



**AGENDA
PUBLIC ARTS & CULTURE COMMISSION MEETING
CITY OF LEANDER, TEXAS**

Development Services - San Gabriel Conference Room
201 North Brushy Street - Leander, Texas
Wednesday, February 25, 2026
Regular Meeting at 6:00 PM



**Place 1 – Matt Pitcher
Place 2 – Keysha Bradford
Place 3 – Lisa Chmelar
Place 4 – Anna Yelaun
Place 5 – Reddy Yeduru
Place 6 –Sammy Panzarino**

**Place 7 –Steve Kuwitzky
Place 8 - Kyla Spady
Place 9 - Naruby Bollom
Council Liaison — Na'Cole Thompson
Staff Liaison — Greg Olmer, Deputy
Director of Parks and Recreation**

REGULAR MEETING

1. Open Meeting.
2. Roll Call.
3. Public comments on items not listed in the agenda.

Public comments on items listed in the agenda will be heard at the time each item is discussed.

[All comments are limited to no more than 3 minutes per individual.]

4. City Council Update.
 - Update on actions taken at recent City Council meetings.
5. Staff Updates.
 - Budget: Financial report for Fund 10 and Fund 75 including funds spent in January 2026.
 - Leander Frog Sculpture Update. Update on ideas of safeguarding frog from climbing and additional signage installation.

CONSENT AGENDA: ACTION

6. Approval of the minutes for meeting held on January 14, 2026.

REGULAR AGENDA

7. Receive a presentation from Kent Souriyasak, Assistant to the City Manager/Innovation Coordinator, on the Community Brand strategy process and next steps.

8. Receive a presentation from Victor Castillo, Purchasing Manager, on the city's standard bid/request for proposal process and receive feedback on formulating a request for proposals for the Leander Senior Center sculpture project.
9. Receive a presentation from the Social Media Subcommittee on Social Media Plan.
10. Discuss and consider action on approving an expenditure in the amount of \$4,997 plus \$150 for shipping costs, for a grand total of \$5,147 to Mural Mosaic, Inc. to commemorate and celebrate America's 250th anniversary, including beautification of City of Leander public park property and community participation.
11. Discuss and consider action on the creation of a subcommittee to amend the current Artist Registry process.
12. Future Agenda Items.
13. Closing Statements.
14. Adjournment

CERTIFICATION

The City of Leander is committed to compliance with the American with Disabilities Act. Reasonable modifications and equal access to communications will be provided upon request. Please call the City Secretary at (512) 528-2743 for information. Hearing impaired or speech disabled persons equipped with telecommunication devices for the deaf may call (512) 528-2800. I certify that the above agenda for this meeting of the Public Arts and Culture Commission of the City of Leander, Texas, was posted on the bulletin board at City Hall in Leander, Texas, on the 18th day of February 2026 by 5:00 p.m. pursuant to Chapter 551 of the Texas Government Code.



Greg Omer, Deputy Director of Parks and Recreation



EXECUTIVE SUMMARY
2/25/2026

AGENDA SUBJECT:

Approval of the minutes for meeting held on January 14, 2026.

BACKGROUND:

Attached are the minutes for meeting held on January 14, 2026.

HISTORY/TIMELINE:

APPLICANT/AGENT:

RECOMMENDATION:

PRESENTER:

Fiscal Impact

Attachments:

1. January, 14, 2026 Minutes



**MINUTES
PUBLIC ARTS & CULTURE COMMISSION MEETING
CITY OF LEANDER, TEXAS**

Development Services - San Gabriel Conference Room
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Wednesday, January 14, 2026
Regular Meeting at 6:00 PM



**Place 1 – Matt Pitcher
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Council Liaison – Na'Cole Thompson
Staff Liaison – Greg Olmer, Deputy Director
of Parks and Recreation**

REGULAR MEETING

1. Open Meeting.

Meeting was called to order at 6:00 p.m.

2. Roll Call.

All board members were present except for board member Panzarino and board member Bollom.

3. Public comments on items not listed in the agenda.

Public comments on items listed in the agenda will be heard at the time each item is discussed.

[All comments are limited to no more than 3 minutes per individual.]

Jason was present and introduced himself. He is a Leander artist and business owner.

Board members then moved on to item #8 and then, after that, item #11, to let the guest presenter leave once finished.

4. City Council Update.

The update included that City Council members are preparing for the upcoming MLK Day March and Celebration event. The Cedar Park Mayor has expressed their excitement about the merger of the two cities for this event. It was mentioned that City Council would be interested in evaluating the experience of the attendees for both MLK and Juneteenth. There was also a reminder of the MLK Day Proclamation tomorrow night.

