

MINUTES
MCKINNEY ARTS COMMISSION QUARTERLY MEETING
July 22, 2010

The McKinney Arts Commission met in regular session on Thursday, July 22, 2010, at 9:00 a.m. in the Council Chambers of the Municipal Building, 222 N. Tennessee.

Commissioners present: Thom Chesney, Carol Witt, Anne Royer, and Nichole Belford.

Commissioners absent: Terry Prescott, Linda Spina, and Barbara Johnson.

Staff present: City Liaison Aretha Harvey and Secretary Mona Robinson. City Council Liaison Geralyn Keever was also present. McKinney Performing Arts Center Assistant Director, Amy Rosenthal, and McKinney Convention and Visitors Bureau Director, Diann Bayes, were also present.

Chair Chesney called the meeting to order at 9:05 a.m. after determining a quorum present.

Commissioners unanimously approved the motion by Commissioner Belford, 10-28
seconded by Commissioner Witt, to approve the Minutes of the Regular Meeting held
on April 15, 2010.

Chair Chesney opened the discussion on accepting the Final Reports of Art Club 10-29
of McKinney, McKinney Musical Arts Society, and Word of Mouth Productions. Chair
Chesney stated that the Final Reports had been approved by the groups' liaisons.
Commissioners unanimously approved the motion by Commissioner Witt, seconded by
Commissioner Belford, to accept the Final Reports of the three organizations and
release their final 20% grant funds.

Chair Chesney proceeded to open the discussion on City of McKinney grant 10-30
applications for FY 2010-11 and the presentations to be made before the Arts
Commission on August 27 and 28, 2010. City Liaison Harvey stated that 21
organizations had submitted applications, but 4 organizations which had attended the
grant writing workshop and signed up to make a presentation had not submitted an
application. Children's Chorus of Collin County had notified Secretary Robinson they
would not be able to submit an application for FY2010-11 due to time constraints.
Commissioner Witt stated she was meeting with Randy Harp of Drums Not Guns
tomorrow, and she discussed the turmoil this organization was currently experiencing.

Chair Chesney stated no extensions to submit applications would be granted. City Liaison Harvey and Secretary Robinson detailed how groups were informed of deadlines in response to an inquiry by City Council Liaison Kever. Commissioner Belford explained to City Council Liaison Kever that performances were not being allowed in part due to copyright issues.

Chair Chesney invited McKinney Performing Arts Center Assistant Director, Amy Rosenthal, to present an update, and she informed the Arts Commission they had submitted a proposal as McKinney Performing Arts Center (MPAC) in response to the RFP that had been distributed. On August 6th, MPAC's summer concert series will begin showcasing area bands. Assistant Director Rosenthal stated it is hard for MPAC to compete with the free live music downtown. Commissioner Witt asked if MPAC would be offering any children's activities/events in August, and Assistant Director Rosenthal stated MPAC does have some type of activity offered every weekend in August. 10-31

Chair Chesney invited McKinney Convention & Visitors Bureau (MCVB) Director, Diann Bayes, to present an update, and she discussed the formation and purpose of the Cultural Tourism Coalition (CTC) to gather calendar information so MCVB can provide listings of area activities to promote the City. Director Bayes discussed the Bloomin' & Boomin' event taking place June 10th through July 4th, 2011. Over forty (40) organizations in McKinney have been identified, and she has sent out emails inviting every professional art, music, photography, theatre, visual and performing arts personnel at Collin College, as well as MISD, to participate in the CTC. Currently it is being discussed making this a more official group, and the possibility of incorporating fee driven memberships. Director Bayes feels the CTC will develop into something very large, and she feels MCDL and the State Historical Commission should be contacted about funding. It is hoped Bloomin' & Boomin' will become an arts and humanities signature event for McKinney. Director Bayes is anticipating the formation of a Face Book group and page to promote activities in McKinney, and she distributed MCVB calendars and newsletter to the Arts Commissioners. When it was announced that McKinney was the 5th best place to live, MCVB's website page views spiked from 1,100 on Monday to 9,000 on Tuesday. Director Bayes stated a committee will be formed to decide what the mission of the CTC will be, and she stated it would not be a problem if 10-32

the CTC expands out from under MCVB. Director Bayes discussed the Certified Tourism Ambassador training workshop on August 19, 2010, which is a part of the Dallas/Ft. Worth Area Tourism Council, and this was started in March 2009 to gather enough volunteers for Super Bowl Week to help people get around the Metroplex. The workshop will provide an incredible amount of information on customer service and transportation. City Council Liaison Kever mentioned that the Super Bowl is driving transportation issues. Director Bayes stated MCVB has sent out over 200 invitations to prior Super Bowl attendees to fly into the Collin County Regional Airport. City Council Liaison Kever asked where the signature place would be for Bloomin' & Boomin', and MCVB Director Bayes said Bloomin' & Boomin' would be everywhere in McKinney. Director Bayes is hopeful everything occurring in McKinney during the 4 weeks of Bloomin' & Boomin' will be on a marketing calendar which to have a central listing for all events. Chair Chesney stated he is hopeful that in years to come Bloomin' & Boomin' will become part of the culture of McKinney. MCVB Director Bayes stated MCVB will do the overarching marketing of the whole month but will not do marketing for individual events, and she is very excited about the success and growth of Boomin' & Bloomin'. City Liaison Harvey stated she felt art groups could be informed of the benefits of participating in Bloomin' & Boomin' at Arts Commission workshops. Chair Chesney stated the Arts Commission will be flexible if grant recipients decide to move the date of an event to be a part of Bloomin' & Boomin'. Director Bayes restated the CTC was not formed to be a threat to anyone as the MCVB only gets hotel taxes and appreciates the support of the Arts Commission.

Chair Chesney introduced GERALYN KEVER as the new City Council Liaison to the Arts Commission, and she gave a brief history of her association with the Arts Commission. City Council Liaison Kever stated she is excited to once again be associated with the Arts Commission; has initiatives to share with the Arts Commission; and will consider herself as an Arts Commission advocate. Chair Chesney stated it is great to have "someone who gets it" as City Council liaison.

Chair Chesney opened the discussion on state of the arts in McKinney in preparing for the presentation of the state of the arts to the City Council, and he would like to address the matter of where the Art Commission is going from here. He would like to present a forward looking arts vision to the City Council. Commissioner Johnson

had sent Chair Chesney written notes on her perspective. Commissioner Royer stated she is liaison to financially sound and hard working art organizations, and these groups are reaching out to people moving to McKinney desiring involvement with specific art activities. Commissioner Royer also stated visual artists are becoming galvanized, and artists are very active at Historic Downtown's Second Saturday. McKinney visual arts activity has expanded greatly in the last six months, and she has never seen so many people out in McKinney. Commissioner Witt stated the current Commissioners are open and not focused on one area, and she feels the Arts Commission is sending out the message they are open, cooperative and has grown immensely. She believes it is endless where the arts can go from here, and she also thought the mission of the Arts Commission might need to be revised. Commissioner Belford felt the Arts Commission now had a great opportunity to explain why McKinney is not part of the Arts of Collin County, and McKinney can support itself and not have to go outside of McKinney.

City Liaison Kever stated she felt a challenge and opportunity for the Arts Commission is how it works with other groups, and she felt the Arts Commission should present to City Council some "what ifs"—what might the next steps be, what the Arts Commission might be. Commissioners unanimously approved the motion by Chair Chesney, seconded by Commissioner Belford to merge discussion of Items 10-33 and 10-35. City Liaison Kever stated the Arts Commission will need some incubation elements of a strategic plan, and it might be helpful to put some of those seeds in front of the City Council. She also felt it would be beneficial for Chair Chesney to get a response from City Council to indicate some type of support of what this Commission feels are the important elements of next steps to be undertaken.

City Council Liaison Kever opened a discussion of public art in McKinney, and she informed the Commissioners demolition of the Collin County Government Center and Annex A has been approved by City Council. City Council Liaison Kever has spoken to a local sculptor who might be interested in making a sculpture from scrap metal from those buildings, and she has discussed this matter with Interim City Manager Chaffin. She is asking for encouragement from the Commissioners for the idea. Commissioner Royer stated it is necessary to make this proposal work so a precedent for the Arts Commission to have input into public art. City Council Liaison Kever stated this is only an immediate opportunity. Multiple municipalities use a portion of

construction costs dedicated to public art. However, with the current economy and with the City budget, that will not happen. Chair Chesney discussed the Arts Commission Ordinance pertaining to the duties and responsibilities of the Arts Commission, and he felt that specifically addresses the issues being discussed in sustaining and promoting the arts in McKinney as well as covering how the City can create and acquire public art. Commissioner Royer stated McKinney's City Hall should display public art and also that artists are tired of doing art for free. She also stated that when arts have grown in other cities, it is because artists have been fiscally supported by the City. City Council Liaison Kever stated in Frisco the private sector has been very supportive of public and recognized there are incentives to encourage the public and businesses to purchase public art. She stated she will look into other municipalities to inquire as to any incentives they may have regarding public art. Commissioner Royer believes McKinney's public art should be created by regional and local artists only. City Council Liaison Kever stated the Arts Commission could play a role in determining the quality of public art, and there are two elements of public art—the private sector and the public aspect. She also discussed the time the Arts Commission would have to invest if it is decided to proceed with public art. Chair Chesney stated discussions on the City's policy on public art and where will the arts in McKinney be in 10 years, and he wants to suggest the City participate in the "American for the Arts" third round of surveys to formally determine the impact on economic development and the economy through arts programming. The information from such a survey could guide policy decisions when the survey information is presented to the City Council, and he wants this suggestion to be one of his "what ifs" to take before the City Council. Chair Chesney discussed a possible timeline for the survey and subsequent release of information. A discussion was held as to how the Arts Commission could approach the City Council regarding the funding necessary for the City to participate in the "Americans for the Arts" survey. City Liaison Harvey stated the City Council will want him to address the deliverables that will come from participation with the "Americans for the Arts" survey. City Council Liaison Kever asked Chair Chesney if the MCVB might want to participate in the survey and share survey costs. Chair Chesney requested Commissioners Witt, Royer and Belford jot down where they felt the Arts Commission landed today, and he requested they have

that to him by July 30, 2010. City Liaison Harvey stated she will obtain a specific date for Chair Chesney to make the State of the Arts presentation to the City Council.

Chair Chesney proceeded to discuss the creation of a new Board/Commission to oversee McKinney Performing Arts Center which was required in the Parks Department RFP. Commissioners felt creation of such a board would be confusing and not necessary. City Council Liaison Kever asked who was requesting formation of a new board, and Chair Chesney read from the City's RFP which addressed the formation of a new commission/board to oversee MPAC. City Council Liaison Kever suggested this may be an opportunity to have focused effort under the current framework with members from the Parks Board and the Arts Commission being on the new board. City Liaison Harvey stated she wanted to review the RFP and discuss it with Parks Director Lemuel Randolph to determine what the thought was behind the formation of a new board/commission. City Council Liaison Kever stated it is her understanding from today's discussion the Arts Commissioners feel a separate and distinct board would be confusing. Commissioner Belford stated she would serve as a liaison to MPAC. Commissioner Royer asked City Liaison Harvey to find out if the Arts Commission could receive donations in a situation similar to Friends of the Library. Commissioner Royer stated she believes the more interacting grassroots bodies there are, the better. Commissioner Witt further stated she has concerns about the Arts Commissioners selecting the public art, and she suggested having a separate group that would do the selection of McKinney public art. City Council Liaison Kever stated there are precedents regarding how public art is handled. MPAC Assistant Director Rosenthal informed the Commissioners they might investigate Texas Commission of the Arts as a potential resource for grants.

10-34

Commissioners unanimously approved the motion by Chair Witt, second by Commissioner Witt to adjourn the meeting (4-0). Chair Chesney adjourned the meeting at 11:17 a.m.

Nichole Belford
Vice-Chair

Mona Robinson, Secretary