



TOWN OF TROPHY CLUB

1 Trophy Wood Drive
Trophy Club, Texas 76262

MEETING AGENDA

ARTS AND CULTURE AD HOC COMMITTEE

August 22, 2024

6:00 PM

Community Conference
Room

CALL TO ORDER AND ANNOUNCE A QUORUM

REGULAR ITEMS

1. Consider approval of the May 28, 2024, Arts and Culture Ad Hoc Committee Regular Meeting Minutes.
2. Discuss and review the information presented at the Town Council Meeting on July 22, 2024.
3. Discuss and review questions from the Council at the July 22, 2024, Town Council Meeting.
4. Discuss the standard operating procedures for the proposed Arts and Culture Commission.
5. Discuss potential funding opportunities for the proposed Arts and Culture Commission.
6. Discuss next steps for the proposed Arts and Culture Commission.

ADJOURN

The Board/Commission may convene into executive session to discuss posted items as allowed by Texas Government Code Sections 551.071 through 551.076 and Section 551.087.

Notice is hereby given that a quorum of the Town of Trophy Club Town Council may be in attendance at this meeting. The Town Council will not deliberate or take any action.

CERTIFICATION

I do hereby certify that the Notice of Meeting was posted on the bulletin board at the Town Hall for the Town of Trophy Club, Texas, in a place convenient and readily accessible to the general public at all times on the following date and time: August 16, 2024, at 10:45 am, and said Notice of Meeting was also posted concurrently on the Town's website in accordance with Texas Government Code Ch. 551 at least 72 hours prior to the scheduled time of said meeting.

Tamara Smith
Assistant to the Town Manager

If you plan to attend this public meeting and have a disability that requires special needs, please contact the Town Secretary's Office at 6822372900, 48 hours in advance, and reasonable accommodations will be made to assist you.



ARTS AND CULTURE AD HOC COMMITTEE COMMUNICATION

MEETING DATE: August 22, 2024

FROM: Tamara Smith, MSL, Assistant to the Town Manager

AGENDA ITEM: Consider approval of the May 28, 2024, Arts and Culture Ad Hoc Committee Regular Meeting Minutes.

BACKGROUND/SUMMARY: The Arts and Culture Ad Hoc Committee held a regular meeting on May 28, 2024.

BOARD REVIEW/CITIZEN FEEDBACK:

FISCAL IMPACT:

LEGAL REVIEW:

ATTACHMENTS:

1. Minutes Outline 5.28.24

ACTIONS/OPTIONS:

Move to approve the May 28, 2024, Arts and Culture Ad Hoc Committee Regular Meeting Minutes.

**Minutes From Regular Session
Arts and Culture Ad Hoc Committee
For the Town of Trophy Club
Location: 1 Trophy Wood Drive, Trophy Club, Texas
Date: Tuesday, May 28, 2024, 1 p.m.
Community Conference Room**

The Arts and Culture Ad Hoc Committee for the Town of Trophy Club, Texas, met in a Regular Session on March 28, 2024. The meeting was held within the boundaries of the Town and was open to the public.

AD HOC COMMITTEE MEMBERS PRESENT:

Wanda Brewster	Committee Member
Melissa Eason	Vice Chairperson
Janet Greedy	Committee Member
Beth Ann Sands	Committee Member
Jean Frazier	Committee Member

AD HOC COMMITTEE MEMBERS ABSENT:

Candace Dillard	Chairperson
Carol Tombari	Committee Member

STAFF AND GUEST(S) PRESENT:

Brandon Wright	Town Manager
Margie Reese	Facilitator

CALL TO ORDER AND ANNOUNCE A QUORUM

The vice chairperson called the meeting to order at 1:19 p.m. and noted a quorum with four of the five committee members present.

REGULAR SESSION

1. Consider and take appropriate action to approve the Arts and Culture Ad Hoc Committee Meeting minutes dated April 15, 2024.

Chairperson Candace Dillard called for a vote, and the minutes were approved with a unanimous vote of (5-0).

2. Discussion on insights from the May 1, 2024, interviews and the May 3, 2024, Site Tour occurred. Margie discussed that the interviews were very successful. Trophy Club artists were very excited by the opportunity to promote the arts in our community. There are opportunities to expand summer camp programs for children. Margie also conducted an interview with the Metroport Chamber President and sees opportunities to promote the arts across businesses.

BNHS can be a great opportunity to promote the arts. Several students travel outside of the community to further their arts practice.

