

## 2015-2020 Bellaire Cultural Arts Board Master Plan

---



Original Master Plan:	12/17/2007
1 <sup>st</sup> Revision (2008-2012):	06/06/2011
2 <sup>nd</sup> Revision (2015-2020):	11/03/2014

## Board Creation and Charge from City Council

The group that became the Bellaire Cultural Arts Board was established in 2004, when City Council approved Ordinance No. 04-027. It stated that public art enhances community value, and such an investment would sustain Bellaire's intrinsic value, foster a community identity, and enhance desirability. The interim Bellaire Arts Council was made a standing committee (Bellaire Arts Commission), with the mission of:

-  Preparing and submitting to the City Council recommendations for public art projects and improvements to be located in public spaces within Bellaire;
-  Preparing and submitting budgets for the development and installation of any public art projects and improvements recommended by the Bellaire Arts Commission; and
-  Investigating and recommending possible funding mechanisms to the City Council for an ongoing public arts program.

The Board's scope expanded in 2010. On March 1 of that year, City Council approved Ordinance No. 10-017. It repealed and replaced the original code. That changed the Bellaire Arts Commission's name to reflect that broader mission, including support for projects involving cultural events, with modified objectives:

-  Preparing and submitting to the City Council of the City of Bellaire, Texas, recommendations for public art projects and improvements to be located in public spaces within the City of Bellaire, Texas.
-  Preparing and submitting budgets for the development and installation of any public art projects and improvements recommended by the Bellaire Cultural Arts Commission to the City Council of the City of Bellaire, Texas.
-  Investigating and recommending to the City Council of the City of Bellaire, Texas, possible funding mechanisms for an ongoing public arts program.
-  Participating in cooperative projects with City departments, boards, commissions, committees, and nonprofit entities.

The City Council adopted recommendations by the 2011 Sunset Review Committee. This changed the name of the BCAC to BCAB, replacing "commission" with "board."

The Board adopted a new Master Plan in 2014 to guide its activities from 2015 to 2020. The Bellaire City Council unanimously adopted the plan on November 3<sup>rd</sup>, 2014. (Resolution 14-013)

## Executive Summary

In 2006, the City of Bellaire developed a Master Plan to initiate and implement public art projects. That Plan was adopted in 2007, and revised in 2011.

The Bellaire Cultural Arts Board recognized the need to update its Master Plan again in 2014. The BCAB sought a short and focused document to encourage readership. The Board further desired flexibility that would influence future members, without limiting their options. Lastly, the Board wished to relocate all discussion of process to the BCAB's Rules & Procedures, which will leave the Master Plan to focus on goal setting.

The updated Master Plan was to:

-  be concise and flexible;
-  define the Board's updated mission;
-  justify the Board's existence;
-  and be goal rather than process oriented.

A Master Plan Subcommittee was formed after the BCAB held general Plan revision discussions. The Subcommittee's proposals were then refined and ranked by the full membership. The revised Plan was unanimously approved by the BCAB on September 10<sup>th</sup>, 2014, and then forwarded for Council consideration. The Bellaire City Council adopted the revised Plan on November 3<sup>rd</sup>, 2014.

## Guiding Principles

The Cultural Arts Board clarifies its purpose with five guiding principles. These statements explain the Board's mission, and why that work is important to the citizens of Bellaire.

In all of its efforts, the Bellaire Cultural Arts Board:

-  coordinates projects, events, and collections for the City;
-  collaborates with related semi-public organizations;
-  facilitates citizen and student participation/appreciation of the arts;
-  empowers local professionals, students, and hobbyists in the arts;
-  and prioritizes public art funding, explores grants, and fundraises.

## Goal Setting

The following goals cover *Ongoing Projects/Regular Duties* and *One-Time/Special Projects*. Some are purposefully broad to give future Boards implementation freedom. Others specifically explain the current membership's thought process. The goals are listed in priority order, ranked by BCAB members. The top two goals in both "ongoing" and "one-time" categories received disproportionately strong support in voting.

### *Ongoing Projects/Regular Duties*

- 🌍 The BCAB should stay involved with the City's wayfinding and beautification efforts.
  - 🌍 Continue representation on relevant ad-hoc boards and committees.
  - 🌍 Seek new opportunities to advise Staff and Council on the issues.
- 🌍 The BCAB should continue to direct City art projects and cultural events.
- 🌍 The BCAB should extend its oversight of the City's acquisition and management of physical art.
  - 🌍 Update the City of Bellaire Public Art Inventory annually as a stand-alone document. Include information such as:
    - 🌍 description of installation/piece
    - 🌍 photographs/planning illustrations
    - 🌍 location of each installation/item in GIS
    - 🌍 date of completion/installation
    - 🌍 maintenance milestones (detailed below)
    - 🌍 annual presentation of updated inventory to City Council
  - 🌍 Establish a Maintenance Policy for newly acquired and existing pieces. Major components of this document might include:
    - 🌍 research and suggest best practices for broad art categories
    - 🌍 consider replacement of deteriorated art currently owned by the City of Bellaire
    - 🌍 research restoration of significant pieces in need of work
    - 🌍 recommend materials/styles that have withstood prolonged installation (mosaic vs. vinyl Art Benches for example)
  - 🌍 Provide staff and Council guidance on art selection. The BCAB might:
    - 🌍 choose art for City facilities
    - 🌍 suggest art for special events
- 🌍 The BCAB should encourage regular citizen participation in Board proceedings.

