

Cultural Arts Commission  
Bastrop City Hall City  
Council Chambers  
1311 Chestnut Street  
Bastrop, TX 78602  
(512) 332-8800



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## AGENDA –September 7, 2021, at 10:00 A.M.

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*Bastrop Cultural Arts Commission meetings are available to all persons regardless of disability. If you require special assistance, please contact the City Secretary at (512) 332-8800, or write to 1311 Chestnut Street, Bastrop, TX 78602, or call Relay Texas through a T.D.D. (Telecommunication Device for the Deaf) at 1-800-735-2989 at least 48 hours in advance of the meeting.*

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**1. CALL TO ORDER**

**2. CITIZEN COMMENTS**

*At this time, three (3) minute comments will be taken from the audience on any topic. To address the Board/Commission, please submit a fully completed request card to the Board/Commission Secretary prior to the meeting. In accordance with the Texas Open Meetings Act, if a citizen discusses any item not on the agenda, the Board/Commission cannot discuss issues raised or make any decision at this time. Issues may be referred to City Staff for research and possible future action.*

*To address the Board/Commission concerning any item on the agenda, please submit a fully completed request card to the Board/Commission Secretary prior to the meeting.*

**3. REPORTS**

**3A. Commission Member Reports**

**4. PRESENTATIONS**

**4A. Branding Subcommittee Report**

**4B. Art & Culture Alley B Project Subcommittee Report**

**5. WORKSHOP**

**5A. DropBox Training**

**5B. Discussion of a year one work plan**

**6. ITEMS FOR INDIVIDUAL CONSIDERATION**

- 5A. Consider action to approve meeting minutes from the August 3, 2021, meeting.
- 5B. Discussion and possible action to adopt a year one work plan

**6. UPDATES**

- 6A. Consider requests for future agenda items.

**7. ADJOURNMENT**

I, the undersigned authority, do hereby certify that this Notice of Meeting is posted in accordance with the regulations of the Texas Open Meetings Act on the bulletin board located at the entrance to the City of Bastrop City Hall, a place of convenience that is readily accessible to the public, as well as to the City's website, [www.cityofbastrop.org](http://www.cityofbastrop.org). Said Notice was posted on the following date and time: Tuesday, August 31, 2021 at 10:00 a.m. and will remain posted for at least two hours after said meeting has convened.



Victoria Psencik, Deputy City Secretary

# Cultural Arts Commission Work Plans 2021-2022 **(DRAFT 3)**

**TARGET: Raise public awareness about the scope and depth of the Bastrop Cultural Arts Community**

Action Plan 1	Who	What	How	Progress
<p><b>Launch</b></p> <ul style="list-style-type: none"> <li>Raise the profile of the Cultural Arts Commission and CAMP among members of the Bastrop cultural art community for the following purposes:               <ul style="list-style-type: none"> <li>Across the arts collaboration and cooperation, planning, events and other initiatives.</li> <li>Nurture perceptions of shared responsibility among the arts community for the promotion of the community to local and distance audiences.</li> </ul> </li> </ul>	<p>Proposed planning team of Maria, Michael, Dick</p>	<ul style="list-style-type: none"> <li>Announce the launch of the CAMP to arts/cultural organizations; project plans for the coming biennium and invite their individual participation in planning and implementation.</li> <li>Begin compiling a database of members of arts/culture community for the purpose of developing a communications network.</li> </ul>	<ul style="list-style-type: none"> <li>In September, reach out to five key constituencies of the arts/culture community to schedule a series of sector-by-sector conversations with leaders about the scope, role and purpose of Cultural Arts Master Plan, CAC's role, near-term targets and long term possibilities, etc. The purpose of the meetings will be to create a renewed understanding of the Plan and to elicit support from those sectors.</li> <li>In October (National Arts and Humanities Month, invite organizations and unaffiliated individuals who are recognized as part of the broadly defined arts/culture community to a large group meeting. The agenda will focus on the unfolding and on galvanizing broad-based support for and participation in arts initiatives. The Mayor will be asked to provide a keynote about the importance of arts/culture to Bastrop—today and in the future--and the critical role each plays in burnishing the appeal of Bastrop to far-flung audiences and to the economic health of the arts community and the community at large.</li> <li>Recycle the attendee/invitee lists as a nucleus of a “subscription list” for news, information, alerts about upon art events and issues, including volunteer opportunities.</li> </ul>	

Action Plan 2	Who	What	How	Progress
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<p><b>Ambassadors</b></p> <ul style="list-style-type: none"> <li>Develop a cadre of “street people” to welcome locals and visitors to downtown and the activities available for the day or weekend, as applicable. Involve VB and the VC to develop/post social media and to prepare appropriate collateral for inquirers and for local points of contact.</li> </ul>	<p>Proposed planning team of Kerry F., Dick, Nicole, Bonnie C.</p>	<ul style="list-style-type: none"> <li>Solicit community volunteers on an ongoing basis. Support with ongoing volunteer training. Volunteers could be members of the arts/culture community, high school students, and other interested citizens.</li> </ul>	<ul style="list-style-type: none"> <li>Devise a means (badge, hat, uniform, etc.) to identify the ambassador while on duty.</li> <li>Develop a plan for hours of deployment routinely and perhaps extended hours during downtown events. Consider a kiosk during downtown festivals/events.</li> <li>Develop an arts/culture master planning calendar containing events and programs of public interest.</li> </ul>	
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<b>Action Plan 3</b>	<b>Who</b>	<b>What</b>	<b>How</b>	<b>Progress</b>
<p><b>Public Outreach</b></p> <ul style="list-style-type: none"> <li>Facilitate dissemination of information to local and distant audiences—via print and social media—through Visit Bastrop, the Texas Commission for the Arts, local arts/cultural entities, Downtown Bastrop, Visitor Center.</li> </ul>	<p>Proposed planning team of Kerry G., Maria, Terry M., designated VB staff?</p>	<ul style="list-style-type: none"> <li>Regularly review and update an arts/culture master calendar and plan timely informational releases to the Texas Commission for the Arts, Texas Downtown Association, etc.</li> </ul>	<ul style="list-style-type: none"> <li>Rough in messages and story lines to be submitted as grist for VB’s mill.</li> <li>Plan with event organizations to enhance their outreach to affinity groups who might be interested in Bastrop’s offerings (e.g. senior tour groups, museums and historical organizations and the like).</li> <li>Strive to learn more about downtown events and organizers to nurture future collaborative efforts across the arts.</li> </ul>	

<b>Action Plan 4</b>	<b>Who</b>	<b>What</b>	<b>How</b>	<b>Progress</b>
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<p><b>Partner with VB regarding arts/culture content in print, broadcast and social media.</b></p> <ul style="list-style-type: none"> <li>Collaborate on portray more engagingly arts/culture energy, scope, "magic". Strive to portray energy and creativity,</li> </ul>	<p>Proposed planning team of Mike, Maria, Susan, AI students</p>	<ul style="list-style-type: none"> <li>Optimize the presentation of arts and culture as the leading destination draw.</li> <li>Pitch the destination aspect.</li> </ul>	<ul style="list-style-type: none"> <li>Emphasize heart/spirit/soul, and uniqueness/richness of the arts/culture in Bastrop, featured artists, destinations, events, distinctions</li> <li>Work with VB to update visitor guides and other information vehicles to reflect current art events and highlight local talent.</li> </ul>	
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**MINUTES OF BASTROP CULTURAL ARTS COMMISSION**  
**August 3, 2021**

The Bastrop Cultural Arts Commission met in a Regular Meeting on Tuesday, August 3, 2021, at 10:00 a.m. at Bastrop City Hall located at 1311 Chestnut Street, Bastrop, Texas. Members present were Kaye Sapikas, Michael Jones, Phil Hurley, Luis “Chico” Portillo, Dick Smith, Maria Montoya Stayton, and Staff Liaison Rebecca Gleason.

**1. CALL TO ORDER:** At 10:01 am and with quorum in attendance. Maria Montoya Stayton called the meeting to order.

**2. CITIZEN COMMENTS:** None

**3. REPORTS :**

3A. Phil expressed concern on the uptake of COVID effecting the music community.

3B. Maria reported that the Art Center resumed classes. The Art conference will be post-poned until 2022. First Friday’s August theme is “Signature” and will show case tape murals throughout downtown.

**4. PRESENTATIONS:**

4A: Branding Subcommittee: Michael stated there will be a brainstorm meeting on August 4, 2021 to identify what resonates with the community regarding cultural arts. The next steps are to create a master calendar and blog.

4B: Art & Culture Alley B Project Subcommittee: Committee would like to integrate both sides of the alley. Moving forward with talking with Neighbor’s, Astro Records, and Bookstore. A timeline has not been established. Committee would like to gather project ideas from previous years.

**5: ITEMS FOR INDIVIDUAL CONSIDERATION:**

6A: Consider action to approve meeting minutes from the May 4, 2021, June 1, 2021, and July 6, 2021 meetings: Kaye made the motion and Dick Seconded.

6B: Discussion and possible action to adopt a year one work plan: Dick recommended having a workshop for year one action plans at the next meeting.

**7: UPDATES**

7A: Consider requests for future agenda items: The Commission requested that at our next Commission meeting the subcommittees will give updates, workshop year one workplan, workshop for drobox training, and action for year one action plan.

**8: ADJOURNMENT:** The meeting was adjourned at 11:12 a.m. without objection.

APPROVED:

ATTEST:

\_\_\_\_\_  
Insert name and title of signer

\_\_\_\_\_  
Insert name of person attesting