During the site tour, the TC Park has opportunities for art classes, mini concerts, etc. Has available seating and shelter area. The park can serve as an example of how the arts and parks can be implemented together. Recognizing veterans and those who have served is an opportunity for art development. The older building at the

corner of Trophy Club Drive and Indian Creek Drive represents a historical element for Trophy Club as one of the first buildings and former Fire Department building. Another idea was to salvage some of the bricks and use it to reconstruct something out of materials. The group suggested that some reuse of the building be incorporated into the final plan. The MUD Annex building was also discussed as an opportunity for community arts programming space. There are several opportunities for community spaces to create art moments. These will be included in the final recommendations to the Town Council. Town Center was also discussed as an art display location. Although it is private property, it offers opportunities for gathering and display.

3. Discuss the Texas Tax Code relative to the Hotel Occupancy Tax.

A discussion was conducted on the Texas Tax Code for Hotel Occupancy Tax. The legal uses of HOT tax were described, with one of those being the encouragement, promotion, improvement, and application of the arts. Funding may also be used for projects of historical significance. HOT taxes may be eligible to be used for staffing resources, if necessary.

4. Discuss and consider approval of the mission statement and purpose for the Trophy Club Arts Commission.

The draft Trophy Club Arts Commission mission and purpose were reviewed.

- a. The Committee reviewed three draft versions of the name and definition of the future recommended commission. The name that the group will recommend is the Trophy Club Arts & Culture Commission. The name was voted on and approved unanimously by the Committee.
 - i. The group likes the language from choice #2, “committed to making arts, culture, and programs readily available and easily accessible to all residents and visitors”.
- b. The mission statement was reviewed with a suggested edit. To the suggested edited version, the group wanted to condense the statement and remove the word humanities. The name was voted on and approved unanimously by the committee.
 - i. Promote, present, and support high-quality arts and cultural activities that provide access to creative programs for the benefit of the public.
- c. The group reviewed the “What We Do” list. With the changes listed below that Margie will create, the group voted and unanimously approved the following “What We Do” items:
 - i. They agreed with:
 1. Advising on the allocation of public funding,
 2. Presenting and promoting arts and cultural programming,
 3. Solicit and manage grants,
 4. Support arts advocacy initiatives,
 5. Encourage business investment in the arts,
 6. Establish protocols for commissioning public art projects.
 - ii. Changes included:
 1. Support arts education for children and creative aging for adults. The objection is defining groups. It should be for all.
 2. Host professional development opportunities for artists and providers in TC and the surrounding area. There was some concern about the phrase “professional development” and the clarity of that statement. The group decided to table this particular item for Margie and the group to provide recommended revisions.
 3. The group could combine “support arts education for children and creative aging for adults” and “host professional development opportunities for artists and providers in TC and the surrounding area” into one combined idea.
 4. Merge together “encourage business investment in the arts” and “support arts advocacy initiatives” into one cohesive thought.
 5. Merge “advise on the allocation of public funding” and “solicit and manage grants”.

5. Discuss the proposed calendar for the ad hoc committee.

The Arts Commission will prepare to give an update to the Town Council at their June 24, 2024, Town Council Meeting. The purpose will be to review progress, desired direction, and completion elements made through June.

Margie recommended that the Town commission a historian to research and prepare Trophy Club's history to determine its place within Texas history.

ADJOURN

Adjourned at 3:00 p.m.

Attest:

Tamara Smith, Assistant to the Town Manager

Melissa Eason, Vice-Chair



ARTS AND CULTURE AD HOC COMMITTEE COMMUNICATION

MEETING DATE: August 22, 2024

FROM: Tamara Smith, MSL, Assistant to the Town Manager

AGENDA ITEM: Discuss and review the information presented at the Town Council Meeting on July 22, 2024.

BACKGROUND/SUMMARY: Presentation Overview

On July 22, 2024, Margie J. Reese, facilitated by MJR PARTNERS, presented an update on the proposed Arts and Culture Commission to the Mayor and Town Council.

Background

Margie J. Reese, an experienced arts management consultant, was contracted to guide the development of a proposal for establishing a dedicated arts agency. Reese's extensive background includes leadership roles in Dallas, Los Angeles, and Wichita Falls, and contributions to arts policy nationwide.

Concept Model for the Arts and Culture Commission

Purpose: The proposed Trophy Club Arts and Culture Commission will serve as an advisory body to the Town's leadership, focusing on promoting, presenting, and supporting high-quality arts and cultural activities.

