

Minutes of the Bellaire Cultural Arts Board (BCAB) Meeting

May 14, 2014

Board members present: Christopher Butler (Secretary), Stephanie Goldfield (Vice Chair), Terry Leavitt-Chavez (Chair), and Jacquelyn Quick

Others present: Bellaire Recreation Superintendent Cheryl Bright, Council Liaison Gus Pappas, West University Recycling and Solid Waste Reduction Board (WURSWRB) member Mary Birch, West University Recycling and Solid Waste Reduction Board member Mimi Tsai, and Bellaire City Staff Liaison/Assistant City Manager Diane K. White

Board members absent: Dr. Ije Akunyili and Gretchen Sparks

Call to Order:

The BCAB meeting was *called to order at 6:35 PM* by Chairperson Terry Leavitt-Chavez, with a *quorum of four present*.

Adoption of Minutes:

Chairperson Terry Leavitt-Chavez asked for a motion to adopt the March 12, 2014 minutes. Vice Chair Stephanie Goldfield motioned that *the minutes be adopted as written*. Secretary Christopher Butler seconded the motion. The motion *carried unanimously 4-0*.

Business Items:

Acknowledgements:

Chairperson Terry Leavitt-Chavez acknowledged visitors.

Two members of the West University Recycling and Solid Waste Reduction Board were present to discuss joint Recycle Fest activities with the City of Bellaire. The WURSWRB members complimented Bellaire's previous RecycleFest flier. The membership proposed Saturday November 1st as a possible date, to be held in Bellaire's Great Lawn and Lofton Park. Representatives from each city will work together on all elements of the event. Past attendance was discussed. The importance of parking was stressed, with the possibility of Condit Elementary construction reducing availability. Secretary Butler showed the group a flyover aerial photo of the park, and members discussed site possibilities for various event attractions. Terry Leavitt-Chavez mentioned previous events with 500+ attendees in Lofton Park. Stephanie Goldfield suggested a location that would promote participation in the Art Contest.

Chairperson Terry Leavitt-Chavez asked what the West U Board had done for previous art contests. WURSWRB member Tsai said previous West U contests have included photography as well. WURSWRB member Birch stressed participation of teachers for a successful contest. The age range was discussed. Mary Birch encouraged the Board to act quickly to get the contest into next school year's lesson plans. Prizes were debated, with the possibility of art gift cards generally supported. Display of submitted art and the judging pool were considered. Ms. Leavitt-Chavez mentioned several Bellaire community groups that are likely participants. Details for the joint flier were discussed, including a lowered age minimum of 3 from Chairperson Leavitt-Chavez. Bellaire's success in using its website was discussed by Mimi Tsai, and Terry Leavitt-Chavez stressed the importance of getting the flier out electronically. The

festival name was debated, with the suggestion of ReFest by Mimi Tsai. Terry Leavitt-Chavez worried the name would be confusing to residents unfamiliar with the event.

Ms. Leavitt-Chavez encouraged the WURSWRB to use West U's staff to help publicize the event and contest. Sponsorship was debated to support the awards. Chairperson Leavitt-Chavez suggested some art projects that could be run during the contest at a crafts table, especially for younger children. Future joint meetings were mentioned between Bellaire's CAB, ESB, and West U's WURSWRB.

Robert Riquelmy hoped for more art cooperation rather than competition. He also asked for some temporary cleanup on the Evelyn's Park site while construction and funding are finalized.

Donation Policy:

Recreation Superintendent Cheryl Bright presented a draft Donation Policy that expands on the current City policy with more accommodations for Boards such as the BCAB. The new policy outlines the criteria used by City Council to determine which donations will be accepted, including donation categories. The arts were included along with events and other options. Accepted money would go into a line-item special revenue fund account, subject to City purchasing procedures and annual budget review. These items would be separate from other budget items. Donations can roll over from year to year determined by the timeframe set at the time of donation.

Terry Leavitt-Chavez asked for examples of that process. Councilman Pappas asked if this was similar to other policies for other City boards. Diane White said none of the other boards has specific items like BCAB. Mr. Pappas asked how the value of art is quantified. Staff Liaison White gave several previous examples. Councilman Pappas suggested having the Chair of the BCAB involved in the valuation process. Diane White suggested that the Board's draft Master Plan can guide that as well. Secretary Butler asked how the competitive bid process would be triggered, especially with small projects under \$1,000. He also wondered if the competitive bid requirement would inadvertently raise the price of certain projects. Ms. White explained that the State of Texas has mandates which limit the full bid process to projects greater than \$50 thousand. Anything over \$3,000 would require three only quotes from vendors that meet certain requirements. Secretary Butler asked if the policy would allow for tax write-offs. Staff believed it would if it was allocated for a specific project. She also stated that the policy will be taken to City Council in coming months for possible adoption. Vice Chair Stephanie Goldfield motioned that *the City Staff move forward with the draft as presented with the addition of language allowing for tax write-offs*. Secretary Christopher Butler seconded the motion. The motion *carried unanimously 4-0*.

Frozen Movie Night:

Chairperson Terry Leavitt-Chavez recapped the Frozen Movie Night event. The event was a large draw, including a booth hosted by the BCAB. The activity was coloring book pages with characters from the movie. Terry Leavitt-Chavez encouraged future Board participation for more Trolleywood screenings. The event received lots of positive feedback from attendees.

Community Mosaic:

Chair Leavitt-Chavez and Secretary Christopher Butler decided to postpone discussion of the Community Mosaic photo acquisition policy and add it to a later meeting in the interest of time.

Master Plan Subcommittee Report:

Master Plan Subcommittee Chairperson Christopher Butler shared the draft goals and objectives with the BCAB. He gave a presentation introducing the goals and explained what discussions led to their wording. He asked the Board to mention any topics that might be missing, confusing, or unnecessary.

The goals presented were:

- 🌍 direct City of Bellaire art projects and cultural events
- 🌍 coordinate with other public/semi-public organizations
- 🌍 act as a central repository of public events
- 🌍 have oversight of the City's acquisition and management of physical art
- 🌍 establish a program to exhibit art on a temporary basis, with the option to acquire popular examples
- 🌍 promote the establishment of an artist's database that would serve as a resource for the local art community and those seeking their services
- 🌍 seek out and facilitate participation from citizens, for the Board's own projects, and the arts in general
- 🌍 encourage regular citizen participation in the BCAB proceedings
- 🌍 engage with public and private neighborhood schools to supplement eliminated or reduced art curriculum
- 🌍 promote the establishment of a permanent City Art Fund
- 🌍 investigate Federal, State, County, and local grant opportunities to supplement municipal funding sources for art projects
- 🌍 draft guidelines for Planning & Zoning and City Council to use as a reference when considering plaza space and public amenity dedications for Planned Development Districts
- 🌍 stay involved with the City's wayfinding efforts through representation on relevant boards and advice to staff and Council

Stephanie Goldfield praised the draft so far. She felt the goals offer a range of options depending on each new board's priorities. She felt it has a variety of project sizes that would be appropriate depending on other workload. Mr. Butler said the BCAB would need to determine priorities at its next meeting because the draft is very ambitious. He said the Board has several options. It could include all the goals, pick five years of goals, adopt a prioritized list of all, or expand what the Board does and try to accomplish the whole list.

Councilman Pappas supported the draft goals and what the Board has discussed in the past. He appreciated the public involvement focus and felt the Plan would be helpful as the Council looks at bonds and other funding. Ongoing projects such as City Facilities might drive some of the CAB Plan's priorities. Councilman Pappas also said it was an ambitious Plan, but not necessarily too ambitious. He said the draft attacked the areas that needed the most work. Mr. Butler asked if the membership felt that the Subcommittee had missed anything. Nothing was mentioned as missing. Chairperson Terry Leavitt-Chavez asked what still needed to be included before the Plan was presented to Council, and added her feeling that the document might be ready as is. Mr. Butler stated his belief that prioritization and simplified implementation should be added. He felt that one meeting should be used for prioritization, then he could return to the Board with a final draft proposal for consideration. The Board stated general approval of the draft with those future meetings as recommended.

New Business:

Terry Leavitt-Chavez asked if the Board had new business for future agendas. None were offered.

Comments from Commissioners:

No comments were offered.

Adjournment:

The BCAB was adjourned at 8:13 PM on a *motion* by Christopher Butler, with a second by Jacquelyn Quick. The motion *carried unanimously*.