



**NOTICE OF A CALLED MEETING OF THE
SUNSET VALLEY ARTS COMMISSION
FRIDAY, JANUARY 28, 2022 AT 2:00 P.M.**

*This meeting will be held virtually via GoToTraining.
To actively participate in the meeting, please register at:*

Registration URL: <https://attendee.gototraining.com/r/9193934133154176257>

Training ID: 160-374-140

You may also participate via audio only:

Long Distance: +1 (510) 365-3231

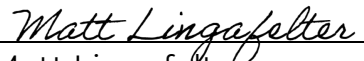
Access Code: 962-135-180

Notice is hereby given that the Arts Commission of the City of Sunset Valley, Texas will hold a called meeting on Friday, January 28, 2022 at 2:00 P.M., virtually via GoToTraining, at which time the following items will be discussed, to-wit:

1. Call to Order
2. Citizen Comments
3. Consider approval of the minutes from January 6, 2022
4. City Council Liaison Report
5. Art in Public Places Policy Review/Discussion/Possible Action
6. Discussion/Possible Action on planning for projects and events in FY22
7. ArtFest Discussion/Action Items
 - Musician booking update
 - Sponsorship solicitation progress
 - Event insurance status
8. Future Discussion Items/New Business
 - Regular Meetings will be held 2nd Mondays monthly 2-4 pm, virtually
9. Adjourn

A quorum of the City Council may attend the meeting, however, no official action by the City Council shall be taken.

I certify that the above notice of meeting was posted at City Hall, 3205 Jones Road, Sunset Valley, Texas, on the 24th of January 2022 at 2:00 P.M.


Matt Lingafelter
City Secretary

The City of Sunset Valley is committed to the compliance with the American with Disabilities Act. Reasonable modifications and equal access to communications will be provided upon request.



**MINUTES OF A CALLED MEETING OF THE
SUNSET VALLEY ARTS COMMISSION
THURSDAY, JANUARY 6, 2022 AT 2:00 P.M.**

This meeting was held virtually at: <https://attendee.gototraining.com/r/1625227039968949762>

Training ID: 927-258-444

MEMBERS PRESENT: Karen Medicus (Chair elect), Sasha Russell (Vice Chair elect), Ruth Pifer-Huston, Joe Huston, John Frick, Myles Fox, Carla Jenkins, Julie Kestner, Rob Johnson (Council Liaison)

STAFF PRESENT: Matt Lingafelter

1. Call to Order/Welcome Members
 - Sasha Russell called the meeting to order at 2:03 P.M.
 - Members introduced themselves
2. Citizen Comments
 - None
3. Election of Chair and Vice Chair
 - Sasha Russell opened the floor for nominations for Chair:
 - Ruth nominated Karen Medicus
 - With no other nominations, Karen was elected Chair by acclamation
 - Sasha Russell opened the floor for nominations for Vice Chair:
 - Karen nominated Sasha Russell for Vice Chair
 - With no other nominations, Sasha was elected Vice Chair by acclamation
4. Consider regular meeting date and time for the Commission, and consider scheduling a potential work session.
 - Commission members discussed a regular meeting date and time
 - Second Monday of the month, 2-4 pm
 - Later in the meeting, Commission members discussed scheduling a work session
 - Friday, February 28th from 2-4 pm (virtual)

