

STATE OF TEXAS  
COUNTIES OF POTTER AND RANDALL  
CITY OF AMARILLO

Minutes

On March 18, 2019, the Beautification and Public Arts Advisory Board met at 4:30 pm in City Hall at 601 S. Buchanan Street, Room 306 for a Regular Meeting.

VOTING MEMBERS	PRESENT	TOTAL ATTENDED	TOTAL MEETINGS
Jason Boyett	Y	13	13
Jacob Breeden	Y	12	13
Beth Duke	Y	12	13
Keith Grays	Y	9	13
Sonja Gross	Y	10	13
Angela Knapp Eggers	N	11	13
Eddy Sauer	Y	12	13
Kelley Sims	Y	10	13
Andi Wardlaw	Y	12	13

Also in attendance were:

Sherman Bass           Amarillo Civic Center Complex General Manager  
Courtney White        Assistant City Attorney  
Melinda Landry        Amarillo Civic Center Complex Event Manager

Item 1.        **Call to order and Announcements.** Chair Jason Boyett called the meeting to order at 4:32 pm.

Item 2.        **Minutes.** Eddy Sauer motioned to approve the minutes and Sonja Gross seconded. The motion carried unanimously.

Item 3.        **Discuss and Consider Mural Projects.** Chair Boyett turned this discussion over to Sherman Bass. Mr. Bass advised the board that the project PDF is ready for final review and posting on the City website. Mr. Bass noted that there is a lot of interest so far but a Press Conference may be necessary to ensure that all potential applicants are aware of the application deadline and other necessary details. Jacob Breeden explained to the board that the rules and guidelines were made user friendly and includes criteria to make the competition fair and equal. Mr. Breeden stated that it's important to ensure that funds are spread evenly throughout the city. Mr. Bass stated that the PDF could be made available to the public as soon as the following Monday, 3/25/19, pending board approval. Courtney White advised that a sub-committee would need to be formed to handle application consideration. Chair Boyett asked for clarification on if non-profit groups can be considered for mural placement. Ms. White

clarified that the intention was to specifically exclude vacant properties so language could be added to the documentation to allow active non-profits specifically. Keith Grays requested clarification on if government owned buildings are eligible as well. Per Ms. White, properties that are municipal, state, or federal buildings would only be eligible if they are leased by an outside agency. Ms. Gross requested that Mr. Bass and Ms. White clarify the language used in the guidelines prior to making the PDF available to the public. The board also discussed that the intention of this current mural project is not to refurbish existing murals, but to establish new mural installations. Chair Boyett advised the board that other programs could be looked into in the future to address mural maintenance. The board also discussed the potential of semi-permanent to temporary mural installations, which Mr. Bass stated could be considered for future versions of this program but is not the intention of this current round. Andi Wardlaw asked if buildings that are under construction could be considered. Mr. Bass and Ms. White stated that the guidelines allow for this. The board also discussed using hashtags for promotion of the program. Ms. Gross stated that hashtags could provide metrics the board could use to gauge the success of the program by tracking their use on social media. Ms. White clarified that a business cannot advertise through a mural, but the guidelines do ask for the use of the hashtag "#ShareAmarillo." The board determined the use of this hashtag would be encouraged but not required. The board will establish the review team next month.

Item 4. **Discuss and Consider Master Plan.** Kelley Sims and Ms. Wardlaw led continued discussion on the Master Plan. Mr. Sims advised that in his research, he has found several documents covering the various items the Master Plan should cover. Most of these initiatives are covered in existing documentation, but appear to not be actively used. The board discussed not wanting to redo existing work and focus on discovering why these projects and initiatives fell by the wayside. Beth Duke believes that some items such as landscaping ordinances get met on opening day but not maintained due to a lack of follow through or by changes in ownership. Mr. Sims shared concerns that maintenance appears to be a continuous issue. Chair Boyett asked the board to determine if they would like to continue developing their own Master Plan or revamp existing plans. Mr. Sauer requested that the board focus on existing plans. Mr. Sims stated that the planning department offered to present their existing ordinances to the board, and Ms. Gross asked the board extend an invitation. The existing comprehensive plan should be revised in 2020. The board determined they would move forward with the planning department presentation, revamp the existing plans, and make recommendations for the 2020 revisions.

Item 5. **Discuss and Consider Beautification Project.** The board continued discussion about a Beautification Project for next fiscal year. Chair Boyett advised the board of an ongoing project in Denver, CO, where every intersection is adopted by a group of persons who maintain that area. There is a sign at each intersection acknowledging that group. Ms. Wardlaw stated something similar could be done, but by block instead of intersection. The board discussed that this could be done as a collaboration with TxDOT, the Environmental Task Force, or potentially non-profit groups, such as the former Keep Amarillo Beautiful. Mr. Sims advised the board that the wind storm event earlier this month brought to light the amount of trees in Amarillo, especially in low income areas, which are in need of removal due to hazard. Mr. Sims stated

that hundreds of trees were blown down during the wind storm. A tree removal project would serve not only for beautification purposes, but would lessen the burden on the City and citizens when dead trees fall. Ms. Duke reminded the board of the Tree Rebate program in Denton, TX, where citizens are reimbursed up to a specific dollar amount for new or replacement trees. Mr. Sims stated that some arborist companies may be willing to remove dead trees for free or at a reduced cost. The board discussed a need to make sure the program would be available for those who need it most. Chair Boyett requested that Mr. Bass touch base with the City of Denton to find out what qualifiers are used to ensure the program is utilized correctly. Mr. Grays suggested an "Adopt a Lot" program where landscaping can be done on vacant lots. Mr. Grays will send more information on this program to Mr. Bass.


Item 6. **Public Forum.** Ms. Duke shared the new edition of the Downtown Amarillo Dining District guide.

Item 7. **Consider Future Agenda Items.** Mural Grant review team, City of Denton tree program, Environmental Task Force, Planning Department presentation, mural review team.

Item 8. **Next Meeting.** The next meeting will be on Wednesday, April 10, 2019 at 4:30 pm in room 306.

Item 9. **Adjourn.** Chair Boyett adjourned the meeting at 6:29 PM.

ATTEST:

  
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Sherman Bass, Secretary

  
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Jason Boyett, Chair