



**NOTICE OF A REGULAR MEETING OF THE
SUNSET VALLEY ARTS COMMISSION
WEDNESDAY, NOVEMBER 17, 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/7131801173159795714>

Training ID: 846-121-420

You may also participate via audio only:

Long Distance: +1 (510) 365-3231

Access Code: 976-536-720

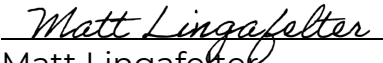
Notice is hereby given that the Arts Commission of the City of Sunset Valley, Texas will hold a regular meeting on Wednesday, November 17, 2021 at 2:00 P.M., virtually via GoToTraining, at which time the following items will be discussed, to-wit:

1. Call to Order
2. Citizen Comments
3. Consider approval of the minutes from October 27, 2021
4. City Council Liaison Introduction
5. Reports on current efforts
 - ArtFest
 - Facebook Page
6. Discussion/Action Items
 - Planning for Projects FY 22
 - Sponsorships for ArtFest – Council Approval 11.09.21
 - Art in Public Places
7. Housekeeping Items
 - 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 12th day of November 2021 at 5:00 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, OCTOBER 20, 2021 AT 2:00 P.M.**

This meeting was held virtually at: <https://attendee.gototraining.com/r/7625468699246194690>
Training ID: 429-254-988

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

STAFF PRESENT: Matt Lingafelter and Sylvia Carrillo

1. Call to Order/Chair Statement

- Chair Russell called the meeting to order at 2:06 P.M.
- The Chair gave an opening statement regarding expectations from the Commission members for the remainder of 2021

2. Citizen Comments

- None

3. Consider approval of the minutes from July 28, 2021

- 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 Medicus delivered her report

5. Reports on current efforts

- ArtFest
 - Discussion of the price for vendor fees
 - John Frick made a motion to increase the price of vendor fees from \$60 to \$75, seconded by James Hart
 - All voted in favor and the motion carried
 - T-shirt and Postcard Designs
 - Commission favored the blue-colored shirt as of today; if there is one logo on the front of the turquoise, preferred the yellow vs. cream for the logo

- Commission preferred wood cut illustration with the logo and event name
 - Discussed other items related to ArtFest
 - Ruth Pifer-Huston is the point of contact for Home Depot
 - Reach out to Carolyn Meredith for Adventure Build
- Bringing Art Home
 - Update from Ruth Pifer-Huston
 - Commission in favor of keeping the project going; may need to explore project later with regards to budget
 - Discussion of publicity for the program

6. Discussion/Action Items

- Discussion of the ArtFest Sponsorship Pilot Program
 - Commission discussed the sponsorship package and made some minor edits to the document
 - Sasha Russell made a motion to recommend the sponsorship package, as amended, to the City Council for approval, seconded by Terry Cowan
 - All voted in favor and the motion carried
- Art in Public Places Policy
 - Commission discussed the proposed art in public places policy
 - Terry Cowan made a motion to send this to legal to craft guidelines and a policy from the recommendations here and bring back to the committee in draft form at the next meeting, seconded by John Frick
 - All voted in favor and the motion carried

7. Housekeeping Items

- Committee-Commission-Council Work Session on July 31st Discussion
 - Sylvia Carrillo and Karen Medicus provided a brief overview
 - Commission members to provide feedback to Karen Medicus

8. Future Discussion Items/New Business

- Projects for 2021-2022

9. Adjourn

- Ruth Pifer-Huston made a motion to adjourn, seconded by James Hart
- All voted in favor and the meeting was adjourned at 4:10 P.M.

From: Barbara Boulware-Wells <Barbara@cityattorneytexas.com>
Date: October 22, 2021 at 4:23:32 PM CDT
To: Sylvia Carrillo <scarrillo@sunsetvalley.org>
Subject: RE: Myles question on HOT lodging advertising requirements

Mayor Pro Tem and Sylvia

I have reviewed the material in statute about advertising as well as the “Arts” under Chapter 156 and Chapter 351, Tax Code. As was presented to me, the question relates to “logo inclusion in ArtFest materials as per HOT rules, not Sunset Valley rules. That request was followed by my email to Matt in which I inquired what HOT contributor logos must be used and in what ways (stage announcements, digital media, etc.), as regards Holiday Inn Express and short term rentals. For example, can we decide how to promote them?” I reviewed both the provisions related to advertising as well as “Arts” and am not locating where this is addressed with any specificity – what is addressed in Chapter 351, Tax Code which controls *how* the HOT funds can be used is:

- (3) advertising and conducting solicitations and promotional programs to attract tourists and convention delegates or registrants to the municipality or its vicinity;
- (4) the encouragement, promotion, improvement, and application of the arts, including instrumental and vocal music, dance, drama, folk art, creative writing, architecture, design and allied fields, painting, sculpture, photography, graphic and craft arts, motion pictures, radio, television, tape and sound recording, and other arts related to the presentation, performance, execution, and exhibition of these major art forms;

Although Myles indicates that he believes there is some guidance somewhere, there isn’t specific statutory direction as to whose logos to include. Several cities that I am aware of and/or worked with have their own packets related to this question. I’ve attached a couple. But certainly, cities function throughout Texas without such formalized packets. Others are more concerned with the use of the City’s logo than other logos, and some, such as what Sunset Valley has done, simply list the City and partners who assisted in bringing the activity to the City. If the Holiday Inn is a key sponsor of such activity, that would allow them to be shown, listed or have their logo prominently used on materials. Again, I certainly am not locating where there is a state statutory requirement to list all entities who pay hotel occupancy taxes in a city.

Perhaps the confusion is that the hotels as well as the STRs pay the tax that is then used to support the Arts Festival but that is a bit counter. I believe who should be included in any promotional materials is the City as that is the entity that is putting on the Arts Festival as well as any other big sponsors. If the Holiday Inn is a sponsor, that would be on to include.

Barbara Boulware-Wells, Principal

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SVAC Project Planning FY 2022

Project	Resources Needed	Stakeholders	Timeframes	Still of Interest?	Budget – FY 22
		Who do we need to be involved from the Community?	What are the desired timeframes for execution and implementation?		
SVAC Facebook Posts/Boosts/Graphic Design & Production					\$1,200
Fiberglass Sculptures					\$10,000
Environmental Installation Art on City Property					\$5,000
Bringing Art Home					\$3,000
Graffiti to Art – Electrical Box Project					\$1,000
Resident-inspired Art Events and/or Rebates for Materials					\$1,200
Pop Up Galleries in Commercial District					\$5,000

Sunset Valley Arts Commission Budget Request FY 2021-2022

The Sunset Valley Arts Commission (SVAC) is a volunteer Commission appointed by the Mayor and City Council. The commission was established by City Ordinance in 2007.

Mission

The mission of the SVAC is to serve the city and its citizens as advisors and advocates for the enhancement and integration of the arts in the community. We believe that a creative cultural environment is essential to the City's well-being.

Objectives

- Raise public awareness of the need to integrate aesthetic aspects of design into the cityscape.
- Establish and maintain communication systems within the arts community so that activities can be identified and coordinated among public and private agencies, organizations, and individuals concerned with the arts.
- Develop a broad base of financial support for local arts and artists through public agencies and private donations and through the use of the local hotel occupancy tax revenues.
- Nurture and support artists, arts organizations and arts education
- Promote active participation and attendance of arts events by Sunset Valley residents.
- Build public-private partnerships to support a growing level of local cultural activity.

Community Art Events FY 2021-2022

The Sunset Valley Arts Commission has in the past offered various community art events. Although this last year the Commission has had to shift focus due to COVID, we have been successful in creating a stunning and attractive Sunset Valley Arts Facebook presence, highlighting many local artists and offering new and fresh insights and arts opportunities to our citizens. We additionally have brought Art to the Homebound to serve those citizens that are confined to their homes during this stressful time. This successful undertaking has been in collaboration with the SV PD.

The new fiscal year heralds the return of Sunset Valley's premiere cultural event--ArtFest. It goes without saying that COVID impacted all activities requiring gatherings. We anticipate that in 2022 SVAC will produce a successful ArtFest, funded by Hotel Occupancy Tax, bringing thousands of visitors to our community. ArtFest pulls thousands of participants from outside our community to a one-day festival of art and music. Planning is already underway.

Additional general fund activities will include, but are not limited to, artist displays and installations, art workshops, instruction, and lectures, and cultural events for the benefit, enjoyment, and empowerment of our residents. We are currently collaborating with the Police Department, Public Works, Planning & Environmental Committee, and nonprofit organizations such as the Sunset Valley Community Organic Garden, and interested resident groups on these projects. We will focus strongly on Art in Public Places and help build Sunset Valley as an important destination for all people interested in the arts and beautiful environmental amenities.

