

McKINNEY ARTS COMMISSION

APRIL 18, 2013

The McKinney Arts Commission of the City of McKinney, Texas met in regular session in the Council Chambers of the Municipal Building on April 18, 2013 at 9:00 a.m.

Commissioners Present: Chair Linda Spina; Vice-Chair Hamilton Doak; Janet Farr; Pamela Harden, Beth McGuire (arrived at 10:05 a.m.); Matthew Bado; and Sherry Tucker.

Staff Present: City Liaison Janay Tieken; McKinney Arts Commission Secretary Mona Robinson; Recreation Superintendent Ryan Mullins; and Parks, Recreation and Open Spaces (PROS) Director Lemuel Randolph.

Chair Linda Spina called the meeting to order at 9:12 a.m. after determining a quorum was present.

13-337 Consider/Discuss/Act on Outreach Grant Request. Chair Spina invited Recreation Superintendent Mullins to present their request for a McKinney Arts Commission outreach grant in the amount of \$3,000 to assist with funding a band to perform a concert at the upcoming opening of the Bonnie Wenk Park. Recreation Superintendent Mullins stated the Bonnie Wenk Park has a tentative scheduled opening for June 2013. Following Commissioner Farr's question as to the amount available for an outreach grant, Recreation Superintendent Mullins stated a \$2,000 outreach grant would still be workable with PROS plans. Recreation Superintendent Mullins explained details of the park opening, and he also explained they would be looking for a band that would offer something to appeal to everyone. Chair Spina asked if a McKinney Arts Commission representative would be able to make an announcement and acknowledge the outreach grant during the band's performance. Recreation Superintendent Mullins said that would be possible. Commissioner Tucker asked about the PROS current year budget, and Recreation Superintendent Mullins stated this type of event for the Bonnie Wenk Park opening was not a part of the FY2012-13 budget.

Chair Spina explained the McKinney Arts Commission had discussed a partnership between PROS as it would be beneficial in developing a working relationship between McKinney Arts Commission and the PROS Department. Chair Spina also explained that former City Liaison Aretha Adams had met with Lemuel Randolph, Director of PROS Department, and McKinney Arts Commission had initiated the discussion on partnering with PROS on an event. Vice-Chair Doak explained sponsorship of a band at the Bonnie Wenk Park opening is a way to get the message out on public art. Recreation Superintendent Mullins read the letter of interest, and Chair Spina explained if the request was approved for an outreach grant it would be for \$2,000, not the \$3,000 requested. Recreation Superintendent will submit a revised letter of interest reflecting a request for \$2,000. Commissioners unanimously approved the motion by Commissioner Tucker, seconded by Vice-Chair Doak, to approve the funding of an outreach grant for the opening of Bonnie Wenk Park in the amount of \$2,000 to support a concert in the June timeframe.

13-338 Consider/Discuss/Act on Arts Commission Guiding Principles and Philosophies. Chair Spina opened the discussion on the Arts Commission Guiding Principles and Philosophies document that has been drafted by a sub-committee (Vice-Chair Doak, Commissioners Bado and Harden). Following a detailed discussion on the statement in the document regarding arts organizations operating as fiscally well run businesses, this item was tabled and sent back to sub-committee.

13-339 Consider/Discuss/Act on Selection of Scholarship Recipients for Business Council for the Arts. Chair Spina opened the discussion on selection of scholarship recipients for the Business Council for the Arts. Commissioner Bado stated the applications are due June 1st for enrolling in the Leadership Arts Program. Commissioner Tucker suggested that since this is the first year to participate in this program and since time is

short, the McKinney Arts Commission should go with people who have expressed an interest in attending the Leadership Arts Program. The cost of the program was discussed, and the fact that the McKinney Arts Commission would not have enough funds to fully fund two scholarships will need to be addressed. Commissioner Bado stated he felt it should be a policy that any scholarship recipient who is not a McKinney Arts Commissioner should have a small monetary investment in the cost of the Leadership Arts Program. Chair Spina asked Commissioner Tucker to meet with the Business Council for the Arts to check on the possibility of McKinney Arts Commission receiving reduced class fees. Vice-Chair Doak suggested Commissioner Bado as a scholarship recipient, and Commissioner Farr suggested Commissioner Harden as the second scholarship recipient. Commissioners approved the motion by Commissioner Farr, seconded by Commissioner Tucker, to approve Commissioners Bado and Harden as scholarship recipients for the Business Council for the Arts Leadership Arts Program 2013-14. The vote was 5-0-1. Commissioner Bado abstained. Commissioner McGuire had not arrived yet.

