



# Richard D. Latham Cultural District Meeting

## CITY OF SMITHVILLE

### RICHARD D. LATHAM CULTURAL DISTRICT MEETING

NOTICE IS HEREBY GIVEN PURSUANT TO THE TEXAS OPEN MEETING ACT, VERNON'S ANN. CIV. ST. art 6252-17 THAT THE CITY OF SMITHVILLE WILL CONDUCT A RICHARD D. LATHAM CULTURAL DISTRICT COMMITTEE MEETING ON TUESDAY, NOVEMBER 8, 2022, AT 5:00 P.M.

#### Open Meeting

1. Call to Order: 5:06PM
  - a. Present: April Daniels, Jill Strube, Judy Bergeron, Andy Esquivel, 2 attendees
2. Announcements/Presentations/Proclamations/Awards
  - a. Announcement: Artist Reception on Saturday, November 12 at 2PM at the LPAA Gallery on Main (206 Main Street) for the Junior High Artists who created the "Sustainable Home and Garden Event" artwork. The Winner was featured on the Program. First, Second, and Third place will get gift cards to local restaurants. All 10 will be recognized at the event.
  - b. Announcement: Join Bernadette Noll's "Common Thread" programming (see flier for dates)
  - c. Announcement: Richard D. Latham Cultural District 10-year anniversary year: 2023. Please let us know if you would like to be on the planning/implementation committee.
  - d. Other
3. Update on Richard D. Latham Cultural District Activities of FY 2021-2022
  - a. TCA Grants
    - i. Music in the Park: Another terrific program in cooperation with the Smithville Area Chamber of Commerce, which provided five musicians (and marketing) over five weeks in April and May. Johnny Sabrusula, The Envy of Them All, Tommy Schrapper, Bucksnot Boogie Boys, and Nathan Colt Young. Very well attended and supported. Chamber sponsorships provided all needed match.
    - ii. Fitness Mural: Judy Paul completed the mural last summer and Iron Tiger Fitness hosted a fun run featuring the mural and a variety of activities at several stations that feature artwork (including MLK Park and the SCG gardens). Smithville Community Clinic coordinated the matching effort, and raised more than the 1:1 requirement of the grant so that they could pay the artist the entire fee.
    - iii. Two mini-performance grants: TCA Performance Grants provided funds to assist the Smithville Public Library with their Summer Reading Program.
  - b. Ongoing Programming
    - i. Color Me Smithville Coloring Book: Sponsors paid for an update and printing costs for coloring books for the entire 3<sup>rd</sup> grade.
    - ii. Youth Banner Program: Youth Banners were completed in summer. Most have been installed on Main Street, and several will be going to the school district to install around campus. The remaining will be added to Main Street soon as possible. The SEF and LPAA are currently working on Enrichment Days, and KSB has requested that they do a "bird" theme for banners this year to support the Bird Fest next year. We expect that all the artwork will be turned in so that we can have new banners installed along MLK Drive and do an Artist Celebration during Jamboree.
    - iii. Sculptures on Main: This year we had trouble getting sculptor participation and will be trying to find out why the program didn't have more interest. Two "regular" artists had contacted Andy early on (Anthony St. James and Michael O'Brien), and so we asked to have them under a "Smithville Invitational" – each of them will be providing two sculptures, and Tina Broussard has been asked to do the fifth sculpture. She will leave "Water Jump" at Mosaic until her new sculpture is ready. If all goes well, we will have an artist reception during Festival of Lights, but we may delay to Jamboree if necessary.

