

Minutes of the Bellaire Cultural Arts Board (BCAB) Meeting

January 13, 2016

I. Action Item:

Meeting called to order at 6:32pm by Chair Terry Leavitt-Chavez with a quorum.

Board members present: Terry Leavitt-Chavez, Jennifer Hawes, Jane Williams, Andy Williamson, Lisa Risoli, Jacqueline Quick and Anita Mehta.

Others present: Michael Fife, in-coming City Council Liaison; Diane White - Asst. City Manager, Staff Liaison; Cheryl Bright, Asst. Parks, Recreation and Facilities Director; John Monday, Christopher Butler; Allyson Lack and Ina Riley representing the "Principle" group

Board members absent: none

II. Action Item:

Adoption of Minutes - Last month's minutes were approved (motion proposed by Jacquelyn Quick and seconded by Lisa Risoli and the Board approved unanimously).

III. Forum For Public Comments:

Christopher Butler, former BCAB member and currently on Planning and Zoning committee highlighted the "beautification" efforts going on in the City and applauded Terry Leavitt-Chavez and John Monday for their efforts in this regard. He urged members to publicize and to take themselves the on-line "survey" which is currently underway to assist in defining the City "brand".

John Monday has been a long-time supporter of arts in Bellaire and is spokesman for the group "citizens for a beautiful Bellaire". He views the beautification project in the "start-up" phase and highlighted the importance of co-operation between committees to ensure that overlap does not create inefficiencies. He stressed that groups / committees work together on aesthetics for the City and looks forward to joint projects as the concept evolves. He urged people to bring forward ideas [mentioned "tiny houses"; painting library drop-box] and said that funding might not be a constraint as the citizens may have a budget.

IV. Business Items:

DISCUSSION AND POSSIBLE CONSIDERATION ON

- **A1. Brand Identity;** Chair – Terry Leavitt-Chavez introduced Allyson Lack and Ina Riley from Principle [Ali is a Bellaire resident]. Terry Leavitt-Chavez had met them through the Evelyn's Park / Conservancy project. She had invited them to address the BCAB to explore how "professionals" might help address the formulation of a brand for the City of Bellaire. They gave a brief presentation outlining the general process and giving some examples of their work. Their thought-process is three-fold....1) creating an "integrated" brand – ie. one that is simple and consistent throughout [however it is more than just a seal or a font – although consistency is important there too.] Ideally the brand becomes inspirational and captures the culture of the community. 2) the brand is built on a solid brand platform [what the

community wants it to reflect] – it may evolve with time. 3) before and after branding.....effort has to be made to preserve the brand by maintaining the discipline of consistency – part of their work is to create a manual on brand usage. They gave examples of projects on which they had recently worked – Black Walnut Café, Goode Company and Brighter Bites. Once mandated, they would initially explore the city for a couple of days, identifying the scope of the project. Branding is a lot about consistency, ranging from signage to logo's on buildings, fonts and seals on stationary etc. and even city services [trucks / vans etc]. They talked about timing of roll-out.....important to "launch" it at a major city event; with regard to signage on buildings.....they suggested that they could work with architects and file-share if necessary to input and co-ordinate the brand; they could operate under certain "guidelines".....view themselves as "commercial designers" who can stay within rules. They raised the question as to who would be the point of liaison at City Council [?]. They admitted that they had not yet represented a City in terms of their work experience but Diane White felt that they were "qualified" as a firm to take on the work. She will research whether it is necessary to seek bids for this project in an RFP. In subsequent discussion, BCAB spent some time trying to establish a cost for the project but in all likelihood it will have several phases which may be defined as work progresses. Having concluded the presentation, **Lisa Risoli tabled a motion, seconded by Anita Mehta (and approved by all BCAB members except Jacquelyn Quick) for the Principle group to work with BCAB and the City of Bellaire on the preliminary concepts and timelines for creating a brand for the City of Bellaire.**

