



# TOWN OF TROPHY CLUB

1 Trophy Wood Drive  
Trophy Club, Texas 76262

## MEETING AGENDA

### TROPHY CLUB COUNCIL FOR ARTS AND CULTURE

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April 10, 2025

6:00 PM

Council Chambers

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#### CALL TO ORDER AND ANNOUNCE A QUORUM

#### PUBLIC COMMENT(S)

*This is an opportunity for citizens to address the Board/Commission on any matter pursuant to Texas Government Code Sec. 551.007. The Board/Commission is not permitted to discuss or take action on any presentations made concerning matters that are not listed on the agenda. Presentations are limited to matters over which the Board/Commission has authority. Speakers have up to three (3) minutes or the time limit determined by the Presiding Officer. Each speaker must have submitted their request to speak by completing the Speaker's Form or may email [tdixon@trophyclub.org](mailto:tdixon@trophyclub.org)*

#### REGULAR ITEMS

1. Board Training (Brandon Wright, Town Manager)
  1. Introduction of Members
  2. Board Training and Trophy Club Council for Arts & Culture Operating Procedures
2. Consider the appointment of an Arts Council chair, vice chair, and secretary. (Brandon Wright, Town Manager)
3. Discuss proposed initiatives, including programs and projects, for enhancing art in public places. (Tamara Smith, Assistant to the Town Manager)

#### 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.*





## TROPHY CLUB COUNCIL FOR ARTS AND CULTURE COMMUNICATION

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**MEETING DATE:** April 10, 2025

**FROM:** Brandon Wright, Town Manager

**AGENDA ITEM:** Board Training (Brandon Wright, Town Manager)

1. Introduction of Members
  2. Board Training and Trophy Club Council for Arts & Culture Operating Procedures
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**BACKGROUND/SUMMARY:** The purpose of the Trophy Club Council for Arts and Culture is to be an advisory body to the Town Council and Town Manager. Its purposes are to promote and facilitate art and cultural activities as essential components of community enrichment and to increase exposure to high-quality art. The Arts Council will help promote lifelong learning through various creative activities, inviting residents of all ages to explore the arts, discover their creative potential, and expand their cultural horizons with the mission to promote, present, and support high-quality, accessible art and cultural activities that benefit the public.

The Arts Council is responsible for identifying and pursuing possible external funding opportunities, soliciting financial support for specific projects, representing the Arts Council to the community at large, and engaging the public in Arts Council undertakings. The Arts Council will also review and recommend updates, if necessary, to the Arts Council's procedures and rules periodically, at least once every two years.

**BOARD REVIEW/CITIZEN FEEDBACK:** N/A

**FISCAL IMPACT:** N/A

**LEGAL REVIEW:** N/A

**ATTACHMENTS:**

1. TC Board Training General
2. TC Arts Council Training
3. Operating Procedures

**ACTIONS/OPTIONS:**

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



# Board & Commission Orientation/Training

FY 2024-2025

# Purpose/Overview

To provide new and existing members with information to help them perform professionally and effectively.

## General Session Topics to be Covered:

- ✓ Roles
- ✓ Meetings/Agendas
- ✓ Rules/Parliamentary Procedures
- ✓ Attendance
- ✓ Conflict of Interest
- ✓ External Training
- ✓ Town Email
- ✓ Boards & Commissions Manual
- ✓ Questions

*(Some information may not be applicable to the board you serve on)*

# Roles

## Staff Liaison

- ✓ Town Manager assigns staff liaisons
- ✓ Board Members may not direct or manage staff
- ✓ Prepare and distribute meeting calendars, agendas, etc.
- ✓ Ensure board activities adhere to Texas Open Meetings Act.
- ✓ Support staff takes meeting minutes
- ✓ Boards may request staff assistance, but significant work must be approved by the Town Manager

# Roles

## Chair/Vice Chair

- ✓ The Town Council appoints chair and in some instances vice chair for certain boards.
- ✓ All other chair/vice chair elected by the board.
- ✓ Appointed/Elected each October for one year.
- ✓ Chair presides over meetings and may vote.
- ✓ Vice Chair presides in the absence of chair.
- ✓ If both Chair and Vice Chair are absent, the board shall appoint one of its members to act as the presiding officer.

