

STATE OF TEXAS
COUNTIES OF POTTER AND RANDALL
CITY OF AMARILLO

Minutes

On November 13, 2018, the Beautification and Public Arts Advisory Board met at 4:30 p.m. in City Hall at 509 S.E 7th Avenue, Room 306 for a Regular Meeting.

VOTING MEMBERS	PRESENT	TOTAL ATTENDED	TOTAL MEETINGS
Jason Boyett	Y	9	9
Jacob Breeden	Y	8	9
Beth Duke	Y	8	9
Keith Grays	Y	7	9
Sonja Gross	Y	8	9
Angela Knapp Eggers	Y	8	9
Eddy Sauer	Y	8	9
Kelley Sims	Y	6	9
Andi Wardlaw	Y	9	9

Also in attendance were:

Sherman Bass Amarillo Civic Center Complex General Manager
Courtney White Assistant City Attorney
Michael Kashuba Director of Parks and Recreation
Karen Shipley Amarillo Civic Center Complex Administrative Assistant

Item 1. **Call to order.** Chair Jason Boyett called the meeting to order at 4:37 PM.

Item 2. **Minutes.** Angela Knapp Eggers motioned to approve the minutes and Sonja Gross seconded. The motion carried unanimously.

Item 3. **Update on Current Board Members Length of Service.** Sherman Bass reported the general ordinance that covers boards and commissions states the length of the board members term is three years. The terms will be staggered sometime between now and the end of the three-year terms. Nothing needs to be done now. He thanked everyone for their willingness to serve.

Item 4. **Update on Grant Calendar.** Ms. Knapp Eggers reported she worked at getting into the grants site for three days but was unable to get in. The one she is most interested in is the Ford Foundation, but they fund less than 1% of the grants. The deadline is an ongoing deadline so she is not concerned about getting that one in on a set deadline. The National Endowment for the Arts deadline is February. They have a couple of different options. One is called Art Works and it is excellent projects celebrating creativity and cultural heritage. It is a

matching grant from \$10,000 to \$100,000. The Challenge Grant is one she has dealt with in the past. It is to extend the reach of the arts to underserved populations. It is a matching grant of \$10,000 and is due in April. There is an Our Town Grant that is a place making grant that integrates arts into the community and it is supposed to have an economic impact. Those are matching grants for \$25,000 to \$200,000. The Art Works is due in February. Our Town is the one we looked at last year. Regarding the Texas Commission on the Arts, you have to be a cultural district to apply for their grants. They have a partnership with the Mid-America Arts Alliance so if they grant us, then we must go back and credit both the TCA and the Mid America Alliance.

Ms. Knapp Eggers said she has had great success in the past with the Payne Foundation. Their grants are due in April and then again in October. They usually grant about \$10,000. They might grant more if we could substantiate it.

The Amarillo Area Foundation has two forms of funding. One is a discretionary grant where we could ask for \$20,000 and above and it is due in March and June. They have a catalyst grant for \$2,500 to \$20,000.

The last one Ms. Knapp Eggers is interested in is the Meadows Foundation. They fund arts and culture and they are really interested in matching funds. The Meadows Foundation does not have a deadline but the best way to get consideration is to have upfront conversations with board members or Meadows family members. Ms. Knapp Eggers reminded the board that the board nor the City qualifies as a 501(c)3. Courtney White confirmed the City is tax exempt but not a charitable organization.

Ms. Knapp Eggers said that the City's money can be used anywhere it is needed, but the matching amount must be used on the Cultural District. Ms. Duke said the Cultural District is large and has disadvantaged areas within it. Ms. Knapp Eggers said there are a lot of options.

Mr. Boyett suggested the City could create something like an Arts Commission that would operate as a 501(c)3 and would be able to apply for these grants. Jacob Breeden suggested we might collate a list of resources, but let outside organizations actually apply for the funding, in order to get matching funds from the City. Ms. Knapp Eggers said basically we need a budget so we know what we are dealing with. Mr. Bass said we need to put something in writing so we will have a timeline.