SVAC FY 2021-2022 SVAC General Fund DRAFT Budget Proposed

Proposed General Fund Budget 2021-2022		
	Item	Cost
1.	SV Arts Facebook posts and boosts, graphic design and production	1,200
2.	Fiberglass Sculptures Project	10,000
3.	Environmental Interactive Installation Art on Public (City) Property (P&E)	5,000
4.	Bringing Art Home (Home Depot, PD)	3,000
5.	Graffiti to Art -- Electric Box Project (PD/PW)	1,000
6.	Resident-inspired Art Events -- rebates for art materials and supplies	1,200
7.	Pop Up Art Galleries in Shopping District	5,000
	TOTAL REQUEST	26,400

ARTFEST 2022 SPONSORSHIP PROJECT



Background:

Sunset Valley's ArtFest event in April 2022 will be the 14th annual "Celebration of the Arts." This family-oriented event is a 7-hour daytime continuous presentation of artisans, live music and kids' activities located at the Toney Burger Center. It is free to the public, traditionally on a Saturday in the spring between the hours of 9 AM and 4 PM.

The single day event has grown to a large, diverse event with music and activities on two stages and more than 70 art and food vendors. As such, ArtFest represents Sunset Valley's premier public event with attendance estimated to have reached 7,000 people, drawn from Sunset Valley, Austin and Central Texas.

ArtFest is created and managed by the Sunset Valley Arts Commission and financed with HOT funds. It fulfills the mandate to support cultural tourism in Sunset Valley.

Why a Sponsorship Program:

We recognize that the growth of the program has created an inherent dollar value for a sponsor(s) seeking a connection with the community in a positive, family-friendly environment. We propose a **pilot** sponsorship program for ArtFest 2022 in which we will offer exposure and goodwill to paid sponsors.

The rationale for offering sponsorships is to create revenue to offset the increasing production costs of ArtFest 2022. As a pilot program planned for this year only, it will allow us to assess what the possibilities are for sponsorship participation and increased revenue in the future. If renewed for 2023 and subsequent years, the extra revenue could continue to offset annual expenses or could support an expanded ArtFest event covering two days instead of one.

The Sunset Valley Arts Commission and our contracted event coordinator work to maintain and build attendance with an advertising budget and a social media plan. The more attendees, the more attractive a sponsorship becomes. Additionally, the more paid advertising we utilize, the more appealing for a sponsor to have its logo and/spoken name in that advertising.

As an added benefit for Sunset Valley and ArtFest, sponsors will likely cross promote ArtFest in their own advertising, social media and publicity thus increasing the reach of our marketing.

In addition to our City's liability insurance, a clause describing event cancellation insurance would be included in any sponsorship offerings.

Next Steps:

Upon Council approval, Arts Commission members will identify and solicit prospective sponsors. The sponsor package price will be offered at various monetary levels with a detailed package of deliverables.

The elements of the sponsor package may include the following types of benefits:

- * Logo placement and mentions on our existing broadcast digital, TV, cable, internet and radio advertising
- * Logo placement in our existing print advertising
- * Sponsor exposure on Sunset Valley's Facebook presence for ArtFest
- * Logo placement on banners, poster and fliers
- * Prominent logo on stage and other areas, such as entrances and perimeters of event space as detailed in the specific levels of sponsorship
- * Logo on Sunset Valley T-shirt
- * Significant event day on-site presence with possible stage announcements involving sponsor (contests, giveaways, etc.)

Sunset Valley ArtFest 2022 Sponsorship Packages

\$5000 Main Level Gold (Limit to 1 Sponsor)

- Company Banner on front of main stage
- Logo placement and mentions of radio, event website, social media outlets, print advertising
- 6 T-Shirts to Sponsor
- Two 11x11 booth spaces
- Stage announcements
- Stage will not be named after sponsor, but brand will be included on stage Skirt

\$2000 Performance Level Silver (Limit to 1 Sponsor)

- Logo placement at main and children's' stages
- 4 Free T-Shirts
- One 11x11 booth space
- Stage announcements

\$1000 Entertainment Level Copper (multiple sponsors)

- Logo placement at event entrances
- 2 Free T-Shirts
- Stage Announcements
- Mentions on social media

\$500 Art Patron Level Brass

- Logo on entrance banner
- 1 Free T-Shirt
- Stage announcements