

STATE OF TEXAS
COUNTIES OF POTTER AND RANDALL
CITY OF AMARILLO

Minutes

On February 11, 2019, the Beautification and Public Arts Advisory Board met at 4:30 p.m. in City Hall at 601 S. Buchanan Street, Room 306 for a Regular Meeting.

VOTING MEMBERS	PRESENT	TOTAL ATTENDED	TOTAL MEETINGS
Jason Boyett	Y	12	12
Jacob Breeden	Y	11	12
Beth Duke	Y	11	12
Keith Grays	N	8	12
Sonja Gross	Y	9	12
Angela Knapp Eggers	Y	11	12
Eddy Sauer	Y	11	12
Kelley Sims	Y	9	12
Andi Wardlaw	Y	11	12

Also in attendance were:

Sherman Bass Amarillo Civic Center Complex General Manager
Kevin Starbuck Assistant City Manager
Courtney White Assistant City Attorney
Michael Kashuba Director of Parks and Recreation
Karen Shipley Civic Center Administrative Assistant

Item 1. **Call to order and Announcements.** Chair Jason Boyett called the meeting to order at 4:36 PM. He noted that Sonja Gross is on her way.

Item 2. **Minutes.** Jacob Breeden motioned to approve the minutes and Beth Duke seconded. The motion carried unanimously.

Item 3. **Election of Officers.** Ms. Gross motioned to elect Jason Boyett as Chair. Andi Wardlaw seconded the motion. The motion carried unanimously. Councilman Sauer motioned to elect Sonja Gross as the Vice Chair. Ms. Duke seconded the motion. The motion carried unanimously.

Item 4. **Discuss and Consider Mural Projects.** Chair Boyett turned this discussion over to Sherman Bass. Mr. Bass met with the Deputy City Attorney Marcus Norris and Courtney White, our representative, shortly after the last meeting. He explained the board’s desire to use a grant process as a potential solution to getting businesses to participate as well as possibly

eliminating as much red tape as possible. Thanks to Ms. Duke and the Center City Façade Project which served as a template. Ms. White got a draft together and we met with Mr. Breeden and Angela Knapp Eggers. Ultimately, what has been proposed is that we have a mural grant cycle in which we announce the grant applications can be submitted. We have a cut off date for those applications. This board then reviews the applications based on the criteria that we put together in the program and ranks those applications. This board then makes recommendations for grant award. Final approval will be made by the City Manager's office. Once those awarded the BPAAB's work will be one. Mr. Bass suggests that there is no call for artists. Some businesses will have artists in mind to do the murals. Some artists may approach the businesses and ask about doing a mural. If an applicant needs suggestions, then the artists that submitted for the airport mural could be shared with the applicant. Councilman Sauer is aware of a business interested in the project. Mr. Bass highlighted a few of the high points, including the properties that would be ineligible: single family residences, duplexes, triplexes, churches, historic properties, and sexually oriented businesses. Public property is not eligible unless it is leased to a private person/ entity. Councilman Sauer stated it needs to be made very clear as to what public property encompasses. Ms. White will address this. Mr. Bass said if this group wants to have another City mural, then the decision needs to be made quickly. Priorities will be given to applications for proposed murals in high-traffic areas that are readily visible without requiring trespassing on private property. Ms. White said the property owner will have to apply, not the tenant. The draft documents state that to encourage public art in every neighborhood, the funds will be allocated to five geographic areas – the four quadrants of the city plus the Central Business District. That would be \$6000 per area in the current budget. On content eligibility, the intent is to create only a limited forum for artistic speech that is consistent with the City's budget and mission. The City reserves the right to reject any message in accordance with prevailing community standards. The final funding decision is by the City Manager. The City of Amarillo will place a temporary sign at the worksite during the project to acknowledge the Mural Grant Program. Additionally, the Mural Grants will be made for original art only; proposed restorations are not eligible. They must incorporate the hashtag, "#share Amarillo", or encourage viewer interaction. Mural Grants are Matching grants and recipients may receive up to \$1 for every \$1 they spend. Ms. White will make that statement clearer. Quite a bit of discussion was centered on how the reimbursement works, what amount the grants will be in, the metrics used to evaluate the applications and the timeline for the process. Applicants must maintain completed murals for five years from the date of completion of the mural (the "Maintenance Period"). Also noted is that the Mural Grants are reimbursement grants. Mr. Bass asked that everyone take the draft home and go over it and let him know asap if there needs to be any changes. Mr. Breeden thanked Ms. White for her tireless work on the project.