Item 5. Discuss and Consider Beautification Projects. Mr. Grays successfully visited with Mr. Krouse to work on the Bones Hook project. Mr. Bass has followed up with Krouse Landscaping and the City has developed a form that we will get him to sign that basically talks about what he is donating and it has the Park's guidelines and rules. With the Board's consent he will reach out to Mr. Krouse in the morning and he will get the paper work taken care of. Mr. Grays would like to see community members provide artwork to further decorate. It is a nice place to have a festive area for people traveling north and south on Hughes Street. It will be ready to light Thanksgiving night. The media will be contacted, and Ms. Gross will assist with the press release. Ms. White said to let Mr. Bass know if the members of the board want to attend. The lights will be up until January 1st. There was further discussion about color of lights.

Chair Boyett asked if anyone had any other beautification projects to discuss. Jacob Breeden wants to keep moving forward with the next project and make sure it is on the agenda. Mr. Bass stated that this will be a standing item on the agenda. Sonja Gross asked that we also

consider other entry ways into the City besides I-40 and I-27. Mr. Breeden just came back from a conference on culture, art and public projects. They have moved away from the term placemaking. They have moved to a term called place keeping. It is a different view of beautification and public art. Ms. Gross asked where does way finding fall into this group? Mr. Breeden replied that it falls under the master plan. Mr. Bass said way finding will be looked at soon in regard to downtown. Mr. Grays and Ms. Duke described the festive lights that will be put up between 7th & 8th on Polk. It is being financed with private money and will be left up all year.

Item 6. **Discuss and Consider Mural Projects.** Mr. Bass did have a follow up with legal and purchasing to get some clarification on the Mural Project. We do have the means to move forward next spring with a call for artists versus an RFP each time we have another project. It is important that staff be involved in this process. We are an advisory board and he knows everyone is thrilled with what has happened so far, but Mr. Bass wants to refocus our energy next spring on the Master Plan. He thinks the sooner we get a recommendation to Council and they can say yes they like it or no go back to the drawing table, the sooner we will be able to do things like Mr. Breeden suggested. We do have \$30,000 from the City for the mural projects and we all need to give some thought as to how the money will be spent, how many murals and how much spent for each for the meeting next month. Dr. Sauer commented that we need to do more than just the airport we need a press release saying we are putting out a call for artists and recommendations for other murals. Mr. Breeden noted that we need to consider neutral areas and recommendations as to where we want to place the murals. We want to have a pool of artists and we will facilitate the process. Mr. Bass explained the idea of call for artists in more detail. Kelly Sims said we need to have a goal in mind and know where we are going. Which leads back to the master plan. Mr. Bass reminded the group \$30,000 was budgeted for murals. Mr. Grays did not realize that the money was for murals only. Ms. Knapp Eggers reminded the board that this was the first form of funding. Ms. Gross ask if we come up with a different project then we could go to the city and ask for funding for that? Dr. Sauer said yes and Mr. Breeden is right in that our City Manager was in San Marcos when they started their mural project and saw how easily it all fell in to place. Ms. Knapp Eggers said at this point we need a plan, not a master plan but a timeline for not just artists, but for other items to work on. Call it phase 1 and we have funding to do this and this for example. We will get more funding down the road.

Andi Wardlaw wants to make an impact with the mural project, and is anxious to do something in beautification where her passion is. Mr. Sims said beautification and art run together and we can get grants from other places. Mr. Breeden says we have learned a lot from our "baby step" with the first mural. Now we need to take what we learned and do it with beautification. Mr. Breeden said we could put a press release out that we want to find another project and we will get many ideas that we won't have to spend a lot of time on. Mr. Bass reminded the board that the Martin Luther King park has been decided on to be a beautification project, but the funding has to be figured out before we can move forward. Mr. Grays suggested that the board ask the City for funding for the MLK project. Mr. Bass said the board could do that but will have to wait until October for the budget to be approved. Mr. Boyett said this leads us back to the master plan to create a funding mechanism for the

projects. Mr. Sims said we have done a great job at beginning the arts and now we can do the same thing with beautification. Dr. Sauer asked what a valued budget would be. Mr. Breeden says it is very difficult depending on what the project is. Mr. Bass said the money doesn't have to be matching. Mr. Sims asked if someone on the board could give matching funds for a project. Ms. White and Mr. Bass said probably not, but if there is interest legal will check into it.

Item 7. Discuss and Consider Master Plan. Mr. Boyett ask Mr. Breeden if he could update the board on anything? Mr. Breeden noted that public art and beautification are hard to blend these terms and the separation of them. He has a plan they put together for Fargo that is a town of 200,000. He thinks we need to plan on how to blur the line between public art and beautification. They are co-existent and they depend on each other. He thinks the board's collective experience can be used instead of a consulting firm to figure out what this board needs to do. The board needs to look at everyone's passion. He has a couple of skeleton structures put together. Ms. Duke said she thinks it is time to put the two together. Perhaps its time for another Keep Amarillo Beautiful. Mr. Breeden says that each member on the board is there to make a difference in the city. Dr. Sauer said the City does define what we can do, and it is good to have a black & white definition of what we can and cannot do. The mural project is a black and white project. Beautification, on the other hand, is a huge topic. It can be anything from cleaning up trash to electrical wiring. Mr. Breeden said we have to remember that we must know our parameters, and what is the roll of the board and what are the definitions of public art and beautification. Mr. Grays said the master plan should also incorporate roadblocks that might come up. Michael Kashuba reminded them to make recommendations as an advisory board. Think big picture. If Council likes it, the City Manager would assign staff to make it happen. He also believes there is a way to find more funds for MLK park. Mr. Sims said in the beginning of this board, everyone was interested in the beautifications of the gateways to Amarillo. Mr. Kashuba reminds us that Parks needs to be part of the process as well.

Mr. Boyett asked what our next steps should be in regard to the master plan. Mr. Breeden said we have some issues right now. We are developing a culture as Amarillo moves forward that takes beautification and landscaping with the value of these things into account for the lives of our citizens. We will be developing a future culture of Amarillo through this action. Creating an inclusive master plan that understands that we are developing a culture for Amarillo that considers the value of these objects. Starting with the vision statement and working backwards we need to create a value for the vision of what we want to develop. He will send the information about Fargo to the board members.

Dr. Sauer thinks we need to take a step back and start with why? We are working on the How & What and now we need to figure out why we are doing these things. Mr. Grays said the mission statement is the why? Send me something to pass on. Ms. White said everything must go through Mr. Bass.

Chair Boyett read the ordinance defining the board's role and noted it is very heavy on the arts. Mr. Breeden commented that we could use this statement our basic framework for our master plan. Mr. Breeden asked that everyone on the board take a few minutes to flush out the biggest issues that they face. Ms. Wardlaw ask to send a copy of the statement to everyone. We need to go by the guidelines that the City has for this board. Ms. Knapp Eggers said lets put ideas in a press release. Mr. Bass said yes, but it needs to go through the staff.

Mr. Boyett will have Mr. Bass send everyone a copy of the Fargo project and a copy of the City Ordinance creating the board. As Mr. Grays mentioned, we need to come back and discuss the roadblocks that everyone has encountered. Each of us need to identify what we think beautification means. So as a board we can figure identify out what we think it is.

Item 8. **Public Forum.** Chair Boyett ask for any comments from the public. Mr. David Arterburn said he wanted to thank the board for being here and doing what they are doing. He said it is something we need in Amarillo. Mr. Boyett thanked him for coming.

Item 9. **Consider Future Agenda Items**

- Master Plan
- Mural project – future murals
- Beautification Projects


Item 10. **Next Meeting.** Monday, December 10th at 4:30 pm with a condensed agenda focused on master plan.

Item 11. **Adjourn.** Chair Boyett adjourned the meeting at 6:08 PM.

ATTEST:



Sherman Bass, Secretary



Jason Boyett, Chair