1. Q: Sculpture on Main: Why are people not participating? Is it our entry fee? Getting the word out? Bases? Was it COVID? Etc. Should we survey artists? Should we ask Lisa Moguel to join us to help figure out what might be going on or what direction we might want to go
- iv. Library's Summer Reading Program: The Smithville Public Library has hosted a summer reading program for over 20 years. It runs for six weeks in summer, includes weekly performance and science (STEAM) experiences for kids and adults, and then ends with a Finale at Riverbend Park.
- c. Other
  - i. Playhouse Smithville and Smithville Public Library Actors' Studios are back. We recently held one for *jdj's jekyll and hyde* and considering the spring performance of *The Three Musketeers*. (Library and Playhouse cover expenses, so no budget needs)
  - ii. Artist of the Year: Brandy Royster (president of LPAA) and Jill Strube met to discuss the possibility of asking for two artists this year – one for 2021 since we missed it last year, and one for 2022 to catch up. The form has been modified and will be available no later than December 5. The deadline will be January 12, so that the artists can be recognized during the February Chamber Banquet, as has been done in the past.
  - iii. Sustainable Home and Garden Event (replaced "Eco/Photo Fest"): KSB provided funds to support this project for the Cultural District. In addition to any marketing and other event costs, this program worked with Ms. Prihoda, the Junior High School Art Teacher, who asked her students to provide drawings on the theme of the event. The classes selected 10, and the final three will receive awards during Airing of the Quilts on 11/12.
  - iv. Mural Policy/Procedure  
Looking for a subcommittee to help develop a procedure to help make it more fair, understandable, and accessible. Andy will talk with his counterparts in Elgin to look into what they have and what we might be able to take from it.
  - v. Newsletter and New Artist "Spotlight" Series  
Andy is looking into the possibility of creating a Cultural District Newsletter. We would like your input on this. As we've stated before, Ryder Livingston was the first of an artist Spotlight series, where the Cultural District helps to bring attention to local artists. Suggested as a quarterly program – seeking a subcommittee.
- d. Public Comment (none)
4. Update on Grants Received for 2022-23 Cultural District Programs
  - a. TCA: Songs of Smithville: Applied for a grant for a \$12K project; we were awarded \$4,500 (which requires equal match) – Will Holcomb and Geno Gottschall are the leads on this project. They will work with up to about 20 musicians to start developing an archive of music written and performed by local Smithville musicians. They will also work with Mr. and Mrs. King to bring a working musician(s) in to the Band Hall to talk with band kids about a career in music after graduation. In order to get this done, they will need to coordinate several fundraisers and are looking for some assistance. The Cultural District budget (ARPA Funding) will make up any shortfall in their required grant amount.
  - b. TCA: Theater in the Park: Applied for and received funds for this \$4,000 project and were awarded the full grant amount (\$2,000, with requirement for equal match). Playhouse Smithville is coordinating and has found sponsorships in the amount of \$1,500, seeking \$500 from the Cultural District budget (through ARPA).
  - c. Other
    - i. Union Pacific Foundation (UPF): Applied for and received funding for an open-air pavilion at the site of the old Chamber of Commerce. This does not include funds for any artwork that might be included in the pavilion, as has been discussed in other meetings, however, can be considered "Phase 1" and we can look at options for artwork during "Phase 2."
    - ii. LCRA CDPP: Applied for and received funding for a sign at Riverbend Park, at the request of the City. This is not a Cultural District project – however, the suggestion for doing more work at MNAC is still under investigation and was not ready to propose to the funder.
    - iii. Community Engagement Coordinator Art Program: Andy Esquivel is working on getting input from residents in neighborhoods. He is setting up "kitchen table talks" and Town Hall meetings in the next couple of months to find out what our residents want and where they want it (in relation to public property). By end of February, he will have a list of projects that fit in the budget and will be coordinating public involvement in the creation of the artwork installation.
  - d. Public Comment (none)

5. Presentation of Initial FY 2022-23 Budget Proposal
  - a. New Projects
    - i. UPDATE: Support to Bernadette Noll's "Common Thread" clothing swap installation at the Prizer Art Gallery on Main (\$2,800 requested: SPL sponsored \$2,000 through their Libraries 4 Health program; Cultural District sponsored \$800 to pay for entire cost)
    - ii. DISCUSSION: Support to Carne Lenta's "Loud TexMas" Texas Music Showcase (\$500) Joey Oveido presented his proposal for a music festival. Joey says he estimates that about 250-300 people will attend and is considering charging \$10 a ticket. He thinks it's possible to open it up to more people in that area of about 5,000 square feet. If he can secure enough sponsorships, this may become a free public event. Joey also discussed getting permits and barricades needed to close the street in front of Carne Lenta; the city secretary and maintenance department head will assist. Jill made a motion to award \$500 toward this event, April seconded, with unanimous approval.
    - iii. UPDATE: Support for Baz Lancelin's "Drums for Youth" (funding to be determined, up to \$5,000). No one was present to discuss this proposal. Jill/Andy are working on reaching Baz for more information.
    - iv. TABLED: Support for "Edible Forest" request by
    - v. TABLED: January TCA Grant Proposal: Requesting \$6,000 (project total) for the "Postage Stamp Mural" in Riverbend Park (request from Alexis Peck, Recreation Center)
    - vi. TABLED: Wayfinding Signage: The City ran out of NEA funds before it could complete the signage that was recommended throughout the City. We will investigate costs and seek at least two new signs that guide people to locations that were "left off" on Loop 230 at the intersection with Main Street. In years past, each sign cost \$1,400 each.
    - vii. DISCUSSION: "Mini-Grant" program – open the process on a rolling basis to various artists for small grants (anticipated to be \$500-\$1,000 range). Reach out to Music Fest, Bird Fest, Jamboree, Empty Bowl, Stefanie DiStefano, and others, and advertise it until funding runs out.
  - b. Budget Approved by Acclimation
  - c. DISCUSSION: Consider adding other organizations' information (to the extent possible) to showcase the far-reaching budgeted programs for cultural and arts activities in Smithville, especially as it pertains to our 10-year report and Anniversary Celebration. Make sure to invite Lions Club (Peace Posters), Jamboree, Smithville Music Fest, Empty Bowl, and Chamber. Ask Ms. Prihoda (Junior High Art Teacher) for her review of programs that have been part of Cultural District activities.
  - d. TABLED: Review of other proposals submitted prior to 11/6 (includes ideas since 2019)
  - e. Public Comment (none)
6. Discussion on TCA & Cultural District Forms and Matching Funds
  - a. Requests for Cultural District Proposals will be reviewed on an ongoing basis, to be brought to the public no less than twice each year. If you have an idea, please submit it using the form located here: <https://bit.ly/2022PAF> -- requests that have a plan to seek outside sources of funding for match or have other committed partners are more likely to be approved through this process.
  - b. TCA Arts Responds Info:
    1. Here is a link to an Arts Respond Project overview training webinar: <https://vimeo.com/563340050>
    2. And here is a link to an Arts Respond Project application walkthrough webinar: <https://vimeo.com/563339613>
7. Adjourn Committee Meeting: 6:25PM