5. Staff Updates.

- Budget: Financial report for Fund 10 and Fund 75 including funds spent in FY 2025.
- Leander Senior Activity Center (LSAC) sculpture bid process.

Staff Liaison Olmer went over the budget reports for the 2 funds that LPACC has access to and those are Fund 10 and Fund 75. He also went over the next steps for the LSAC sculpture bid process for the information of the board.

6. Subcommittee Updates.

- Martin Luther King, (MLK) Jr. Day / Juneteenth Events: Subcommittee members will update Commissioners on their most recent meetings held on Thursdays at 9:00 a.m. at both Leander Activity Center and Cedar Park Recreation Center. Subcommittee members have discussed logistics, roles and responsibilities as well as walking the March route to gauge any potential hazards and time to complete the route. Logistics and advertising are being released, from coordination between both Leander and Cedar Park Communication Departments. Areas to be discussed during the LPACC meeting include the following for the event on January 19th:
 - CP Rec Center setup
 - March vendors
 - Food trucks
 - Day of service
 - Performers
 - Sponsors
 - Tshirts
 - Essay contest
 - Art raffle
 - Kid's game area

The MLK Subcommittee provided an update on the following: set-up expectations for the morning of the event, vendor sign-up list and their locations, food trucks that will be attending and their locations, list of performers, sponsors, and essay contest winners. An update on the t-shirts delivery date, the design chosen, as well as the additions of the kids game area and the art raffle.

CONSENT AGENDA: ACTION

Motion: Approve the consent agenda

By: Board Member Spady

Seconded: Board Member Yeduru

Vote: 7 - 0

7. Approval of the minutes for meeting held on November 12, 2025.

REGULAR AGENDA

8. Receive a presentation from Maureen Jones, Community Engagement Specialist, on the process of posting to the City's social media platforms.

Maureen Jones, Community Engagement Specialist, gave a presentation detailing her process for

creating social media posts, how she monitors the social media pages, and schedules posts. She reiterated that she is happy to help with anything social media related when it comes to the LPACC Facebook page. She does use a marketing calendar for some of the pages she manages, and she did extend the option to the board if they would like to have one made to keep track of posts. She covered a few rules, such as all official responses need to be made through her, comments cannot be deleted, only hidden, and all posts, even archived, are privy to open records requests. Maureen is also in charge of creating and sending out the Monthly Connection Newsletter, and she is happy to add any events or posts to that each month as well.

9. Receive a presentation from Kent Souriyasak, Assistant to the City Manager/Innovation Coordinator, on the Community Brand strategy process and next steps.

This item was tabled to the next meeting on February 25, 2026.

10. Discuss and consider action on creating a temporary LPACC subcommittee (“America’s 250th Anniversary”) to explore programming/event activity for LPACC involvement in the City of Leander’s celebration and commemoration of America’s 250th Anniversary, and bring back a report to the Commission within 60 days.

Motion: Approve LPACC's involvement in the City of Leander's celebration commemoration of America's 250th Anniversary

By: Board Member Pitcher
Seconded: Board Member Chmelar

Vote: 6 - 1 Board Member Spady

2nd Motion: Approve the creation of a temporary LPACC subcommittee for America's 250th Anniversary and assign board member Reddy and board member Pitcher to be on the committee.

By: Board Member Kuwitzky
Seconded: Board Member Yelaun

Vote: 7 - 0

11. Discuss and consider action on establishing an LPACC subcommittee relating to social media.

Motion: Approve to create an LPACC subcommittee focused on social media

By: Board Member Pitcher
Seconded: Board Member Chmelar

Vote: 7 - 0

2nd Motion: Approval of board member Yelaun and board member Pitcher to be the members of the new social media subcommittee.

By: Board Member Pitcher
Seconded: Board Member Spady

Vote: 7 - 0

12. Discuss and consider action on acceptance of past meeting minutes held on July 13, 2022, September 14, 2022, May 8, 2024, September 11, 2024, and November 13, 2024.

Motion: Approve the acceptance of the past meeting minutes.

By: Board Member Kuwitzky

Seconded: Board Member Bradford

Vote: 5 - 2 Board Member Yelaun, Board Member Pitcher

13. Future Agenda Items.

None.

14. Closing Statements.

None.

15. Adjournment

Meeting adjourned at 7:41 p.m.

APPROVED

CHAIR

ATTEST:

STAFF LIAISON



EXECUTIVE SUMMARY
2/25/2026

AGENDA SUBJECT:

Receive a presentation from Kent Souriyasak, Assistant to the City Manager/Innovation Coordinator, on the Community Brand strategy process and next steps.