Mission Statement: The Trophy Club Arts and Culture Commission's mission is to promote, present, and support high-quality, accessible arts and cultural activities that benefit the public.

Key Functions:

1. Advise on public funding allocations.
2. Present and promote arts and cultural programs.
3. Manage grants and encourage private investment.
4. Support arts education.
5. Establish protocols for public art projects.

Recommendations for Launching the Commission

- Invest in Public Art and Historic Markers
- Art in Public Places Projects
- Trophy Club Artist Grants and Awards
- Trophy Club Presents

BOARD REVIEW/CITIZEN FEEDBACK:

FISCAL IMPACT:

LEGAL REVIEW:

ATTACHMENTS:

1. Observations and Opportunities7.22

ACTIONS/OPTIONS:

No action is required.



Observations and Opportunities
Creating an Arts and Culture Commission
for
The Town of Trophy Club, Texas
Update on activities and work plan

Presented to the Mayor and Town Council
July 22, 2024

Margie J. Reese, Facilitator

Ad Hoc Arts and Culture Committee Members:

Candace Dillard	Chairperson
Wanda Brewster	Committee Member
Melissa Eason	Vice Chairperson
Jean Frazier	Committee Member
Janet Greedy	Committee Member
Beth Ann Sands	Committee Member
Carol Tombari	Committee Member



Observations and Opportunities
Creating an Arts and Culture Commission
for
The Town of Trophy Club, Texas
July 22, 2024

Background and Introduction

Through the Town Manager's Office, the Mayor and Council of the Town of Trophy Club are considering new ways to formalize and provide civic-funded arts and culture services for the public's benefit. To achieve this goal, The Town Manager contracted with Margie J. Reese, Arts Management Consulting Services, to engage in conversations and work sessions to explore possibilities for formalizing the city's role in supporting arts programming to enhance civic pride and further establish the Town's identity.

Margie Johnson Reese has a 45-year portfolio in arts management. She was Executive Director and General Manager for Cultural Affairs in Dallas and Los Angeles. The Ford Foundation appointed her as their Media, Arts, and Culture Program Officer based in Lagos, Nigeria. Returning to the United States, she accepted the task of creating an arts council for Wichita Falls, Texas. She served as Executive Director of that agency and hired and trained her successor. She is currently Consultant-in-Residence for Mid-America Arts Alliance, based in Kansas City, MO, and the Western States Arts Federation (WESTAF) in Denver, CO.

Margie contributes to arts policy nationwide, advising on grantmaking, cultural planning, public art, and change management. She is a Board Member Emeritus at Americans for the Arts in Washington, D.C.

Since March 2024, facilitated in-person and virtual conversations with members of the Ad Hoc Arts and Culture committee, Trophy Club artists, and Town staff. Those discussions inform the following report. The conversations were structured to allow interviewees to think out loud about definitions of art, heritage, and culture.

With help from the Ad Hoc Arts and Culture Committee members, input from residents was also gathered around a few baseline questions to gather observations, ideas, and aspirations that would be helpful in creating a system to support arts and cultural programs in the Town of Trophy Club. The following report summarizes the listening process, proposes a Concept Model for creating a local arts agency in the Town of Trophy Club, and suggests a series of initiatives for consideration.

Concept Model
Arts and Culture Commission
for
The Town of Trophy Club, Texas

The Ad Hoc Arts and Culture Committee investigated the role and potential structure of an arts agency for Trophy Club. They discussed and adopted the following Concept Model, which is presented to the Town Council and leadership for consideration. Based on the strong interest in the arts expressed by interviewees, including resident artists and educators, The Town of Trophy Club is well positioned to successfully create an agency within the Town Manager's office to support, promote, and coordinate the arts for the benefit of the public.

Proposed Advisory Body

The Trophy Club Arts and Culture Commission

The Trophy Club Arts and Culture Commission (the Commission) is the agency that promotes arts and cultural activities as essential components of community development, enriching the lives of residents and visitors to our community.

Proposed Mission Statement

The Trophy Club Arts and Culture Commission's mission is to promote, present, and support high-quality, accessible arts and cultural activities that benefit the public.

