



**NOTICE OF A REGULAR MEETING OF THE
SUNSET VALLEY ARTS COMMISSION
MONDAY, FEBRUARY 14, 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/3280021727555521538>

Training ID: 786-368-860

You may also participate via audio only:

Long Distance: +1 (510) 365-3332

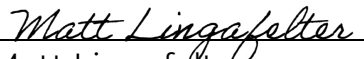
Access Code: 646-922-769

Notice is hereby given that the Arts Commission of the City of Sunset Valley, Texas will hold a regular meeting on Monday, February 14, 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 28, 2022
4. City Council Liaison Report
5. ArtFest Discussion/Action Items
 - Paid Media Presentation
 - Sponsorship solicitation progress
 - Update on Non-profit organizations to promote the arts
 - Social Media Needs
6. Discussion/Possible Action on planning for projects and events in FY22
 - Art installations – collaboration with other committees. What goals to bring forward in joint retreat with council and committees?
7. Future Discussion Items/New Business
 - Regular Meetings will be held 2nd Mondays monthly 2-4 pm, virtually
8. 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 11th of February 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
FRIDAY, JANUARY 28, 2022 AT 2:00 P.M.**

This meeting was held virtually at: <https://attendee.gototraining.com/r/9193934133154176257>
Training ID: 160-374-140

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

1. Call to Order
 - Chair Medicus called the meeting to order at 2:01 P.M.
2. Citizen Comments
 - None
3. Consider approval of the minutes from January 6, 2022
 - Joe Huston made a motion to approve the minutes, seconded by Vice Chair Russell; all voted in favor and the minutes were approved
4. City Council Liaison Report
 - Council Member Johnson delivered his report
 - Commission Members asked to provide feedback on artist list for utility box mini murals
5. Art in Public Places Policy Review/Discussion/Possible Action
 - The Commission reviewed and made edits to the guidelines, as presented by legal
 - Ruth Pifer-Huston made a motion to recommend the Guidelines for Display of Art in Public Places, as drafted by legal and amended by the Commission, to be presented to and approved by City Council, seconded by Joe Hutson; all voted in favor and the motion carried.
6. Discussion/Possible Action on planning for projects and events in FY22
 - The Commission reviewed the FY22 General Fund Projects worksheet
 - Chair and Vice Chair to discuss fiberglass sculptures and other potential artworks (entrances to City) at the TBA Joint-Council-Committee Retreat or Work Session

7. ArtFest Discussion/Action Items

- Chair Medicus and staff provided updates on ArtFest, including musician booking
- Sponsorship solicitation updates from Commission members

8. Future Discussion Items/New Business

- Continue discussion of General Fund Projects at the next meeting

9. Adjourn

- Joe Huston made a motion to adjourn, seconded by Vice Chair Russell; all voted in favor and the meeting adjourned at 4:05 P.M.

DRAFT



Client: City of Sunset Valley Arts Commission
 Campaign: 2022 Sunset Valley Artfest
 Run Dates: April 22 - 30, 2022
 Budget: \$26,850
 Demo: Women 25+

MEDIA PLAN					
CHANNEL	NOTES	RUN DATES	eIMPRESSIONS	eCPM	COST
RADIO					
KUT-KUTX-FM	:15 Underwriting	April 22 - 30, 2022	101,937	\$16.00	\$1,631.00
DIGITAL					
Austin Chronicle Display	Banner Ads; Home Page and Run Of Site	April 22 - 30, 2022	127,500	\$9.41	\$1,500.00
Programmatic - Display/Banners	Desktop, Tablet, Mobile; W25+, behavior targeted; zip code target	April 22 - 30, 2022	849,256	\$4.71	\$4,000.00
Programmatic - Spotify	Desktop, Tablet, Mobile; W25+, behavior targeted; zip code target	April 22 - 30, 2022	130,718	\$22.95	\$3,000.00
Programmatic - Connected TV	Smart TV; W25+, behavior targeted; zip code target	April 22 - 30, 2022	206,451	\$23.53	\$4,800.00
Programmatic - Video	Desktop, Tablet, Mobile; W25+, behavior targeted; zip code target	April 22 - 30, 2022	254,957	\$17.65	\$4,500.00
SOCIAL					
FB/IG - Display	Desktop, Tablet, Mobile; W25+, behavior targeted; zip code target	April 22 - 30, 2022	197,063	\$6.47	\$1,275.00
FB/IG - Video	Desktop, Tablet, Mobile; W25+, behavior targeted; zip code target	April 22 - 30, 2022	162,981	\$17.64	\$2,845.00
OUT OF HOME					
City of Austin Street Banner	1216 ½ S. Lamar	April 18 - May 1, 2022	NA	NA	\$600.00
PRINT					
Community Impact SW Edition	1/2H four color ad	Delivers 4.21 - 4.24	103,618	\$26.00	\$2,695.00
TOTALS			2,134,481		\$26,846.00

Organic Social Media for Sunset Valley ArtFest 2022

February – April we need someone to spend a limited number of hours per week to handle social media. Someone who has a solid understanding of how each social media channel works and how to optimize engaging content for each channel.

Social Media Responsibilities:

- Volunteer five hours weekly, increasing to fifteen hours weekly as event draws near.
- Monitor established platforms (Facebook, Instagram, Twitter) daily, respond to audience as needed, editing, removing or blocking inappropriate content as necessary, and upholding the brand and voice of the Sunset Valley Arts Commission (SVAC), referencing historical content on Facebook for guidance (<https://www.facebook.com/SunsetValleyArts>).
- Harvest content from vendor, musician, and stakeholder's websites (links provided) to create a variety of engaging posts adapted to each platform. A library of photos from past events will be provided and SVAC members will help source and direct content.
- Initially posting three times a week, then more frequently as event approaches, finally posting at least daily the two weeks prior to the event. (Utilizing social media management software tools will allow for creating content ahead of time and pre-scheduling posts.)
- The use of creativity, current events, compelling questions, and humor is encouraged! The goal is to promote the Artfest as well as raise awareness for all that Sunset Valley has to offer (see <https://whatsgoodsunsetvalley.com> and <https://www.facebook.com/Whatsgoodsunsetvalley/>)
- https://www.sunsetvalley.org/index.asp?Type=B_BASIC&SEC=%7B5F3F8D57-E5F3-4A60-8B67-6DE8973486E1%7D&DE= Link to ArtFest 2022 city website.