# Roles

## Responsibilities

- ✓ Representation
- ✓ Avoidance of Contacts & Individual Discussions
- ✓ Authority of Board Members

# Roles

## Being an Effective Board Member

- ✓ Be prepared
- ✓ Ask Questions
- ✓ Know the law
- ✓ Maintain focus
- ✓ Be courteous
- ✓ Be punctual
- ✓ Active participation
- ✓ Watch/Listen

# Meetings/Agendas

- Meeting: The Texas Open Meetings act defines a “meeting” as any deliberation between a quorum of members of a governmental body at which any public business or public policy is discussed.
- Notice of Meeting
  - Notice of each meeting must be posted 72 hours prior to the meeting.
  - Each agenda must state time, place and provide “full and adequate notice” of the subjects to be considered
- Agenda
  - Call to Order
  - Public Comment (required on all agendas)
    - Law only allows Board to make a factual comment, recite an existing policy, or advise that subject will be placed on agenda at a later date.

# Meetings/Agendas

- Regular Items
- Executive Session
  - All boards, commissions, committees and corporations must consult with the Town Attorney's Office prior to scheduling a closed session.
  - Closed meetings are authorized under the Texas Open Meetings Act only under certain cases
- Adjourn

# Rules/ Parliamentary Procedure

Parliamentary Procedure is a set of rules for conduct at meetings, that allows everyone to be heard & to make decisions without confusion. The Town uses Robert's Rules as a "guide".

*I move to amend a motion  
by...*

*I move to recess the meeting*

*I move to end debate*

*I move to table*

*Point of privilege*

*Point of order*

*I move to postpone*

*Call the question*



# Attendance

Your attendance at meetings is very important and is documented by your staff liaison. A report is provided to Town Council during the annual appointment/reappointment process for review & consideration.



Applicable to all members – regular or alternate positions.

# Conflict of Interest

Members must carefully review the City Code of Ethics upon appointment. If a Member has a conflict of interest regarding any item that is presented or required to be presented to the body for discussion or approval, the Member must

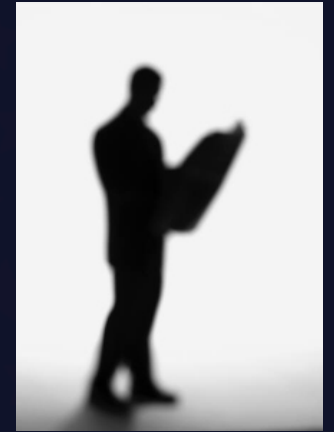
- (1) file a written statement to disclose the conflict of interest to the Chair and remaining Members;
- (2) abstain from any discussion on the matter with City staff or any other Members; and
- (3) recuse themselves from the meeting when the item is being discussed or considered by the body

# External Training Opportunities



Periodically, and if funds are available in the budget, the staff liaison and/or the Town Secretary's Office will make you aware of local training opportunities that would be beneficial in your role as a board member that you may want to take advantage of.

# Media Relations & Social Media Postings



Word of Caution:

Be cautious when communicating with the media or posting information on social media sites using your title so it doesn't give the impression you are making a statement or opinion that is representative of the entire board or commission you serve on.

# Town Email

All board members receive a town e-mail.

- Use of Town Email for Official Business
- Compliance with Texas Public Information Act.
- Texas Open Meetings Act Considerations
- Requests for Information



# BOARD & COMMISSION MANUAL



- Provides for policies and procedures.
- Use it for reference.

# Questions





# **Trophy Club Arts Council for Arts and Culture**

# General Roles and Responsibilities

# Overview of the Arts Council

Established by Ordinance 2024-28.

Consists of up to 7 members appointed by the Town Council.