- **A2. Brand Identity;** Chair - Terry Leavitt-Chavez raised a related issue about brand identity. She projected a slide which showed an esplanade in West University Place near the municipal buildings that was decorated with flowers, banners on a decorative lamp post and the use of the city logo representing the tag-line "neighborhood city". Terry Leavitt-Chavez suggested that such a set-up could work on South Rice between the fire station and Bellaire Blvd, between the new Condit School and the municipal buildings. Michael Fife mentioned that the "concept is out there" and that PGAL will be seeking BCAB's input on things to do with the new building.....however the time-line is unclear as the project was delayed.
- **B. Utility Box follow up and Expansion** – Terry Leavitt-Chavez and Diane White reported that the feed-back on the newly painted utility box in Paseo Park had been very positive. They had met with Metro who also viewed it favorably and an estimate of \$ 4,500 had been obtained from UpArt to decorate the large box opposite Paseo Park owned by Metro. In view of the success of the initial project **Anita Mehta proposed a motion, seconded by Andy Williamson and approved unanimously by the Board to proceed with extension of the program to the remaining City-owned boxes [four].**
- **C. Banners – Paseo Park Extension** – At Terry Leavitt-Chavez's request Cheryl Bright has obtained a quote for affixing double-sided banners on the decorative lights in Paseo Park. The costs, both up-front and ongoing are considered reasonable and it is proposed to store the seasonal banners so that they will last more than one season. A suggestion by Anita Mehta that

we wait for the Bellaire brand to be created [for the banner] was rejected because it would likely delay it too long. BCAB members felt that this is a high-impact project that deserves prompt action. Given that this was motioned at last month's meeting, it is now ready to go to council in either the February or March meeting.

- **D. Additional Banners / Fixtures** - Terry Leavitt-Chavez had asked Cheryl Bright to research the final cost of affixing banners / repairing brackets on all of the street lights within the defined area on Bellaire Blvd. The details are attached. After some discussion, **a motion was proposed by Jacquelyn Quick, seconded by Jennifer Hawes and unanimously approved by the BCAB to use an image reflecting a "section" of the decorated utility box in Paseo Park as the image on the spring banner rather than a single rose as had been envisioned at our last meeting.** Jacquelyn Quick suggested that perhaps future seasons' banners could co-ordinate with other city boxes that are subsequently painted.
- **E. Artwork Inventory** - Diane White advised that Mary Cohrs at the library was investigating and Jane Williams, who had investigated this project initially agreed to take up with her.
- **F. Art Registry and possible call for Artist to rehabilitate donated art.** - Terry Leavitt-Chavez raised the question as to what should be done about the damaged piece of [tile] art by Cindy Cosworth which had been removed from Paseo Park for safe-keeping and preservation. Terry Leavitt-Chavez felt that it would likely cost about \$ 2,000 to repair and if kept outside would likely require further up-keep / maintenance on an on-going basis. At this stage, BCAB felt that it was best that the piece continue to be kept at its safe location until an appropriate artist could be found to work on it and that the best location will likely be inside where it will require less attention and depreciate slower.
- **G. Art Doors** - Terry Leavitt-Chavez made a brief presentation with reference to the web-site of the Texan French Alliance for the Arts. The "art doors" are on display at various locations around Houston. Terry Leavitt-Chavez said that there were 5 doors that are "finished" at \$ 3,000 each and \$ 1,500 installed [\$ 16,600 total cost]. She also said that "blank" doors are available for \$ 1,000 as a canvas for any artist to paint. Some discussion took place around the nature of the artwork and if it would be appropriate to have a plaque nearby that explained the story behind the art. This was considered a good idea if not prohibitively expensive. Some discussion also surrounded the best place to locate the doors and towards the Loop end of Paseo Park was most favorable. **A motion was proposed by Jane Williams and seconded by Lisa Risoli and unanimously approved by the BCAB to pursue an initial purchase of 5 art doors with installation [already painted and with accompanying plaque].**

V. New Business / January Agenda Items

None

VI. Comments from Board Members

- None

VII. Adjournment - Motion to close (Jane Williams), seconded (Anita Mehta) and approved unanimously. Meeting adjourned at 8:43pm.

Respectfully Submitted,

Andy Williamson

Next Meeting: February 10, 2016