



Minutes of the Bellaire Cultural Arts Board (BCAB) Meeting

March 12, 2014

Board members present: Dr. Ije Akunyili, Christopher Butler (Secretary), Terry Leavitt-Chavez (Chair), and Stephanie Goldfield (Vice Chair)

Others present: Recreation Superintendent Cheryl Bright, Council Liaison Gus Pappas, and City Manager Paul A. Hofmann

Board members absent: Jacquelyn Quick and Gretchen Sparks

The BCAB meeting was called to order at 6:35 P.M. by Terry Leavitt-Chavez, without a quorum, expecting one before taking action on any items.

Minutes

Chairperson Terry Leavitt-Chavez postponed action on the minutes until a quorum was present.

Business Items:

Acknowledgements:

Chairperson Terry Leavitt-Chavez acknowledged visitors. No comments were offered.

Great Lawn Survey:

Chairperson Leavitt-Chavez reviewed the survey results in detail. Some issues were encountered with the translation of results between the hard copy and online surveys. Those problems were overcome. The top musical choice was classical (27%), followed by rock and roll (24%) and jazz (21%). The top performing arts type was children's theater (28%), followed by musicals (25%). Movies and art shows tied at 13% each. The top instructional type was arts and crafts (22%), then dance (18%) and general speakers (17%). The type of activity that would be most useful to a family was performing arts (37%), children's theater (32%), and musical arts (30%) in third place. Over 100 people took the survey in total. Chairwoman Leavitt-Chavez mentioned the high classical result as interesting. She had expected country to be higher (only receiving 6%). Terry Leavitt-Chavez also expected yoga to be higher in the voting. Council Liaison Gus Pappas seconded that expectation, and asked for clarification on the cooking question. Recreation Superintendent Cheryl Bright mentioned that the overall results were along the lines of what the Parks Department had expected, and corresponded well with initial scheduling.

Adoption of Minutes:

Chairperson Terry Leavitt-Chavez returned to the possible approval of the previous meeting's minutes after a quorum was reached. Vice Chair Stephanie Goldfield *motioned* that the minutes from the February BCAB meeting be approved as written. Dr. Ije Akunyili *seconded* the motion. The motion *carried unanimously 4-0*.

Master Plan Subcommittee Report

Master Plan Subcommittee Chair Christopher Butler explained that the committee had two meetings in February and March with nice progress. He passed out printed copies of the draft Guiding Principles. He explained what they are meant to accomplish. He asked the board members to review the draft

statements and give comments and criticisms. Terry Leavitt-Chavez explained that the old plan had expired, necessitating the need for a new document. Councilman Pappas felt they were well suited to the group but said the funding principle might need to be tweaked based on the discussion to be held later in the meeting. Dr. Ije Akunyili asked about specific goals. Mr. Butler explained that those were in development, and would be discussed once the Guiding Principles were approved. Terry Leavitt-Chavez pointed out one goal of the Plan to help with Board recruitment, and that the draft guiding principles were written with that in mind. Dr. Akunyili asked about the progress of filling the Board's vacancies. The BCAB expressed general support for the draft wording. Mr. Butler asked the membership to contact the subcommittee with additional comments prior to their next meeting.

Community Mosaic:

Secretary Christopher Butler recapped the project's progress, and briefly explained what the effort would entail. Tonight Mr. Butler asked the Board to determine what theme would be best for the tiles. The choices would be photos of landmarks in Bellaire, scans of children's art, or general photos of people, events, and buildings. Mr. Butler suggested the general photo route because it would be easier to create new mosaics if more were desired at a later date for various City facilities. Chair Leavitt-Chavez said social media would be a very big help to build community interest, especially the youth. Board member Akunyili felt the general theme was the most logical theme. Gus Pappas clarified that the discussion this evening was regarding individual tiles, and that the content of the main image would be determined later. Vice Chair Goldfield asked what the final product would be. Secretary Butler said that it could be one of many options, including a digital rendering, on up to a physical mounting/installation. Chairwoman Leavitt-Chavez briefly discussed tile photo sources. Secretary Butler said the next order of business would be talking about those options. He asked the Board members to think about groups they might be able to contact to explain the project, then talked about the advantages of certain types of groups he had worked with in the past for other communities. He also stressed the importance of getting a large number of photos. He mentioned the Board needed to consider copyright and not simply download images without permission. Terry Leavitt-Chavez asked about resolution and quality. Mr. Butler said a higher resolution would help with making crops to get needed shapes for certain tiles.