Members serve 2-year terms, with staggered appointments.

Commission appoints the Chair, Vice Chair, Secretary.

Quorum is a majority of appointed members.

Meetings held at least quarterly.

# Purpose and Mission

The Arts Council's purpose is to promote and facilitate art and cultural activities as essential components of community enrichment and to increase exposure to high quality art. The Arts Council promotes lifelong learning through various creative activities, inviting residents of all ages to explore the arts, discover their creative potential, and expand their cultural horizons.

The Arts Council's mission is to promote, present, and support high-quality, accessible art and cultural activities that benefit the public.

# Primary Functions

Present and promote accessible arts and cultural programming.

Support art education and the promotion of events and initiatives.

Establish protocols for undertaking public art projects.

Advise Town decision makers on the allocation of public funding for arts and cultural events.

Manage Town-funded grants that support Arts Council goals, upon Council approval.

# Primary Functions

Undertake projects as approved by the Town Council.

Perform additional functions that align with Town Council initiatives and Arts Council goals.

Help uphold transparency and accountability.

# Public Art Project Objectives

Support local artists.

Promote tourism and economic development

Foster community engagement.

Use sustainable materials.

Connect project areas among neighborhoods to create a town network of public art.

Ensure minimal impact on the natural landscape.

# Evaluation Criteria for Public Art

Leverages financial support.

Cost-effective and timely.

Avoids environmental or legal concerns.

When appropriate, and to the extent helpful, the project should be a cooperative effort of multiple departments.

Must be culturally enriching, non-political, non-religious.

Projects must resonate with the public, not one organization or viewpoint.

# Funding Restrictions

Funds cannot be used for:

- Tuition, prizes, or capital expenditures
- Lobbying or legal fees
- Retroactive expenses or private gifts
- Anything outside of approved, public-benefit projects

# Facilities Support

With the approval of the Town Manager, the Arts Council may collaborate with community centers, schools, churches, and public spaces in Trophy Club to host art exhibitions, workshops, performances, and other projects that celebrate art and cultural engagement that are open to the general public. Furthermore, the Arts Council can assist these venues in developing programs that promote artistic expression, cultural education, and accessibility to the arts.

# TROPHY CLUB COUNCIL FOR ARTS AND CULTURE OPERATING PROCEDURES

Prepared by the:  
Trophy Club Council for Arts  
and Culture

Approved by the Town Council: October 28, 2024

## **Contents**

- Purpose
- Mission
- Overview
  - Definitions
  - Primary Functions of the Arts Council
- Governance
  - Responsibilities of Chair, Vice-Chair, and Secretary
  - Duties of Art Council Members
  - Meetings
- Public Arts Projects
  - General Considerations
  - Evaluation Standards for Proposed Projects
- Facilities Support
- Resources

# Trophy Club Council for Arts and Culture

## **Purpose**

Trophy Club’s Council for Arts and Culture (hereafter “Arts Council”) is an advisory body to the Town Council and Town Manager. Its purposes are to promote and facilitate art and cultural activities as essential components of community enrichment and to increase exposure to high quality art. The Arts Council promotes lifelong learning through various creative activities, inviting residents of all ages to explore the arts, discover their creative potential, and expand their cultural horizons.

## **Mission Statement**

Promote, present, and support high-quality, accessible art and cultural activities that benefit the public.

## **OVERVIEW**

### **Definitions**

**Arts:** A wide-ranging subset of culture, composed of varied creative endeavors and disciplines. Arts encompass visual arts, literary arts, performing arts, and narratives (e.g., story-telling) among other disciplines that allow creative expression of ideas and culture.

**Culture:** A set of generally shared attitudes, values, goals, and practices that define a group of people, such as those of a particular region or community. (For Examples may include information about the history of a town or area.

**Public Art:** Art that is placed in public spaces and expresses community values, enhances the environment, transforms the landscape, and/or heightens public awareness of the role of the arts in reflecting the identity of the town. Public art is accessible to everyone and a form of community expression.

