



**NOTICE OF A CALLED MEETING OF THE  
SUNSET VALLEY ARTS COMMISSION  
MONDAY, MARCH 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/2084882275576811265>

Training ID: 938-981-116

*You may also participate via audio only:*

Long Distance: +1 (510) 365-3231      Access Code: 481-897-716

You may also provide comments via Open Town Hall at <https://www.opentownhall.com/11738>

Notice is hereby given that the Arts Commission of the City of Sunset Valley, Texas will hold a called meeting on Monday, March 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 February 14, 2022
4. City Council Liaison Report
  - Joint Work Session – Alignment of appointments with FY (Oct. 1-Sept. 30)
  - Mini Mural Update
  - Adventure Build at ArtFest
5. ArtFest Discussion/Action Items
  - Sponsorship solicitation progress
  - Volunteer assignments for event
  - Final review of T'shirt order
  - Poster review
  - Golden & Co. Update
6. Discussion/Action Items Potential Refocusing of some General Fund Projects
  - Summer Art Workshop
  - Research and Design of a Sculpture Program
  - Fall Pop-Up Art Show
7. Future Discussion Items/New Business
  - Regular Meetings will be held 2<sup>nd</sup> 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 10th of March 2022 at 2:00 P.M.

A handwritten signature in black ink, appearing to read "S. Lingafelter".

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 REGULAR MEETING OF THE  
SUNSET VALLEY ARTS COMMISSION  
MONDAY, FEBRUARY 14, 2022 AT 2:00 P.M.**

This meeting was held virtually: <https://attendee.gototraining.com/r/3280021727555521538>  
Training ID: 786-368-860

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

STAFF PRESENT: Matt Lingafelter

1. Call to Order
  - Chair Medicus called the meeting to order at 2:05 P.M.
2. Citizen Comments
  - None
3. Consider approval of the minutes from January 28, 2022
  - Ruth Pifer-Hutson made a motion to approve the minutes, seconded by John Frick; all voted in favor and the minutes were approved
4. City Council Liaison Report
  - Council Member Johnson presented his report
    - Update on Utility Box Mini Mural project – artist selections
5. ArtFest Discussion/Action Items
  - Paid Media Presentation by Susan Seale
    - Ruth Pifer-Hutson made a motion to follow the recommended media plan as presented by Sasan Seale, seconded by John Frick; all voted in favor and the motion carried
  - Commission discussed current ArtFest Sponsors and Sponsorship solicitation progress
    - Ruth Pifer-Hutson made a motion to place Home Depot as the platinum-level sponsor, seconded by Sasha Russell; all voted in favor and the motion carried

- Update on Non-profit organizations to promote the arts
  - Social Media Needs discussion
    - Commission to look for a volunteer to handle social media coordination and promotion for ArtFest 2022
6. Discussion/Possible Action on planning for projects and events in FY22
- Brief discussion and planning for the Council retreat joint session
7. Future Discussion Items/New Business
- ArtFest T-shirts and other items to be discussed in March
8. Adjourn
- Joe Hutson made a motion to adjourn, seconded by Sasha Russell; all voted in favor and the meeting adjourned at 4:09 P.M.

DRAFT

# 2022 Artfest T-shirt

## Color Version



Front side single color for cost efficiency.



Sponsor logos optional.

# 2022 Artfest T-shirt

## Cream Version



Uses cream shirt as base, rather than printing with an extra color.



# 2022 Artfest T-shirt

## Front Graphic





14TH ANNUAL  
20 22  
SUNSET VALLEY  
ARTFEST



9AM - 4PM  
SATURDAY, APRIL 30  
TONEY BURGER CENTER  
OUTSIDE NEXT TO THE SFC FARMERS MARKET  
[SUNSETVALLEY.ORG/ARTFEST](http://SUNSETVALLEY.ORG/ARTFEST)

