



AGENDA

CULTURAL ARTS COMMISSION REGULAR MEETING May 28, 2020

FLOWER MOUND TOWN HALL
2121 CROSS TIMBERS ROAD, FLOWER MOUND, TEXAS

6:30 P.M.

An agenda information packet is available online at www.flower-mound.com/AgendaCenter

Please silence or turn off all electronic devices.

A. CALL REGULAR MEETING TO ORDER

B. PUBLIC COMMENTS

Please fill out a form in order to address the Commission, and turn the form in prior to Public Comments Administrative Assistant, Lisa Smith. Speakers are normally limited to three minutes. Time limits can be adjusted by the Chair to accommodate more or fewer speakers.

The purpose of this item is to allow the public an opportunity to address the Cultural Arts Commission on issues that are not the subject of a public hearing. Any item requiring a Public Hearing will allow the public to speak at the time that item appears on this agenda as indicated as a "Public Hearing". Cultural Arts Commission members may not deliberate and may only cite facts or current policy in response to public comments. Issues regarding daily operational or administrative matters should first be dealt with at the administrative level by calling the Flower Mound Public Library at 972.874.6200 during business hours.

C. ANNOUNCEMENTS

D. PRESENTATIONS

- Recognition of Traffic Signal Box design contest winners.

E. STAFF REPORT

F. CONSENT AGENDA – Consent Items

This agenda consists of non-controversial or "housekeeping" items required by law. Items may be removed from the Consent Agenda by any Member by making such request prior to a motion and vote on the Consent Agenda.

1. Consider approval of minutes from a regular meeting of the Cultural Arts Commission held on January 23, 2020.

G. REGULAR ITEMS

2. Consider recommending approval for Town Council consideration of a Contract for Services with Path Studio to paint a mural at the Gerault Park playground and authorization for the Mayor to execute same on behalf of the Town.

H. COORDINATION OF SCHEDULES AND FUTURE AGENDA/MEETINGS

I. **ADJOURN MEETING**

I do hereby certify that the Notice of Meeting was posted on the bulletin board in Town Hall of the Town of Flower Mound, Texas, a place convenient and readily accessible to the general public at all times and said Notice was posted on the following date and time: May 22, 2020 at 2:00 p.m., at least 72 hours prior to the scheduled time of said meeting.

Lisa Smith, Administrative Assistant

The Flower Mound Public Library is wheelchair accessible. Requests for accommodations or interpretative services must be made at least 48 hours prior to this meeting by contacting Lisa Smith, Administrative Assistant at (972) 874-6150.



CULTURAL ARTS COMMISSION AGENDA ITEM NO: 1 CONSENT ITEM

DATE: May 28, 2020
FROM: Sue Ridnour, Director of Library Services
ITEM: Consider approval of minutes from a regular meeting of the Cultural Arts Commission held on January 23, 2020.

BACKGROUND INFORMATION: The Cultural Arts Commission held a regular meeting on January 23, 2020.

BOARD REVIEW/CITIZEN FEEDBACK: N/A

ALTERNATIVE/OPTIONS: N/A

FISCAL IMPACT: N/A

LEGAL REVIEW: N/A

ATTACHMENTS:

1. Draft minutes from the January 23, 2020 regular Cultural Arts Commission meeting.

RECOMMENDED MOTION AND/OR ACTION: Move to approve the minutes from a regular meeting of the Cultural Arts Commission held on January 23, 2020.

THE FLOWER MOUND CULTURAL ARTS COMMISSION (CAC) MEETING HELD ON THE 23RD DAY OF JANUARY 2020 IN THE FLOWER MOUND TOWN HALL, LOCATED AT 2121 CROSS TIMBERS ROAD IN THE TOWN OF FLOWER MOUND, COUNTY OF DENTON, TEXAS AT 6:30 P.M.