The Work of the Commission

The Trophy Club Arts Commission is an advisory body to the Mayor, Town Council, and Town Manager. It promotes lifelong learning through various creative activities, inviting residents of all ages to explore the arts and discover their creative potential. The primary role of the Commission is to:

1. Advise on the allocation of public funding
2. Present and promote accessible arts and cultural programming
3. Solicit and manage grants and encourage private-sector investment in the arts
4. Support arts education
5. Establish protocols for commissioning Public Art Projects

Recommendations for launching the Arts and Culture Commission

Four initiatives are proposed for consideration:

Initiative One - Invest in Public Art and Historic Markers

- 1) Develop and adopt measures to maintain existing and future objects of art in public places and,
- 2) Develop criteria for Determining Historical Significance.

Several key criteria must be considered to determine whether a property is historic. The following are some of the most often-used guiding principles:

- **Age of the Property:** Age is often one of the first considerations when evaluating a property for historical significance. Properties that are 50 years or older are typically considered historic. However, the age of a property alone does not guarantee its historical significance.
- **Architectural Style and Rarity:** Another important consideration is the style and rarity of a property's architecture. Properties that show a unique or innovative architectural design or represent a particular style or period are usually considered historic.
- **Association with Important Events, people, or architectural movements:** Properties directly associated with significant events, people, or architectural movements are typically considered historically substantial—for example, a property associated with a famous historical figure or a significant historical event. (For example: the original Fire Station in Trophy Club should be preserved)
- **Uniqueness and Cultural Significance:** Properties that are unique in terms of their design, materials, construction techniques, or cultural significance are also often considered historically significant. Even for a planned or newly created community like Trophy Club, strategic foresight is important to prevent the loss of significant traces of the community's origin story.

Initiative Two-Art in Public Places Projects

Public art enhances the visual attractiveness of communities, gives cities local distinctiveness, and could further attract investment, boost cultural tourism, create local employment, maximizes the use of land and spaces, and gives a community a stronger sense of place and identity.

- The Town of Trophy Club should consider drafting criteria for designating local historic sites, existing structures, art on public and private property, and designation of historic markers. Launching this process now can connect the area's history to Texas history, and provide background information for educational purposes.

Resource: Texas Historical Commission <https://thc.texas.gov/preserve/preservation-programs/historical-markers>

The Town of Trophy Club should commission a historian/researcher to document the full story of the Town's unique history and connection to Texas history. *Solicit recommendations for the project from the Texas Historical Commission.*
Estimated project cost: \$6,500-\$10,000

Potential funding resource: The Summerlee Foundation – “Texas History Program
Since 1988, the Texas History Program has embraced a broad and diverse group of projects from all regions of Texas. These projects have included the disciplines of archaeology, archives, libraries, media, museums, middle and secondary schools, higher education, preservation, publications, and scholarly research”.
<https://summerlee.org/texas-history-program-overview/>

Submit the Letter of Intent to the Sumerlee Foundation before the next deadline of September 30, 2024. Estimated project cost: No cost



- Draft a Public Art Procedures statement. This statement should frame a process for launching a public art program in the Town of Trophy Club. *No cost*
- Determine a reasonable budget to commission an artist or artist team to design and facilitate an inaugural temporary or permanent public art activity informed by community participation. *Estimated project cost (TBD)*

Public Art Projects *continued*

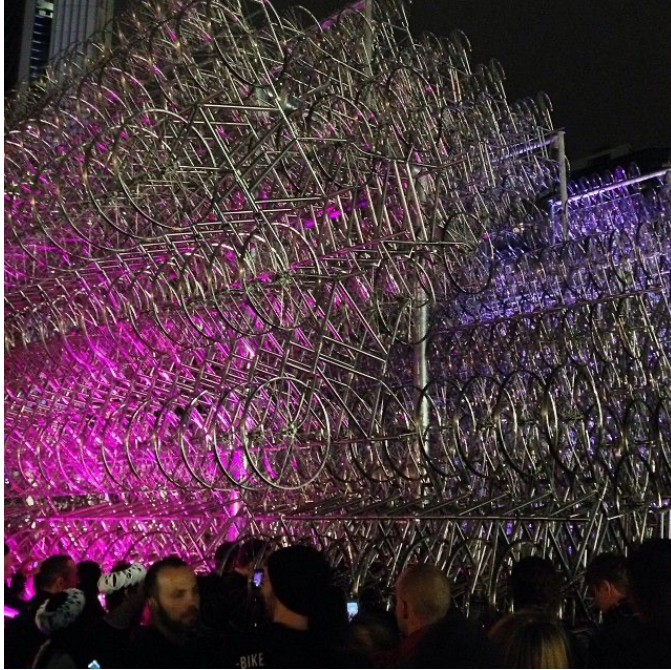
- Commission local artist(s) to produce a community-informed temporary or permanent work of art to be sited in a public/accessible space. (Budget to be determined)
- Create a Public Art Information page on the city's website to build public awareness of the value of public art in building local identity. *No cost*
- Collaborate with the Parks Department to develop a Sculpture Trail as part of the Park Department Master Plan.

Estimated Project cost to be reserved for art projects over a 3–5-year period: \$50,000 up to \$250,000, depending on project size and intended impact.

Examples of public art



Street art in Abu Dhabi in the UAE



*Ai Weiwei – Forever Bicycles, 2014, 1,254 bicycles.
The Contemporary Austin – Museum Without Walls Program
Austin, Texas, 2017, photo: Brian Fitzsimmons/The Contemporary Austin.*



*Skate
(Fiberglass) Paul Quilter, artist
Salt Lake City, Uta*

Initiative Three - Trophy Club Artist Grants and Awards

A fully developed Arts Grants Program is not recommended at this point. However, as a foundational step, it is important to build visibility for local professional artists. Therefore, the proposed Fellowship program would demonstrate to the public the artists' roles in civic development and public participation.

The Trophy Club Artist Fellowship

The Trophy Club Artist Fellowship (TCAF) program would provide monetary awards to outstanding professional artists (i.e., those individuals who, by education, experience, or natural talent, engage in a particular art form or discipline) who live in The Town of Trophy Club or within a designated adjoining community. This program is proposed as a *three-year initiative* to be evaluated annually by the Trophy Club Arts Commission and Town Manager to determine need and impact.

Trophy Club Arts Fellows would present or culminating exhibitions and activities; or offer programs, classes, or workshops as appropriate to their artistic practice. The schedule of these activities would be agreed upon with the Trophy Club Arts Commission at the time of the award. The term of the Fellowship is 12 months. Fellows will meet quarterly with City staff and/or the Arts Commission to report on activities and progress. Collaborative ventures among the TCAF are encouraged. Fellows could be paired with “host city departments” to design and facilitate arts and cultural programming that supports strategic departmental plans.

Estimated Project Cost (to be determined): Fellowship awards should be between \$5,000 to \$8,000 per award.

Proposed categories for Fellowships:

- Visual Art
- Crafts
 - Film and Photography
- Dance Instruction
- Music Performance (Instrumental or Vocal)
- Theatre
 - Acting or Directing
 - Instruction
- Literary Arts
 - Children’s Literature/Young Adult Literature
 - Poetry

Eligibility

- Fellowship applicants may be individual artists, ensembles of artists, or organizations based in The Town of Trophy Club that provide arts programs to the public. They must be professional, practicing artists working in their chosen discipline.
- Fellowship applicants must be at least 18 years of age and be residents of The Town of Trophy Club.
- Applicants may apply for only one fellowship each fiscal year.
- Those **not** eligible to apply include past fellowship and partial fellowship recipients, minors (individuals under 18 years of age), full-time students (elementary, secondary, college, or university), full-time Town of Trophy Club employees, Commission or staff members, or members of their families.

Applications for consideration must be submitted to the Trophy Club Arts Commission for review. The primary evaluation criterion is based on the work samples and references submitted with the application.

Initiative Four - Trophy Club Presents

This initiative might be launched following several stages of community engagement and will require some investigation regarding community interests and possible venues. The goal is to begin building audiences for presenting guest artists, touring exhibitions, or creating an artist residency program. Organizations like the Greater Dallas Youth Orchestras and Dallas Black Dance Theatre might be considered as potential guest artists.

Storytellers and poets are interesting resources for multi-generational audiences. The Trophy Club Park is an inviting space for “presenting” puppetry artists, storytellers, or writing coaches that would encourage adult groups to write the “great American novel.

Estimated Project Costs:

Project Coordinator - (TBD)

Budget for presenting activities –\$ 38,000

These ideas are suggested directions for the Town Council to consider and are drafted for discussion purposes only.

Margie J. Reese
MJR PARTNERS



ARTS AND CULTURE AD HOC COMMITTEE COMMUNICATION

MEETING DATE: August 22, 2024

FROM: Tamara Smith, MSL, Assistant to the Town Manager

AGENDA ITEM: Discuss and review questions from the Council at the July 22, 2024, Town Council Meeting.

BACKGROUND/SUMMARY: Below are comments made by individual Council Members during the July 22, 2024 Town Council Meeting:

- One member expressed concern about the name of the Arts and Culture Commission noting that the term "commission" implies decision-making authority and suggested renaming it to "committee" or "board" to better reflect its role.
- One member requested language be included in the Arts and Culture Commission's operating procedures that outlines staff responsibility for managing and/or soliciting grants.

BOARD REVIEW/CITIZEN FEEDBACK:

FISCAL IMPACT:

LEGAL REVIEW:

ATTACHMENTS:

None

ACTIONS/OPTIONS:

No action is required.



ARTS AND CULTURE AD HOC COMMITTEE COMMUNICATION

MEETING DATE: August 22, 2024

FROM: Tamara Smith, MSL, Assistant to the Town Manager

AGENDA ITEM: Discuss the standard operating procedures for the proposed Arts and Culture Commission.

BACKGROUND/SUMMARY: The proposed Arts and Culture Commission Operating Procedures for the Town of Trophy Club outlines the guidelines for the Commission's operations, focusing on promoting and supporting arts and cultural activities within the community.

BOARD REVIEW/CITIZEN FEEDBACK:

FISCAL IMPACT:

LEGAL REVIEW:

ATTACHMENTS:

None

ACTIONS/OPTIONS:

No action is required.



ARTS AND CULTURE AD HOC COMMITTEE COMMUNICATION

MEETING DATE: August 22, 2024

FROM: Brandon Wright, Town Manager

AGENDA ITEM: Discuss potential funding opportunities for the proposed Arts and Culture Commission.

BACKGROUND/SUMMARY: The proposed Arts and Culture Commission could explore several funding avenues to support their initiatives. This discussion will include the Town of Trophy Club's potential funding in the Fiscal Year 2024-2025 budget,

BOARD REVIEW/CITIZEN FEEDBACK:

FISCAL IMPACT:

LEGAL REVIEW:

ATTACHMENTS:

None

ACTIONS/OPTIONS:

No action is required.



**ARTS AND CULTURE AD HOC COMMITTEE
COMMUNICATION**

MEETING DATE: August 22, 2024

FROM: Tamara Smith, MSL, Assistant to the Town Manager

AGENDA ITEM: Discuss next steps for the proposed Arts and Culture Commission.

BACKGROUND/SUMMARY: Discuss next steps for the proposed Arts and Culture Commission.

BOARD REVIEW/CITIZEN FEEDBACK:

FISCAL IMPACT:

LEGAL REVIEW:

ATTACHMENTS:

1. Arts & Culture application

ACTIONS/OPTIONS:

No action required.

Application Form

Town of Trophy Club

Arts and Culture Commission

You may mail the completed application to _____ or send via email to:

If you have questions about the application process, or if you need an accommodation in the application process, please contact:

NOTE: This document and any attachments are subject to public disclosure. (REFER to Town Attorney for advice)

Personal Information

I am interested in serving on the Arts and Culture Commission.

Date of Application (Required. Mm/dd/yyyy) [text box]

Name (Required.) [text box] E-mail (Required.) [text box]

Home Phone [text box] Business Phone [text box] Mobile Phone [text box]

Residential street address including city and ZIP Code (not a P.O. Box) (Required.) [text box]

Home mailing address (if different from above) [text box]

How many years have you lived or worked in Tacoma? [text box] Employer name and address [text box]

Age 16-18 19-24 25-40 41-64 65+

Please contact me at the following phone number Home Business Mobile

Please contact me at the following address Residential Street Home Mailing Business

Council District (Required.)

Applicant Name

Date

Occupation (If retired please indicate former occupation or profession)

[text box]

Military History

Are you or have you been a member of the Armed Forces of the United States? Yes No

Dates of Service [text box] Branch of Service [text box]

Questionnaire

Please list any community activities that relate to this position. (Required.)

Applicant Name

Date

Are you related to any elected City official or staff member? If yes, please explain. (Required.)

Please indicate any activities you are involved with that may present a conflict of interest with the Arts and Culture Commission.

Why are you interested in serving on this commission? (Required.)

References

Reference 1 Name		Reference 1 Daytime Phone	
Reference 2 Name		Reference 2 Daytime Phone	

Authorization for reference check (Required.)

I hereby authorize the Town of Trophy Club to conduct a reference check by contacting the individuals listed above.

How did you hear about the commission? (Required.)

If you plan on mailing this form please remember to attach a copy of your resume and any letters of reference. If you submit this form by email please attach your resume and any letters of reference to the email.

If you do not receive confirmation that your application was received, please contact: