake stated the pipe organ is definitely a showpiece. However, she does not know if the shows the North Texas Chapter of American Theatre Organ Society (NTCATOS) hosts are a good match for the area. Commissioner Farr asked Director Lake if she had discussed this issue with NTCATOS. Director Lake stated she had discussed this issue with NTCATOS, and even though this group is beginning to think out of the box as how to integrate the organ more, she has not seen any progress. Following an inquiry from Commissioner McGuire regarding more details as to Director Lake's statement about "not a good fit", Director Lake stated attendance at the NTCATOS events was extremely poor; however, she does feel there are opportunities for improvement. Chair Spina asked about opportunities for the Arts Commission to partner with MPAC, and Director Lake would like to see a partnership develop into an annual event. Vice-Chair Doak explained the Arts Commission has funds available this year for a partnership event. Vice-Chair Doak asked Director Lake to notify the Arts Commission should a partnership opportunity with MPAC arise. Director Lake provided the Commissioners with details related to the New Year's Eve party at MPAC. Chair Spina discussed the possible partnership between the Arts Commission and Main Street on possible public art programs which would incorporate public art alleyscapes in downtown McKinney. Director Lake stated she believes she would have an interested property owner regarding a mural.

12-1027 Chair Spina opened the discussion on the Arts Commission's goals and priorities for FY2013-14 and stated the Public Art Program currently is a big priority. Commissioner Farr stated fund raising for the public art program should also be a priority. Chair Spina shared concerns that

Commissioner Tucker had voiced to Chair Spina prior to the meeting regarding the Arts Commission becoming a fund raiser, and Commissioner Tucker does not want to change the purpose of the Arts Commission. There was extensive discussion regarding the role the Arts Commission should take in meeting financial requirements of the Public Art Program. City Liaison Adams stated that when the Arts Commission began discussing a public art program, it was understood the Arts Commission would have to raise funds, and City Liaison Adams does not feel any fund raising activities undertaken by the Arts Commission would cause the City Council to reduce the Arts Commission funds. The City Council has shown they are open to allocating a portion of Arts Commission funds for public art with the stipulation that the Arts Commission match City Council funds. Chair Spina discussed the Business Council for the Arts scholarship and explained requirements the scholarship recipient would be required to meet. Commissioner Farr and Vice-Chair Doak stated the scholarship recipient must be decided at the Arts Commission quarterly meeting in April. Chair Spina moved the discussion to the funds the Arts Commission has designated for partnering activities with other entities, and City Liaison Adams stated for purposes of planning, the arts commissioners should develop a strategy for use of the partnership funds as well as explaining differences between these funds and grant funds. Commissioners discussed various organizations and City departments they could possibly partner with in utilization of the funds in the best possible way. City Liaison Adams stated she will have a form regarding the process of utilizing the partnership funds at the Arts Commission quarterly meeting in April. Chair Spina discussed utilizing an intern program to promote the public art program as well as an "artist in residence" program. Chair Spina also stated that Arts Commission Secretary Robinson is beginning the preliminary groundwork to have the public art inventory become a part of

the Arts Commission site on the City of McKinney web site. Discussion of the document prepared by the subcommittee comprised of Commissioners Hardin and Bado as well as Vice-Chair Doak which addresses the philosophy of recent arts commission decisions will be held at a future meeting.

13-039 Chair Spina opened the discussion of the Public Art Master Plan and informed Commissioners the Master Plan and Guidelines will be presented to the City Council on February 19, 2013. Meridith McKinley and Todd Bressi of Via Partnerships joined the meeting via a telephone conference. Each Commissioner had reviewed drafts of the Master Plan and Guidelines prior to this meeting. Ms. McKinley explained an overview of the public art master plan as well as the near term and future goals of five projects totaling \$370,000. Ms. McKinley presented the Administrative Guidelines which state the responsibility of the Public Art Master Plan will be with the City Manager's office, and she offered further explanation of the Guidelines which clearly set out how the Public Art Master Plan would be instituted and maintained. Additional extensive discussion was held related to fund raising and the Arts Commission. Vice-Chair Doak reminded the other Commissioners that when the Arts Commission began the Public Art Program, they knew fundraising would be a responsibility of the Arts Commission. After further discussion, all Commissioners agreed fundraising was an Arts Commission responsibility. City Liaison Adams explained to the Commissioners that the decision as to whether or not the Arts Commission would do fundraising was their decision and not one the consultants would be making. Ms. McKinley proceeded to discuss the proposed timeline of approving and implementing the Public Art Master Plan. Vice-Chair Doak stated he feels the first public art project may be finalized in four to five months. City Liaison Adams stated the Arts Commission is in a good place in that fund raising and artist selection will go hand-in-hand. City

Liaison Adams explained that any necessary forms would be provided upon request by Via Partnerships after approval of the Public Art Master Plan, and City Liaison Adams asked Commissioners about any concerns they might have with the Public Art Master Plan and Guidelines as she stated these documents must be reflective of all arts commissioners. Ms. McKinley stated she will revise the Public Art Master Plan and Guidelines to reflect the comments and concerns as stated by the Arts Commissioners and Chair Spina stated a work session would need to be held in early February for a final review of the presentation to be made to the City Council on February 19, 2013.

There were no Commissioner comments.

Commissioners unanimously approved the motion by Commissioner Farr, seconded by Commissioner McGuire, to adjourn. Chair Spina adjourned the meeting at 11:26 a.m.

LINDA SPINA
Chair