

## McKINNEY ARTS COMMISSION

MARCH 21, 2013

The McKinney Arts Commission of the City of McKinney, Texas met in special session in the Council Chambers of the Municipal Building on March 21, 2013 at 4:00 p.m.

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

Staff Present: City Liaison Aretha Adams; McKinney Arts Commission Secretary Mona Robinson; City of McKinney Grants Administrator Janay Tieken; McKinney Performing Arts Center (MPAC) Director Ty Lake; and MPAC Event and Development Coordinator Amy Rosenthal.

Guests Present: Mayor Pro Tem Travis Ussery; City Council member Ray Ricchi; City Council At Large candidate Jeremiah Hammer.

Commissioners unanimously approved the motion by Commissioner Tucker, seconded by Commissioner Farr, to approve the following consent items:

**13-279** Minutes of the McKinney Arts Commission Regular Meeting of January 17, 2013

**13-280** Minutes of the McKinney Arts Commission Work Session of February 6, 2013.

END OF CONSENT

**13-281** Consider/Discuss/Act on Request for Outreach Budget. Chair Spina opened the discussion on the request for an award of the McKinney Arts Commission Outreach Grant by asking MPAC Director Lake to discuss the specifics of the request. Director Lake stated this would be the second year for the Juried Art Show at MPAC. Commissioner Doak informed the other Commissioners the Juried Art Show was begun as a tool to furnish a permanent art display at MPAC. Director Lake stated that a McKinney Arts Commission Outreach grant of \$1,000 would be used to promote and enhance the Juried Art Show, and upon approval of

the grant, McKinney Arts Commission would be listed on a page with other show sponsors. Commissioner Tucker asked for Director Lake's reassurance the grant funds would be utilized for marketing of the event, and Vice-Chair Doak asked for further details as to why grant funds would be used for advertising. Director Lake replied that last year MPAC budget funds were used for advertising, and this year the grant funds would increase the avenues to reach out to and publicize the Juried Art Show. In response to Commissioner Tucker's question about attendance, Director Lake stated that last year there were over 150 attendees for one night. Additionally, Director Lake explained that in attempt to assist attendees to become more familiar with MPAC, this year the Juried Art Show will utilize Noble Hall as well as the Gallery which was the only room used at MPAC last year. Chair Spina asked about the possibility of reaching out to Collin College, and Director Lake stated that had been done last year and would also be done this year. Chair Spina informed Director Lake that a letter of interest requesting the \$1,000 Outreach grant must be submitted to the McKinney Arts Commission. Commissioners unanimously approved the motion by Commissioner Farr, seconded by Commissioner McGuire, to approve the request for marketing for the juried art show in the amount of \$1,000 subject to submission of the letter of interest.

**13-282** Consider/Discuss/Act on Modification of the City of McKinney Ordinance No. 2005-03-023 Pertaining to Section 1.8, Duties and Responsibilities. City Liaison Adams discussed modifications to the City of McKinney Ordinance No. 2005-03-023 Pertaining to Section 1.8, Duties and Responsibilities. Said modifications included the removal of the requirement that McKinney Community Development Corporation (MCDC) appoint a non-voting liaison to the McKinney Arts Commission. Modifications to the duties and responsibilities of the McKinney Arts Commission included the additional duty to oversee the development and

management of the Public Art Master Plan as well as being responsible for fundraising efforts toward the funding of public art. Commissioner Tucker asked City Liaison Adams to confirm the McKinney Arts Commission would be the bottom line group responsible for fund raising of public art. City Liaison Adams confirmed Commissioner Tucker's understanding was correct. City Liaison Adams stated the McKinney Arts Commission could not apply for grants on their own as any action like that would have to go through the City's internal process and procedures. Vice-Chair Doak clarified the proposed modification to the terminology did give McKinney Arts Commissioners the ability to go outside of the McKinney Arts Commission and ask art lovers to help promote and assist with fundraising activities. City Liaison Adams stated the language was not restrictive, and citizens' hands were not tied regarding fundraising activities for public art. Vice-Chair Doak inquired about the wording in the Ordinance which stated McKinney Arts Commissioners had a 3 consecutive term limit. Following a discussion on bringing the McKinney Arts Commission terminology in line with City Council policy regarding term limits, City Liaison Adams stated she would include the revision of two consecutive terms in the Ordinance revisions to be presented for approval to the City Council on April 2, 2013. Commissioners approved the motion by Vice-Chair Doak, seconded by Commissioner Bado, to approve the red-line changes as written to the Arts Commission Ordinance and to modify the term limits from 3 to 2 consecutive terms for which a McKinney Arts Commissioner may serve following a vote of 5-1-0.

