

MINUTES
MCKINNEY ARTS COMMISSION QUARTERLY MEETING

October 21, 2010

The McKinney Arts Commission met in regular session on Thursday, October 21, 2010, at 11:00 a.m. in the Council Chambers of the Municipal Building, 222 N. Tennessee, McKinney, Texas.

Commissioners present: Linda Spina, Anne Royer, and Barbara Johnson.

Commissioners-elect present: Nichole Belford, Janet Farr, and Hamilton Doak.

Absent: Terry Prescott.

City Council Liaison Geralyn Kever was also present.

Staff present: City Liaison Aretha Harvey and Secretary Mona Robinson. McKinney Performing Arts Center (MPAC) Director David Taylor and Patricia Jackson of the City of McKinney Engineering Department were present for a portion of the meeting.

Vice-Chair Belford called the meeting to order at 11:01 a.m. after determining a quorum present.

City Secretary Hart administered the oath of office to Nichole Belford, Janet Farr, and Hamilton Doak. 11-01

Commissioners unanimously approved the motion by Commissioner Spina, seconded by Commissioner Royer, to elect Commissioner Nichole Belford as Chair. She was the only nomination and was elected by acclamation. Commissioners unanimously approved the motion by Commissioner Johnson, seconded by Commissioner Royer, to elect Commissioner Spina as Vice-Chair. She was the only nomination and was elected by acclamation. 11-02

Chair Belford asked McKinney Performing Arts Center (MPAC) Director David Taylor to give an update on MPAC and the Texas Cultural Arts District Program, a non-funded designation program. In 2007-2008 Director Taylor wrote and submitted a program to Texas Commission on the Arts, and McKinney ranked 13 out of 36 of the cities submitting reports. Director Taylor provided documentation on who can apply for designation as a Cultural Arts District as well as application submission deadlines. He explained specifics of what was involved in the next steps of the cultural arts 11-13

designation process which is very detailed and will take about one year to accomplish. There are two ways to facilitate the designation--be part of a municipality or a 501(c)(3), and Director Taylor believes this process is very doable with a strong committee working towards this goal. Commissioner Royer asked Director Taylor for clarification regarding any funding involved with this program, and Director Taylor stated initially there was a stipend available, but at this time, the program does not involve any funding. Commissioner Royer asked about advantages of the Cultural Arts Designation program, and Director Taylor explained that collaborative marketing is an area which needs to be assessed. Vice-Chair Spina asked for clarification of the marketing aspect involved with the cultural arts designation, and Director Taylor explained that marketing can be maximized with the collaborative and partnering of marketing. Commissioner Spina confirmed with Director Taylor that the application process can be timely completed with a solid team, and Commissioner Royer stated there was a team in place previously. City Liaison Harvey inquired if a subcommittee should be formed to determine the type of designation the application should address, and Commissioners Doak, Johnson and Royer were appointed to serve as a sub-committee to investigate the idea and to bring forward a recommendation to the Arts Commission.

Director Taylor provided an overview of the events and activities at MPAC. City Council Liaison Kever asked Director Taylor if MPAC's website provides MPAC's economic impact statistics, and Director Taylor stated that information is currently not on its website. In the near future, MPAC's City website will contain this information. Commissioner Doak asked Director Taylor to expand on the arts and jazz fundraising event in May, and Director Taylor provided details on this event.

Commissioners unanimously approved the motion by Vice-Chair Spina, seconded by Commissioner Johnson, to approve the minutes of the July 22, 2010 regular meeting and the August 28, 2010 special meeting.

11-03 &
11-04

Chair Belford opened the discussion of approval of the 2009-10 Final Reports. Secretary Robinson explained to the Arts Commissioners Teatro Dallas had requested permission to submit a corrected Final Report. Chair Belford is their liaison, and she stated she is not pleased with this group. City Council Liaison Kever suggested the Commission consider that this action might set a precedence. Chair Belford stated she

11-05

would prefer not changing and to move forward with the Commission's earlier ruling on Teatro Dallas' initial Final Report. Commissioners unanimously approved the motion by Vice-Chair Spina and seconded by Commissioner Doak to approve the Final Reports listed and to not accept the revised Final Report from Teatro Dallas and let the funding they had already received stand as their final funding.

Chair Belford asked City Staff Liaison Harvey to provide additional information pertaining to the \$4,625 remaining in the 2010-2011 grant funding. Liaison Harvey explained the funds set aside for the Economic Development Study could only be \$2,500 for the current fiscal year, and the remaining \$5,000 for the study could not be encumbered during this fiscal year's budget. Secretary Robinson explained to the Commissioners the formula used to determine the amount remaining. Commissioners unanimously approved the motion made by Commissioner Johnson and seconded by Vice-Chair Spina to equally divide the \$4,625 among the seventeen 2010-2011 grant recipients.

11-06

Chair Belford opened the discussion on liaison assignments, and Commissioner Johnson suggested having liaison support for groups who applied for grants but did not receive any funding. Commissioner Royer inquired about a liaison to work with McKinney Independent School District (MISD), and City Council Liaison Kever suggested alternatives and options for the Commission regarding communication with MISD. Commissioner Doak was appointed to work with MISD. Chair Belford stated the funding list in the August 28, 2010 Minutes would need to be amended to reflect the grant to McKinney Area Christian Homeschoolers. Following the liaison assignment discussion and assignments, Chair Belford encouraged the Arts Commissioners to contact their groups and introduce themselves as the group's liaison. Commissioners unanimously approved the Motion by Vice-Chair Spina and seconded by Commissioner Doak to approve the liaison assignments.