**Majority:** A number or percentage that is more than half of a total.

### **Primary Functions of the Arts Council**

In encouraging lifelong learning and expanded cultural horizons, the Arts Council performs the following functions:

1. Present and promote accessible arts and cultural programming.
2. Support art education.

3. Establish protocols for undertaking public art projects.
4. Advise town decision makers regarding the allocation of public funding for arts and cultural events.
5. Upon approval of the Town Council, manage town-funded grants that support Arts Council goals.
6. Undertake projects as approved by Town Council.
7. Perform other functions consistent with accomplishing Town Council initiatives and Arts Council goals.

## **GOVERNANCE**

**Membership:** Members of the Arts Council are appointed by the Town Council.

**Residency:** A person serving as a member of the Arts Council must reside within the Town of Trophy Club throughout his or her term of service.

**Arts Council Size:** Total Arts Council membership may not exceed seven.

**Term of Office:** Members of the Arts Council shall serve two-year terms. Terms shall be staggered. Four of the member terms shall expire in a year followed by the expiration of three member terms in the following year.

**Boards and Commission Manual:** The Arts Council shall follow the requirements set forth in the adopted Board and Commission Manual.

**Election of a Chair, Vice-Chair, and Secretary:** At the first Arts Council Meeting following the appointment of new and/or returning members in October, the Arts Council shall elect a chair, vice-chair, and secretary. The term shall be for one year until the election of a new chair, vice-chair, and secretary the following year. Upon the resignation or removal of the chair, vice-chair, or secretary, the Arts Council shall elect a member to replace the vacated office.

### **Responsibilities of Chair, Vice-Chair, and Secretary**

**Chair:** The chair presides over Arts Council meetings and represents the Arts Council in official capacities. The chair ensures the fulfillment of the Arts Council's mission. The chair may vote on all matters of the Arts Commission and has no veto authority.

**Vice-Chair:** The vice-chair assists the chair and performs duties of the chair when the chair is unable to do so.

**Secretary:** The secretary works with the staff liaison to create agenda minutes. The secretary performs other administrative duties as requested by the Arts Council.

**Subcommittees:** The Arts Council may establish subcommittees consisting of Arts Council membership as needed to facilitate specific projects or initiatives. From

time to time, the Arts Council Chair may appoint ad hoc content experts to offer specialized knowledge essential for making effective recommendations to the Town Council.

### **Duties of Arts Council Members**

Identify and pursue possible external funding opportunities.

With prior approval of the Town Manager, solicit financial support for specific projects.

Represent the Arts Council to the community at large and solicit public reactions to, and engagement in, Arts Council undertakings.

Review and recommend updates, if necessary, to the Arts Council's procedures and rules periodically, at least every two years.

### **Meetings**

**Regular Meetings:** The Arts Council shall meet at least quarterly. The schedule for regular meetings shall be established at the beginning of each fiscal year.

**Special Meetings:** Special meetings may be called by the Chair or by two members of the Arts Council members with at least 72 hours' notice. Special Meetings may also be called by the Town Manager.

**Quorum:** A quorum shall consist of a majority of the Arts Council.

**Action:** All actions of the Arts Council shall be approved with a vote of a majority of members present.

Meetings shall be conducted in accordance with the Opens Meeting Act and adopted Boards and Commissions Manual.

## **PUBLIC ART PROJECTS**

### **General Considerations**

Projects should achieve one or more of the following objectives:

- Support artists who work and live in Trophy Club.
- Enhance the reputation of the Town by publicizing public art projects. Help foster dialogue between the artist and the neighborhood/area where the project shall reside.
- Increase the numbers of visitors to Trophy Club, with attending secondary benefits (restaurant and other commercial traffic).
- Connect project areas among neighborhoods to create a town network of public art.
- Leave minimal or no impact on the area's wildlife, habitat, or natural landscape.

- Where possible and fitting, use environmentally benign materials.