5. Consider approval of the minutes from November 17, 2021
 - Myles Fox made a motion to accept the minutes, seconded by John Frick – all voted in favor and the minutes were approved
6. City Council Liaison Report
 - Rob Johnson delivered his report
 - Rob Johnson gave an update on the Council Retreat
7. ArtFest Discussion/Action Items
 - Commission discussed the musician lineup for ArtFest 2022
 - Myles will reach out to the Ausitn Samba School
 - Commission agreed with the proposed lineup from Golden and Co.
 - Sasha Russell made a motion to accept the proposed lineup and go down the ranked list of alternates if needed, seconded by Carla Jenkins – all voted in favor and the motion carried.
 - Commission discussed the sponsorship package
 - Ruth proposed changing the names (metals) of the sponsorship levels
 - Joe Huston made a motion to change the sponsorship levels to Platinum, Gold, Silve and Bronze, seconded by Myles Fox – all voted in favor and the motion carried
 - Commission requested legal to help draft an agreement page for the potential sponsors
 - Commission members discussed who would approach potential sponsors
8. Discussion/Possible Action on planning for projects and events in FY22
 - Item tabled – will be discussed at the January 28th work session
9. Future Discussion Items/New Business
 - Art in Public Places Policy – waiting on draft policy from legal
 - Sponsorship Updates, and agreement from legal
 - Facebook announcement for ArtFest
10. Adjourn
 - Joe Huston made a motion to adjourn, seconded by Carla Jenkins – all voted in favor and the meeting was adjourned at 4:20 P.M.

January 28, 2022
Arts Commission Meeting
City Council Liaison Report

City Council Action

- No Council meetings since last Arts Commission meeting.

City Council Retreat

- The City Council Retreat that was to be held January 21-22, 2022 at City Hall was cancelled due to concerns over COVID numbers.
- A new date has not yet been set.

Utility Box MiniMurals

- A City Council agenda item requesting funds and approving an interlocal agreement should appear on the February 1 Council agenda.
- It would be great to see some support in the Open Town Hall feedback section when it posts, wink wink.
- We're starting with one box at Jones Rd and Westgate Blvd. If successful, we'll approach Council again to do the four utility boxes along Brodie Lane.
- We'll be working with CED on artist and theme selection.
- Please review and rank your top (up to) five artists by next Arts Commission meeting. The combined Arts Comm and CED rankings will be used to determine the artist.
 - There is a list of approved artists here: <https://minimurals.org/wp-content/uploads/2021/02/2021-Mini-Murals-Artist-Registry-rev020921-1.pdf>
 - You can see some of the artists and their work here as well: <https://minimurals.org/artists/>

ArtFest

- Sponsorships
 - Google Fiber: Sylvia brought to my attention a City Council agenda item in February and so we decided it prudent for me not to approach them over sponsorship. Karen has agreed to pick up the lead.
 - Academy: I called and emailed Steve Lam who was the main contact for the Daisy Dash sponsorship, but have yet to hear back. We call again this week.
- Drone
 - Reminder, we're looking to use a drone to take hourly photos of ArtFest to estimate attendance.
 - Chief Carter has no concerns over flying a drone over the event.
 - Approached resident Lisa Versaci over using her drone, will talk this week.

CITY OF SUNSET VALLEY GUIDELINES FOR DISPLAY OF ART IN PUBLIC PLACES

PURPOSE

The purpose of these Guidelines for Display of Art in Public Places is to showcase local artistic endeavors and to encourage public education, dialogue, understanding and enjoyment of visual art.

GOALS OF CREATING ART IN PUBLIC PLACES

Use the display of public works of art to further the community's sense of civic pride.

Use the display of public works of art as an educational opportunity for the public, as well as other artists in the community and beyond.

Contribute to cultural tourism

Support Cultural diversity through art

Make art accessible to all individuals, including those with special needs

POLICY

The City of Sunset Valley respects freedom of expression in visual art. However, the public places where visual art may be displayed under these guidelines (the "Public Places") do not function as a gallery or museum. The City reserves the right to remove or relocate artwork at its sole discretion. Display of artwork in Public Places does not create a public forum.

DEFINITIONS

Art in Public Places means any visual work of art displayed for two weeks or more on City property that is accessible for viewing by the public.

Work of Art includes but is not limited to a sculpture, water feature, monument, mural, fresco, relief, painting, photograph, and glass and environmental installation. Work of Art would not normally include landscaping, paving, architectural ornamentation, or signs.

EXHIBITION LOCATIONS AND LIMITATIONS

Art in Public Places projects may occur in, at, or near public buildings, parks, and open spaces. These may be sites which are planned for development, under development or existing sites where construction is complete.

