STATE OF TEXAS
COUNTIES OF POTTER AND RANDALL
CITY OF AMARILLO

MINUTES

On February 13th, 2024, the Beautification and Public Arts Advisory Board met at 11:30 a.m. in the Parks and Recreation Board Room at 509 S. Johnson St. Street, for a Regular Meeting.

VOTING MEMBERS	PRESENT	NO. MEETINGS HELD SINCE APPOINTMENT	NO. OF MEETINGS ATTENDED
Mr. Matt Morgan	YES	22	18
Ms. Katt Massey	YES	3	3
Ms. Beth Duke	NO	60	45
Ms. Theresa Cruz	NO	2	0
Ms. Stephanie Jung	YES	31	27
Ms. Kashion Smith	NO	11	9
Ms. Lauren Hall	NO	22	11
Ms. Carrie Rushing	YES	2	2
Mr. Josh Craft	YES	6	4

ATTENDEES:

CINDY PEREZ	BEAUTIFICATION AND PUBLIC ARTS COORDINATOR
MICHAEL KASHUBA	DIRECTOR OF PARKS AND RECREATION DEPARTMENT
SAMANTHA THOMPSON	RECORDING SECRETARY
MEGAN SMITH	OFFICE MANAGER

ITEM 1 **Call to Order and Announcements**

Chairman, Mr. Matt Morgan, established a quorum and called the regular scheduled meeting of the Beautification and Public Arts Advisory Board to order at 11:31 a.m.

ITEM 2 **Public Forum**

Mr. Christopher Alvarado expressed his concerns regarding the absence of vibrancy in particular sections of the city. Additionally, he highlighted the malfunctioning lights, describing how there are safety concerns due to the darkness. The board acknowledged his comments and stated the goals of the board were in alignment with Mr. Alvarado's concerns.

ITEM 3 **Discuss and Consider Minutes**

A motion was made by Ms. Katt Massey, said motion was seconded by Mr. Josh Craft, and a 5-0 vote carried to approve meeting minutes from January 9th, 2024, incorporating the requested revisions.

ITEM 4 **The Beautification and Public Arts Board will Discuss or Receive Reports on the Following Current Matters or Projects:**

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1. Welding Art Update: Ms. Cindy Perez provided the board with an update on the Welding Art Program. There was a setback when it was discovered that the cost of cleaning scrap metal exceeded the expense of purchasing new metal. The instructor plans to share blueprints for the project and explore options for acquiring scrap metal through donations. Financial considerations are being explored, including the possibility of allocating funds from existing budgets or seeking donations. The involvement of partners is discussed, along with plans for an art welding advisor to provide inspiration to students.
2. Rainwater Harvesting Update: Ms. Cindy Perez reported that a three-part learning workshop program was launched in collaboration with Amarillo Public Library. The workshops include composting and community gardens at Warford, scheduled for Saturdays, and rainwater harvesting at the library. Various sponsors have agreed to provide door prizes or speak at the events. A preliminary flyer was shared, and a registration link will be created for participants. Members are encouraged to share the information on social media to promote the program titled "Yellow City Green Thumbs," emphasizing collaboration with existing agencies providing similar programs.
3. CVB Directory Update: Mr. Sherman Bass of Amarillo Convention & Visitors Bureau presented to the board regarding the current state of the film directory database and plans for its integration with new software. The implementation of the software occurred last spring and summer, but the database remains sparsely populated. Discussions are ongoing about promoting it to the filmmaking community and related businesses. Additionally, Mr. Bass discussed the office's management of the Texas Music Friendly program and its intention to incorporate a music

database into the same software used for the film. Collaborative efforts with the software developer are being pursued to ensure the directories remain organized and distinct. The aim is to expand the directory to encompass all types of artists, though this process is expected to take time. Mr. Bass emphasized the benefits of creating a centralized location for artists to update their information and explore opportunities. Collaboration with the Convention and Visitors Bureau (CVB) is proposed to facilitate efficient management of the directory. Future considerations include determining the accessibility of the directory to the public and whether requests for specific artists will be managed internally, like the distinctions seen in the film locations directory.

ITEM 5 **Present, Discuss, and Consider Action on Mural Recommendations for 2023-2024**

Mrs. Cindy Perez provided an update to the board regarding the mural grant applications, indicating a total of seven submissions received. Out of these, six applications were recommended for approval, while one was recommended for denial. The recommended recipients and amounts allocated for each project are as follows:

1. Blue Crane Bakery in the Northwest Quadrant by Blank Spaces:
   - Artwork Total: $5,000
   - Qualification: $2,500

2. Habitat for Humanity in the Southeast Quadrant by Blank Spaces:
   - Artwork Total: $12,000
   - Qualification: $6,000

3. State Farm Insurance in the Southwest Quadrant by Blank Spaces:
   - Artwork Total: $11,000
   - Qualification: $5,500

4. Scott's Flowers in the Northwest Quadrant by Blank Spaces:
   - Artwork Total: $4,000
   - Qualification: $2,000

5. Don Harrington Discovery Center in the Southwest Quadrant by Blank Spaces:
   - Artwork Total: $19,000
   - Qualification: $6,000

6. Cactus Cove in the Northeast Quadrant by Blank Spaces:
   - Artwork Total: $12,000
   - Qualification: $6,000

Additionally, Amarillo Botanical Gardens in the Northwest Quadrant by Malcolm Byers was recommended for denial. The board expressed appreciation for the concept art and considers it a strong candidate for submission in next year's mural grant cycle. The total was $28,000 for the six approvals. Ms. Katt Massey made a motion to approve the recommended murals and Mr. Matt Morgan seconded said motion. A 5-0 vote was carried to approve said motion.

ITEM 6 **Present, Discuss and Consider Appointment of Board Members to Art Installation Sub-Committee**

Mrs. Cindy Perez informed the board that there was a vacancy on the Art Installation Sub-Committee because Ms. Lauren Hall was unable to commit to the subcommittee. Ms. Carrie Rushing volunteered to join the subcommittee. Mr. Josh Craft made a motion to approve the appointment, which was seconded by Ms. Stephanie Jung. The motion was carried with a unanimous 5-0 vote.

ITEM 7 **Present, Discuss, and Consider Appointment of Board Members to MPO Sub-Committee**

Mrs. Cindy Perez provided the board with an update regarding the MPO Sub-Committee and discussed the possibility of adding a third member to enhance the committee's understanding of MPO operations. Ms. Katt Massey suggested adding a third person to the subcommittee for better dissemination of MPO knowledge. Mr. Matt Morgan volunteered to fill this role. Mr. Josh Craft motioned to approve the appointment, which was seconded by Ms. Stephanie Jung. The motion passed unanimously with a 5-0 vote.

ITEM 8 **Discuss Items for Future Agendas**

- Gateway update
- Route 66 Bridge Artwork

ITEM 9 **Adjournment**

Mr. Matt Morgan called to adjourn the meeting at 12:07 p.m.

ATTEST:

Samantha Thompson

Samantha Thompson, Recording Secretary

Mr. Matt Morgan, Chairman