Item 5. **Discuss and Consider Master Plan.** Chair Boyett passed out his definitions of Public Art and Beautification, Mr. Breeden passed out his bullet points for content, and Kelley Simms passed out his definition for beautification/ mission. Public Art is not defined by a style or medium but by its accessibility. Suggestions to add performance art to the definition were made. . The term describes any work of art, in any category, which has been designed and presented in a space accessible to the general public. This might include interior art, depending

upon its accessibility. Beautification is a broad term that refers to any visual improvement to a neighborhood or community for the purpose of making a community a more attractive place to live and work. Chair Boyett said the definitions are the direction map for the committee. Mr. Bass's impression is that we should have a beautification plan and a major component of the beautification plan is public art. Chair Boyett said he had a question about residential landscaping. He and Councilman Sauer both agreed that it is an element of beautification. Mr. Simms said ordinances can cover this. Mr. Bass suggested it would be okay to reinforce existing ordinances regarding private property in residential areas. Ms. Duke suggested something about civic pride, similar to previous efforts of Keep Amarillo Beautiful. Mr. Simms suggests mirroring our mural program with a beautification project. Perhaps cost-sharing tree planting. Ms. Wardlaw suggested following the shared idea about a tree rebate. More discussion centered on residential and commercial landscaping. The definition is to assist the city in developing and pursuing initiatives that promote the beautification of the city. Included but not limited to landscape design, public gardens, tree planting and maintenance, and litter and debris cleanup. Mr. Simms spoke to our city's current trees and ideas to improve upon them. For example, burr oak trees are perfect for the Panhandle and inexpensive to maintain even 20 years from now. Michael Kashuba said that the maintenance program is a part of the parks asset management review. He agreed with Mr. Simms that we need to address monocultures. Chair Boyett said that he looked at a lot of municipalities' plans and they all talked about cleaning up alleys. Councilman Sauer said several individuals he has heard from say that is a needed aspect of beautification of a city. Ms. Knapp Eggers moved to accept the definitions of the beautification and public art. Ms. Beth Duke seconded the motion. Discussion continued about potentially budgeting for a beautification project. There was further discussion regarding the question. Ms. Gross said the bottom line is we are all on this board because we all want to make our city as attractive and inviting as we can to make Amarillo a place to live and bring in businesses and visitors to our city. The motion carried unanimously. Mr. Breeden began discussion of his handout. It has seven sections and he paraphrased the outline for the board. He thinks the final document will be about seventy pages. He volunteered to do most of the public art within the next two months. Ms. Duke said she has all the spreadsheets of all the public art Center City identified as well as the historical sites and she will send them to Mr. Bass. Discussion centered on is this a new plan or are we using the Center City plan as our template and the urgency of completion of the master plan. Chair Boyett explained that the Center City was heavy on details and policies. The Outline by Mr. Breeden has a lot of vision casting, the rational, the why it's important. We must remember that we need to create a document that will have some momentum 10 to 20 years from now. We need to prioritize what we are trying to do. Councilman Sauer said that we need to get the "why" down. Ms. Wardlaw said she thought we had already voted to accept the Center City Plan. Mr. Bass suggested to focus on section three until it is complete because Center City doesn't have a section three even if it takes a couple of months. In the meantime, those that are passionate about the other two sections of public art and economic development can start thinking about them and work independently. This way we are moving forward. Ms. Knapp Eggers made a motion to take a section at a time from the outline, assign deadlines, and get the work done. Ms. Gross seconded the motion. The motion carried unanimously. Chair Boyett suggested that Ms. Wardlaw and Mr. Simms work on the draft of the beautification section. Chair Boyett said that he would be glad to work on the final

polish to make a document. Mr. Breeden and Ms. Knapp Eggers will work on public art section. Ms. Gross and Mr. Breeden will work on the economic development section. Kevin Starbuck cautioned the Board on the open meeting act. Meeting one on one does not produce a quorum, but beware of rolling quorums. Meeting with others not on the board is not a problem. Teams should forward drafts to Mr. Bass as they complete them.

Item 6. **Public Forum.** Chair Boyett said that the North Heights Art Project was a success and made several thousand dollars and thanked all those that attended.

Item 7. **Consider Future Agenda Items.** Master Plan, mural project, beautification project. Mr. Bass said that if anyone wants to make additions to next month's agenda, please do so by March 4.

Item 8. **Next Meeting.** The next meeting will be on March 18, 2019 at 4:30 in room 306.

Item 9. **Adjourn.** Chair Boyett adjourned the meeting at 6:25 PM.

ATTEST:



Sherman Bass, Secretary



Jason Boyett, Chair