13-340 Consider/Discuss/Act on Modifications to Public Art Program. City Liaison Tieken began a discussion on modifications to the Public Art Program which will need to be made and submitted to City Council for approval. The modifications are necessary following the adoption of the Public Art Master Plan by City Council. City Liaison Tieken explained that the modifications offer more details and will bring the Public Art Program more in line with the Public Art Master Plan recently approved by the City Council. City Liaison Tieken reviewed the modifications to the "Goals" section of the Public Art Program. Additional terminology changes under "Powers and Duties" were reviewed. There was a discussion regarding specifics of what an artist registry is and what it is not which is a suggested addition under "Artist Selection". The Public Art

Master Plan section in the Program was amended by clarifying the term of the Master Plan is five years. City Liaison Tieken had suggested the removal of the paragraph which discusses “exceptions” under the “Donations and Loans of Artwork” section. Chair Spina offered her insight as to why that language had been included in the Public Art Program. Following a discussion on the “Exceptions” modification, it was the consensus of the Commissioners to leave that paragraph in but to make a change in the wording. Commissioners also discussed removal of the requirement that City Council review the Public Art Program on “an as-needed basis”; however, it was decided to leave that language in the Program. Commissioners unanimously approved the motion by Vice-Chair Doak, seconded by Commissioner Farr, to approve the Public Art Program as revised.

13-341 Consider/Discuss/Act on Todd Bressi Request for Letter of Recommendation from the Commission. Chair Spina opened the discussion regarding a request from Todd Bressi for a letter of recommendation from the McKinney Arts Commission by explaining she is in contact with Meridith McKinley and Todd Bressi because there is a one year “warranty period” for the Public Art Master Plan. Todd Bressi had asked Chair Spina for a letter of recommendation, and City Liaison Tieken had informed Chair Spina a recommendation could not come from her. However, upon approval by the McKinney Arts Commission, a letter of recommendation from the McKinney Arts Commission could be provided. Commissioners unanimously approved the motion by Commissioner Tucker, seconded by Commissioner Bado, to allow the McKinney Arts Commission to be a reference for Meridith McKinley at Via Partnership and Todd Bressi.

13-342 Discuss Initial Public Art Project and Fundraising Activities. Chair Spina opened a discussion regarding the process of beginning the initial public art project and explained she would like to see the community extensively

involved in the alleyscape mural. City Liaison Tieken stated she felt the artist registry would be a good tool to designate qualified artists for this project and then do a request for proposal from the registry pool. Vice-Chair Doak stated selection of a regional or local artist is not a requirement but a recommendation, and with this being the first public art project, Vice-Chair Doak stated this first project must be done properly. Vice-Chair Doak would encourage Commissioners to look at artists inside Collin County and more particularly within McKinney. The other Commissioners voiced their strong agreement with those statements, and there was a lengthy discussion on qualified area artists and necessary steps of the process to complete a high quality first project. Commissioner Bado pointed out the Master Plan for this specific project states a request for qualifications should be prepared first and then placed in the registry and then the selection panel decides on the quality and goes from there. Chair Spina asked what is needed to be done to get the initial project launched. City Liaison Tieken stated research would need to be done in order to do the request for qualifications and once the pool is selected, a specific request for proposal will need to be prepared. City Liaison Tieken will prepare a request for qualifications once Chair Spina provides her with the information from Mid-America Arts Alliance along with a budget for the project. Vice-Chair Doak stated a wall will need to be located for inclusion in the Request for Proposals, and Commissioners discussed qualifications for a wall to be selected, as well as options for project walls. Chair Spina mentioned they would need to reach out to downtown building owners to judge their level of interest in having a public art mural on one of their walls. Vice-Chair Doak has had conversations with several downtown building owners who are for the most part supportive, and his biggest concern is the contracts that will need to be entered into with the building owner of the mural wall that if the building is sold, the new owner will not paint over the mural. A

special meeting will need to be held the first week in June. City Liaison Tieken outlined the process which would need to be followed, beginning with a Request for Qualifications. City Liaison Tieken stated she could speak with the Purchasing Department to determine what points would have to be met to have an October 2013 completion date for the first public art project. City Liaison Tieken stated Commissioners would need to bring the above referenced research and photos to the next McKinney Arts Commission meeting. Commissioners want to proceed in a very timely manner, and Vice-Chair Doak suggested a goal to unveil the mural at Dickens of a Christmas. City Liaison Tieken will prepare a draft of a timeline and share it with the Commissioners via email.

Chair Spina stated the fundraising subcommittee (Chair Spina, Vice-Chair Doak and McKinney Arts Commissioner McGuire) had met recently, and Chair Spina asked Vice-Chair Doak to recap that meeting. Vice-Chair Doak stated pledges have been obtained for the matching \$12,000, but fundraising activities for large donations are continuing by reaching out to businesses and individuals which have been very generous to non-profit organizations. Vice-Chair Doak would like to have a complete accounting for large fundraising donations by May 31st. Vice-Chair Doak stated the smaller side of donations had also been discussed as they want to encourage McKinney residents to donate to the public art program also. A sub-committee (Commissioners Farr, Bado, and McGuire) will address smaller donations, and McKinney Arts Commissioner McGuire explained advantages of utilizing social media with smaller donation fundraising. Further discussions were undertaken related to ways of encouraging McKinney citizens to donate to the public art trust fund. Vice-Chair Doak will address the large donation fundraising for \$500 and above.

13-343 Discuss FY2013-14 Grant Application Process and Related Documents. City Liaison Tieken opened the discussion on FY2013-14, and she

explained the application will be available to the public on May 20, 2013. City Liaison Tieken suggested the elimination of the one-on-one grant application reviews. City Liaison Tieken also suggested moving the grant application review to September 3rd. Following a discussion on specific dates on the Timeline, the Commissioners decided to keep the one-on-one reviews as listed on the Timeline. Reasons for having the grant application review as currently listed on the Timeline were addressed, and it was decided to keep the grant application review as stated on the Timeline. City Liaison Tieken discussed eliminating the evening session of the mandatory workshop, and it was decided City Liaison Tieken would review the need for two mandatory workshops after this year's workshops. Vice-Chair Doak, Commissioners Farr, McGuire, and Tucker will assist with the one-on-one reviews, and Chair Spina will assist with the one-on-one reviews if needed. An extensive discussion on the new web-based grant application was held, and City Liaison Tieken addressed information requested for project and organization budgets. Commissioners made suggestions and set out specific requirements they would like to see in the new web-based grant application. The ability to print a copy of the submitted grant application is being requested by the Commissioners. City Liaison Tieken will discuss those requirements and suggestions with the City IT Department. Discussion of modifications to the Guidelines will be reviewed by Chair Spina and City Liaison Tieken.

13-344 Discuss Grant Possibilities for Upcoming Arts Commission Public Art Projects. Chair Spina tabled this item for a future meeting.

Chair Spina called for Commissioners comments. Commissioner Tucker discussed the advantages of the Business Council for the Arts "On My Own Time" program. Commissioner Tucker feels this is a great way to get people involved with the Business Council for the Arts. The Commission is working with the City to participate in the Business Council for the Arts "On My Own Time" program which allows City employees to showcase their artistic abilities in an art show. Commissioner Bado congratulated Commissioner Harden on the success of the "Vagina Monologues" she

recently directed at McKinney Performing Arts Center and for raising \$7,000 for Turning Point Rape Crisis Center. Commissioner Farr stated she is delighted Commissioner Harden is considering attending the Business Council for the Arts Leadership Program. Commissioner Harden thanked Town Square Buzz, Commissioner Bado, and Chair Spina for supporting and attending the "Vagina Monologues". Chair Spina had recently attended four City development proposal presentations, and she is encouraged with the work the McKinney Arts Commission has done in the arena of the public art program. Chair Spina expressed her appreciation to Commissioners for all of the work they have done to promote McKinney public art. One of the development proposals included public art and local artists in their plans. Commissioners welcomed City Liaison Ticken to the McKinney Arts Commission. Vice-Chair Doak left the meeting at 11:25 a.m.

Commissioners unanimously approved the motion by Commissioner Farr, seconded by Commissioner Harden, to adjourn the meeting. Chair Spina adjourned the meeting at 11:51 a.m.

LINDA SPINA
Chair