**13-283** Consider/Discuss/Act on Public Art Master Plan. City Liaison Adams opened the discussion on the City of McKinney Public Art Master Plan related to the addition of language to include a "percentage not to exceed" restriction on the allocation of funds to McKinney Arts Commission from City Council for public art projects. Chair Spina

shared with the other McKinney Arts Commissioners research she had done regarding McKinney Community Development Corporation's procedure on fund allotments. Vice-Chair Doak related that recent conversations he had with City Council members had resulted in a mixture of suggested cap percentages. Commissioners had a detailed discussion related to the pros and cons of various percentage cap amounts. Vice-Chair Doak stated the amount requested from the City Council by the McKinney Arts Commission each year for public art will need to be directly related to the total amount of funds requested from art organizations for project/season grants. Following additional discussion on public art percentage caps, Chair Spina asked for a consensus of the McKinney Arts Commissioners. Commissioner Tucker voiced her concerns that the McKinney Arts Commission would be perceived as the place where public art would be funded. Commissioners unanimously approved the motion by Vice-Chair Doak, seconded by Commissioner Bado, to cap the allocation of contributions to public art trust fund at 10% of the Arts Commission annual budget.

**13-284** Discuss Public Art Fundraising. Chair Spina asked Vice-Chair Doak to share with the other Commissioners information pertaining to fundraising opportunities. Vice-Chair Doak stated fundraising should be looked at in two fashions: large corporate donors of \$1,000 or greater amounts and individual donors at a smaller buy in. Vice-Chair Doak stated the \$25 donation is just as important as the \$1,000 donation. Vice-Chair Doak also stated that the more people on board and supporting public art, the easier it will be for the City Council to support public art and allocate money for public art. An extensive discussion related to how to proceed with fundraising activities was held. Included in the discussion was the way large donors would be recognized for their donation. Commissioner Farr reminded the Commissioners that smaller amount donors may also expect recognition, and she asked how requests to the community at

large will be conducted. Vice-Chair Doak discussed a few upcoming opportunities at which fundraising could be addressed. Commissioner Tucker stated she opposes the fundraising aspect and cannot participate in the discussion. Commissioner Tucker feels McKinney Arts Commission fundraising will grow and grow, but it is her opinion that the public is responsible for public art fundraising. Commissioner Tucker would not have an objection to the formation of a 501(c)(3). Vice-Chair Doak feels a 501(c)(3) will be necessary in the future, but to get public art off the ground, the McKinney Arts Commission will have to get initial funding for the smaller projects. City Liaison Adams stated she does not feel the City Council will cut the McKinney Arts Commission funding when the McKinney Arts Commission begins fundraising activity for public art. However, when McKinney Arts Commission fundraising has been started and is ongoing, the City Council may feel that the percentage allocated in the McKinney Arts Commission annual budget would not be necessary. Chair Spina stated the City of McKinney did not receive the art mural grant from the Mid-America Arts Association. Chair Spina wants to form a sub-committee to meet prior to the April 18, 2013 meeting. Chair Spina, Vice-Chair Doak, and Commissioner McGuire will serve on that sub-committee. In response to Commissioner Farr's inquiry, City Liaison Adams stated the City of McKinney attorneys advised against the formation of a 501(c)(3).

**13-285** Discuss "Dances on the Prairie" DVD. McKinney Arts Commissioners watched a DVD on the art at Hall Office Park in Frisco.

Chair Spina called for Commissioner Comments. Commissioner Farr discussed a Ladies Night Out event at Heard Craig on April 18, 2013 at the Heard Craig Center for the Arts, 306 Church Street in McKinney. She felt this would possibly be an excellent place to have a fundraising table. Commissioner Tucker thanked City Liaison Adams for her work with the McKinney Arts Commission. Chair Spina also thanked City Liaison Adams and wished her the best of luck in her new career endeavor. City

Liaison Adams stated she has enjoyed working with the McKinney Arts Commission and its members, and she now looks at art differently than she did before working on the McKinney Arts Commission.

Commissioners unanimously approved the motion by Vice-Chair Doak, seconded by Commissioner Farr, to adjourn the meeting. Chair Spina adjourned the meeting at 5:27 p.m.

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LINDA SPINA, Chair