LIVE MUSIC INCLUDES: **TOMAR AND THE FCS** **BEAT ROOT REVIVAL**  
**SHELLEY KING** **MR. WILL AND THE EXCAVATORS**

TWO STAGES KIDS ACTIVITIES 70+ LOCAL ARTISTS





## **SVAF Arts Commission Meeting March 2022**

### **Marketing/Vendors**

- *Registration Forms –*
  - Sent third reminder email out last week to former vendors to register/mentioned Holiday Inn
  - 62 vendors to-date, 30 of those are NEW
  - More vendors now than any other year at this time
  - Processing vendor applications as they come in, sending approval emails, and coordinating with Melissa on invoice payments
  - Reaching out to potential food vendors – have Heros Gyros, Gold Star Kettle Corn, waiting on confirmation and review of ATX Sliders and a BBQ group, in talks with 2 more trucks. Nothing back yet from Jim Jim’s (staffing issues -TBD) and Nothing Bundt Cakes but following-up. Sent many emails out to food trucks in last 30 days; making calls this week and next. Also reaching out via social media groups. Haven’t heard anything back from POKE yet either, but I contacted 3 times. Expect to have 6 trucks or 7 in the end
  - Registration Forms due April 1 (allows a few days for some to sprinkle in the first week of April in mail, etc.)
- Non-profit art vendor – I reached out to Arc of Austin 4 times and no reply back from them. They are working from home, but I have left 2 voicemails and 2 emails
- Spoke with SFC team about cross-promotion on social media and helping with signs. They are currently going through a lot of personnel changes, fyi
- Posters to be printed week of March 14<sup>th</sup> and start distribution, let me know if you need any for the possible sponsors you are talking with or current sponsors. Most larger retail stores will NOT hang the poster in the store (they may in their break room), but if you have direct contacts, please take a couple. I can drop some to COSV and Karen when ready
- Sunset Valley Elementary flyers (English/Spanish) printing week of 3/14 and will deliver to Kim for distribution
- Posters to Motorblade for area postings in April
- Review A frame signs in storage - order new ones to be made along with sponsor entry signs
- Susan working on media buy including digital buys and production, buys start mid-April. Print ad for Community Impact this year and comes out the week before the event
- PR – sending media alert out on bands/date to area print, online media, and Community Impact. Will send press release to morning shows this month for possible coverage, then to news contacts the week of the event; already have reached out to most of them for Save-the-Date earlier. Included in area calendar listings
- New website has information on SVAF
- Social Media updates/postings – getting band bios and images from KT to give to Karen for use on postings. Twitter account postings? Are we going to have an Instagram account?

### **BUDGET**

- Texas Disposal Systems declined on a sponsorship for possible in-kind trade, but gave us great rates for potties and dumpster
- Submitting rest of the deposit checks to Lori at COSV for outside contractors

## ENTERTAINERS

- Band contracts completed and deposits made for approved lineup
- The two TCA grant applications were approved
- Finalized face painters and balloon artists
- Approved bands -

<b>Main Stage</b>	
<b>9:00 am - 10:00 am</b>	<b>Bowie Steel Drum Band</b>
<b>10:30 am - 11:45 am</b>	<b>Shelley King</b>
<b>12:15 pm - 1:30 pm</b>	<b>Beat Root Revival</b>
<b>1:30 pm - 2:45 pm</b>	<b>Tomar and the FCs</b>
<b>3:00 pm - 3:45 pm</b>	<b>Crockett Jazz Band</b>
<b>Kids' Stage</b>	
<b>10:00 am - 11:00 am</b>	<b>Mr. Will &amp; The Excavators</b>
<b>11:30 pm - 12:30 pm</b>	<b>The Epic Show</b>
<b>1:00 pm - 2:00 pm</b>	<b>Bowie Small Jazz Band?</b>
<b>2:00 pm - 3:00 pm</b>	<b>Open Mic (performers to be set up in advance)</b>

## OPERATIONS

- Working with Centex Personnel for laborers needed for April 29 and 30
- Will send SVPD Emergency Plan first week of April and have already spoken to Chief Carter on police needed for the event and updates
- New parking company finalized
- EMS service is set up with Acadian
- 
- Golf cart rented for delivery Friday am, pick up Monday am
- Booking security officer for April 29 evening
- All stages, sound, Warren's flags/tent all set up

## SHIRTS

- Artwork is complete for turquoise shirt, change shirt color? Need to order week of March 14

## OTHER

- Sponsor updates/income?
- Attendance grid/drones?
- Finalize details with photographer/Miguel Huerta
- Working with Karen on possible volunteers for 29<sup>th</sup> and 30<sup>th</sup>

SVAC meeting 3/14/22 back up

SVAC members here are the volunteer needs for ArtFest. Please let me know if you can fill any of the slots. You can help by recruiting your neighbors, friends, and family. This is a good opportunity for residents to experience the work we do and involve them in our projects. Volunteers can email [arts@sunsetvalley.org](mailto:arts@sunsetvalley.org) with the time slot they want.

### **Call for Volunteers**

Want to meet new people and have fun? Sunset Valley Arts Commission is producing the 14<sup>th</sup> Annual Sunset Valley ArtFest after a two-year hiatus due to the pandemic. Opportunities are available April 29<sup>th</sup> and April 30<sup>th</sup> to help with vendors, selling T-shirts, and set up and tear down.

**April 29th** load in supplies from city hall, tent set up, etc.

During the day on Friday exact time TBD need 4 people

### **April 30 event day:**

Vendor Check in 6:00 - 8:30 AM need 2 people

Set up with crew 6:00 - 8:30 AM need 2 people

SVAC Booth 8 - noon need 3 people

SVAC Booth Noon - 4:30 need 3 people

Tear down 4-6 need 4 people

### **On another note:**

We have a painting on plywood of an artist palette that was made for the 2020 event that was cancelled due to the pandemic. We need to change the date on it and figure out how we are going to install it on-site. This will be used for people to take photos for social media, etc.

We still need someone to do social media.