The Commission may suggest potential sites for Art in Public Places projects.

The areas where art may be displayed are:

- a.
- b.
- c.

(insert locations where visual art may be displayed)

The Public Places located within public buildings are generally open to the public Monday through Friday, from 8:00 a.m. to 5:00 p.m. *(Add additional times if appropriate, such as City Hall, which may be open during Council meetings)* Art displayed in public areas of City offices shall be appropriate to an office setting and for viewing by the public, City employees and citizens transacting business in the buildings.

SELECTION AND ELIGIBILITY

Exhibition is by arrangement with the Sunset Valley Arts Commission. The Commission may invite organizations or individuals to submit a proposal for an exhibition in the Public Places.

An organization or individual that wants to display an exhibition in one or more of the Public Places must submit a proposal to the Commission. The proposal shall be filed with the City Secretary. A proposal for an exhibition shall include images of the artwork to be exhibited, information about the individual artists, a proposed layout, and proposed installation methods.

The Commission shall review each proposal, and shall send the offer or written notice of acceptance, modification, or rejection of the proposal. The City Administrator shall review and approve proposed installation methods. The Commission's acceptance letter will include proposed exhibition dates and approved installation methods.

ALTERNATIVELY – you may wish to consider the following as Selection methods:
(there are more provisions that can be added to this section)

The Art in Public Places Panel shall maintain the following general guidelines regarding the methods of artist/artwork selection which may be employed for a particular project:

1. **Open Entry Competition.** Any artist is eligible to enter, with recognition of the possible residency requirements. The site and prospectus are appropriately advertised. Artists may be asked to submit images of their past work, resumes, and letters of intent related to the specific project or specific proposals for the project under review.
2. **Limited Entry Competition.** The jury invites a limited number of artists to participate in the selection process. The artists selected may be asked to submit slides of past work or proposals based on the project prospectus. The names of the artists invited to participate shall be publicly announced upon receipt of written acceptance of the invitation.
3. **Direct selection of an Artist(s).** An artist is invited to participate in the project and may be asked to develop a proposal for the project. If desired, a team of several artists may be put together.
4. **Direct Purchase of an Existing Artwork.** A completed work of art is purchased. No more than ten percent of the cost of the work may go toward a dealer or agent.
5. **Pre-Qualified Artist Pool.** The Art in Public Places Panel shall establish, and the AIPP Program Manager shall maintain, a Pre-Qualified Artist Pool for all artists interested in being considered for commissions through the Art in Public Places Program.

ART SELECTION CRITERIA

The criteria listed below may be used for evaluating the artist's qualifications, proposed processes and project ideas.

Stimulate Excellence in Public Arts:

- Is the artist's submission, previous work and/or proposed idea engaging and high quality in concept and construction?
- Is the quality of the artist's previous work comparable to other artwork commissioned/purchased by the City?

- Is the proposed idea unique, one-of-a-kind or part of a limited edition?
- Is the artist overrepresented in the City?
- Does the artist have a significant or engaging body of work?
- Does the artist have experience in comparable projects?

Enhance Community Identity and Place:

- Is the artist familiar with the community or setting and its characteristics, including history, identity, geography and cultures?
- Has the artist's previous work been appropriate to the community or setting and the above characteristics?
- Do the proposed ideas reflect the community or setting and the above characteristics?
- Are the proposed ideas integrated into the site design?
- Does the artist's project or proposed idea create or improve attachment to place?

Contribute to Community Vitality:

- Do the artist's previous projects or proposed ideas have the potential to attract visitors as well as residents?
- Does the artist's previous work or proposed process build a collective capacity and cooperation between the private and public sectors, artists, arts organizations and community members?
- Does the artist's proposed ideas or process engage community partners to build support for public art and encourage a healthy and productive community?

Value Artists and Artistic processes:

- Does the artist have a unique or appropriate cultural, geographic or artistic perspective?
- Will the proposed project or process nurture an emerging artist?
- Does the budget demonstrate appropriate support for the artist and the artistic process?

