

**MINUTES OF THE MEETING  
OF THE  
ARTS ADVISORY BOARD**

**April 20, 2016**

**THE STATE OF TEXAS   §  
                                  §  
COUNTY OF DENTON   §**

**Call to Order and Announce a Quorum is Present**

**(Agenda Item 1)**

The meeting of the Arts Advisory Board was called to order at 5:07 p.m. on Wednesday, April 20, 2016, in the Administrative Office of the Medical Center of Lewisville Grand Theater, 100 N. Charles, Lewisville, Texas.

Board members in attendance were Peggy Atkerson, Stephen Southwell, Al DeBerry, Ken Lannin, Patsy Roe, Tona Svoboda, and Traci Gardner-Petteway.

Staff members present were James Kunke, Director of Community Relations and Tourism, James Wear, Art Center Manager, Melinda Camp, Art Center Event Supervisor, and Emily Menton, Secretary.

Also in attendance was Mayor Rudy Durham.

**Discussion and Possible Election of Officers**

**(Agenda Item 2)**

The second matter to come before the Board was the election of officers.

Peggy Atkerson nominated Ken Lannin for Chairman.

Ken Lannin nominated Peggy Atkerson for Vice Chairman.

**MOTION:** Upon a motion made by Patsy Roe and seconded by Tona Svoboda, the committee carried the motion to approve the election of officers, as nominated.

**Approval of the Minutes of the February 23, 2016 Meeting**

**(Agenda Item 3)**

The third matter to come before the Board was approval of the minutes of the February 23, 2016 meeting.

**MOTION:** Upon a motion made by Al DeBerry and seconded by Peggy Atkerson, the committee carried the motion to approve the minutes.

### **Staff Report**

**(Agenda Item 4)**

James Wear reported 20 events at MCL Grand in February after the last Arts Advisory Board meeting, 98 events in March and 91 events in April through today's meeting.

Council has approved Public Art Policies and City Manager has issued an Administrative Directive for Public Art.

James Kunke requested money to bring in a consultant to develop a master public art plan over the next 6 months.

Colorpalooza was a great success with about 2,500 to 3,000 people.

Wayne Ferguson Plaza has held a couple of events – Colorpalooza and Denco 911 with the Sounds of Lewisville concert series beginning in June.

Melinda Camp attended a Performing Arts Center conference in San Antonio last month. She will attend a Facility Management school in June.

Maurice Leatherbury from the Visual Art League converted the Grant Application into a writable PDF.

Melinda Camp is working on new print and electronic promo brochures for Wayne Ferguson Plaza and MCL Grand.

Upcoming events: The Acting Studios' Willy Wonka, Texas Tunes series Michael Martin Murphey concert, YATP's spring show Every Princess Tale, and currently showing an MFA Thesis exhibit by a UNT grad student.

### **Discussion of Potential Changes to Grants Program**

**(Agenda Item 5)**

Potential changes to grants program would occur for the 2017-2018 cycle. Proposed changes:

1. Grant recipients must provide audience zipcode tracking information as part of grant application – Change this from a strong recommendation to a requirement.
2. Grant funding must be tied to specific/individual events.
3. Grants must be capped at a percentage of the event's budget (50% to start).
4. Set a limit on the total amount an organization may receive – perhaps a percentage of the overall amount available for grants. This allows for the inclusion of new groups that may apply.
5. A certain percentage (to be decided by the Board) of each grant must be spent on marketing outside Lewisville and surrounding areas. This will strengthen the impact of arts on tourism.

6. Potential Artist Micro Grant program: a one-time grant of up to \$500 given to an artist working in the community. Denton recently started a similar program. The Board would decide exact amount of funds/where to cap the grant. The staff will research this program and report back to the board.

The Board discussed a possible meeting in June. James Wear will send suggested dates to the Board for consideration.

**Discussion of Schedule for Current Year  
Grant Review Process**

(Agenda Item 6)

The proposed schedule for the grant review process is as follows:

May 6 at 5 p.m. – Application deadline

May 9 – Applications to Art Board

May 24 – Application review meeting

June 1 – Application recommendations submitted to City Manager/Council

August 6 – City Council budget review meeting\*

September 19 – Budget approval\*

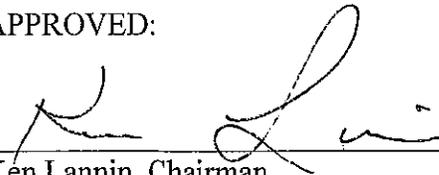
\*Approximate - exact dates TBA.

**Adjournment**

(Agenda Item 7)

**MOTION:** Upon a motion made by Al DeBerry and seconded by Patsy Roe, the meeting of the Arts Advisory Board adjourned at 6:08 p.m.

APPROVED:

  
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Ken Lannin, Chairman

PREPARED BY:

\_\_\_\_\_

Emily Menton  
Secretary, MCL Grand, City of Lewisville