

STATE OF TEXAS
COUNTIES OF POTTER AND RANDALL
CITY OF AMARILLO

Minutes

On November 13, 2019, the Beautification and Public Arts Advisory Board met at 11:45 am in City Hall at 601 S. Buchanan Street, Room 305 for a Regular Meeting.

VOTING MEMBERS	PRESENT	TOTAL ATTENDED	TOTAL MEETINGS
Jason Boyett	Y	21	21
Jacob Breeden	Y	20	21
Rhonda Dittfurth	Y	7	7
Beth Duke	N	18	21
Angela Knapp Eggers	Y	19	21
Eddy Sauer	Y	16	21
Kelley Sims	Y	13	21
Andi Wardlaw	Y	19	21

Also in attendance were:

Sherman Bass Amarillo Civic Center Complex General Manager
Marcus Norris Deputy City Attorney
Melinda Landry Amarillo Civic Center Complex Event Manager
Michael Kashuba Director of Parks and Recreation

Item 1. **Call to Order and Announcements.** Chair Jason Boyett called the meeting to order at 11:48 am. Public Forum will now be held at the start of all meetings but Chair Boyett stated that it would take place again at the end of this meeting, should any members of the public arrive.

Item 2. **Discuss and Consider Minutes.** Chair Boyett asked if there were any changes to the minutes for the meeting on 9/11/2019. Jacob Breeden motioned to approve the minutes as presented. Councilmember Eddy Sauer seconded, and the motion carried unanimously.

Item 3. **Galleries at Sunset Closure Discussion.** Mr. Breeden provided the committee with an update on the status of Sunset Center, and the artists who were housed within. Mr. Breeden stated that several small galleries have opened in the months after the gallery closures. The Art Institute is still housed inside of Sunset Center, as is an Event Center. Mr. Breeden also mentioned that he is involved with a group that is working on securing a space for a large-scale gallery. Chair Boyett asked if Mr. Breeden thinks another central location similar to the Galleries at Sunset Center is important to the art world. Mr. Breeden stated that he personally supports an art scene similar to Austin's, since multiple separate spaces allow

creative expression, with the need to censor art lessened and themes not set. Mr. Breeden stated that the Galleries were a great starting off point for artists and he's curious to see what the Amarillo art scene grows into.

Item 4. **Budget Update.** Sherman Bass updated the committee on the 2019-2020 Fiscal Year budget. \$30,000 has been approved for mural projects and an additional \$30,000 was approved for beautification projects. Mr. Bass thanked Councilmembers Sauer for his work on the fiscal year budget.

Item 5. **Presentation on Mural Crawl/Catalog.** Mr. Bass stated that there have been multiple requests for cataloging murals throughout the city, with interest in producing a Mural Crawl or other documentation that can be used in tourism. The Amarillo Convention & Visitors Council is currently working on this project, with hopes to have a website live by May 2020. Mr. Bass also hopes in the future to have an area of the City of Amarillo website dedicated to beautification projects, including the murals. Mr. Bass stated that some of the murals have been documented so far, such as the ones produced during Hoodoo Mural Festival and those produced through the Mural Grant Project. Rhonda Dittfurth asked that cataloging projects also include the story of the building it is painted on, as tourists often want to know the history of that building.

Item 6. **Discuss and Consider Beautification Projects.** Mr. Bass presented proposed guidelines and reported that he researched nine different city projects for ideas of what other communities are doing. He feels that it is important that the approval process not stifle creativity or expression, allowing applicants to come up with ideas that aren't influenced by the examples provided during the application process. Mr. Bass stated that it's important to make sure applicants consider City ordinances, work with correct City departments where needed, and understand the potential for maintenance. Chair Boyett said that he liked the idea of giving applicants ideas for projects, as it may serve as a good starting off point, and Mr. Bass confirmed that many of the cities he researched provided information about previous winning projects, but likely did not provide examples in their infancy. The board discussed the option of producing a pilot project, funded out of the budget with the goal of it serving as that example. Multiple ideas were discussed, Ms. Wardlaw's suggestion of creating a gabion was favored. Chair Boyett asked that this idea be looked into further, focusing on an exterior gabion featuring items that could be seen at night. Mr. Bass wanted to point out that under the proposed guidelines, any 501(c) could be eligible – the 501(c)3 designation was not necessary for eligibility. Also any interested group that was not a registered non-profit could still apply if partnered with an eligible group, such as Rotary Clubs, private schools, churches, etc. Ms. Dittfurth asked what counted as a special interest. Mr. Bass stated special interests would be excluded as a way to keep project money from being spent on advertisement, just as was done with the mural project. Mr. Bass also stated that they need to make sure that the application deadline is met, not extended. Mr. Bass also asked for clarification from the committee on if they wanted to divide the funds up by quadrant, as was done with the mural project, which the committee members supported. Chair Boyett asked Mr. Bass to continue fleshing out the proposed guidelines. Mr. Breeden offered his help in investigating gabion cages.

Item 7. Public Forum. No members of the public were present.

Item 8. Consider Future Agenda Items and Next Meeting Date and Time. Future agenda items to include:

- Suggested improvements to Mural Grant Project
- Discuss and Consider Beautification Grant Project
- Gabion Cage Report

It was determined that the next committee meeting will take place on Wednesday, December 11th, 2019 at 11:45 am.

Item 8. Adjourn. Chair Boyett adjourned the meeting at 12:56 pm.

ATTEST:



Sherman Bass, Secretary



Jason Boyett, Chair