

**MINUTES**  
**MCKINNEY ARTS COMMISSION QUARTERLY MEETING**  
**April 21, 2011**

The McKinney Arts Commission held its quarterly meeting on Thursday, April 21, 2011, at 9:00 a.m. in the Council Chambers of the Municipal Building, 222 N. Tennessee, McKinney, Texas.

Commissioners present: Nichole Belford, Chair; Janet Farr; Terry Prescott; Nina Ringley; and Hamilton Doak.

Commissioner-elect present: Beth McGuire

Commissioner absent: Linda Spina, Vice-Chair

City Council Liaison Geralyn Kever was also present.

Staff present: City Liaison Aretha Harvey, City Secretary Sandy Hart, and Arts Commission Secretary Mona Robinson were present.

Chair Belford called the meeting to order at 9:04 a.m. after determining a quorum was present.

City Secretary Sandy Hart administered the oath of office to Beth McGuire, and City Secretary Hart left the meeting. Chair Belford welcomed Ms. McGuire to the Arts Commission, and the other Arts Commissioners introduced themselves.

1.     Consider/Discuss/Act on Minutes from the Quarterly Meeting of February 17, 2011     11-28

After a review of the Minutes of the February 17, 2011 Quarterly Meeting, Commissioner Farr pointed out a modification that should be made on page 2. Commissioners unanimously approved the motion by Commissioner Farr, seconded by Commissioner Doak, to approve the Minutes of the February 17, 2011 Quarterly Meeting with the modification change.

2.     Consider/Discuss/Act on Minutes from the Work Session of March 24, 2011     11-29

After a review of the Minutes of the March 24, 2011 Work Session, Commissioners unanimously approved the motion by Commissioner Farr, seconded by Commissioner Prescott, to approve the Minutes of the March 24, 2011 Work Session.

3. Consider/Discuss/Act on Final Report of Southwest Celtic Music Association 11-30

Chair Belford opened the discussion on the Final Report submitted by Southwest Celtic Music Association and informed Commissioners it was an incomplete Final Report as required documentation was not included. Chair Belford stated that without the required information, the final 20% of their grant amount could not be distributed. Commissioner Doak asked if the additional information had been requested from Southwest Celtic Music Association, and Chair Belford confirmed the material had been requested. Commissioner Doak agreed with Chair Belford there are rules which must be adhered to. Commissioner Farr asked if there was a deadline for the documentation, and City Liaison explained that all documentation is required to be submitted within thirty (30) days of the event. Southwest Celtic Music Association's event was held on January 29, 2011. Secretary Robinson explained this group had extenuating circumstances. She had asked the group to send her an email explaining the circumstances, but the email was not received. Commissioner Farr asked what the circumstances were, and Secretary Robinson explained Southwest Celtic Music Association had a new treasurer, and the party submitting the Final Report had health concerns. Commissioner Prescott asked if there was a bookkeeping system in place to assure a smooth transfer from the old to new treasurer. Secretary Robinson explained that this group has a long history with the Arts Commission. Chair Belford stated she is concerned with the non-communication we have had with Southwest Celtic Music Association since the April 7<sup>th</sup> email Secretary Robinson sent to them. Secretary Robinson detailed the various communications she has had with this group since they initially submitted their Final Report. Chair Belford asked City Liaison Harvey if this item could be tabled for consideration at a later time. Chair Belford stated she would not mind reaching out to this group and felt this item should be tabled. Commissioner Prescott agreed with Chair Belford but felt a backup system needs to be in place. Secretary Robinson explained adherence to the requirement to submit Final Reports within 30 days of the conclusion of a group's event has not been strictly enforced in the past. Commissioner Doak pointed out this requirement is clearly stated in the Grant Guidelines, and groups should be aware of this. Commissioner Farr asked if a letter

granting this group an additional 30 days to submit the necessary paperwork could be sent, and Chair Belford stated she felt granting Southwest Celtic Music Association an extension to May 15, 2011 would be appropriate. City Council Liaison Kever asked City staff if any communication was sent to the grant recipients following the completion of their events reminding them of the requirement to submit Final Reports within 30 days. Secretary Robinson stated no letter was sent as this requirement is clearly stated in the Grant Guidelines as part of the recipients' responsibilities. City Council Liaison Kever asked how much more work this would be on staff to send out the reminders, and Secretary Robinson stated it would be additional requirement on staff time. City Liaison Harvey reminded the Commissioners in the past this type of issue had been handled by the Art Commission Liaisons, and City staff had not picked that up when the Commissioners eliminated their liaison roles as staff trusted the recipients would follow the Guidelines. City Council Liaison Kever asked the Arts Commissioners (and also stated she is sensitive to the work load of staff), if this might be an opportunity to put something, through Outlook, on staffs' calendars to trigger a generic email to more than one person per organization. Commissioner Belford felt this would be a great idea, and Commissioner Ringley felt arts and empathy go hand in hand. Chair Belford stated this item would be tabled with a letter to be sent to Southwest Celtic Music Association giving them until May 15, 2011 to submit the necessary documents, and if they fail to do this, their final 20% grant amount would be forfeited.