*If anyone is interested in working to make any of the proposed projects become a reality or wish to propose new potential projects, please fill out the form at <https://bit.ly/2022PAF> or contact Jill Strube at [jstrube@ci.smithville.tx.us](mailto:jstrube@ci.smithville.tx.us) or April Daniels at [april.daniels@smithvilleworkforce.com](mailto:april.daniels@smithvilleworkforce.com).*

<b>Proposed RDLCD 2022-23 Budget (Oct 1-Sept 30)</b>	<b>Subtotals</b>	<b>Total \$\$ Estimate</b>	<b>Source of Funds (secured/potential)</b>
<b>"Administrative" Items</b>			
Cultural District Website Renovation/Training		\$1,000	COS-CD
General Promotion of Cultural District (website/social media)		\$250	COS-CD
Broadband/WiFi at Mary Nichols Art Center (~\$90 per month, 12 months in 2022-23)		\$1,080	COS (other)
TFA Membership ( <a href="http://www.texansforthearts.com/">http://www.texansforthearts.com/</a> ) \$100		\$100	COS (other)
<b>Subtotal: "Administrative" Items</b>	<b>\$2,430</b>		
<b>Ongoing Programming</b>			
<b>Youth Banner Program</b>			
LPA Artist Fees & Lunch for Enrichment Days program		\$2,300	SEF
Art Supplies (\$400 per campus for Brown, SES, SJHS)		\$1,200	SEF
Banners (\$75 each) -- 36 banners -- 4 from each grade, K-8		\$2,700	Sponsors
Hardware (\$75 each)		\$750	Sponsors
<b>Subtotal: Youth Banner Program</b>	<b>\$6,950</b>		
<b>Sculpture on Main</b>			
Promotion of Application to Sculptors		\$100	COS-CD
Artist Stipends (5 * \$250)		\$1,250	COS-CD
Artist Prizes: 1st-\$500; 2nd=\$300; 3rd=\$200		\$1,000	KSB
Sculpture Plaques (5 * \$12)		\$125	KSB
<b>Subtotal: Sculpture on Main</b>	<b>\$2,475</b>		
<b>Color Me Smithville Historic Coloring Book Project</b>			
Artist Fees for any updates (for example, sponsorship pages)		\$200	Sponsors
Printing Costs for 3rd Grade students		\$400	Sponsors
<b>Subtotal: Coloring Book</b>	<b>\$600</b>		
<b>Library's Summer Reading Club Program</b>			
Weekly Programming (6 weeks of performers/science programs)		\$2,400	Library
Assembly Program at SISD Elementary		\$750	Library
Riverbend Park Finale		\$1,000	Library
Reading Incentives		\$1,000	Library
NOTE: The Union Pacific Foundation will cover the bulk of SRC			
<b>Subtotal: SRC</b>	<b>\$5,150</b>		
<b>Artist of the Year</b>			
Plaque / Gift Certificate		\$300	COS-CD
<b>Subtotal: Artist of the Year</b>	<b>\$300</b>		
<b>Sustainable Home &amp; Garden (replacing Eco/Photo Fest): October 1, 2022</b>			
Marketing/Advertising		\$1,500	Sponsors
Gifts and Prizes		\$400	Sponsors
Bird Parade (ran on its own on 10/15/2022)			
Remake Runway (did not work out in 2022)			
<b>Subtotal: Eco/Photo Fest (portion)</b>	<b>\$1,900</b>		
<b>Artist Projects</b>			
<b>Cultural District + Partners' supported projects</b>			
Bernadette Noll's "Common Thread" (\$2,800 total request) (approved)		\$2,800	COS-CD/SPL
Baz Lancelin's "Drums for Youth" (\$1,000-\$5,000 requested) (waiting on discussion w/Baz)		\$TBD	TBD
Stefanie Distefano's mosaic on the hill (\$5,000 requested) (artist withdrew)		\$0	NA
Carne Lenta's "Loud TexMas" Texas Music Showcase (approved)		\$500	COS-CD
<b>Subtotal: Supported Projects (to date)</b>	<b>\$3,300</b>		