### **Evaluation Standards for Proposed Projects**

The following standards shall serve as a guide for evaluating projects that are supported by the Arts Council:

- Leverage financial support to the maximum extent possible, whether obtained through grant awards, partnerships, cooperative agreements, or in-kind donations.
- The project should be designed, constructed and maintained at a reasonable cost in a reasonable amount of time, with minimal land or other acquisition needs.
- Exhibit minimal physical constraints (topography, negative environmental consequences, etc.).
- Consider minimal legal and ownership constraints or unwanted interruption of existing property use.
- Recognize and allow for timely response to rare or unique opportunities.
- When appropriate, and to the extent helpful, the project should be a cooperative effort of multiple departments.
- Proposed projects must have a cultural or artistic focus, not primarily religious, political, or aimed at fund-raising.
- Projects must resonate with the general public, not one organization or viewpoint.
- Arts Council funds may not be used: to pay tuition; for cash prizes; to meet a curriculum requirement; to underwrite capital expenditures (buildings, land, or permanent equipment); for fees (lobbying, attorneys, etc.); or for activities that occurred prior to approval of the Town Council through the Town Manager.

### **Facilities Support**

With the approval of the Town Manager, the Arts Council may collaborate with community centers, schools, churches, and public spaces in Trophy Club to host art exhibitions, workshops, performances, and other projects that celebrate art and cultural engagement that are open to the general public. Furthermore, the Arts Council can assist these venues in developing programs that promote artistic expression, cultural education, and accessibility to the arts.

## RESOURCES

**Texas Commission on the Arts:** The mission of the Texas Commission on the Arts (TCA) is to advance our state economically and culturally by investing in a creative Texas. TCA supports a diverse and innovative arts community in Texas, throughout the nation and internationally by providing resources to enhance economic development, arts education, cultural tourism and artist sustainability initiatives.

<https://www.arts.texas.gov/tca/>

**Candid:** [Foundation Directory](https://help.candid.org/s/) is a searchable application that provides unsurpassed levels of comprehensive and accurate information on U.S. Grantmakers and their grants. You can search based on subject, geography, Grantmaker type, type of support, trustee names, and many other search fields.

<https://help.candid.org/s/>

**Texas Commission on the Humanities:** Humanities Texas grants enable communities throughout the state to develop programs of local interest promoting history, culture, and education.

<https://www.humanitiestexas.org/grants>  
[grants@humanitiestexas.org](mailto:grants@humanitiestexas.org).

**Texas Cultural Trust:** To be the leading voice for the arts in education, advocacy, and economic impact in Texas, spotlighting the artistic excellence of our state.

<https://txculturaltrust.org/about/us/>

**TACA:** TACA's mission is to support excellence and impact in the arts through grant-making, capacity building, and thought leadership. We envision an innovative, inclusive, sustainable cultural sector, recognized for its essential contribution to a vibrant, prosperous community.

<https://taca-arts.org/>

**Grant News:** Grant news about arts and culture

<https://www.grantwatch.com/grantnews/>

**Texas Historical Foundation:** Since 1954 the mission of the Texas Historical Foundation (THF) has been to preserve Texas history. That includes conserving

artifacts, restoring buildings, archiving documents, gathering and sharing stories, and safeguarding Lone Star culture.

<https://texashistoricalfoundation.org/>

**Community Foundation of Texas**

<https://cftexas.org/>



## TROPHY CLUB COUNCIL FOR ARTS AND CULTURE COMMUNICATION

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**MEETING DATE:** April 10, 2025

**FROM:** Brandon Wright, Town Manager

**AGENDA ITEM:** Consider the appointment of an Arts Council chair, vice chair, and secretary.  
(Brandon Wright, Town Manager)

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**BACKGROUND/SUMMARY:** According to the Ordinance passed by the Town Council on October 28, 2024, election of a chair, vice-chair, and secretary will commence at the first Arts Council meeting following the appointment of new and/or returning members. The Arts Council shall elect a chair, vice-chair, and secretary. The term shall be for one year until the election of a new chair, vice-chair, and secretary the following year. Upon the resignation or removal of the chair, vice-chair, or secretary, the Arts Council shall elect a member to replace the vacated office.

