



NOTICE OF A CALLED MEETING OF THE  
SUNSET VALLEY ARTS COMMISSION  
THURSDAY, JUNE 2, 2021 AT 2:00 P.M.

***Due to the COVID-19 pandemic, this meeting will be held virtually via GoToTraining.***

***To actively participate in the meeting, please register at:***  
<https://attendee.gototraining.com/r/63898533516986881>

*Alternatively, you may participate with audio only by calling:*

Long Distance: +1 (510) 365-3332

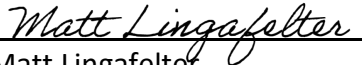
Access Code: 492-775-894

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

1. Call to Order
2. Citizen Comments
3. Review of the Special Event Coordinator Contract for ArtFest 2022
4. General Fund Budget Requests for FY 2022
5. 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 28<sup>th</sup> day of May 2021 at 6:00 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.

DRAFT ARTFEST 2022 CONTRACTOR AGREEMENT Contractor shall perform the following services:

Coordinate with City's Arts Commission in arranging a schedule of events and all logistics for the conduct of the ArtFest, including but not limited to, coordinating with agents of the City, the services and facilities described for ArtFest.

Recommend all advertising content outlets, and arrange for and implement a program of such advertising subject to the approval of the Arts Commission. Publicity is defined as both listings and editorial media coverage involving two pre-event press releases, one post-event press release and select media pitches. Advertising elements should be coordinated with Ampersand and reflect said advertising style guidelines.

Develop brand awareness of ArtFest, connect with various audiences (residents, event attendees and exhibitors), and drive traffic to our social media pages through coordination with the social media director/marketing team.

Recommend brochures, signage, and other promotional materials consistent with graphics and style sheets provided by Ampersand (adopted by City Council), and arrange the preparations, publication and installation of the same with the approval of the Arts Commission.

Coordinate with all artists and vendors presenting at ArtFest regarding scheduling and logistical arrangements in accordance with schedules approved by the Arts Commission.

Develop and recommend forms or surveys for evaluation of ArtFest and provide opportunities for participating artists and attendees to evaluate the event.

Prepare and propose a budget for ArtFest approved by the Arts Commission, and assist in implementing said approved budget.

Collaborate with the Arts Commission to develop a Sponsorship program content/package with prices and benefits approved; assist with the execution of sponsorship deliverables.

Coordinate with the Arts Commission to include non-profit organizations that promote the arts at ArtFest .

Coordinate the work of volunteers during the conduct of the ArtFest.

Coordinate photography with directives given to volunteer photographers approved by the Arts Commission.

Post general release agreement/crowd release notice and proof that it is posted at the ArtFest so images of attendees (adult and children), exhibitors and performers can be used.

Assist Arts Commission in developing and implementing a reliable measurement of attendance at the ArtFest.

Be proactive in presenting ideas to the Arts Commission for improvement and growth of the event during and after the ArtFest.

Work with the Arts Commission (and Ampersand) to complete post-event hot-fund evaluation within 60 days of the event.

Points of Contact with the Special Event Coordinator - SVAC Chair, Vice Chair, Council Liaison and City Staff

Provide updates to the SVAC Chair prior to the regular monthly meetings (Friday before the Wednesday meeting). Attend meetings as needed (closer to the event).

Know and cooperate with the City's COVID policy as applies to ArtFest.



COUNCIL MEETING DATE: MARCH 16, 2021

## CITY COUNCIL AGENDA ITEM #10

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STAFF PREPARER/CONTACT INFORMATION: Matt Lingafelter, City Secretary  
[mlingafelter@sunsetvalley.org](mailto:mlingafelter@sunsetvalley.org)

SUBJECT: Arts Commission/Budget

DESCRIPTION: Consider and act on approval of the General Fund Budget for Arts Commission events and programming for the remainder of the current fiscal year. (Mayor Pro tem Medicus/Administration)

BACKGROUND: The mission of the Sunset Valley Arts Commission (SVAC) is to serve the city and its citizens as advisors and advocates for the enhancement and integration of the arts in the community. The SVAC believes that a creative cultural environment is essential to the City's well-being and the promotion of cultural tourism.

The COVID-19 pandemic has presented many challenges to the traditional methods and programming generally utilized by the SVAC in the past. The Commission has been exploring alternative programs and projects to enrich the lives of Sunset Valley residents while also following public health and safety guidelines. These programs currently include: Art Kits for homebound residents, (elderly and children), virtual art education and enrichment events, and greater use of Facebook and social media in order to promote the arts and artists in Sunset Valley as well as ArtFest vendors.

The City Council approved a General Fund Budget for the SVAC for \$5,000. The Commission is requesting \$3,200 of said budget in order to implement the following projects:

**Art Kits, \$1,150** - Objective: To enrich the lives of homebound residents by providing monthly Art Kits, in collaboration with the Sunset Valley Police Department. Homebound residents include the elderly and children. Cost of \$10 per Art Kit, for the next 7 months. Art Kit supplies are purchased from local Sunset Valley businesses, including Five Below, Home Depot, Michael's and World Market. \$50 included in the total cost is a reimbursement to an Arts Commission member for supplies already purchased.

**Art Education and Enrichment, \$1,000** – Objective: To provide Art Education and Enrichment for Residents. Two virtual events, classes/demos at a cost of approx. \$500 per session (Zoom, Facebook Live or alternate virtual methods. ).

**Facebook Advertising and Boosts, \$450** – Objective: To increase visits to the Sunset Valley Arts Facebook page by using Facebook's boosting services at a cost of \$5-\$10 per boost (approx. 7 boosts per month). \$50 included in the total costs is a reimbursement to an Arts Commission member for boosts already purchased.

**Graphic Design & Production, \$600** – Objective: To increase visits and sharing of SV FB page

by adding specifically designed graphic art for seasonal and special events. Four commissioned art works at approx. \$50-\$200 each.

**TOTAL REQUEST: \$3,200**

APPLICABLE CODE SECTIONS: City of Sunset Valley Financial Policies

FUNDING:

CURRENT YEAR FISCAL BUDGET				
ACCOUNT	BUDGET	ENCUMBERED	THIS ITEM	REMAINING
5552	\$5,000	-	\$3,200	\$1,800
PRIOR YEAR FISCAL BUDGET(S)				
BUDGET YEAR	ACCOUNT	AMOUNT	TOTAL	NOTES

STAFF RECOMMENDATION: Approve the General Fund Budget Expenditures

SUPPORTING MATERIALS PROVIDED:  YES/NO

SVAC BUDGET WORKSHEET

# Arts Commission Budget



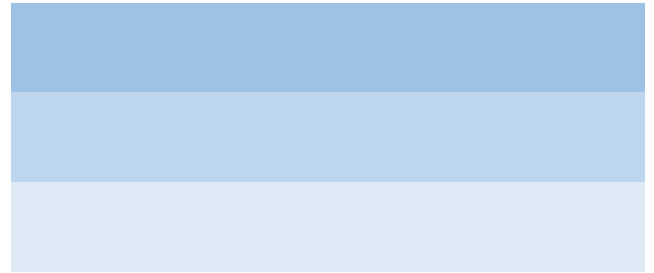
## FY 2020-2021

### Projected Revenue (if any)

General Fund	\$5,000.00
	\$0.00
<b>Total Revenue</b>	<b>\$5,000.00</b>

### Projected Expenses

various Projects and Services	\$3,200.00
	\$0.00
<b>Total Expenses</b>	<b>\$3,200.00</b>



### Itemization of Projects or Services

Item	Projected Cost	Will Staff Support be Required?	Cost of Staff Support (See separate Cost of Service Sheets)	Decision/Comments
Art Kits for SV Homebound	\$1,100.00	Y	Police Dept. for Deliveries	\$10 per Art Kit
Art Education and Enrichment (Virtual)	\$1,000.00	Y	Aid in setting up for virtual learning environment	approx \$500 per session
Facebook Advertizing and Boosts	\$400.00	N		\$5-\$10 per boost
Graphic Design & Production for SVAC	\$600.00	N		Including graphic design for SVAC FB
Reimburse Arts Commission Members for Expenses Paid	\$100.00	Y	Cut Checks	Reimburse Myles Fox and Ruth Pifer-Huston
<b>Total Expenses</b>	<b>\$3,200.00</b>			