- Widely publish meeting schedules.
- Build community awareness of the Board and its mission.
- Recruit repeat volunteers to build a pipeline of future Board membership to eliminate vacancies and last choice appointments.
- Establish a BCAB social media channel, utilizing online networks like:
  - Twitter
  - Facebook
  - Instagram
- The BCAB should begin promotion and utilization of the newly adopted City Donation Policy relating to cultural art projects.
- The BCAB should act as a central repository of public events.
  - Suggest cultural event announcements for the City's website.
    - informally, through the existing personal/professional networks of the Board's members
  - Consider establishing a separate "Cultural Community Calendar" iCal feed for City and semi-public events, to be hosted on the City website.
    - wider coverage of non-City events
    - less clutter on main calendar feed
  - Establish regular contact with organizations hosting relevant events.
- The BCAB should coordinate with other public/semi-public organizations.
  - Assign a BCAB liaison to attend other City boards, report to BCAB, and suggest relevant reading from their minutes. Consider groups such as:
    - Parks & Recreation Board
    - Planning & Zoning Commission
    - Environmental & Sustainability Board
    - Bellaire Historical Society
    - Patrons for Bellaire Parks
    - Bellaire Young Mothers

## *One-Time/Special Projects*

- The BCAB should draft reference guidelines for use by the Planning & Zoning Commission and City Council when considering plaza space/public amenity dedications for Planned Development Districts, parks, and streetscape upgrades.
  - Write non-binding recommendations for use by P&Z and Council.

- Become involved as citizen participants at statutory boards during future zoning code amendments involving aesthetics and the arts.
- The BCAB should promote the establishment of an artists' database that would serve as a resource for the local art community and those seeking their services.
  - Investigate options for a database website/social networking for:
    - artists/performer registry
    - getting the word out
    - grants and gigs
    - announcements/calendar
    - possibly run as a City internship program
- The BCAB should investigate Federal, State, County, and private-sector grant opportunities to supplement municipal funding sources for art projects.
- The BCAB should establish a program to exhibit art on a temporary basis, with the option to acquire popular examples.
  - The program would:
    - give aspiring local artists a start and exposure
    - allocate exhibition space within public esplanades
    - designate indoor display space in City facilities
- The BCAB should continue to seek out and facilitate participation from citizens, for the Board's own projects, and the arts in general.
  - Continue to run youth art contests.
  - Keep utilizing a jury selection process for BCAB project designs.
  - Conduct as-needed online and traditional surveys.
  - Regularly attend and participate in partner events.
- The BCAB should engage with public and private schools to supplement eliminated or reduced art curriculum.
  - The BCAB should serve as a point of contact for school groups wishing to perform at community events or display art at facilities.
  - The Board could maintain a list of local cultural and art experts willing to volunteer time in public schools, including:
    - contact information
    - general expertise offered
    - age group appropriateness
    - special space/supply needs

## Implementation Timeframe

The Board recognizes this Plan's ambitious scope. Full implementation of the ongoing projects portion alone will require a higher level of membership commitment. Several of these ongoing projects will entail significant startup time as well.

The one-time projects are intended to establish a long-term roadmap. It may take 10 years or more to implement these ideas. The top two projects received 75% of the ranking points during priorities balloting, so the current membership will focus on those items. This leaves future BCAB appointees the option of picking up with the other projects, or establishing their own concepts.

	Rank	Goal	Points
Ongoing Projects	1	Stay involved with the City's wayfinding and beautification efforts through representation	60
	2	Direct City of Bellaire art projects and cultural events	15
	3	Establish a Maintenance Plan for newly acquired and existing pieces	8
	4	Update the City of Bellaire Public Art Inventory annually	7
	5	Recruit repeat volunteers, form a pipeline of future Board appointees to eliminate vacancies	5
	5	Seek out and facilitate participation from citizens, for the Board's own projects, and other community events	5
	7	Begin promotion and utilization of the newly adopted City Donation Policy relating to art	2.5
	8	Act as a central repository of public events	1
	9	Coordinate with other public/semi-public organizations	0.5
	10	Establish a BCAB social media channel	0
One-Time	1	Draft guidelines for Planning & Zoning and City Council to use as a reference when considering art	45
	2	Promote the establishment of an artist's database that would serve as a resource for the City	33
	3	Investigate Federal, State, County, and local grant opportunities to supplement municipal funds	12
	4	Provide staff and Council guidance on art selection	9
	5	Establish a program to exhibit art on a temporary basis, with the option to acquire permanent pieces	3
	6	Engage with public and private neighborhood schools to supplement eliminated or reduced art programs	0

**Goal Rank Voting:** The goals were ranked by BCAB members with 1<sup>st</sup>, 2<sup>nd</sup>, and 3<sup>rd</sup> place votes. The top two goals in each category received overwhelmingly strong support (over 75%).

## Future Updates to this Master Plan

The Plan's short length and removal of process elements will permit easier updates. A third revision should be undertaken if future members feel the goals need to be tweaked prior to 2020. Additionally, a major revision may be helpful if City Council again alters the Board's configuration.

## Previous Studies Addressing Cultural Arts in Bellaire

Several citywide planning projects preceded this Master Plan update. One was "A Framework for Desirable Growth" (2005 Rice University Study). It stressed a "high" desire for greater visual appeal within the City Center among business owners and developers. It stated that Downtown "needs to have a distinct look and feel in order to differentiate it from other areas of the city," through lighting, landscaping, and signage.

The Bellaire City Council commissioned the "Quality of Life Report" (2005 University of Houston Report). The study defined quality of life as "the level of enjoyment and fulfillment derived by humans from the life they live within their local economic, cultural, social, and environmental condition." It identified model cities with successful quality of life programs focusing on public art as a community benchmark.

The City of Bellaire hired Kendig Keast Collaborative to update its Comprehensive Plan. That document was adopted in 2009. The Plan covers many topics with cultural arts relevance. Plan goals covering Downtown redevelopment, parks and open space, City image, quality of life, and thoroughfare improvements, all influenced the initial goal setting of this Master Plan. Grand efforts, such as the UV-D, UV-T, and CMU zoning district creation, will present on-going opportunities for BCAB participation. Plaza space concepts, public land programming, and beautification are all priorities of current BCAB membership, and are supported by the Comprehensive Plan.

The Bellaire City Council adopted and revised a set of five priorities in 2013. Several of these statements support the mission of the BCAB, and influence the wording of this Master Plan's goals. A few relevant excerpts are:

-  "...[Bellaire] is dedicated to ensuring that the existing public infrastructure and facilities are reviewed, evaluated, and maintained to the highest possible standard..."
-  "...[Bellaire] will take a proactive role in the long-term development of cultural and recreational areas..."
-  "...[Leaders must] ensure that Bellaire is the most desirable city in the area..."

## First Arts Master Plan and Revision History

### Original Adoption

The adoption date of the first BAC Master Plan was December 17, 2007 (Resolution No. 07-18), with the following members serving on the City Council and BAC (formerly the Bellaire Arts Council):

#### **City Council**

-  Cynthia Siegel, Mayor
-  Peggy Faulk, Mayor Pro Tem
-  Will Hickman, Councilman
-  John F. Monday, Councilman
-  Debra Marz Davison, Councilwoman
-  Pat McLaughlan, Councilman
-  John Jeffery, Councilman

#### **Bellaire Arts Commission**

-  Kathy Biddle, Chair
-  Jamie Allen, Vice Chair
-  Wendy Bantle, Commissioner
-  Cindy Cozewith, Commissioner
-  Kathryn M. Hardin, Commissioner
-  Kay Hieronymus, Commissioner
-  Charlene O'Shea, Commissioner

### First Revision 2008-2012

The BCAC Master Plan was revised and adopted on 06/06/2011 (first revision), by the following members serving on the City Council and BCAC:

#### **City Council**

-  Cynthia Siegel, Mayor
-  Dr. Phil Nauert, Mayor Pro Tem
-  Will Hickman, Councilman
-  James P. Avioli, Sr., Councilman
-  Corbett Daniel Parker, Councilman
-  Andrew S. Friedberg, Councilman
-  Mandy Nathan, Councilwoman

#### **Bellaire Cultural Arts Commission**

-  Ed Dumont, Co-Chair
-  Judy McConnell, Co-Chair
-  Wendy Bantle, Commissioner

-  Kathy Biddle, Commissioner
-  Johnnie P. Frazier, Commissioner
-  Terry Leavitt-Chavez, Commissioner
-  Susan Farb Morris, Commissioner

## Second Revision 2015-2020 (current version)

The BCAB Master Plan was revised and adopted by resolution on November 3<sup>rd</sup>, 2014 (second revision), with the following members serving on the City Council and BCAB (formerly BCAC):

### **City Council**

-  Dr. Phil Nauert, Mayor
-  Mandy Nathan, Mayor Pro Tem
-  Roman F. Reed, Councilman
-  James P. Avioli, Sr., Councilman
-  Gus E. Pappas, Councilman, Council Liaison to the BCAB
-  Pat McLaughlan, Councilman
-  Andrew S. Friedberg, Councilman

### **Bellaire Cultural Arts Board**

-  Terry Leavitt-Chavez, Chair
-  Stephanie Goldfield, Vice Chair
-  Jill Patir, Secretary
-  Jennifer Hawes, Board Member
-  Jacquelyn Quick, Board Member
-  Lisa Risoli, Board Member
-  Andrew Williamson, Board Member

### **BCAB Master Plan Subcommittee**

-  Christopher Butler, Subcommittee Chair, Master Plan Author
-  Terry Leavitt-Chavez, Subcommittee Member
-  Gretchen Sparks, Subcommittee Member