<b>Proposed RDLCD 2022-23 Budget (Oct 1-Sept 30)</b>	<b>Subtotals</b>	<b>Total \$\$ Estimate</b>	<b>Source of Funds (secured/potential)</b>
<b>Current Grant Management</b>			
<b>June TCA Cultural District Project (Songs of Smithville: Will Holcomb/Geno Gottschall)</b>			
Contract Work: Lead Coordinator		\$4,000	Sponsor
Contract Work: Sound Engineer		\$2,000	Sponsor
Contract Work: Event Coordinator		\$1,000	Sponsor
Stipends to Musicians (Anticipated \$100 ea. For 20 songs)		\$2,000	TCA
MNAC Rental (Facility Costs)		\$1,000	TCA
Marketing/Promotion		\$1,000	TCA/Sponsor
MNAC Renovations to Sound Room on 2nd Floor (Production)		\$1,000	TCA
<b>Subtotal: January TCA Arts Respond Program</b>	<b>\$12,000</b>		
<b>July TCA Arts Respond Program (Theater in the Park: Playhouse Smithville)</b>			
Director (jdj)		\$2,000	TCA
Marketing/Promotion		\$1,000	Sponsors
Program Production Cost		\$1,000	COS-CD/Sponsors
NOTE: Costs may be changed prior to production depending on actual expenditures on marketing/production			
<b>Subtotal: July TCA Arts Respond Program</b>	<b>\$4,000</b>		
<b>Community Engagement Coordinator (CEC-SDF Grant Funded)</b>			
Projects TBD -- must be completed by September 01, 2023		\$12,000	SDF
<b>Subtotal: CEC (SDF) Engagement Public Art</b>	<b>\$12,000</b>		
<b>New Grant Requests</b>			
<b>Jan. TCA Arts Respond Program (Anticipated: Riverbend Park Student Murals)</b>			
Supplies and stipends to students and painters (Total anticipated \$6K)		\$3,000	TCA
NOTE: Details still need to be worked out		\$3,000	Sponsors
<b>Subtotal: January TCA Arts Respond Program</b>	<b>\$6,000</b>		
<b>June TCA Cultural District Project (TBD)</b>			
<b>Subtotal: June TCA Cultural District Program</b>	<b>\$0</b>		
<b>July TCA Arts Respond Program (TBD)</b>			
<b>Subtotal: July TCA Arts Respond Program</b>	<b>\$0</b>		
<b>Other Partners' programs</b>			
<b>Chamber of Commerce Music Programming</b>			
Spring Music in the Park (April Event): Musicians		\$2,400	Chamber
Signage		\$275	Chamber
Marketing (E-Blasts/FB boosting/Posters/Radio/etc.)		\$595	Chamber
<b>Subtotal: CoC Music Programming</b>	<b>\$3,270</b>		
<b>Lost Pines Artisans Alliance (LPAA) Programming</b>			
Artist Receptions (refreshments) (10*\$100)		\$1,000	LPAA
NOTE: Will request that LPAA provide some information for Cultural District "full budget" for 10-year review			
<b>Subtotal: LPAA Programming</b>	<b>\$1,000</b>		
<b>Repainting Elementary Hope Floats Mural</b>			
Volunteers (Lions Club)		Postponed	
Supplies and Paint		waiting on SISD	
<b>Subtotal: Elementary Hope Floats Mural</b>			
<b>TOTAL:</b>	<b>\$61,375</b>	<b>\$61,375</b>	