



Public Arts and Culture Commission Meeting Agenda

**Leander Activity Center
11880 Hero Way West STE 600
August 9, 2023 @ 6:00 pm**

Naruby Bollom
Keysha Bradford
Lisa Haynes
Mike Herrera
Jessica Johnson
Steve Kuwitzky

Sammy Panzarino
George Quist
Stephanie Rand
Na'Cole Thompson – Council Liaison
Greg Olmer–Staff Liaison

1. Call to Order
2. Roll Call
3. Public Comments
4. Approval of Minutes – July 12, 2023
5. City Council Liaison Update
6. Staff Liaison Updates:
 - a. Robin Bledsoe Park Mural
 - b. Status of Lakewood Park artwork
 - c. Use of drones at special events
7. Regular Agenda:
 - a. Discuss and consider an event to recognize Bledsoe Park Mural completion.
 - b. Discuss and consider use of social media advertising for LPACC events.
 - c. Discuss and consider LPACC communication expectations.
8. Future Agenda Items
9. Adjournment

CERTIFICATION

The City of Leander is committed to compliance with the Americans with Disabilities Act. Reasonable modifications and equal access to communications will be provided upon request. Please call the Parks & Recreation Asst. Director at 512.528.9909 for information. Hearing impaired or speech disabled persons equipped with telecommunications devices for the deaf may call 512.528.2800.

I certify that the above notice of the City of Leander Public Arts and Culture Commission was posted on the bulletin board at City Hall in Leander, Texas on the 4th day of August 2023 by 6:00 pm pursuant to Chapter 551 of the Texas Government Code.

Greg Olmer, Parks and Recreation Assistant Director



EXECUTIVE SUMMARY

08/9/2023

AGENDA SUBJECT: Approval of minutes for July 12, 2023.

BACKGROUND: Attached are the minutes for the meeting held on July 12, 2023.

ATTACHMENTS:

1. Draft minutes for July 12, 2023.



**MINUTES
PUBLIC ART AND CULTURE COMMISSION
CITY OF LEANDER, TEXAS**

Leander Activity Center
11880 Hero Way West, Ste. 600



July 12, 2023

Place 1 – Stephanie Rand	Place 7 – Michael Herrera
Place 2 – Keysha Bradford	Place 8 – Naruby Bollom
Place 3 – George Quist	Staff Liaison – Mark Tummons
Place 4 – Lisa Haynes, Chair	Council Liaison – Na’Cole Thompson
Place 5 – Sammy Panzarino	
Place 6 – Steve Kuwitzky	

1. Call to Order at 6:05pm
2. Roll Call – everyone was present except for Commissioner Herrera.
3. Public Comments – Teagan Smith Calvin commented and was excited to learn about the Arts Council.
4. Motion by Commissioner Kuwitzky and Commissioner Quist seconded to approve the minutes for the meeting held on June 14, 2023. The motion passed unanimously.
5. City Council Liaison Update included congratulating the commissioners on Juneteenth as it was a successful event with a great turnout.
6. Staff Liaison Updates:
 - a. Juneteenth Block Party update included the finalized budget sheet, analysis of the attendees and data, sponsorship contributions and overview of full event.
7. Regular Agenda:
 - a. Motion by Commissioner Rand and Commissioner Panzarino seconded, to recommend to the City Council to award solicitation S23-004B to Mila Sketch, design #2. The motion passed unanimously. If Mila Sketch should decline the award of Solicitation S23-004B. Commissioner Rand motioned for Strong Will Studios to be the second-choice artist, design #1 and Commissioner Panzarino seconded. The motion was passed unanimously.
 - b. Following a discussion, the Commissioners recommended that July meetings be cancelled for the next calendar year 2024 and the June and August meetings become optional going forward.
8. Future Agenda Items: Communication between Parks and LPACC clarification, Facebook advertisement data, and drone update.
9. Adjourned at 7:27pm

CHAIR SIGNATURE

SECRETARY SIGNATURE



EXECUTIVE SUMMARY

08/9/2023

AGENDA SUBJECT: Staff Liaison Updates

BACKGROUND:

6a. Robin Bledsoe Park Mural Update: City Council Approved the City Manager to execute the LPACC recommended contract of \$18,000 to Artist Mila Sketch for the Robin Bledsoe Park Mural. Staff will proceed in contacting Ms. Sketch to discuss logistics for this project.

6b. Call to Art-Lakewood Park: Loan vs. Permanent Discussion. Staff was recently contacted by Ms. Laura Stintz. She currently has (4) pieces of artwork at Lakewood Park Sculpture Garden and has expressed interest in removing (1) of pieces onsite (Flying Fish) that is beyond the loan period (March 2023). Discussion on the possible need to contact existing Artists about expiration dates from loans and if a new 'Call to Art' is needed.

6c. Drone Update-staff continues to work with the Fire Department, to access downloaded files from Juneteenth Event. If data is unavailable, possible consideration of outsourcing Drone footage for upcoming events.

ATTACHMENTS:

1. Mural #2 Concept
2. Contract

MILA SKETCH

DESIGN 2



Looking east



Looking north



Looking west



**CONTRACT BETWEEN THE CITY OF LEANDER ("City")
AND
MILA SKETCH ("Contractor")
for
PUBLIC ART PROJECT ROBIN BLEDSOE PARK MURAL
S23-004B**

The City accepts the Contractor's Offer (as referenced in Section 1.1.3 below) for the above requirement and enters into the following Contract.

This Contract is between Mila Sketch having offices at 11933 Sunhillow Bend #A, Austin, TX 78758, and the City, a home-rule municipality incorporated by the State of Texas and is effective as of the date executed by the City ("Effective Date").

1.1 This Contract is composed of the following documents:

- 1.1.1 This Contract Cover Sheet
- 1.1.2 The City's Solicitation, Request for Proposal S23-004B as incorporated herein as Exhibit A.
- 1.1.3 Mila Sketch's Offer, dated May 16, 2023, including subsequent clarifications and revised quotation dated June 30, 2023, as incorporated herein as Exhibit B. The City has selected Design # 2.

1.2 Order of Precedence: Any inconsistency or conflict in the Contract documents shall be resolved by giving precedence in the following order:

- 1.2.1 This Contract Cover Sheet
- 1.2.2 The City's Solicitation as referenced in Section 1.1.2, including all documents incorporated by reference.
- 1.2.3 The Contractor's Offer as referenced in Section 1.1.3, including subsequent clarifications.

1.3 Compensation: This Contract is for an amount not to exceed \$18,000.

This Contract (including any Exhibits) constitutes the entire agreement of the parties regarding the subject matter of this Contract and supersedes all prior and contemporaneous agreements and understandings, whether written or oral, relating to such subject matter. This Contract may be altered, amended, or modified only by a written instrument signed by the duly authorized representatives of both parties.

In witness whereof, the City has caused a duly authorized representative to execute this Contract on the date set forth below.

MILA SKETCH

Mila Sketch

Printed Name of Authorized Person

Signature
Artist

Title:
07/21/2023

Date:

EXHIBIT A – City's Solicitation
EXHIBIT B – Contractor's Offer

CITY OF LEANDER

Richard B. Beverlin, III

Printed Name of Authorized Person

Signature
City Manager

Title:
08.03.2023

Date:



EXECUTIVE SUMMARY

08/9/2023

AGENDA SUBJECT: Regular Agenda

BACKGROUND:

7a. Commissioner (Panzarino) requested an agenda item to discuss Social Media Advertising for future events/use of ‘boosts’. Juneteenth Event-a Facebook ‘boost’ was utilized at a cost of \$30. The analytics of the boost will be included in the packet for discussion and consideration on preferences on future events.

7b. Commissioner (Panzarino) requested an agenda item to discuss a formal reception event when the Bledsoe Park Mural is completed. Logistics and timing of event to be considered.

7c. Discussion between LPACC Commissioners and City Staff on improved communication needs and methods. Open discussion on concerns and possible strategies to ensure open communication channels.

ATTACHMENTS:

1. Facebook Analytics Graph (June 17th-Juneteenth Event)

Performance overview

Customize metrics

Amount spent ⓘ
\$30.00

Event Responses ⓘ
150

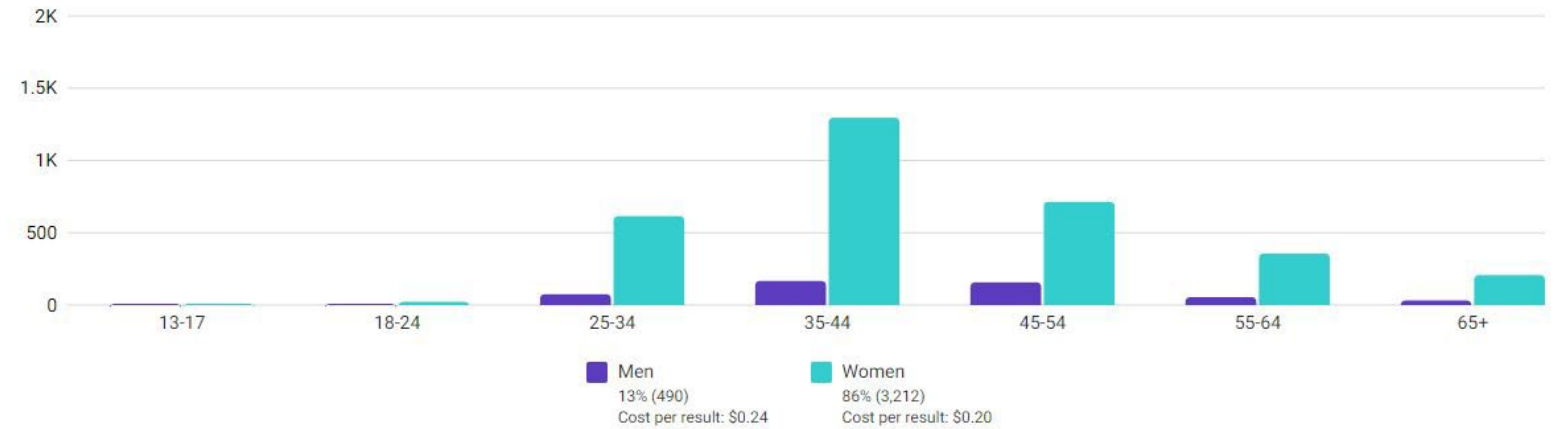
Reach ⓘ
3,730



Demographics Platform

Age and gender distribution

All Reach



Ad preview



Leander Parks & Recreation

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In collaboration with the Leander Public Arts and Culture Commission, the City of Leander commemorates Juneteenth with a block party at Robin Bledsoe Park. This free, family-friendly event is jam-packed with musical performances, food vendors, and a fun zone.

Event Activities

Musical performance by Soulful Soundz Party Band

Food trucks

Craft vendors

Fun Zone (\$15 per person)

Swimming pool and splash pad



ROBIN BLEDSOE PARK | JUNE 17 | 5PM - 9PM

SAT, JUN 17

Juneteenth Block Party

Jun 17 5 PM · Robin Bled...

Interested



Like



Comment



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