



NOTICE OF A REGULAR MEETING OF THE
SUNSET VALLEY ARTS COMMISSION
WEDNESDAY, MAY 19, 2021 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/2809357077595498242>

Training ID: 158-566-428

Alternatively, you may participate with audio only by calling:

Long Distance: +1 (510) 365-3231

Access Code: 934-669-820

Notice is hereby given that the Arts Commission of the City of Sunset Valley, Texas will hold a regular meeting on Wednesday, May 19, 2021 at 2:00 P.M., at which time the following items will be discussed, to-wit:

1. Call to Order/Opening Activity
2. Citizen Comments
3. Consider approval of the minutes from April 21 and May 6, 2021.
4. City Council Liaison Report
5. Reports on current efforts
 - Facebook
 - Bringing Art Home
 - Review Grant Application for ArtFest 2022 and HOT Fund Budget Proposal
 - i.* Outcome desired: acceptance of final Hot Fund Budget and Grant Application
 - Special Event Coordinator Contract for ArtFest 2022
 - i.* Outcome desired: clarify what members of SVAC have submitted as suggestions for consideration in contract negotiations
6. Discussion/Action Items
 - Public Works/Police Department Project for Electrical Boxes
 - i.* Outcome desired: motion to work with PD and Public Works on art for electrical boxes and corresponding funding
 - Art in Public Places – first installation idea and budget for (General Fund)

- i. Outcome desired: agreement to research and budget installation ideas and bring to special meeting on date to be established (before end of May)

7. Housekeeping Items

- Important dates for SVAC: 5/31 HOT Fund Grant Application and Budget Proposals due
- Contact with City Council
- Contact with CED and other Committees


8. Future Discussion Items/New Business

- Sponsorships for ArtFest – launching pilot program
- Ampersand Suggestions – plans for follow-through by SVAC
- Recommending to Council formal action to require SVAC approval for any public art projects in Sunset Valley before art is purchased

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 16th day of May 2021 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 REGULAR MEETING OF THE
SUNSET VALLEY ARTS COMMISSION
WEDNESDAY, APRIL 21, 2021 AT 2:00 P.M.

This meeting was held virtually at:

<https://attendee.gototraining.com/r/469970166911681793>

MEMBERS PRESENT: Sasha Russell (Chair), Terry Cowan (Vice Chair), Myles Fox, John Frick, Joe Hutson, Ruth Pifer-Huston, Karen Medicus (Council Liaison)

STAFF PRESENT: Matt Lingafelter

1. Call to Order/Opening Activity
 - Chair Russell called the meeting to order at 2:06 pm
 - Opening art activity discussing Houses at Auvers (1890) by Van Gogh
2. Citizen Comments - none
3. Consider approval of the minutes from March 17, 2021
 - Terry Cowan made a motion to approve the minutes, seconded by Joe Hutson. All voted in favor, motion carried.
4. City Council Liaison Report – Council Member Medicus delivered her report
5. Reports on current efforts
 - Budget and HOT Funds for 2022 ArtFest
 - Ruth Pifer-Huston made a motion to present the HOT Fund Budget Request for ArtFest 2022 comparable to the FY19-20 Budget Proposal with some minor changes. Seconded by Terry Cowan. All voted in favor, motion carried
 - Bringing Art Home update – Ruth Pifer-Huston provided an update
 - 18 kids, 5 adults in March
 - 7 adults in April, kids' numbers fluctuate
 - Facebook update – Myles Fox provided an update
 - RFQ review/ranking process – May
 - Special Called Meeting on May 6 at 2 pm for RFQ scoring
6. Discussion Items
 - Sponsorships for 2022 ArtFest – Commission discussed pilot program for 2022

○ Terry Cowan made a motion to proceed with the ArtFest 2022 Sponsorship Pilot Program, seconded by Ruth Pifer-Hutson. All voted in favor, motion carried.

- *Vote on SVAC Logo – item tabled*
- *Virtual art or music events for 2021 – item tabled*
- Art in Public Places – policy/process – Community Garden – Terry Cowan provided an update

7. Housekeeping Items

- Training – Open Meetings and Parliamentary – staff directed to email Commission
- Future Commission Members – Commission discussed recruitment
- Planning for FY22 Budget – Commission discussed budget planning, both General Fund and HOT Fund proposals will be discussed at the May 19th meeting

8. Future Discussion Items/New Business

9. Adjourn – John Frick made a motion to adjourn, seconded by Ruth Pifer-Hutson. All voted in favor, the meeting adjourned at 4:18 pm.

A videorecording of this meeting can be found on the City's website.

Minutes approved on May 19, 2021.



MINUTES OF A CALLED MEETING OF THE
SUNSET VALLEY ARTS COMMISSION
THURSDAY, MAY 6, 2021 AT 2:00 P.M.

This meeting was held virtually at: <https://attendee.gototraining.com/r/4456974152019677442>

MEMBERS PRESENT: Sasha Russell (Chair), Terry Cowan (Vice Chair), Myles Fox, John Frick, James Hart, Joe Hutson, Ruth Pifer-Hutson, Karen Medicus (Council Liaison)

STAFF PRESENT: Sylvia Carrillo and Matt Lingafelter

1. Call to Order – Chair Russell called the meeting to order at 2:02 pm
2. Citizen Comments – none
3. Review of the ArtFest Request for Qualifications (RFQ) for Special Event Coordinator and scoring of the submitted Statement of Qualification.

The Commission reviewed the Request for Qualifications and discussed scores for the single submission.

4. Consider recommending a Special Event Coordinator for the ArtFest to the City Council.

Ruth Pifer-Huston made a motion to recommend Golden and Co. as Special Event Coordinator for ArtFest, seconded by John Frick. Six members voted in favor, one opposed, and the motion carried.

5. Adjourn – James Hart made a motion to adjourn, seconded by Terry Cowan. The meeting adjourned at 2:58 pm.

This is not a transcript of the meeting. A videorecording of the meeting is available on the City's website.

Minutes approved on May 19, 2021.

AGREEMENT FOR PROMOTIONAL SERVICES

This Agreement for Promotional Services ("Agreement") is entered into by the City of Sunset Valley ("City") and Mindful Marketing ("Contractor") effective the 1st day of October, 2014.

WHEREAS, the City annually sponsors and promotes an arts festival in the City to attract tourists to the City, and expends Hotel Occupancy Tax in the promotion thereof;

WHEREAS, Contractor is in the business of advertising, promotion and public relations, with experience in promoting similar events; and

WHEREAS, the City and Contractor desire to arrange for Contractor to promote the City's arts festival scheduled for April 25, 2015 (the "Festival") on the term provided herein,

NOW, THEREFORE, the City and Contractor agree as follows:

- (1) Contractor shall perform the following services:
 - a. Coordinate with City's Arts Commission, in arranging a schedule of events and all logistical arrangements for the conduct of the Festival, including but not limited to coordinating with agents of the City the services and facilities described for the Festival.
 - b. Recommend all advertising content and outlets, and arrange and implement a program of such advertising with the approval of the Art Commission;
 - c. Recommend brochures, signage, and other promotional materials, and arrange the preparation and publication and installation of same with the approval of Arts Commission;
 - d. Coordinate with all artists presenting at the Festival regarding scheduling and logistical arrangements in accordance with schedules and arrangements approved by Arts Commission;
 - e. Develop and recommend a form or survey for evaluation of the Festival and provide an opportunity for participating artists to evaluate the Festival;
 - f. Prepare and recommend a budget for the Festival to be approved by arts Commission and assist the City in implementing such approved budget; and
 - g. Solicit donations, and volunteers in the Festival by local merchants and residents, and coordinate the duties of volunteers and the work of volunteers during the conduct of the Festival.
- (2) For the services to be provided, the City shall pay Contractor in the amount of \$13,000.00, payable by equal payments from October 1, 2014 – April 30, 2015.
- (3) Contractor shall maintain complete and accurate records of services performed pursuant to this Agreement, which shall be made available for inspection upon request by the City.
- (4) All services performed by Contractor and fees to be paid by the City shall be in compliance with Subchapter B of Texas Tax Code Chapter 351. The City and Contractor shall cooperate as reasonably necessary to ensure compliance with all applicable law.

The City of Sunset Valley

By:



Mayor Rose Cardona



Susan Seale
Mindful Marketing