4. Consider/Discuss/Act on FY2011-12 Grant Guidelines and Application

11-31

Chair Belford opened the discussion on the FY2011-12 Grant Guidelines and Application, and City Liaison Harvey explained the modifications which had been made. The changes included addition of the statement that no grant shall exceed \$25,000, only one grant per 501(c) (3), and addition of the \$21 cap on the value of volunteer hours. Commissioner Farr and Chair Belford agreed additional emphasis should be added to the Guidelines regarding submission of Final Reports. City Liaison Harvey stated she will discuss and stress the Final Report at the Grant Writing Workshops and also ask groups to provide information for a secondary contact person. Commissioners unanimously approved the motion by Commissioner Doak, seconded by Commissioner Prescott, to approve the Grant Guidelines and Application with the suggested changes.

5. Update from David Taylor of McKinney Performing Arts Center

11-32

Chair Belford invited McKinney Performing Arts Center (MPAC) Director David Taylor to update the Commissioners on recent and upcoming activities at MPAC. In early spring MPAC hosted a very successful bridal fair, and MPAC will host another bridal fair on January 22, 2012. Mr. Taylor provided details about recent performances including the return of Michael Martin Murphy who performed in celebration of MPAC's fifth anniversary. Mr. Taylor informed Commissioners that Jewel had recently rented the Theatre at MPAC for a very exclusive and private concert to thank her fans that have supported her for the last twenty years. Fans from France, Venezuela, Australia, and Ireland flew in for this event, and area hotels were packed. The 3 ½ hour concert was streamed live, and over 600 people watched the concert around the world. Mr. Taylor detailed additional MPAC events including future culinary events, vocal and instrumental artists, and he explained he is trying to increase MPAC's social media exposure. Mr. Taylor further detailed how MPAC is utilizing and controlling the distribution of the Americans for the Arts surveys to ensure MPAC's guests are completing and returning the surveys. MPAC is utilizing volunteers to enter and compile Americans for the Arts survey responses so that information is available now. Mr. Taylor explained a few of the modifications MPAC has implemented following last year's review of MPAC, and he detailed MPAC's involvement with Red, White and Boom in July. MPAC will be holding a fundraiser, McKinney Mash Up that will be vocal based with contestants uploading their auditions, with public voting at specified websites. MPAC is working with Main Street in preparation of Dickens of a Christmas; night court will be held at MPAC in June; and MPAC will be a site for early voting in July. Mr. Taylor is trying to create MPAC activities complementing activities occurring in Downtown McKinney. Chair Belford asked Mr. Taylor about his involvement with other art groups/organizations regarding possible arts budget cuts at the State level. Chair Belford asked Mr. Taylor about IAVM, and he reminded the Commissioners he is the North Texas Chapter Chair and also the State Co-Chair of that international association for venue managers. Commissioner Ringley asked Mr. Taylor about the return of "Rocky Horror Picture Show", and he detailed MPAC's extremely successful activities to celebrate the 35<sup>th</sup> anniversary of "Rocky Horror Picture Show".

6. Update Arts & Economic Prosperity Study

11-33

City Liaison Harvey thanked the Commissioners for returning the completed Americans for the Arts surveys, and she stated 339 surveys from 10 events were completed with a large percentage being returned by MPAC. Ms. Harvey encouraged the Commissioners to stay in contact with their assigned organizations, and the process is moving along. The next group of surveys must be returned to the Americans for the Arts on June 30, 2011, and she asked the Commissioners to return their groups' completed surveys by June 21, 2011.

7. Discuss next Arts Policy work session

11-34

City Liaison Harvey informed the Commissioners she has been in contact with a City attorney who will attend the next arts policy work session. City Liaison Harvey proposed a few dates in May for the work session, but due to scheduling conflicts, it will be necessary for City Liaison Harvey to provide additional dates for the meeting to the Commissioners. Ms. Harvey stated the changes the Commissioners had requested at the last work session had been made to the draft Arts Program. City Council Liaison Kever made a suggestion to Chair Belford for her and/or one of her colleagues to sit down with the new Commissioner, Beth McGuire, to bring her up to date on the arts program so Commissioner McGuire will be ready to contribute at the next work session.

Commissioners unanimously approved the motion by Commissioner Farr, seconded by Commissioner Ringley, to adjourn the meeting (6-0).

Chair Belford adjourned the meeting at 10:02 a.m.

---

Linda Spina  
Vice-Chair

---

Mona Robinson  
Secretary