The Cultural Arts Commission met in a regular session with the following members present:

Elizabeth Brannon	Vice Chair, Place 2
Tammie Turner	Member, Place 4
Ron Miller	Chair, Place 1
Thomas Williams	Alternate Member, Place 8
Beth Dilley	Member, Place 3
Jonathan Stricklan	Member, Place 5

Constituting a quorum with the following members absent:

Matt Brown	Member, Place 6
Brenda Gribbon	Alternate Member, Place 7

And the following members of the Town Staff participating:

Sue Ridnour	Director of Library Services
Lisa Smith	Administrative Assistant
Krissi Oden	Programs Coordinator

A. CALL TO ORDER – 6:30 P.M.

Chair Miller called the meeting to order at 6:30 p.m.

B. PUBLIC COMMENTS

None.

C. ANNOUNCEMENTS

- Brenda Gribbon has an art display at Swirl Bakery. There will be a reception on 2/20/2020.
- Friends of the Public Library will have a used book sale this weekend.

D. PRESENTATIONS

Sue Ridnour, Director of Library Services, gave a brief history and update of the Library addition and renovation. A Library Master Plan was completed in June 2012, in November 2014 land was purchased for the expansion of the Library, groundbreaking was in May 2019, and completion of the project is expected in September 2020. November 2020 will be the 35th anniversary of the Library.

E. STAFF REPORT

Krissi Oden, Programs Coordinator, gave an update on current art projects. There are still blank Visual Journals at the Library. None of the journals are back yet. It is suggested that the Board Members do a collective journal. The last entry date for the Traffic Signal Box Contest is January 31, 2020. Some of the Board Members will form a subcommittee to help judge the entries. All ten of the Art Treasure Hunt items have been found and the art from these is currently displayed at the Library. There will be a public mural in Gerault Park in the playground area.

Completion is scheduled for May 29, 2020. Art in the Park Festival will be in May 2020. This is Flower Mound’s first art festival and will have a focus on eco-friendly art. There will be art demos, live performances, food truck and may other displays and activities. The current art display in Town Hall will be there until February 3, 2020.

Sue Ridnour gave the Library Director’s Report. Ms. Ridnour read an email from Andrea Roy regarding the Art Feasibility Study for an arts building. Webb Management Consulting conducted 40 interviews and visited arts facilities in the Town and surrounding area. The consulting firm will analyze the data this month; the week of February 3 they should have a rough draft; and at the end of February, they will share the study with the Town in a public meeting.

F. CONSENT AGENDA – Consent Items

1. Consider approval of the minutes from a regular meeting of the Cultural Arts Commission held on October 24, 2019.

Vice Chair Brannon requested the Minutes from the October 24, 2019 meeting be amended to read that Vice Chair Brannon adjourned the meeting.

Commission deliberation.

Vice Chair Brannon moved to approve the amended minutes of the regular meeting of the Cultural Arts Commission held on October 24, 2019. Member Turner seconded the motion.

VOTE ON THE MOTION

AYES: Brannon, Turner, Dilley, Stricklan, Williams

NAYS: None

G. COORDINATION OF CALENDARS AND FUTURE AGENDAS/MEETINGS

The next regular meeting will be March 26, 2020.

H. ADJOURNMENT

Chair Miller adjourned the meeting at 7:09 p.m.

Ron Miller
Chair

ATTEST:

Lisa Smith
Administrative Assistant



CULTURAL ARTS COMMISSION AGENDA ITEM NO: CONSENT ITEM

DATE: March 26, 2020

FROM: Krissi Oden, Community and Cultural Arts Program Coordinator

ITEM: Consider recommending approval for Town Council consideration of a Contract for Services with Path Studio to paint a mural at the Gerault Park playground and authorization for the Mayor to execute same on behalf of the Town.

BACKGROUND INFORMATION: One of the goals of the Cultural Arts Master Plan is to develop a more vibrant, arts rich town. One of the avenues by which to do that is to include more public art in our community. As part of that mission, a Statement of Qualifications (SOQ) was created in search of a qualified artist to create a baseball themed mural at Gerault Park. The mural will compliment the components of the new playground as well as add to the goal of expanding investments in public art set forth by the Cultural Arts Master Plan.

In December, the SOQ was sent to a list of local muralists, made available on the Town website, and advertised in the Denton Record Chronicle and Cross Timbers Gazette. Artists that were interested in submitting were required to attend one of five location orientations that were offered in January and February. All questions were due by February 19 and all submissions were due by March 3. Five artists attended the location orientations and we received design submissions by two artists. The subcommittee met on March 12 and unanimously agreed on a recommendation. The artist chosen was Path Studio. Their design integrates local history using the style and color palette that was used in the playground that it encompasses.

BOARD REVIEW/CITIZEN FEEDBACK: N/A

ALTERNATIVE/OPTIONS: N/A

FISCAL IMPACT: N/A

LEGAL REVIEW: N/A

ATTACHMENTS:

1. Statement of Qualifications
2. Recommended Design

DRAFT MOTION: Move to approve as presented in the agenda caption.



Purchasing Services Statement of Qualifications

Statement of Qualifications No:	2020-35-B
Statement of Qualifications Title:	Request for Statement of Qualifications to Produce a Baseball/Softball Themed Mural at Gerault Park
Questions Deadline:	2/19/2020 at 12:00pm CT
Statement of Qualifications Due:	3/4/2020 at 11:00am CT

Statement of Qualifications (SOQ) for the materials or services specified will be received by the Town of Flower Mound until the date and time as indicated above. Please submit one (1) original copy of the Statement of Qualifications in hard copy and a flash drive containing all pages of your submittal.

Delivery and Mailing Address:

**Town of Flower Mound
Attn.: Purchasing Division
2121 Cross Timbers Road
Flower Mound, Texas 75028**

Late submissions will not be considered. Responses must be submitted with the SOQ number and the respondent's name and address clearly indicated on the front of the sealed envelope. Please include a copy of the completed Vendor Information Form and completed and signed Conflict of Interest with your bid submittal. Additional instructions for preparing a response are provided within.

RESPONDENTS ARE STRONGLY ENCOURAGED TO CAREFULLY READ THE ENTIRE DOCUMENT PRIOR TO SUBMITTING A RESPONSE.

For questions regarding this SOQ contact:	Sabrina R. Zadow Purchasing Manager (972) 874-6007 sabrina.zadow@flower-mound.com
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The Town of Flower Mound appreciates your time and effort in preparing a response. **Please note that all responses must be received at the designated location by the deadline shown.** Responses received after the deadline will not be considered for the award of the contract and will be returned unopened. Only the names of the artists submitting responses will be published on the SOQ Summary. No other information will be released by the Town during the evaluation process or prior to contract award. All Statements of Qualifications must be submitted in hard copy format only, with the exception of the PowerPoint images, which must be on a flash drive. The Town will not accept emailed or on-line submittals.

**Town of Flower Mound
Vendor Information Form
SOQ No. 2020-35-B**

Bid Title: SOQ to Produce a Baseball Themed Mural at Gerault Park

Company Information

Please complete the following and include with your bid submittal:

Company Name: _____

Principal Place of Business Address: _____

Principal Place of Business City, State, Zip: _____

Principal Place of Business Phone Number: _____

Principal Place of Business Fax Number: _____

Email Address: _____

CONFLICT OF INTEREST QUESTIONNAIRE

FORM CIQ

For vendor or other person doing business with local governmental entity

This questionnaire reflects changes made to the law by H.B. 1491, 80th Leg., Regular Session.

This questionnaire is being filed in accordance with Chapter 176, Local Government Code by a person who has a business relationship as defined by Section 176.001(1-a) with a local governmental entity and the person meets requirements under Section 176.006(a).

By law this questionnaire must be filed with the records administrator of the local governmental entity not later than the 7th business day after the date the person becomes aware of facts that require the statement to be filed. See Section 176.006, Local Government Code.

A person commits an offense if the person knowingly violates Section 176.006, Local Government Code. An offense under this section is a Class C misdemeanor.

OFFICE USE ONLY

Date Received

1 Name of person who has a business relationship with local governmental entity.

2 Check this box if you are filing an update to a previously filed questionnaire.

(The law requires that you file an updated completed questionnaire with the appropriate filing authority not later than the 7th business day after the date the originally filed questionnaire becomes incomplete or inaccurate.)

3 Name of local government officer with whom filer has employment or business relationship.

Name of Officer

This section (item 3 including subparts A, B, C & D) must be completed for each officer with whom the filer has an employment or other business relationship as defined by Section 176.001(1-a), Local Government Code. Attach additional pages to this Form CIQ as necessary.

A. Is the local government officer named in this section receiving or likely to receive taxable income, other than investment income, from the filer of the questionnaire?

Yes No

B. Is the filer of the questionnaire receiving or likely to receive taxable income, other than investment income, from or at the direction of the local government officer named in this section AND the taxable income is not received from the local governmental entity?

Yes No

C. Is the filer of this questionnaire employed by a corporation or other business entity with respect to which the local government officer serves as an officer or director, or holds an ownership of 10 percent or more?

Yes No

D. Describe each employment or business relationship with the local government officer named in this section.

4

Signature of person doing business with the governmental entity

Date

Adopted 08/29/2007

Town of Flower Mound
Request for Statement of Qualifications No. 2020-35-B
to Produce a Baseball Themed Mural at Gerault Park

I. Introduction

The Town of Flower Mound is accepting Statement of Qualifications from qualified artists to produce a baseball themed mural in accordance with the terms, conditions, and requirements set forth in this Request for Statement of Qualifications (SOQ). This SOQ provides interested artists with the information necessary to prepare and submit their qualifications for consideration.

Prior to submitting a proposal for a design, artists will be required to attend one of the four orientation times offered in January and February. The orientation will help the artist(s) become familiar with the space and the surfaces that are to be included in the mural design. Please RSVP to Sabrina Zadow via email address sabrina.zadow@flower-mound.com no later than 12:00pm CT on 1/7/2020 for the January meeting dates and 2/4/2020 for the February meeting dates, indicating which of the mandatory orientation sessions you will attend. The dates and times are listed in the below Timeline. The Town will not accept submissions from artists that do not attend one of the orientations.

II. Scope of Services

The selected artist(s) will be commissioned to design, paint, and seal a mural at the Gerault Park playground in Flower, Mound, TX. Specifications for the mural include:

- A design that is based upon the theme of "baseball".
- A design that will flow cohesively across multiple surfaces and that works aesthetically with the playground located inside the walls.
- A design that is family friendly. The Town of Flower Mound is specifically interested in proposals that highlight the idea of play and movement. Designs should move the eye across each of the surfaces and work as a "whole" rather than multiple static works that do not relate to one another.
- Should include the words "Welcome to Gerault Park"
- Emphasis on a high quality design
- Application of an acceptable graffiti/UV coating on finished product
- The use of media that ensures mural's longevity and durability

Surfaces will be cleaned and primed ready for the artist(s) to begin painting, however, the artist(s) is responsible for all paint, equipment, and supplies necessary to complete the job.

III. Timeline

01/09/20 @ 5:30pm CT	Orientation of location, 1200 Gerault Rd.
01/11/20 @ 10:00am CT	Orientation of location, 1200 Gerault Rd.
02/06/20 @ 5:30pm CT	Orientation of location, 1200 Gerault Rd.
02/08/20 @ 10:00am CT	Orientation of location, 1200 Gerault Rd.
02/19/20	Questions Deadline
03/04/20	Submissions Due
03/05/20 – 03/20/20	Evaluation Period
04/20/20	Award of contracts to approved artist(s)
05/29/20	Mural Completion Target Date or Town will consider proposed target completion dates indicated in your submittal

IV. Insurance

The artist(s) shall provide, at their own cost, workers compensation insurance, liability, and any other insurance necessary to protect the artist(s) in the operation of the artist's business. The Town of Flower Mound will be added as an additional insured.

