



NOTICE OF A CALLED MEETING OF THE
SUNSET VALLEY ARTS COMMISSION
WEDNESDAY, JULY 28, 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/7247657810363424002>

Training ID: 738-565-196

Alternatively, you may participate with audio only by calling:

Long Distance: +1 (510) 365-3231

Access Code: 168-068-363

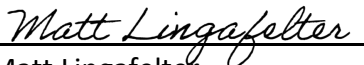
Notice is hereby given that the Arts Commission of the City of Sunset Valley, Texas will hold a called meeting on Wednesday, July 28, 2021 at 2:00 P.M., virtually via GoToTraining, at which time the following items will be discussed, to-wit:

1. Call to Order/Opening Activity
2. Citizen Comments
3. Consider approval of the minutes from June 16, 2021.
4. City Council Liaison Report
5. Reports on current efforts
 - Facebook
 - Bringing Art Home
6. Discussion/Action Items
 - ArtFest Sponsorships
 - Project for Art on Electrical Boxes (Public Safety, City of Austin)
 - Public Art Project Policy – SVAC oversight
7. Housekeeping Items
 - Committee/Commission/Council Workshop 7/31/21
 - Recruitment of New Members
8. Future Discussion Items/New Business

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 22nd day of July 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, JUNE 16, 2021 AT 2:00 P.M.

This meeting was held virtually at: <https://attendee.gototraining.com/r/3927626374294014722>
Training ID: 402-648-956

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

STAFF PRESENT: Matt Lingafelter

1. Call to Order/Opening Activity
 - Terry Cowan called the meeting to order at 2:26 P.M.
 - Opening Activity – looking at public art installations
2. Citizen Comments
 - None
3. Consider approval of the minutes from May 19, 2021 and June 2, 2021.
 - John Frick made a motion to approve the May 19, 2021 minutes, seconded by Myles Fox. All members voted in favor, motion carried.
 - Myles Fox made a motion to approve the June 2, 2021 minutes, seconded by John Frick. Three members voted in favor, motion carried.
4. City Council Liaison Report
 - Mayor Pro tem Medicus delivered her report.
5. Reports on current efforts
 - Budget Status
 - Ampersand decisions from Council/budget implications/ArtFest advertising
 - ArtFest/HOT Fund Application status/Golden and Co. contract status
 - Facebook – Myles Fox delivered his report
 - Bringing Art Home – Ruth Pifer-Hutson delivered her report
6. Discussion/Action Items
 - Sponsorships for ArtFest
 - At a future meeting, present a draft sponsorship package

- Project for Art on Electrical Boxes (Public Safety, City of Austin)
- Public Art Project Policy – SVAC oversight
 - Staff directed to send out draft art in public places policy
 - Refine policy to recommend to Council for adoption

7. Housekeeping Items

- Important dates for SVAC
 - ArtFest Event Coordinator contract to Council on June 22
 - Potential Committees/Commissions Workshop in July
- Contact with City Council
- Recruitment of New Members

8. Future Discussion Items/New Business

9. Adjourn

- Ruth Pifer-Hutson made a motion to adjourn, seconded by Myles Fox.
- The meeting adjourned at 3:47 P.M.

SVAC Council Liaison Report 7/28/21

Ampersand - Would love help in sharing the pages with committee members to get the word out! It would also be great if the new social pages could be included on any emails/newsletters to SV residents to let them know and encourage them to follow the accounts.

Social Pages:

Instagram: <https://www.instagram.com/whatsgoodsunsetvalley>

Facebook: <https://www.facebook.com/Whatsgoodsunsetvalley>

Options for Council to consider including in a potential contract for FY21-22 are tentatively scheduled to be on the Agenda for 8/3/21. Their social media focus is on the shopping district with a space on the landing page for event announcements.

The style guide and assets included in the contract for this year are in the final phases of development and will be shared for use once complete.

ArtFest – I am working with Sylvia and Matt on getting the date and MOU confirmed with AISD. FYI AISD is installing gates at all entrance and exit points. Golden and Co. sent the signed contract to Matt.

Council Liaison Reports to Council – These are due from the liaisons by 7/23/21. Chairs, Vice Chairs, and staff liaisons were asked to share their thoughts with me for consideration in writing the final report.

Joint Work Session with Council – Saturday, July 31, 2021, 10 -2. It is recommended Chairs, Vice Chairs attend. Any interested members and public are also welcome. This is an interactive, face-to-face session at City Hall. The work session will provide an opportunity to hear what others are working on, ask questions and share ideas.

Sunset Valley Arts Commission Research for Art in Public Places

The purpose of the Sunset Valley Arts Commission (SVAC) is to serve in an advisory capacity to assist and make recommendation to Council and department heads to research, develop, implement, and evaluate policies, programs, and projects related to the arts, and in particular encourage and promote tourism in the city.

The completion of new city facilities presents an opportunity to expand the enjoyment, access and appreciation of art. To assist the City Council in developing guidelines and standards for the selection, display, and maintenance of art in the City and to acquire by purchase, loan or donation, works of art for display.

To get started the members of SVAC can review this list of draft goals; definitions and give thought to the questions in preparation for discussion at a meeting. These examples are from other cities in Texas including Bastrop.

Goals:

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

Definitions:

Art in Public Places means any visual work of art displayed for two weeks or more located 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 installation. Work of Art would not normally include landscaping, paving, architectural ornamentation, or signs.

Artist Selection Criteria:

The criteria listed below may be used for evaluating the artist 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 not over represented in the City's connection?
- 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?

Contribute to Community Vitality:

- Do the artist's previous projects or proposed ideas have the potential to attract visitors and residents?
- Does the artist's previous work or proposed process build capacity and cooperation between the private and public sectors, artists, arts organizations and community members?
- Value Artists and Artistic processes:
- Does the artist have a unique or appropriate cultural, geographic or artistic perspective?
- Is the proposed project or process an opportunity to 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?

Dear Mayor Bruner and Council,

The Mayor and Council owns jurisdiction over art in Sunset Valley that receives public funds. It is important that art funded by the City have high artistic merit, meet the City's quality standards, contribute toward the development and promotion of our City as a center for art involvement, and as an art destination for the surrounding community. However, it appears not to be clear to everyone who should review and recommend public funded art projects prior to Council approval. To avoid duplication, confusion, internal politics, and increase focus and effectiveness, the Sunset Valley Art Commission (SVAC) asks the following:

Mayor and Council designate SVAC to review and recommendation all public funded art projects prior to final approval by Council and purchase of art. Formally recognize the Art Commission as the "go to" to review public funded art projects originating from city departments, committees, and resident initiatives.

This action will improve clarify, efficiency and encourage joint efforts. It will provide a consistent standard and message, and potentially reduce internal conflicts. Thank you for your consideration.