BACKGROUND:

In the Fiscal Year 2025 Budget, the City of Leander budgeted \$35,000.00 to pursue a branding and strategic communications plan. Staff prepared and released a Request for Proposal (RFP) for Community Brand strategy to help select a qualified firm to develop and provide a community brand strategy to the City of Leander. The goal of the community brand strategy is to obtain a branding package that embodies the City of Leander and enhances the City's marketability across all sectors. The community brand strategy should establish a clear and consistent City of Leander brand to improve communication, engagement, participation, and pride with residents, businesses, visitors and employees. The scope of work for the community brand strategy includes the following deliverables:

- Strategic Direction – Define the City of Leander's official brand and strategic direction for desired outcomes of increased public recognition, consistency, and demonstration of the organization's mission and vision.
- Brand Authenticity – Build a brand that accurately reflects the City's culture, values, and people. The brand must be unique, attractive, and demonstrate transparency, credibility, and personality to invoke trust and inspire engagement from all members of the community and the general public.
- Community Engagement – Build a brand that is community-driven and endorsed. Development of the brand must involve input from residents, businesses, visitors, City staff, and community partners through means of public engagement.
- Community Spirit – Build a brand that establishes the City of Leander as the pinnacle of excellence for other cities. The brand should evoke community spirit, business attraction and retention, and position the city as a desirable place to live, work, and play. The brand should signify the City of Leander as a premier community with an exceptional high quality of life in Texas.
- Brand Guidelines – Develop guidance outlining the proper use of the brand to ensure continuity, consistency, and strengthening of the brand. Provide documentation of logo and sub-branding; color usage; typography options; illustration and photographic styles; proper use of logos, taglines and fonts; use of infographics; brand positioning; core brand pillars; and samples/templates for signage, digital content, and other materials.
- Brand Adaptability – Build a brand that may be modified for use in various methods and situations, including flexibility for each City department and/or program following brand guidelines.
- Public Awareness Campaign – Develop a public awareness campaign to build awareness and understanding of the new brand. The campaign should include a detailed action plan and timeline for the implementation of the brand.

- Copyright – The City will have exclusive rights and trademarks to the Community Brand Strategy created by the successful Respondent(s). The Respondent(s) use of the Community Brand Strategy will be limited to portfolio purposes and non-commercial uses.

The RFP opened on April 28, 2025, and closed on May 30, 2025. The City received seven (7) proposals in response to the RFP. A staff evaluation committee consisting of Assistant to the City Manager/Innovation Coordinator, Kent Souriyasak; Communications Manager, Ty Meighan; Community Engagement Specialist, Maureen Jones; and Purchasing Manager, Victor Castillo evaluated and scored all proposals. Based on the evaluation method, there was a natural break in competitive scoring among the top three (3) proposers (in alphabetical order): Civic Brand, Guide Studios, and Locality Studios. These three (3) finalists were invited to present at the City Council meeting on July 1, 2025. The City Council ranked the top three (3) finalists and submitted their rankings to the Purchasing Manager. There was a clear natural break in score rankings determining the top candidate as CivicBrand.

HISTORY/TIMELINE:

APPLICANT/AGENT:

RECOMMENDATION:

PRESENTER:

Fiscal Impact

Attachments:



EXECUTIVE SUMMARY
2/25/2026

AGENDA SUBJECT:

Receive a presentation from Victor Castillo, Purchasing Manager, on the city's standard bid/request for proposal process and receive feedback on formulating a request for proposals for the Leander Senior Center sculpture project.

BACKGROUND:

The Public Art Fund requires municipal building projects completed from a percentage of funds to be appropriated. \$75,573.67 has been allocated specifically for an art piece to be installed at the Senior Activity Center site. These funds are from the Leander Fire Station Project (CIP M.16) and the Senior Activity Center (CIP P.6).

- Leander Fire Station \$9,695.00 (2.50%)
- Leander Senior Center \$65,878.67 (0.75%)

Leander Public Arts and Culture Commission voted to allocate a total of \$75,000.00 for the project and worked with the Senior Center Staff to conduct a survey on establishing a theme for the sculpture. The theme chosen is 'Pathways'. A meeting invitation was extended to the Purchasing Manager who will discuss the bid process and receive feedback from the Commissioners about details to include in the bid documents and outreach options to notify the community/artists when the bid is released.

HISTORY/TIMELINE:

APPLICANT/AGENT:

RECOMMENDATION:

Victor Castillo, Purchasing Manager

PRESENTER:

\$75,000 budget. Allocation of \$75,000 from Fund 75.

Fiscal Impact

Attachments:



EXECUTIVE SUMMARY
2/25/2026

AGENDA SUBJECT:

Receive a presentation from the Social Media Subcommittee on Social Media Plan.

BACKGROUND:

From the city’s website: “LPACC was established to promote public art, culture and education that contributes to a sense of community.”

Since ongoing consistent community engagement is key to developing that ‘sense of community’, and since LPACC funding mostly comes directly from said community, we therefore propose the following agenda item for the commission’s consideration:

Review, discuss and possibly take action on the LPACC Social Media Plan. The plan consists of:

The objective and target audience of the LPACC social media plan includes:

1. Regular, timely, and consistent engagement with the community via city-approved social media channels and policy.
2. Working with city staff to regularly promote and receive feedback from the public on LPACC activities and possible activities.

HISTORY/TIMELINE:

APPLICANT/AGENT:

RECOMMENDATION:

PRESENTER:

Fiscal Impact

Attachments:



EXECUTIVE SUMMARY
2/25/2026

AGENDA SUBJECT:

Discuss and consider action on approving an expenditure in the amount of \$4,997 plus \$150 for shipping costs, for a grand total of \$5,147 to Mural Mosaic, Inc. to commemorate and celebrate America’s 250th anniversary, including beautification of City of Leander public park property and community participation.

BACKGROUND:

July 4, 2026, marks the 250th anniversary of the founding of the United States of America. Communities throughout the country will hold events and activities celebrating this historic occasion. In the city of Leander, Leander Public Art and Culture Commission has an opportunity to drive local efforts to engage the community in these activities with a responsibility to “encourage, conduct and sponsor public and nonprofit programs that further the development and interest in fine and performing arts in Leander.”

Mural Mosaic, Inc. has a kit that they offer for a 'Unity Tree' design and the proposal includes an 8'x8' mural with a paint kit for up to 350 participants included in the cost.

HISTORY/TIMELINE:

Leander Public Arts and Culture Commission voted during their January 14th meeting to establish a subcommittee to explore options to commemorate the 250th anniversary with an art piece. The subcommittee will present their findings and offer a proposal for a direct purchase of a mural kit that can be offered to the public to participate in. The completed art piece would be unveiled at Old Town Festival and also at Liberty Fest, with a permanent location to be discussed with city staff.

APPLICANT/AGENT:

RECOMMENDATION:

Matt Pitcher, Commissioner

PRESENTER:

The total cost of the project would be funded through Fund 75.

Fiscal Impact

Attachments:

1. Unity Tree Quote



Unity Trees Mural Mosaic Kit

\$4,997.00 – \$7,497.00



Choose Your Mural Size

Each Mural Mosaic Kit includes:

- Comprehensive Step-by-Step Assembly Guide
- 350-600 Participant Painting Kits (see contents below)
- Custom Online Learning Portal with Painting Demos
- Pre-designed tiles from our studio artists to complete your mural's design
- Mural Mosaic Design Map
- Step-by-Step Mural Assembly and Installation Instructions
- Additional Support from our Production Team for an awesome Mural Mosaic experience

Mural Kits are MADE to Order within 4-6 weeks of order date – shipping time is approximately 1 additional week.

Each mural is designed and crafted with care, so we keep batches small to maintain the craftsmanship we're known for. Secure your mural soon before our production calendar is full, we're opening the project with just a few murals to keep it truly special!

For record keeping, each order receives an **Order Confirmation**, **Order Invoice** and **Welcome Email** from our team with comprehensive next steps.

Flat Rate Shipping \$150.00 – Ships in 3-5 large boxes

If you prefer to be invoiced, please email america@muralmosaic.com

All prices are USD

Choose Your Mural Size

8 x 8 foot with 350 participant p

Indoor or Outdoor

Outdoor

Clear

\$4,997.00

1

Add to cart

Description

Additional information

Additional information

Choose Your Mural Size 8 x 8 foot with 350 participant painting kits, 8 x 12 foot with 600 participant painting kits



EXECUTIVE SUMMARY
2/25/2026

AGENDA SUBJECT:

Discuss and consider action on the creation of a subcommittee to amend the current Artist Registry process.

BACKGROUND:

The City currently uses an online submission link/form on the following link: [here](#)

The current list is limited in quantity of artists, and it would be beneficial to expand this listing for future ‘Call for Art’, bid solicitations, and artist recognition/promotions. Commissioner Lisa Chmelar has ideas to improve this and will share with the group her vision as well as a request to create an updated artist listing.

Methods proposed include:

1. Expanding artist categories.
2. Identifying artists in the local vicinity of Leander or in a certain mile radius from Leander.
3. Possible modifications on how to register.

HISTORY/TIMELINE:

APPLICANT/AGENT:

RECOMMENDATION:

PRESENTER:

Fiscal Impact

Attachments: