

CITY OF NEW BRAUNFELS, TEXAS ARTS COMMISSION MEETING



CITY HALL - COUNCIL CHAMBERS 550 LANDA STREET

TUESDAY, OCTOBER 24, 2023 at 11:00 AM

AGENDA

1. CALL TO ORDER

2. ROLL CALL

3. <u>APPROVAL OF MINUTES</u>

A) Approval of the December 8, 2022 and October 10, 2023 <u>23-1392</u> meeting minutes.

4. <u>CITIZENS' COMMUNICATIONS</u>

This time is for citizens to address the Arts Commission on issues and items of concerns not on this agenda. There will be no action at this time.

5. INDIVIDUAL ITEMS FOR CONSIDERATION

- A) Deliberate the availability of example HOT Grant <u>23-1441</u> applications.
- B) Deliberate and edit the Post Project Event Form. <u>23-1442</u>
- C) Discuss and consider a recommendation to the City <u>23-1443</u> Council regarding the updated Arts Commission Bylaws.

6. <u>STAFF REPORT</u>

7. <u>ADJOURNMENT</u>

CERTIFICATION

I hereby certify the above Notice of Meeting was posted on the bulletin board at the New Braunfels City Hall.

Board Liaison

NOTE: Persons with disabilities who plan to attend this meeting and who may need auxiliary aids or services such as interpreters for persons who are deaf or hearing impaired, readers, or large print, are requested to contact the City Secretary's Office at 221-4010 at least two (2) work days prior to the meeting so that appropriate arrangements can be made.

Arts Commission Agenda October 24, 2023



10/24/2023

Agenda Item No. A)

FINAL - MINUTES OF THE NEW BRAUNFELS ARTS COMMISSION REGULAR MEETING OF TUESDAY, OCTOBER 10, 2023

1. CALL TO ORDER

Crystal Carter called the meeting to order at 11:02 am

2. ROLL CALL

Commissioners present: Linda Gabbard, Crystal Carter, Tiffany Quiring, Preston Janis, Serena Morris, Yolanda Kennedy

Serena Morris arrived at 11:05am.

Yolanda Kennedy arrived at 11:11am.

3. APPROVAL OF MINUTES

This item was not discussed.

4. <u>CITIZENS' COMMUNICATIONS</u>

This time is for citizens to address the Arts Commission on issues and items of concerns not on this agenda. There will be no action at this time.

5. INDIVIDUAL ITEMS FOR CONSIDERATION

A) Deliberate HOT Grant application methodology and best practices.Crystal Carter read the aforementioned item.

Matthew Schwarz reviewed the Arts & Heritage HOT Grants applications.

The commissioners deliberated to look at one previous application. The commissioners agreed to use previous application as a template to make their own example application.

Crystal Carter recommended to revisit and meet again to further deliberate this item.

Crystal Carter gave an opportunity for public comment. None were made.

B) Discuss and consider the adoption of a post project summary as a way

to ensure fiscal responsibility.

Crystal Carter read the aforementioned item.

Matthew Schwarz presented a Post Event Form to the commissioners.

The commissioners deliberated and recommended to remove the sporting related events section of the Post Event Form since this would not be applicable to the Arts Commission.

The commissioners also deliberated and recommended to add a Social Media line in the Event Promotion Information of the Post Event Form.

The commissioners directed staff to tailor the Post Event Form with city specific information and recommendations given throughout the deliberations and provide a template and make changes and edits prior to the next meeting.

The commissioners agreed unanimously.

Crystal Carter asked the commissioners, and they are all in agreement in adding a Post Event Form as a requirement for applicants to turn in with their end quarterly reports.

Crystal Carter gave an opportunity for public comment. None were made.

C) Discuss and consider updating and amending the current Arts Commission bylaws.

Crystal Carter read the aforementioned item.

Matthew Schwarz provided the bylaws to the commissioners.

Nathan Brown explained the bylaws to the commissioners.

After deliberations were made, Crystal Carter directed staff to update the bylaws in accordance with the city ordinance, to update to gender neutral terms, and to meet quarterly with a regular meeting in December.

D) Deliberate the possibility of future outreach initiatives.

Crystal Carter read the aforementioned item.

Crystal Carter began the deliberations and asked for target initiatives on how to bring in more interactions with the community.

The commissioners deliberated on how to further integrate themselves and have more involvement with events other and calendar opportunities for them to attend.

The following individual spoke at this time: Felicia Miller

E) Deliberate future meetings and training time.

Crystal Carter read the aforementioned item.

The commissioners discussed the future meeting The next time. commissioners recommended to meet on October 24, 2023 at 11:00am.

6. <u>STAFF REPORT</u>

No reports were made at this time.

7. ADJOURNMENT

Crystal Carter adjourned the meeting at 12:38pm.

By:

CRYSTAL CARTER, CHAIR

Attest:

MATTHEW SCHWARZ, ASSISTANT CITY SECRETARY

FINAL - MINUTES OF THE NEW BRAUNFELS ARTS COMMISSION REGULAR MEETING OF THURSDAY, DECEMBER 8, 2022

AGENDA

1. CALL TO ORDER

Sarah Martin called the meeting to order at 5:02 p.m.

2. ROLL CALL

Crystal Carter, Preston Janis, Brad Wehring, Tiffany Quiring, and Carol Snider were present.

Adam Fellers and Dave Heefner were absent.

3. <u>APPROVAL OF MINUTES</u>

A) Discuss and consider approval of the minutes of the December 7, 2021 and December 20, 2021 meeting.

Sarah Martin read the aforementioned item.

Brad Wehring moved to approve the item. Tiffany Quiring seconded the motion which passed unanimously.

4. <u>CITIZENS' COMMUNICATIONS</u>

This time is for citizens to address the Arts Commission on issues and items of concerns not on this agenda. There will be no action at this time.

5. INDIVIDUAL ITEMS FOR CONSIDERATION

A) Discuss and consider the election of a chair.

Sarah Martin read the aforementioned item.

Brad Wehring moved to appoint Crystal Carter as chair. Preston Janis seconded the motion which passed unanimously.

B) Discuss and consider the election of a vice chair.

Crystal Carter read the aforementioned item.

Crystal Carter moved to appoint Tiffany Quiring as the vice chair. Brad Wehring seconded the motion which passed unanimously.

C) Discuss and consider action regarding allocations of 2023 hotel occupancy tax to Arts organization applicants.

Crystal Carter read the aforementioned item.

Sarah Martin presented this item providing a PowerPoint and a narrative for the scoring.

The commissioners gave all applicants an opportunity to speak and asked additional questions.

After careful deliberations the commission made adjustments to the original scoring provided to the commissioners based on their cumulative matrix scores.

Brad Wehring moved to accept the monies the Arts Commissioners are recommending to City Council. Crystal Carter seconded the motion which passed unanimously.

American Dance Co. Productions	\$50,000.00
Brauntex Theatre	\$90,553.00
Christian Youth Theatre S. A.	\$50,723.00
Circle Arts Theatre	\$44,390.00
Greater N.B. Arts Council	\$30,848.00
Mid-Texas Symphony	\$53,248.00
New Braunfels Art League	\$15,048.00
N. B. Germischter Chor Harmonie	\$ 5,340.00
Outdoor Gallery of Art N. B.	\$24,255.00
Performing Arts Academy	\$26,329.00
Total	\$390,734.00

6. <u>ADJOURNMENT</u>

Crystal Carter adjourned the meeting at 7:36 p.m.

By: _

CRYSTAL CARTER, CHAIR

Attest:

MATTHEW SCHWARZ, ASSISTANT CITY SECRETARY



10/24/2023

Agenda Item No. A)



10/24/2023

Agenda Item No. B)

POST EVENT REPORT FORM HOTEL OCCUPANCY TAX FUNDING

By law of the State of Texas, the City of New Braunfels collects a Hotel Occupancy Tax (HOT) from hotels, bed & breakfast, inns, and other lodging properties. The revenue from the HOT may be used only to directly promote tourism and the convention and hotel industry. The use of HOT funds is limited to:

- a) **Convention Centers and Visitor Information Centers:** the acquisition of sites for and the construction, improvement, enlarging, equipping, repairing operation and maintenance of convention center facilities or visitor information centers, or both;
- b) **Registration of Convention Delegates:** the furnishing of facilities, personnel, and materials for the registration of convention delegates or registrants;
- c) Advertising, Solicitations and Promotions that Directly Promote Tourism and the Hotel and Convention Industry: advertising and conducting solicitations and promotional programs to attract tourists and convention delegates or registrants to the municipality or its vicinity;
- d) Promotions of the Arts that Directly Promote Tourism and the Hotel and Convention Industry: the encouragement, promotion, improvement, and application of the arts that can be shown to have some direct impact on tourism and the hotel/convention industry. The impact may be that the art facility or event can show hotel nights that are booked due to their events or that guests at hotels attend the arts event. Eligible forms of art include instrumental and vocal music, dance, drama, folk art, creative writing, architecture, design and allied fields, painting, sculpture photography, graphic and craft arts, motion picture, radio, television, tape and sound recording, and other arts related to the presentation, performance, execution, and exhibition of these major art forms.
- e) Historical Restoration and Preservation Activities that Directly Promote Tourism and the Hotel and Convention Industry: historical restoration and preservation projects or activities or advertising and conducting solicitation and promotional programs to encourage tourists and convention delegates to visit preserved historic sites or museums.
- f) Sporting Event Expenses that Substantially Increase Economic Activity at Hotels: Expenses including promotional expenses, directly related to a sporting event in which the majority of participants are tourists. The event must substantially increase economic activity at hotels within the city or its vicinity.
- g) Funding transportation systems for transporting tourists from hotels to and near the city to any of the following destinations:
 - 1. the commercial center of the city;
 - 2. a convention center in the city;
 - 3. other hotels in or near the city; or
 - 4. tourist attractions in or near the city.

The law specifically prohibits the use of the local hotel tax to cover the costs for general city transit costs to transport the general public.

h) Signage directing tourists to sights and attractions that are visited frequently by hotel guests in the municipality.

The City of New Braunfels accepts applications from groups and businesses meeting the above criteria and wishing to receive HOT funds. All entities that are approved for such funds must submit a Post **Event Report Form within 60 days of each funded event.** The report will be reviewed by the City of New Braunfels to determine how well the entity met its goals and be used in consideration of future hotel occupancy tax funding requests. Priority will be given to those events that demonstrate an ability to generate overnight visitors to the City of New Braunfels

Post Event Report Form

Date:	
Organization Information	
Name of Organization:	
Address:	
City, State, Zip:	
Contact Name:	Contact Phone Number:
Event Information	
Name of Event or Project:	
Date of Event or Project:	
Primary Location of Event or Project:	
Amount Requested: \$	
Amount Received: \$	
How were the funds used:	

How many years have you held this Event or Project:

Event Funding Information

1. Actual percentage of funded event costs covered by hotel occupancy tax: ______

- 2. Actual percentage of facility costs covered by hotel occupancy tax (if applicable):_____
- 3. Actual percentage of staff costs covered by hotel occupancy tax (if applicable): _____
- 4. If staff costs were covered, estimate of actual hours staff spent on funded event: ______
- 5. Did the event charge admission? Was there a net profit from the event? If there was a net profit, what was the amount and how is it being used?

Event Attendance Information

- 1. How many people did you predict would attend this event? (number submitted in application for hotel occupancy tax funds): _____
- 2. What would you estimate as the actual attendance at the event?
- How many room nights were generated at New Braunfels hotels by attendees of this event or project?
- 4. If this Event has been funded by hotel occupancy tax in the last three years, how many room nights were generated New Braunfels hotels by attendees of this Event or Project?

Last Year _____

Two Years Ago _____

Three Years Ago _____

5. What method did you use to determine the number of people who booked rooms at New Braunfels hotels (e.g.; room block usage information, survey of hoteliers, etc.)?

6. Was a room block established for this Event at an area hotel (hotels), and if so, did the room block fill? ______ If the room block did not fill, how many rooms were picked up? ______

Event Promotion Information

1. Please check all efforts your organization actually used to promote this Event and how much was actually spent in each category:

Newspaper:	\$	
Radio:	\$	
TV:	\$	
Social Media:	\$	
Other Paid Advertising:	\$	
Number of Press Releases to Media		

Number Direct Mailings to out-of-town recipients _____

Other Promotions _____

- 2. Did you include a link to the Convention Center/Visitors Center or other source on your promotional handouts and in your website for booking hotel nights during this event?
- 3. Did you negotiate a special rate or hotel/event package to attract overnight stays?
- 4. What new marketing initiatives did you utilize to promote hotel and convention activity for this Event?

- 5. Please attach samples of documents showing how the City of New Braunfels was recognized in your advertising/promotional campaign.
- 6. Please attach at least one sample of all forms of advertising/promoting used in your campaign. If the sample itself does not indicate the medium (radio, TV, print, or mail) used or where the advertising took place (e.g. a city's newspaper, or a radio spot that does not indicate the city where the spot was played), please include other information that would show location of the advertising and medium utilized.

Additional Event Information

What New Braunfels businesses did you utilize for food, supplies, materials, printing, etc?

Please list any best practices or lessons learned by the event that you believe you can apply to your next event to make it better for your organization and the City of New Braunfels.

Please Submit no later than (insert deadline) to: Matthew Schwarz, Assistant City Secretary – mschwarz@newbraunfels.gov



10/24/2023

Agenda Item No. C)

BYLAWS OF THE

CITY OF NEW BRAUNFELS ARTS COMMISSION

New Braunfels, Texas

ARTICLE I

Name

The name of this organization shall be The New Braunfels Arts Commission

ARTICLE II

Object (or Purpose)

The object (purpose) of this organization shall be to: To serve in an advisory capacity to the City Council on matters related to the arts activities, events and projects that will benefit the citizens of the City. The Commission shall advise the City Council on uses of funding that may be available from private and/or public sources that will benefit any local arts activity, project or organization serving the citizens of the City; such advice and/or recommendations on uses of funds shall not be restricted in any manner except by law.

ARTICLE III

Members

Section 1. Appointments

The New Braunfels Arts Commission shall be composed of seven (7) citizens of the City, who are interested in the encouragement, promotion, improvement and application of the arts, including instrumental and vocal music, dance, drama, folk art, creative writing, architecture, design and allied fields, painting, sculpture, photography, graphic and craft arts, motion pictures, radio, television, tape and sound recording, and other arts related to the presentation, performance, execution, and exhibition of these major art forms. Such Commission shall consist of seven members, with staggered terms, at least four of whom shall be chosen from a list of names submitted by the Greater New Braunfels Arts Council, each serving s three-year term on a rotating basis, with appointments being made by the City Council, staggered so that no more that three members shall be appointed each year. Unexpired terms shall be filled by the City Council.

Section 2. Resignations

Any member resigning shall submit a letter of resignation to the Mayor, and the resignation shall be

approved by the City Council at the next regularly scheduled meeting.

Section 3. Absenteeism

A Commission member shall be assumed to have resigned his or her position, thereby forfeiting his or her unexpired term of office if, during the calendar year, he or she is absent three (3) consecutive times or a total of four (4) times including special meetings, provided at least five (5) days notice has been given.

ARTICLE IV Officers

A chairman, and vice-chairman shall be elected by the membership of the organization at the annual meeting, to serve a one-year term.

and

No member may hold more than one office at a time.

The Chairman shall preside at all meetings of the Commission and shall be a voting member, shall appoint special and standing committee chairmen and shall have the authority to appoint special committees as deemed necessary by the membership. The chairman shall be an ex-officio member of all committees, without vote.

The Vice-Chairman shall assist the chairman as needed and shall serve as the presiding officer in the absence of the chairman. The vice-chairman shall have the right to vote on all issues that come before the membership.

Any vacancy in an office shall be filled by election of the Commission at its next regular or special meeting.

ARTICLE V

Meetings

Section 1. The regular meeting of the Commission shall be held in March of each year unless it is determined by the chairman that a specific meeting date and time must be changed due to the weather, lack of a quorum or some other sufficient reason. The Commission has the authority to change the meeting day and date by a majority vote of those present and voting, when a quorum is present.

Section 2. The Commission is empowered to hold and conduct public meetings, which must be open to the public in accordance with the Texas Open Meetings Act, Chapter 551, Texas Government

Bylaws - Page 2

Code.

Section 3. The Commission or the Chairman shall have the authority to call special meetings with at least five (5) days notice to all members. Only the business specified in the call of the meeting may be discussed.

Section 4. A majority of the members shall constitute a quorum.

ARTICLE VI

Parliamentary Authority

The rules contained in the current edition of <u>Robert's Rules of Order Newly Revised</u> shall govern the Commission in all cases in which they are applicable and in which they are not inconsistent with these bylaws, any special rules, the City Charter or State law.

ARTICLE VII

Amendment of Bylaws

These bylaws may be amended at any regular or special meeting of the commission, by a two-thirds (2/3) vote of those present and voting with a quorum in attendance, provided at least fifteen (15) days written notice has been given to all members. No amendment adopted by the commission shall become effective until after approval by the City Council.

Adopted March 15, 2001.

BYLAWS OF THE

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Section 2. Resignations

Any member resigning shall submit a letter of resignation to the Mayor City Secretary's Office and the resignation shall be approved by the City Council at the next regularly scheduled meeting shall thereby be removed from the Commission upon receipt.

Section 3. Absenteeism

A Commission member shall be assumed to have resigned his or her position, thereby forfeiting his or her unexpired term of office if, during the calendar year, he or she is absent three (3) consecutive times or a total of four (4) times including special meetings, provided at least five (5) days' notice has been given.

ARTICLE IV Officers

A chairman chairperson, and vice-chairman vice-chairperson shall be elected by the membership of the organization at the annual meeting, to serve a one-year term.

and

No member may hold more than one office at a time.

The Chairman Chairperson shall preside at all meetings of the Commission and shall be a voting member, shall appoint special and standing committee chairmen chairpersons, and shall have the authority to appoint special committees as deemed necessary by the membership. The chairman chairperson shall be an ex-officio member of all committees, without vote.

The Vice-Chairman Vice-Chairperson shall assist the chairman chairperson as needed and shall serve as the presiding officer in the absence of the chairman chairperson. The vice-chairman vice-chairperson shall have the right to vote on all issues that come before the membership.

Any vacancy in an office shall be filled by election of the Commission at its next regular or special meeting.

ARTICLE V

Meetings

Section I. The regular meeting of the Commission shall be held in March December of each year unless it is determined by the chairman chairperson that a specific meeting date and time must be changed due to the weather, lack of a quorum or some other sufficient reason. The Commission has the authority to change the meeting day and date by a majority vote of those present and voting when a quorum is present.

Section 2. The Commission is empowered to hold and conduct public meetings, which must be open to the public in accordance with the Texas Open Meetings Act, Chapter 551, Texas Government Code.

Section 3. The Commission or the Chairman Chairperson shall have the authority to call special meetings with at least five (5) days' notice to all members. Only the business specified in the call of the meeting may be discussed.

Section 4. A majority of the members shall constitute a quorum.

ARTICLE VI

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The rules contained in the current edition of <u>Robert's Rules of Order Newly Revised</u> shall govern the Commission in all cases in which they are applicable and in which they are not inconsistent with these bylaws, any special rules, the City Charter, or State law.

ARTICLE VII

Amendment of Bylaws

These bylaws may be amended at any regular or special meeting of the commission, by a two-thirds (2/3) vote of those present and voting with a quorum in attendance, provided at least fifteen (15) days written notice has been given to all members. No amendment adopted by the commission shall become effective until after approval by the City Council.

Revised October 10, 2023.

BYLAWS OF THE

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Any member resigning shall submit a letter of resignation to the City Secretary's Office and shall thereby be removed from the Commission upon receipt.

Section 3. Absenteeism

A Commission member shall be assumed to have resigned his or her position, thereby forfeiting his or her unexpired term of office if, during the calendar year, he or she is absent three (3) consecutive times or a total of four (4) times including special meetings, provided at least five (5) days' notice has been given.

ARTICLE IV Officers

A chairperson, and vice-chairperson shall be elected by the membership of the organization at the annual meeting, to serve a one-year term.

and

No member may hold more than one office at a time.

The Chairperson shall preside at all meetings of the Commission and shall be a voting member, shall appoint special and standing committee chairpersons, and shall have the authority to appoint special committees as deemed necessary by the membership. The chairperson shall be an ex-officio member of all committees, without vote.

The Vice-Chairperson shall assist the chairperson as needed and shall serve as the presiding officer in the absence of the chairperson. The vice-chairperson shall have the right to vote on all issues that come before the membership.

Any vacancy in an office shall be filled by election of the Commission at its next regular or special meeting.

ARTICLE V

Meetings

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Section 2. The Commission is empowered to hold and conduct public meetings, which must be open to the public in accordance with the Texas Open Meetings Act, Chapter 551, Texas Government Code.

Section 3. The Commission or the Chairperson shall have the authority to call special meetings with at least five (5) days' notice to all members. Only the business specified in the call of the meeting may be discussed.

Section 4. A majority of the members shall constitute a quorum.

ARTICLE VI

Parliamentary Authority

The rules contained in the current edition of <u>Robert's Rules of Order Newly Revised</u> shall govern the Commission in all cases in which they are applicable and in which they are not inconsistent with these bylaws, any special rules, the City Charter, or State law.

ARTICLE VII

Amendment of Bylaws

These bylaws may be amended at any regular or special meeting of the commission, by a two-thirds (2/3) vote of those present and voting with a quorum in attendance, provided at least five (5) days notice has been given to all members. Amendments made to Article III must be approved by the City Council following the recommendation of the commission.

Revised October 17, 2023.