VI. Artist Responsibilities

The artist(s) reserves all copyrights to the mural, the preliminary design, and any incidental works made in the creation of the mural. Artist(s) does, however, grant the Town of Flower Mound and its legal representatives the full right to use and/or incorporate, in total or in part, images of the mural in any publications, merchandise, and promotional materials.

The artist(s) that is selected will enter into a contract with the Town and will be required to submit a signed and notarized Release and Indemnification of Liability Form.

Upon completion, installation of the work, and final acceptance by the Town, ownership of the mural shall pass to the Town.

Artist(s) will take all necessary precautions to protect the surrounding surfaces (i.e. - unpainted walls, concrete walkways, and rubberized playground surface) from paint or any other type of damage.

VII. Application Process

Artists must attend one of the site location orientations listed in section III, be 18 years of age or older, and submit the following information at a minimum for their SOQ to be considered responsive:

- Artist(s) Statement.
- A description of the proposed mural and why they feel their design would work best in the space.
- Preliminary sketches or marquette of the mural using the template provided (includes every surface within the scope of work).
- A complete description of the materials from which the piece will be made.
- Prior experience and demonstrated technical ability to complete a mural on a cinder block surface.
- Artist(s) must be willing/able to work in public in close proximity to the playground and park users.
- Resume, limited to three pages.
- References with contact information, including name, phone number, and email address.
- Images of at least 10 paintings created by the artist(s), including any previous murals. The images must be submitted on a flash drive, in a Microsoft PowerPoint presentation, with one subject per slide. The artist's name must be included on each slide.
- The appended Conflict of Interest Questionnaire.
- A detailed budget that shows artist/design fees, cost of production, and any other misc. fees associated with the production of the mural.

VIII. Evaluation Criteria

Evaluation Committee consisting of Town Staff and members of the Town of Flower Mound Cultural Arts Commission will individually evaluate the submissions, scoring each one based on the below criteria using a standard scoring template. The Evaluation Committee will meet to review scores collectively and select (an) artist(s) and their submitted artwork to be recommended to the Cultural Arts Commission and Parks Board for preliminary approvals and Town Council for final approval.

Once all proposals are reviewed, finalists may be invited to make a presentation to the Evaluation Committee.

Criteria for section will be:

- Artistic merit (40%)
- References (10%)
- Proven ability to complete similar public art projects for municipal governments or similar bodies (20%)
- Ability to meet timeline (15%)
- Price (15%)

IX. Submission

FACSIMILE, INTERNET OR EMAIL TRANSMITTALS SHALL NOT BE ACCEPTED.

Delivery of Qualification Statements: One (1) original copy of the Statement of Qualifications in hard copy and a flash drive containing all pages of your submittal shall be included in one package and marked plainly as:

**SOQ No. 2020-35-B
SOQ to Produce a Baseball Themed Mural at Gerault Park
Due: March 4, 2020, at 11:00am (Central Time)**

The completed Qualifications Package shall be delivered to:

Town of Flower Mound
Purchasing Division
2121 Cross Timbers
Flower Mound, Texas 75028

X. Questions

The Town of Flower Mound requires all questions relating to this SOQ be directed via email to Sabrina Zadow, Purchasing Manager, at sabrina.zadow@flower-mound.com by 12:00 PM on 02/19/2020. No questions will be answered over the phone. Questions will only be accepted until the stated deadline.

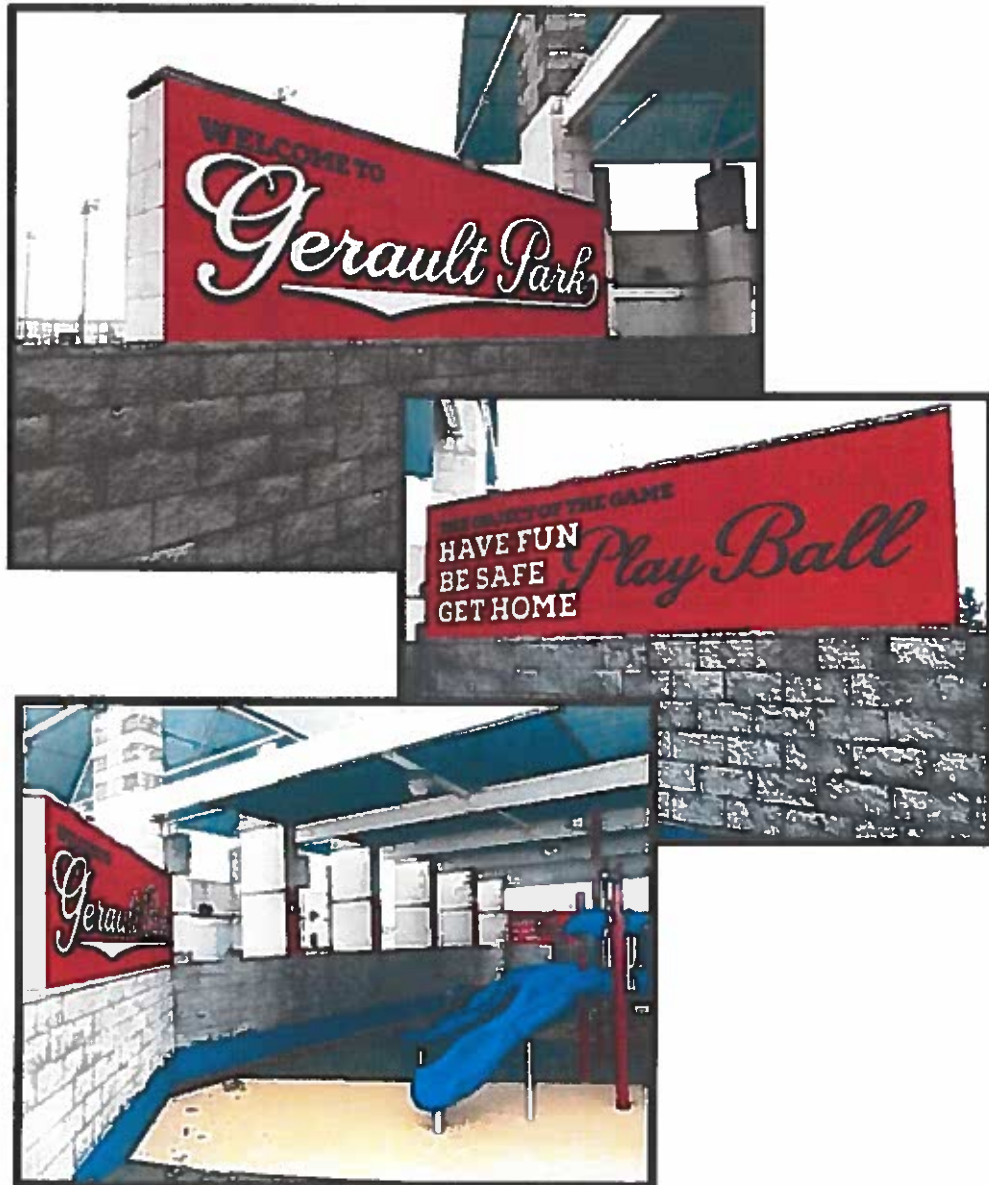
path studio

CONCEPTS

We have a few concepts for consideration. Some of which could be combined or pursued individually.

LONG WALLS and COLUMNS

First we have the long walls and the center of the posts. This is a unifying and consistent group of elements that we propose to be used with all of the following directions. This is presented in red but could also work in blue.



WELCOME TO

Gerault Park

THE OBJECT OF THE GAME

**HAVE FUN
BE SAFE
GET HOME**

Play Ball



WELCOME TO

Gerault Park

THE OBJECT OF THE GAME

**HAVE FUN
BE SAFE
GET HOME**

Play Ball

PLAYERS CONCEPT

While doing our research for the project we discovered that a lot of Flower Mound ball players have gone on to play the game at a higher level. We thought it could be really inspiring to present these players in a stylized caricature style along with a brief description of their accomplishments in the sport. We thought it would be accessible and inspiring to the younger players if these caricatures were drawn as if they were just kids playing just like they are.

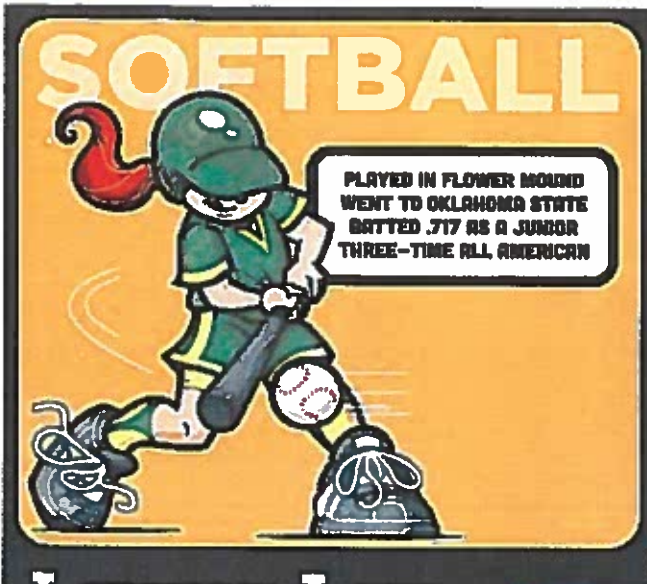
We also thought we could arrive at who was represented by reaching out to the local baseball and soft ball community for nominations that included a photo of the person being nominated along with a brief description of accomplishments.

The following comps are utilizing stock illustrations, where our final design would consist of new custom illustrations in a similar style. The following examples are fictional people as well.

This concept would bring the community into the process, giving everyone a bit of ownership. Our goal is to inspire the younger folks to stick with it and grow from the experience by following the example of kids that came before them.

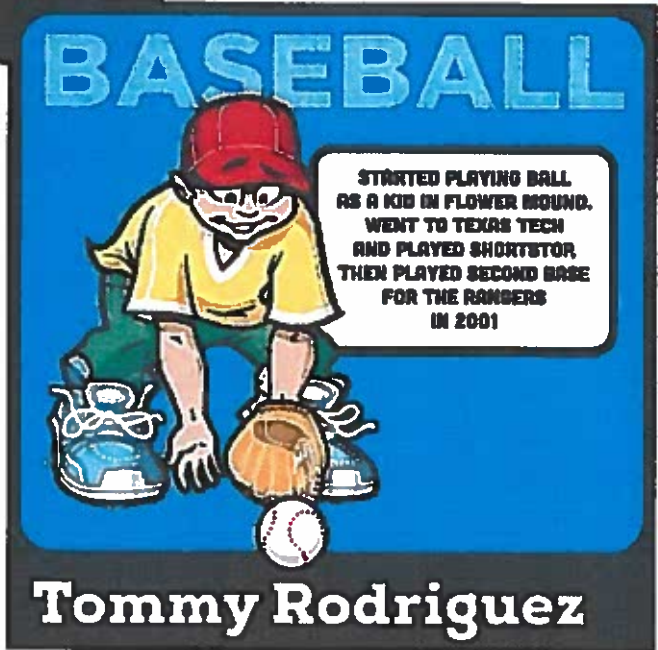
We feel this idea could work on all of the square surfaces or just on the north walls as shown below.





Lauren Lay

This idea would give us an opportunity to show a lot of diversity.



Tommy Rodriguez

This style of illustration is already incorporated in the playground!