**Responsibilities of Chair, Vice-Chair, and Secretary:**

**Chair:** The chair presides over Arts Council meetings and represents the Arts Council in official capacities. The chair ensures the fulfillment of the Arts Council's mission. The chair may vote on all matters of the Arts Commission and has no veto authority.

**Vice-Chair:** The vice-chair assists the chair and performs the duties of the chair when the chair is unable to do so.

**Secretary:** The secretary works with the staff liaison to create agenda minutes. The secretary performs other administrative duties as requested by the Arts Council.

**BOARD REVIEW/CITIZEN FEEDBACK:** N/A

**FISCAL IMPACT:** N/A

**LEGAL REVIEW:** N/A

**ATTACHMENTS:**

None

**ACTIONS/OPTIONS:**

Staff recommends that the Arts Council discuss and move to appoint an Arts Council chair, vice chair, and secretary.



## TROPHY CLUB COUNCIL FOR ARTS AND CULTURE COMMUNICATION

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**MEETING DATE:** April 10, 2025

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

**AGENDA ITEM:** Discuss proposed initiatives, including programs and projects, for enhancing art in public places. (Tamara Smith, Assistant to the Town Manager)

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**BACKGROUND/SUMMARY:** On September 25, 2023, the Town Council adopted a resolution establishing the Arts and Culture Ad Hoc Committee (the Committee) to help guide the development of public art and cultural programming in Trophy Club. The Committee was tasked with recommending a framework for a permanent advisory board, including defining its goals, creating an action plan, and identifying key priorities.

Between November 2023 and October 2024, the Committee met ten times, conducted five community interviews, and visited Harmony Park, Trophy Club Park, Freedom Dog Park, Independence Park, and the Veteran's Memorial to assess potential public art sites. A progress update was presented to Town Council on July 22, 2024. To support the Committee's efforts, arts consultant Margie Reese was engaged in March 2024 to help develop the vision and framework for the new advisory board.

As a result of this work, the Trophy Club Council for Arts and Culture (Arts Council) was officially established by Town Council on October 28, 2024. As the Arts Council begins to form and identify potential programs and projects, the Arts Council may recommend funding opportunities to Town Council for inclusion in future budgets or as individual amendments.

Tonight, the Arts Council will begin discussions on proposed initiatives, programs, and projects to advance public art in Trophy Club. With guidance from Ms. Reese's suggested direction, the following initiatives are proposed for consideration and discussion:

**Initiative One: Invest in Public Art and Historical Markers**

Develop maintenance guidelines for current and future public artworks. Create criteria for determining historical significance using factors such as:

- Age (typically 50+ years),
- Architectural uniqueness or style,
- Association with important people, events, or movements,
- Cultural significance and rarity.

*Example:* Consider preserving historically relevant properties like the original Fire Station.

### **Initiative Two: Art in Public Places Projects**

Public art contributes to community identity, enhances visual appeal, attracts cultural tourism, and supports local economies. Proposed actions include:

- **Public Art Program Launch:** Draft procedures and criteria for identifying and executing public art projects.  
*Cost: None.*
- **Artist Commissions:** Engage local artists to create community-informed temporary or permanent works.  
*Cost: To be determined.*
- **Public Art Webpage:** Establish a dedicated online presence to promote public art initiatives.  
*Cost: None.*
- **Sculpture Trail Collaboration:** Partner with the Parks Department to integrate art into park planning.  
*Estimated cost (3–5 years): \$50,000–\$250,000.*
- **Historic Research Project:** Commission a historian to document the Town’s unique story and potential Texas Historical Commission connections.  
*Estimated cost: \$6,500–\$10,000.*  
*Potential funding: Summerlee Foundation – Texas History Program.*  
*Letter of Intent Deadline: September 30, 20XX.*

### **Initiative Three: Trophy Club Artist Grants and Awards**

While a fully developed Arts Grants Program is not recommended at this time, it is important to build visibility for local professional artists. Therefore, the proposed **Trophy Club Artist Fellowship (TCAF)** program would demonstrate to the public the artists' roles in civic development and public participation.

The TCAF program would provide monetary awards to outstanding professional artists—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 culminating exhibitions and activities or offer programs, classes, or workshops in accordance with their artistic practice. The schedule of these activities would be agreed upon with the Trophy Club Arts Commission at the time of the award.
- **Fellowship Duration:** 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 TCAF participants are encouraged. Fellows could also be paired with “host city departments” to design and facilitate arts and cultural programming that aligns with 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 must meet the following criteria:

- Individual artists, artist ensembles, or arts organizations based in the Town of Trophy Club.
- Applicants must be professional, practicing artists in their chosen discipline.
- Applicants must be at least 18 years of age and residents of the Town of Trophy Club.
- Applicants may apply for only one fellowship per fiscal year.

#### **Ineligible Applicants:**

- Previous fellowship recipients (either full or partial awards).
- Minors (individuals under 18 years of age).
- Full-time students (elementary, secondary, college, or university).
- Full-time Town of Trophy Club employees, Arts Commission members, or staff, or their immediate family members.

#### **Application Process:**

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

**Initiative Four: Trophy Club Presents**

This initiative envisions hosting professional artists and cultural groups for performances, exhibitions, or residencies. The program will be shaped by community interests and available venues. Example partnerships could include:

- Greater Dallas Youth Orchestras
- Dallas Black Dance Theatre
- Local storytellers, poets, and puppetry artists

Programs may be hosted in spaces such as Trophy Club Park and designed to engage multi-generational audiences.

*Estimated budget: \$38,000 for presenting activities.*

*Project coordinator cost: TBD.*

**BOARD REVIEW/CITIZEN FEEDBACK: N/A**

**FISCAL IMPACT:** As potential public art projects and programs are identified, the Arts Council may recommend funding specific projects to the Town Council. These projects will be included in future annual budgets or considered as individual budget amendments, as appropriate.

**LEGAL REVIEW: N/A**

**ATTACHMENTS:**

1. Concept Model

**ACTIONS/OPTIONS:**

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



**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

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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

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**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*

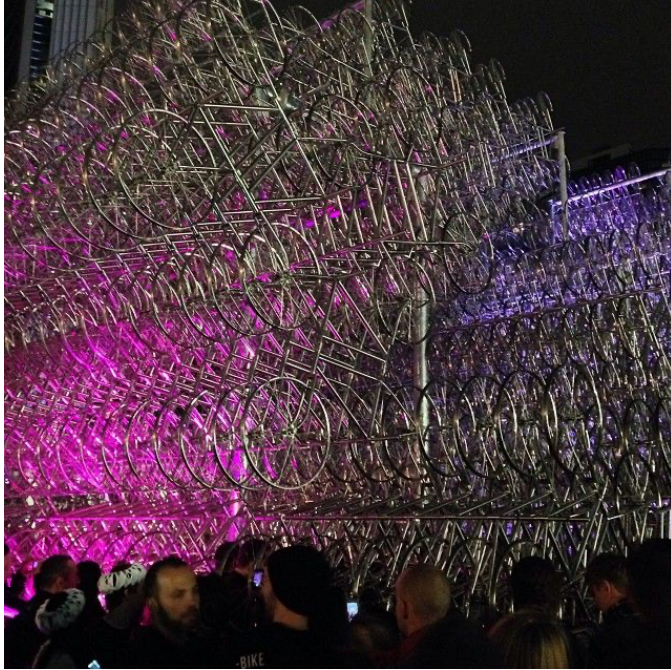
- Commission local artist(s) to produce a community-informed temporary or permanent work of art to be sited in a public/accessible space. (Budget to be determined)
- Create a Public Art Information page on the city's website to build public awareness of the value of public art in building local identity.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