



TOWN OF TROPHY CLUB

1 Trophy Wood Drive
Trophy Club, Texas 76262

MEETING AGENDA

ARTS AND CULTURE AD HOC COMMITTEE

September 5, 2024

6:00 PM

Community Conference
Room

CALL TO ORDER AND ANNOUNCE A QUORUM

REGULAR ITEMS

1. Consider approval of the August 22, 2024, Arts and Culture Ad Hoc Committee Regular Meeting Minutes.
2. Discuss and finalize observations and operations document for the Trophy Club Arts and Culture Council.

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 30, 2024, at 6:10 PM, 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: September 5, 2024

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

AGENDA ITEM: Consider approval of the August 22, 2024, Arts and Culture Ad Hoc Committee Regular Meeting Minutes.

BACKGROUND/SUMMARY: The Arts and Culture Ad Hoc Committee held a regular meeting on August 22, 2024.

BOARD REVIEW/CITIZEN FEEDBACK:

FISCAL IMPACT:

LEGAL REVIEW:

ATTACHMENTS:

1. Minutes Outline 8.22.24

ACTIONS/OPTIONS:

Move to approve the August 22, 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: Thursday, August 22, 2024, 6 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 August 22, 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
Carol Tombari	Committee Member

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AD HOC COMMITTEE MEMBERS ABSENT:

Candace Dillard	Chairperson
Beth Ann Sands	Committee Member
Jean Frazier	Committee Member

STAFF AND GUEST(S) PRESENT:

Brandon Wright	Town Manager
Tamara Smith	Assistant to the Town Manager
Margie Reese	Facilitator

CALL TO ORDER AND ANNOUNCE A QUORUM

The vice chairperson called the meeting to order at 6:02 p.m. and noted a quorum with four of the seven committee members present.

REGULAR SESSION

1. Consider and take appropriate action to approve the Arts and Culture Ad Hoc Committee Meeting minutes dated May 28, 2024.

Vice Chairperson Melissa Eason called to move this item to the next agenda. Committee member Brewster had several changes that needed to be addressed.

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

The commission's name was discussed, and Margie expressed concerns that a Council Member thought it might imply more authority than intended. Margie stated it's important to clarify that the commission will only provide recommendations through the Town Manager to the Town Council and will not be responsible for making financial decisions on behalf of the Council.

Carol pointed out that we have an Ethics Review Commission for the Town of Trophy Club and noted that, after examining comparable cities and discussing options, a compromise was reached on using the term "Council." If appointed independently, the group would be called an Arts Council.

Margie will update the document to reflect the new name: "The Trophy Club Council for Arts and Culture." Janet, Carol, Melissa, and Wanda have all approved of this name.

Carol mentioned that the Town Council was receptive to the arts proposal. Margie agreed, noting that the response was positive and that we should proceed with the process.

3. Discuss and review questions from the Council at the July 22, 2024, Town Council Meeting.

The discussion reviewed the Council Member's concern about the word Commission. The new name is the Trophy Club Council for Arts and Culture.

4. Discuss the standard operating procedures for the proposed Arts and Culture Commission.

The committee discussed the initiatives from the proposal Margie presented to Council July 22, 2024, and agreed to review and edit the initiatives to finalize at the September 5, 2024, meeting.

5. Discuss potential funding opportunities for the proposed Arts and Culture Commission.

Carol suggested we should focus on utilizing volunteers instead of allocating funds. Wanda emphasized the importance of gaining community buy-in. Margie agreed with both points, noting that they are not mutually exclusive. We can pursue both avenues, and once we reach the implementation phase, the Arts Council will decide on the specifics. Margie envisions creating opportunities for residents to engage with excellent art, including inviting them to programs, involving kids in art-making, and showcasing aspirational art. An Arts Council would work with experienced artists to help educate and engage the community.

Melissa inquired about whether we would need to present programs to the Council for approval. Brandon mentioned that the HOT (Hotel Occupancy Tax) would be the primary funding source for these projects and that we have a readily available source for programs.

Margie highlighted the importance of big-picture initiatives like public art. Some community art pieces need to be inventoried, and there are opportunities to explore. Policy discussions should include the inventory of historical items to ensure their preservation. Additionally, creating an origin story for the Trophy Club Park Garden could showcase its significance. Carol noted a group that has documented the graves in the grave yard in Trophy Club, and researched those buried there, which could be a valuable resource.

Wanda mentioned that Westlake's book contains relevant information. Margie suggested hiring a professional writer to compile this material, potentially creating resources for public school teachers. Wanda agreed that establishing the Arts Council and focusing on Initiative 1 should be the first steps. Melissa recommended providing clear directives to give the Council a starting point.

The Town Manager could present a clearer picture of the proposed initiatives and their costs, allowing the Council to adjust and work towards the established plan. Initiative 2 involves identifying potential funding sources, including the Texas Historical Commission and the Summerlee Foundation, which documents Texas history. These initiatives could be combined, potentially leading to commissioning local art for public spaces. This could attract statewide and national attention and reflect the town's artistic vision.

Wanda suggested considering a Byron Nelson statue near Byron Nelson High School, funded by both the school and the Town. Margie cautioned that such proposals should be presented to the public for feedback rather than dictating specific locations. The goal should be to ask the community how they would like to honor Byron Nelson.

Wanda also proposed an inventory of existing art in the Town and creating a webpage for the Council. Melissa suggested creating a map of the art locations.

Initiative 3 could involve a mural that integrates the school and local teachers. Each initiative will require risk management to address potential community concerns related to arts and culture.

We might consider having a Trophy Club Fellow—an artist or team of artists who live in the town and engage with the community through small-scale projects, potentially starting in Year 2 or 3.

Initiative 4 could involve hosting an artist or arts event in the town, possibly in Year 1 if presented as a Trophy Club initiative. This could include providing a stipend and organizing an afternoon of music or other performances. The

city would handle contracting, while community members would volunteer, and parking logistics would need to be addressed.

In the first round to the Council, we should outline the types of activities planned over a three-year period, collaborate with Brandon on funding for the next fiscal year, and select one initiative as a demonstration project.

6. Discuss next steps for the proposed Arts and Culture Commission.

Melissa asked who will compile the information to present to Town Council. Margie, Brandon, and I will handle it. Candace will present the final package to the Council in October.

We will review and edit the materials and finalize the package when we reconvene on the September 5th. Afterward, we will prepare the presentation for the Town Council meeting.

Wanda suggested simplifying the content to make it more digestible for the Council. We will create a presentation with bullet points instead of the full package to ensure clarity and conciseness.

ADJOURN

Adjourned at 7:30 p.m.

Attest:

Tamara Smith, Assistant to the Town Manager

Melissa Eason, Vice-Chair



ARTS AND CULTURE AD HOC COMMITTEE COMMUNICATION

MEETING DATE: September 5, 2024

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

AGENDA ITEM: Discuss and finalize observations and operations document for the Trophy Club Arts and Culture Council.

BACKGROUND/SUMMARY: The proposed Arts and Culture Council's observations and operations document outlines the guidelines for the Council's operations and activities within the community.

BOARD REVIEW/CITIZEN FEEDBACK:

FISCAL IMPACT:

LEGAL REVIEW:

ATTACHMENTS:

1. Observations and Opportunities7.22

ACTIONS/OPTIONS:

This agenda item is being presented for discussion and feedback purposes only. No action will be taken by the Arts and Culture Council.



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*

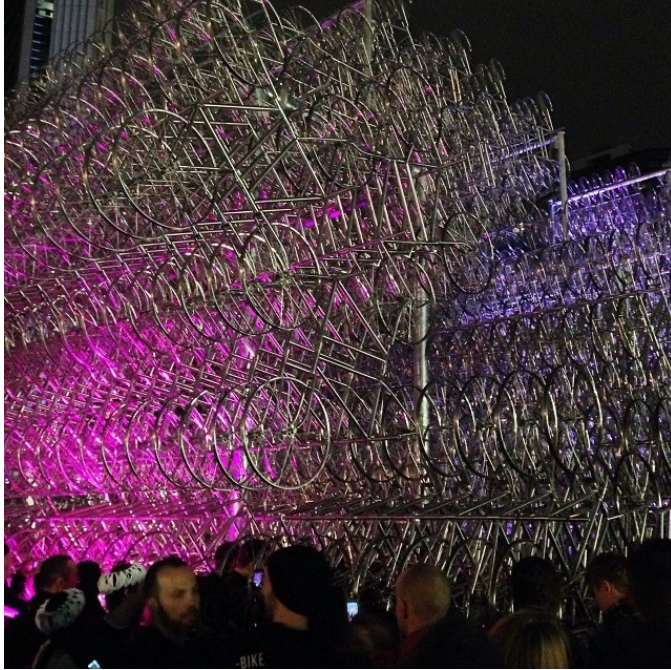
- Commission local artist(s) to produce a community-informed temporary or permanent work of art to be sited in a public/accessible space. (Budget to be determined)
- Create a Public Art Information page on the city's website to build public awareness of the value of public art in building local identity. *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