Use Resources Wisely:

- Is the artist's previous work or proposed project sustainable, secure and technically feasible?
- Has the artist's previous work been within the timeline and budget and

is the artist able to work within the City's timeline and budget?

TERMS OF LOAN AND LOAN AGREEMENT

The artwork in an exhibition shall be on loan to the City by the artist or organization at no cost to the City. The individual or organization lending the artwork is responsible for the cost of delivery and installation of the artwork. Installation must conform to the plans approved by the Commission and the Building Official. The Commission shall decide the placement or arrangement of pieces. Artwork submitted in an electronic format may be displayed without the audio portion, if any, at the discretion of the City Administrator, and as necessary to conduct business in the Public Places.

Artwork displayed at one or more of the Public Places during an exhibition shall remain in place until the conclusion of the exhibition, unless the Commission approves earlier removal. The organization or artist lending artwork for an exhibition in one or more of the Public Places must provide a suitable replacement, subject to the Commission's approval, for artwork removed from an exhibition before its conclusion. The Commission's approval may not be unreasonably withheld.

Each organization or artist lending art for exhibition at one or more of the Public Places shall submit a completed loan agreement to the Commission by filing the same with the City Secretary. The terms of these guidelines are incorporated as part of the loan agreement.

EXHIBITION SCHEDULING

The Commission may reschedule or cancel an exhibition at the Commission's discretion at any time before the start date of the exhibition. The City is not responsible for any expense incurred by the organization or artist lending the artwork related to a rescheduled or cancelled exhibition. The Commission may cancel an exhibition on display if the Commission determines the cancellation is necessary to protect the artwork or due to unexpected building use. The Commission may not cancel an exhibition to make room for a different, unscheduled exhibition. The City Administrator may cancel an exhibition due to an unexpected building use.

REQUIRED DOCUMENTATION

Not later than the 30th day before the date of a scheduled exhibition, the organization or artist lending the artwork must provide the Commission:

- a. A completed loan agreement;
- b. An inventory of work to be exhibited, including the following: information

- for each piece: the name of the artist, title, media, dimensions, and insurance value;
- c. A written statement describing the exhibition as the basis for a press release, if any, by the City;
 - d. Request for a reception, if applicable; and
 - e. A certificate of insurance providing coverage for damage to the art up to the value of the art, naming the City as an additional insured.

The Commission may cancel an exhibition if the organization or artist lending the artwork fails to submit the required information on or before the due date. The Commission may not permit installation of an exhibition if the lender has not submitted the required information on or before the date the exhibition is scheduled to begin.

DELIVERY, INSTALLATION, AND DE-INSTALLATION

The organization or artist lending the artwork shall deliver the artwork for an exhibition and all related components, including stands, descriptive summary, and other informational material as required in the loan agreement on the date specified in the loan agreement. All two-dimensional artwork submitted must be framed or mounted and ready to hang. All three-dimensional artwork submitted must be self-supporting or include a stand. Art presented in an electronic media must be accompanied by appropriate audio and video equipment.

The organization or artist lending the artwork shall install and dismantle the exhibition under the City's supervision.

The Commission may allow artwork to be removed and replaced at specified times during an exhibition. The same guidelines apply to artwork removed and replaced during an exhibition as apply to the original installation or dismantling of an exhibition.

RELOCATION OR REMOVAL OF ARTWORK

The Commission shall select artwork that is suitable and appropriate in theme and quality to the functions of the Public Places. From time to time, the Commission may determine that it wishes to rotate or remove artwork. The Commission retains sole discretion on whether to move or remove artwork.

GUIDED TOURS

The Commission may allow guided tours of an exhibition during regular business hours or at other times approved by the City Administrator or designee. If guided

tours are permitted, the tours guides shall be trained to conduct the tours in such manner to minimize disruption of City business. The organization or artist lending the artwork on exhibit shall provide written material for use by the tour guides describing the artwork on display, including information about the artist.

RECEPTION

The Public Places may not be used for private functions. However, the City and the organization or artist lending the artwork may co-host a reception on a date and at a time approved by the City Administrator or designee. All expenses for a reception must be paid by the organization or artist lending the artwork.

To request that the City co-host a reception, the lender must make a written request to the Commission and the City Administrator, or designee, at the time the signed loan agreement is submitted, but not later than the 30th day before the beginning of the exhibition. No alcoholic beverages may be served, except with the prior written permission of the City Administrator in compliance with the building use guidelines for the Public Places. The organization or artist is responsible for the cost of preparation, including set-up, and clean up after the reception. The lender shall sign any agreements required by the City related to co-hosting the event.

SALES

Artwork on display at the Public Places may be for sale by the organization or artist loaning the material provided that any artwork sold remains on display until the conclusion of the exhibition. However, earlier removal may be approved by the Commission.

The lender is responsible for all aspects of a sale transaction on artwork on display at the Public Places. Information on how to contact the lender to purchase artwork may be included on the descriptive label for the artwork, and in supplementary sales material provided at the sole expense of the lender. The Commission must approve any supplementary sales material and the location and display of the material.

The City of Sunset Valley does not receive a commission on or compensation from the sale of artwork exhibited at the Public Places.

INSURANCE

The City will take every reasonable precaution to secure the safety of artwork on loan to the City, but is not responsible for damage or theft. The organization or artist

lending the artwork shall be required to carry insurance naming the City as an additional insured and assumes all risk of damage or theft to the artwork.

DRAFT

AGENDA ITEM #8

Project	Resources Needed	Stakeholders	Timeframes	Still of Interest?	Budget – FY 22
		Who do we need to be involved from the Community?	What are the desired timeframes for execution and implementation?		
SVAC Facebook Posts/Boosts/Graphic Design & Production	Bandwidth, social media expertise	Volunteers	Ongoing project (ArtFest)	yes	\$1,200
Fiberglass Sculptures	Joint committee meetings, art in public places policy, utilize Karen’s research	P&E, tie in with CED beautification project	Discussion/Action item in January 2022 – engagement, council retreat/goals	yes	\$10,000 Potential tie-in with American Rescue Plan
Environmental Installation Art on City Property	Joint committee meetings, engage with community garden, art in public places policy, artists within SV, Home Depot	P&E, Community Garden, Sunset Valley artists, residents and children (interactive, educational)	Discussion/Action Item in January 2022 – engagement (garden, P&E, Home Depot, SV artists)	yes	\$5,000
Bringing Art Home	Need, scope, publicity, etc. Supply issues Quarterly 2022	PD, residents (young & old)	Quarterly	yes	\$3,000
Graffiti to Art – Electrical Box Project	Engagement with COA, materials for painting, Chief has identified four boxes	PD, City of Austin	2022	yes	\$1,000 Potential \$\$ from Public Safety/CCPD
Resident-inspired Art Events and/or Rebates for Materials	Social media, community garden participants	SV Residents, Commission to decide scope	New Commission would decide when to launch	yes	\$1,200
Pop Up Galleries in Commercial District	Event management & coordination, insurance, publicity and social media	Shopping Center Leasing & Management companies, showcasing artists, CED potentially	Discussion/Action item in January 2022 – plan for moving forward	yes	\$5,000



SVAF Arts Commission Meeting End of January 2022

Marketing/Vendors

- *Registration Forms –*
 - Sent second email out to former vendors to register/mentioned Holiday Inn
 - Will send other email reminders - one in February and one in March
 - Have vendors 37 vendors to-date, 14 of those are NEW
 - More vendors now than other years at this time
- Sent out another calendar listing sheet to area event calendars
- Connecting with new SFC person to walk them through the process and discuss cross-promotion
- Processing vendor applications as they come in, sending approval emails, and coordinating with Matt on invoice payments
- Reaching out to potential food vendors
- Working on media buy including digital buys and production updates in February

BUDGET

- Sent Texas Disposal Systems a sponsorship packet for possible in-kind trade and waiting to hear back in February for recycling/waste/possible pottie services
- Finalize tent, parking, pottie, EMS, and recycling contractors
- Submitting first round of deposit checks to COSV for outside contractors
- Set up EMS service in February

ENTERTAINERS

- Contracts in process for approved band lineup
- Working with Matt on the 2 TCA grant applications. Contracts to him this week to be included with what he sends in for the city
- Finalizing face painters, balloon artists in February
- At this juncture there is no extra funding for the Samba group which we played \$2000 in 2015 for their whole ensemble, but Imani said she would entertain a lower price point.
- If they did play, I would have shift the Crockett Jazz Band start time to 3:15 pm and that way the Samba group would perform from 2:45 pm to 3:15 pm, 1/2 hour with a smaller group

Main Stage	
9:00 am - 10:00 am	Bowie Steel Drum Band
10:30 am - 11:45 am	Shelley King
12:15 pm -1:30 pm	Beat Root Revival
1:30 pm - 2:45 pm	Tomar and the FCs
3:00 pm - 3:45 pm	Crockett Jazz Band
Kids' Stage	
10:00 am - 11:00 am	Mr. Will & The Excavators
11:30 pm - 12:30 pm	The Epic Show
1:00 pm - 2:00 pm	Bowie Small Jazz Band?
2:00 pm - 3:00 pm	Open Mic

SHIRTS

- **Artwork** complete for turquoise shirt, just waiting on possible sponsors to add to shirt. Can order in February
- Talked to Big Frog t-shirts and they can't do any kind of sponsorship and may not be able to actually do the shirts in looking at our design, but I spoke with them and sent them information and will follow up

OTHER and still have these questions

- Any updates on possible sponsors?
- Reviewed Home Depot list with Karen for possible items needed
- Talked with the Texas Festival & Events Association on possible event attendance documentation; no good suggestions for a free/non-ticketed event. May need to look at the drone by grid/time to find a better way to determine crowd numbers

SPONSORSHIP AND GRANT OF LICENSE AGREEMENT

City of Sunset Valley ArtFest (“Sunset Valley ArtFest”) agrees to display _____, that the Sponsor is willing to provide, on the property during the 2022 Sunset Valley ArtFest.

The level of sponsorship will determine logo placement on website and sponsorship name and logo placement on property during the event.

A. Sponsor grants to Sunset Valley ArtFest the free, limited, non-exclusive, nontransferable, non-assignable revocable right to use the sponsor’s name and relevant marks for legitimate use in connection with the terms of this Sponsorship and Grant of License Agreement.

B. Sunset Valley ArtFest agrees to allow Sponsor to use its name and logo for a period of one year after the end of the event for the purpose of marketing, as follows: “[Sponsor’s name], proud sponsor of [year] Sunset Valley ArtFest.”

C. Sponsor may not sell or give away any merchandise with the Sunset Valley ArtFest logo without the written authorization of Sunset Valley ArtFest.

D. The Sunset Valley ArtFest, the City of Sunset Valley and Sponsor shall not be liable for the acts of others in carrying out this Agreement and, specifically, but not by way of limitation, neither party hereto shall be responsible for the legal, financial or any other obligation entered into by the other in performing this Agreement.

NO ENDORSEMENT

Acknowledgement of sponsorship by Sunset Valley ArtFest is not an endorsement of said Sponsor.

ACTS OF GOD

Neither Sunset Valley ArtFest nor sponsor shall be deemed in breach of this Agreement for failure to perform due to acts or events beyond the reasonable control of the parties.

CHOICE OF LAW AND PLACE OF SUIT

Any disputes arising under this Agreement shall be resolved by applying Texas law. Any litigation arising under this Agreement shall be commenced and prosecuted in Travis County, Texas.

SEVERABILITY

If any provision of this Agreement is deemed invalid it shall not affect the validity of the remaining terms of the agreement.

Executed this _____ day of _____, 2022 by:

CITY OF SUNSET VALLEY ARTFEST:

SPONSER:

Authorized Representative Signature

Printed Name of Sponsor and Signature