Terry Leavitt-Chavez brought up the issue of permission and content. Mr. Butler said photos would be limited to non-offensive material, excluding nudity or other illegal acts. Terry Leavitt-Chavez asked about parental permission. Mr. Butler said he typically avoids photos of children that were not submitted by parents, and that the Board needed to establish policies on that topic. Chairwoman Leavitt-Chavez asked about pictures taken in public. Mr. Butler said the Board must consider copyright, model rights, and privacy. Vice Chair Goldfield asked about schools. Mr. Butler said those organizations would have policies in place already. Ms. Leavitt-Chavez said the Board needed to be careful about what the extent of those agreements would cover. Council Liaison Gus Pappas suggested that the Board identify sources before going to Council for approval. Vice Chair Goldfield asked about a signed release by organization. City Manager Paul A. Hofmann said the Council might be consulted regarding final product type. Terry Leavitt-Chavez suggested a presentation to Council with one of Mr. Butler's previous projects. Paul Hofmann said the Board needed to determine its ultimate goal, then formulate policy with that in mind, especially relating to parental approval. Mr. Butler said he would be happy to present the project to Council. He cautioned that the logistics of individual releases might make the project infeasible. Councilman Pappas encouraged the Board, and said photos taken in public implied a certain release of privacy expectations. Mr. Butler suggested drafting a policy and presenting that along with the project's overview for City Council comment and approval. Gus Pappas seconded that approach, and expressed support for the project as long as it remains practical. Secretary Butler said he would write a draft photo use, acquisition, and inclusion policy for the Board's consideration. City



Manager Hofmann said some of the funding approved for City Hall might cover public art, but would need consideration.

Art Fund:

Chairperson Leavitt-Chavez brought up the topic of art funding, and turned over the discussion to Council Liaison Gus Pappas. Mr. Pappas recapped the conversation he had at the last City Council meeting. He also spoke with Staff Liaison Diane White and Paul Hofmann after that, and summarized that discussion for the BCAB. The conversation revolved around the issue of creating a specific and earmarked cultural arts account. The historical precedents and issues with that were debated by that group. The example of Patrons for Bellaire Parks was explained. Councilman Pappas' discussion with staff also covered the Board's role in fundraising. The issue of covering new ground was brought up. The group decided to report to the Board and get feedback.

Chairwoman Leavitt-Chavez offered to recap the past efforts, and let staff look at the draft Art Fund proposal. She brought up the fire station art project, and its recent funding issues. She used that as an example of the Board's need for funding. She mentioned the Board's founding finance account. Terry Leavitt-Chavez expressed that the Board did not want to become a 501(c)3 fundraising organization. She explained that Bellaire residents would be more likely to donate if they could get a tax write-off and have certainty that the money they give will be used specifically for promoted projects. Gus Pappas said that issue was discussed by Staff. City Manager Hofmann said the City has an existing donation policy that is separate from the General Fund. Terry Leavitt-Chavez asked if donations had to be part of the Master Plan. Mr. Hofmann said some cities have created specific donation "wish lists" that are recommended by boards, and adopted by the Council. He stressed that the rules for money do change once the donation is made. Spending donated funds would require budget allocation, and is still subject to that process. The Board mentioned issues with that from the past, specifically with Terry Leavitt-Chavez's example of the fire station art. She asked what would happen if the project failed to meet its funding goals, and what would become of the donations in City possession. Gus Pappas asked what happens if Council priorities change. He used the example of the proposed community mosaic. Mr. Pappas said the wording could be general to allow for flexibility.

Vice Chair Goldfield recounted past guests of the Board who have proposed great projects and events. However, she explained the logistics of putting on these events and the impossibility of some elements without funding, especially expenses the City cannot legally back such as wine. She said the Board has been stifled by that in the past. Recreation Superintendent Cheryl Bright brought up past efforts such as the BellArts Festival. That example used Centennial Committee and Parks and Recreation funds. Council Member Gus Pappas said part of the discussion needs to be about the Board's role in funding, should it be more about policies and opportunities for others to fund? On the other hand, should the Board focus on fundraising itself? He said his impression from Council was that the BCAB needs to focus on ideas and opportunities, rather than funding. Stephanie Goldfield said the Board's hands are tied without its own funding. Gus Pappas asked how to go about publicizing the donation opportunities to help with that. Chairwoman Leavitt-Chavez suggested newsletters and other outreach through local media. Paul Hofmann said the City Staff would love to help with that process. Terry Leavitt-Chavez said the first step was to establish the donation policy statement. She offered to draft a document and present it to the Board at the next meeting. City Manager Hofmann recommended focusing on the specifics of what the Board wanted to accomplish.

New Business:

Terry Leavitt-Chavez asked if the Board had new business for future agendas. Secretary Butler said the Board should hear a Master Plan Subcommittee report. He also asked for an item to cover the draft mosaic photo policy. Terry Leavitt-Chavez offered to help market TrolleyWood.

Comments from Commissioners:

No comments were offered.

Adjournment:

The BCAB was adjourned at 7:43 P.M. on a *motion* by Christopher Butler, with a second by Stephanie Goldfield. The motion *carried unanimously*.