11-07

City Council Liaison Kever requested the Commissioners consider specific corrections to the July 22, 2010 Minutes so they would more accurately reflect the public art discussion held on that date. Commissioners unanimously approved the Motion by Commissioner Johnson and seconded by Commissioner Farr to accept the July 22, 2010 Minutes with the corrections outlined by City Council Liaison Kever.

Commissioners unanimously approved the Motion by Commissioner Farr seconded by Vice-Chair Spina to accept the Minutes of the August 28, 2010 Special Meeting with the addition of McKinney Area Christian Homeschoolers to the listing of grant recipients.

Vice-Chair Spina reported on discussions she had with McKinney Community Concerts, and Commissioner Royer discussed the upcoming McKinney Art Studio Tour. 11-08

Chair Belford asked Patricia Jackson from the City of McKinney Engineering Department to come forward and open the discussion on public art. Ms. Jackson provided documentation to the Commissioners pertaining to various aspects of public art, and she gave numerous resources available for review in getting a public art policy in place. Ms. Jackson recommended proceeding with the process of initiating a public arts program in McKinney and suggested looking at a non-specific percentage of project costs at this point in time. Ms. Jackson made another recommendation to incorporate public art into building elements which are required, i.e. glasswork on interior walls, flooring, exterior screening. City Council Liaison Kever stated Ms. Jackson was present today to discuss City of McKinney public art policy at the request of the Capital Assets Committee. City Council Liaison Kever explained to the new Arts Commissioners that she had received strong support when she had asked the Arts Commissioners at their July 22, 2010 meeting, during an initial discussion of public art, if they were interested in, and wanted to, pursue a policy on public art. Possible development of a potential draft public art policy was discussed at the recent Capital Assets Committee meeting. It was thought it would be sensible to have the Arts Commission be the first to look at a prospective policy and provide Council their input. City Council Liaison Kever asked new Commissioners for their thoughts and comments, and Commissioner Farr stated she thought it would be worth investigating but wondered what was the starting point. Following City Council Liaison Kever's request for direction, Ms. Jackson offered ideas as how to proceed with coming up with a draft or outline version of what might be looked at for McKinney. Ms. Jackson believes Frisco's and Allen's public art documentation are good baselines for a beginning. City Council Liaison Kever inquired about the Arts Commission meeting timeline as it is her hope the Arts Commission would meet more than once a quarter if they are serious about putting forth a draft proposal to Council. Chair Belford feels meeting more often is an excellent idea, and 11-11

City Staff Liaison Harvey suggested a Worksession dedicated solely to public art could be held. Chair Belford scheduled a Worksession for November 4, 2010. City Council Liaison Kever is excited personally about the Commissioners' enthusiasm and also stated that if the Council supports what the Commission puts forward, the Arts Commission's scope will be greatly enlarged. Chair Belford recommended all Commissioners review the ordinances, and Ms. Jackson will provide additional public arts documentation from Americans for the Arts to City Staff Liaison Harvey. City Council Liaison Kever suggested the Commissioners be sensitive to the funding issue or the lack thereof.

Chair Belford opened a discussion of brown bag workshops. Commissioner Farr 11-09 suggested the Commissioners survey their liaison groups for their feedback on ideas for future brown bags, and Chair Belford suggested not proceeding with brown bags until hearing back from Commissioners. Chair Belford set November 30, 2010 at 9:00 a.m. as the next meeting.

City Staff Liaison Harvey updated the Commissioners on the arts and economic 11-10 study and stated the Commissioners have a lot of work to complete to assure the study is successful. City Staff Liaison Harvey discussed the requirements of the study as well as the tangibles to be received in 2012, and she stated approximately 200 cities will be participating in this study. Chair Belford will spearhead this study with Commissioners Spina and Farr serving on this committee also. City Staff Liaison Harvey will provide information to this committee prior to the November 30, 2010 meeting. Vice-Chair Spina asked for clarification of McKinney non-profit groups, and City Staff Liaison Harvey will obtain clarification about non-profit organizations servicing McKinney.

Chair Belford stated the 2010-2011 grant cycle went very well. Vice-Chair Spina 11-12 had several issues which she felt needed to be discussed, and the commissioners discussed their relationship with MISD. Commissioner Royer stated the MISD issues are less about what we can do for MISD as far as funding but more about opening doors for groups funded by the Arts Commission with MISD. There are multiple types of relationships involved with independent school districts and the Arts Commission. Commissioner Farr felt it might be beneficial to talk to groups that use the schools and get their feedback on this matter. These are all issues which Commissioner Doak will

discuss with MISD. Vice-Chair Spina would like to see if there is a way to capture, in an email, ideas on the grant cycle, and Commissioner Johnson would like to simplify the Application. City Council Liaison Kever asked if it would be possible to survey this year's applicant pool for feedback on the application instrument regarding clarification. Commissioner Royer suggested that the grant writing workshop might address proper calculations in more detail. Chair Belford asked all Commissioners to review the Application with surveys being sent out regarding their feedback on the Application. City Staff Liaison Harvey will put together a criteria sheet to be presented at the next meeting. The process and amounts of grant funding disbursement procedure will remain as it was for this fiscal year with 80% of the grant disbursed in October, and the final 20% disbursed following approval of Final Reports.

McKinney Convention and Visitors Bureau (MCVB) Director Diann Bayes was not available for an update, but she had provided a memo discussing their current events. Commissioner Johnson inquired as to why MPAC and MCVB presented updates at Arts Commission meetings, and Chair Belford stated these updates will no longer be a part of the Arts Commission meeting. 11-14

Commissioners unanimously approved the motion by Vice-Chair Spina seconded by Commissioner Farr to adjourn the meeting (7-0).

Chair Belford adjourned the meeting at 1:15 p.m.

Nichole Belford
Chair

Mona Robinson
Secretary